LAW & KENNETH
The audacity of faith
An independent that delivers

Starting one’s own agency or enterprise seems to be a foolhardy exercise — and every once in a while a start-up proves the conventional wisdom wrong.

I’ve always been fascinated by those who work in large agencies and then quit and take the plunge and turn entrepreneur.

How do these entrepreneurs believe that they can survive in a hypercompetitive market dominated by network agencies?

The challenge is compounded by the continuous increase in global alignments by brands, leaving just a small percentage of business that one could pitch for.

The non-aligned businesses worth winning, therefore, are predominantly the large Indian brands — most of which opt for the safety of the largest agencies. What is left for the entrepreneur?

Most start-ups have a creative + account manager combination; the creative has the reputation to open doors and get into pitches (or carry an account with him from the agency he has left) and the account manager looks after the business.

What happens if the entrepreneur is not a creative?

On the surface, he’s asking for trouble. Chances for survival, let alone success, would seem extremely bleak.

Six years ago, I would have said Praveen Kenneth deserved to be locked up in a mental institution and certified as a nutter. Today, with the benefit of history and hindsight, I still say he ought to be certified. He’s been a nutter from the day he started Law & Kenneth, through every year Law & Kenneth has been in existence and as he gathered more driven professionals around him to create a team that wins and retains accounts that large agencies would give an arm and a leg to win.

Law & Kenneth boasts a dream basket of accounts. Consider this: Skoda, Fiama di Wills, Vivel, Dabur Hommade, Dabur Real Activ, Dabar Honitus, Times Now, Bharti AXA, Godrej Interio.

If you’re stunned, here’s more. Law & Kenneth launched Essenza di Wills, Fiama di Wills, Vivel, Godrej Interio and GO Air.

Six years old and handling a reputed car account. Handling truly national brands. Working with marketing teams to create brands from scratch. With offices at Mumbai, New Delhi and Kolkata and with a 240 member strong team.

How does Law & Kenneth manage this? We spent time talking to a number of Law & Kenneth’s clients in an attempt to understand why they choose to work with Law & Kenneth. Especially since a number of the clients (ITC, Dabur, Bharti, Godrej, to name a few) work with other agencies on different brands.

The common answer? All those we spoke to do not see Law & Kenneth as an agency; they see the firm as a partner in their progress; they see Law & Kenneth as an extension of their own marketing efforts.

They see Law & Kenneth as having the same objectives that they have: the growth of their brands.
The Result of Being Speechless

Campaign India takes you back in time to trace the genesis of Law & Kenneth through conversations with the partners and through their clients — and it is a fascinating story

Praveen Kenkre: In conversation ... the No. 2 of McCann Mumbros, by 2009 he was the CEO of Publicis India, a few years ago, co-founded St Luke's, a few years later married Law & Kenneth with Law & Kenneth.

Tony Hanmer on Kenneth

Tony Hanmer has been a boss, a mentor, and, now, a veteran client of Praveen Kenkre.

I Praveen Kenkre wasn’t particularly at his NDA group discussion, he might have gone onto become a fighter pilot and Law & Kenneth might never have been born.

After coming to terms with the fact that he wouldn’t even become a fighter pilot, Kenneth entered advertising with MAA Bozzill. Still, the urge to fly high remained, and Kenneth quickly joined Ogilvy & Mather at Bangalore.

Continuing to fly at supersonic speeds, he then moved to O&M. Mulkidjian and then to McCann Erickson.

And then he was named CEO of Publicis India — on the recommendation and advice of his mentor, former Sun Microsystems, he moved to Coke, L’Oreal, Nestlé, Levers, Hewlett-Packard and Cadbury-Pepsi.

And that is how I started.

I was outmaneuvered in the UK cloak-and-dagger stuff, Andy Law and the two decided to tackle the UK market.

Keneth, Law’s founder.

Both, the personal care division of ITC and Law & Kenneth, were born at the same time. Before beginning advertising, our team and the Law & Kenneth team had to understand the space that each product occupied and devise comprehensive strategies for the proposing brands, says TYC’s Sandeep Kaal.

ITC and Law & Kenneth had been adequately propelled — with people who would stick on problems.

Thus, we have an owner-driven model, people who work as co-owners in the company.

So Anil Nair (Sr), who worked with Kenneth at McCann joined him at St Luke’s and steered through the change into Law & Kenneth.

It was the same for Anil Nair (Sr), except for the fact that his core responsibility too, changed from planning to heading Digital Law & Kenneth. “One thing that came to the fore when we introduced Law & Kenneth (Sr) was their belief that they would try and work on what the brand wants and be media independent in their planning,” he adds.

“That allows us the freedom, unlike network agencies, to experiment with new things and new mediums,” adds Sundaresh Samaranayake, who moved to St Luke’s at a time when she had virtually decided to get out of advertising after stints at Lintas and O&M.

“I think for the first six months, I took home less money than what I would have done as an executive at another agency, but I was getting so much more joy because I was creating something from scratch for the first time in my life.”

Charles Victor is the most recent addition to the Law & Kenneth team.

He joined from JWT in 2006. “It is a case of creating a partner and the Law & Kenneth brand is a perfect fit in the context. It is not the best of places, it is not the best of opportunities, but what I can deliver is a good future opportunity,” he says.

Victor is a team of a team.

All of them are integral parts of Law & Kenneth, and none of the core team has left the agency.

They obviously project themselves as a team, and that was the confidence they instilled in their clients.

“I think the team as a whole came across as very sound, very positive, warm and we felt that being a late entrant in the market, we needed somebody who could really spend much more time with us and I think they chemistry worked well with us across the team,” says Sundeep Deshpande.

The pillars of the agency, the planning function, is one area where all clients benefit from — and they do not hesitate to talk about the role that the planning function plays in their relationship with Law & Kenneth.

“Godrej Interio’s Anil Mathur speaks effusively about the proactiveness of the agency when it comes to consumer insights, most notably with Law & Kenneth’s premise that the client decides, the BBi and B2C team of Godrej Interio’s production was the same. This insight before Godrej Interio becoming, arguably, the only large brand in the market that produce production BBi and B2C ranges under one name. It is not a perception of the success. Mathur knows that it works. “The recall is strong, and we are seeing results in sales. Consumers who are our furniture buyers feel that the office is back and branded products are our clients’ first choice.”

Hanmer, who joined Law & Kenneth as a consultant in 2002, says the agency he and ITC have worked together. “The planning team plays a role in the brand strategy and not only the creative. It is the seeming omnipotence of the planning function that makes it so effective.”

Law & Kenneth is fantastic, when the pressure is high and the time available to convert the brief into a campaign is very short.”

Kenneth had gathered around him a team of partners with skills that complement each other. Their planning, an advantage that all clients appreciate overtly.

Their experience at home, their decision to award the Bharti AXA account to Law & Kenneth is a clear pointer in that direction.

Tony Hanmer has been a boss, a mentor, and, now, a veteran client of Praveen Kenkre. Hanmer, who joined Law & Kenneth as a consultant in 2002, says the agency he and ITC have worked together. “The planning team plays a role in the brand strategy and not only the creative. It is the seeming omnipotence of the planning function that makes it so effective.”

Law & Kenneth is fantastic, when the pressure is high and the time available to convert the brief into a campaign is very short.”

Kenneth had gathered around him a team of partners with skills that complement each other. Their planning, an advantage that all clients appreciate overtly.

Their experience at home, their decision to award the Bharti AXA account to Law & Kenneth is a clear pointer in that direction.

Tony Hanmer has been a boss, a mentor, and, now, a veteran client of Praveen Kenkre. Hanmer, who joined Law & Kenneth as a consultant in 2002, says the agency he and ITC have worked together. “The planning team plays a role in the brand strategy and not only the creative. It is the seeming omnipotence of the planning function that makes it so effective."
Anil Nair (Sr)

Chief executive and managing partner

Anil Nair is one of two Anil Nairs at Law & Kenneth. His seniority (in terms of date of joining the agency) allows him the privilege of being called ‘Senior’ by his colleagues while the other Anil is called ‘Junior’. But that’s only a name, a reflection of a symbol of a place in the hierarchy. Nair (Sr) is a people person; he hires well and retains the talent that runs the agency. Nair (Sr) had more than been there and done that when he joined Kenneth at St. Luke’s. “I was at that particular stage in my career where I had to take a very critical call about what should I be doing in the future. I had handled the biggest brands Coca-Cola, Sprite, and Fanta. When I walked in, I looked at the team, the one that I had grown up with the world,” says Nair (Sr).

It was at this stage that Kenneth made an offer to Nair (Sr). “Praveen and I had always been friends; we had worked together before in an earlier startup; we had a common language. The Mooch business was doing extremely well, so we thought it was a great opportunity to come together and form something bigger.”

Since we were involved in the creation of a brand’s concept from scratch, there was no room for prejudices. Nothing worked easier than an open mind. Nothing forecloses creativity like a worldview that simply fits the engine grille.

“We try very hard to resolve differences and pull all the negativity and clichés that come in the way of brand planning; not just through very human perspectives. We believe in meeting the need of the hour, not always of the client, but in talking to the client, and understanding how to help them. We have been fortunate enough to work with clients who believe in our philosophy, but it is the discipline and the processes that make one more efficient and in control of the business. The greatest privilege for me is that since I have been at Law & Kenneth, I have been able to work on all accounts and all clients, and that I have been a part of the growth story.”

Srinivasan sees brand building as a collaborative effort between a client and her team. She cannot think of a past client or colleague of a similar disposition. She focuses on her key strength; her furious growth that Law & Kenneth has enjoyed. “We thrive on concepts, co-creation, learning, re-engineering, unlearning, creativity, observation, inquisitiveness and open-mindedness. This is how we have grown. We realized early in our life cycle that it happened by default rather than design. Our earlier brands took the lot of the people that we created in the company to be the cradle of many of the other promising brands. We came out of that form of an era in someone’s mind. That has become crystalline and is expressed as we can be useful to someone else we engage with. Because we are involved in the creation of a brand’s concept from scratch, there is no room for prejudices. Nothing works easier than an open mind. Nothing forecloses creativity like a worldview that simply fits the engine grille.”

“I am not a planner; I am a creative leader. I am passionate about what I do. I believe in meeting the need of the hour, not always of the client, but in talking to the client, and understanding how to help them. I have been fortunate enough to work with clients who believe in our philosophy, but it is the discipline and the processes that make one more efficient and in control of the business. The greatest privilege for me is that since I have been at Law & Kenneth, I have been able to work on all accounts and all clients, and that I have been a part of the growth story.”

Victor left JWT after being in the team that walked away with wins at Cannes. “The last couple of years were very exciting at JWT. We picked up a Cannes Lion for Red Cross!”

It was a friend who ‘sold’ Law & Kenneth to Victor. “He called me and said there was a place in Law & Kenneth where the founders were extremely hungry themselves,” Victor says. “I was very clear about the fact that there might be some businesses which might be really big businesses but the agency wouldn’t evolve because of lack of ownership. I was not scared to ask all the wrong questions. Clients appreciate and respect this. Be uncomfortable; you have to be uncomfortable.”

Charles Victor was working with JWT’s Chennai branch before joining Law & Kenneth. “Most of my advertising life was spent in JWT where I was a large office, a large network, working on large brands with huge teams of people,” says Victor. He wanted to move to Mambu and Law & Kenneth was almost his only preference. “I intentionally wanted to move to a place that was a new way, like me. I have always been very hungry, at least like to think so. Law & Kenneth seems like a place where the founders were extremely hungry themselves,” Victor says.

Then came the interview with Anil Nair (Sr). “When I first met Anil Nair, we just talked for three hours. We didn’t talk advertising; we didn’t talk shop. We didn’t talk about brands and accounts, we didn’t talk about what I had worked on, my history. We just talked about the way I would like to work and seemed like both of us liked working in the same style. Then, eventually, we started talking about Law & Kenneth as well. It seemed like a place that pretty much had in the belly and desire to do it the way we wanted to do it.”

Who are the people at the core of finding solutions for Law & Kenneth’s clients? What makes them tick and what do they think of their own organisation?
**View from the Outside**

**Arnab Goswami**

"The first thing that you want when you are a news channel is to work with an agency that has the interest and the passion for news. We found Law & Kenneth closer to us and the way we look at news than others. The level of passion which was evident in the creative team at Law & Kenneth was another reason for us to work with them," says Goswami.

In addition, there are the quirks of media brands. "The most challenging thing for an agency in the news business is that their creatives are often delivered under great time constraints and pressure. I think they understand that. Sometimes it can be a very difficult situation for a creative agency to be in. How do you manage the time pressure and constraints that are put on you by the client? We get the ratings today, we want an ad out tomorrow, we have a big event today and want an ad out tomorrow. Laws & Kenneth deliver on that demand," he adds.

Beyond the urgent tactical, there are the regular requirements. "I find them extremely proactive in the way they deal with our pressures. Sometimes they mock it and sometimes they don’t but that show you move along.

The critical aspect for all clients, not just Times Now is the involvement of key people. They’re very accessible. And they are a team. It is quite evident to me from my regular interactions that they are really a close-knit team," Goswami says.

---

**Sandeep Kaul**

CEO, Personal Care Products, ITC

Sandeep Kaul was pitch-looked into the hot seat to drive ITC’s lobby into the personal care products business and Law & Kenneth was on board in the conceptual stages itself. "As with all products at ITC, we invested heavily in research. Which were the categories that we should launch first? What were the opportunity points, the need gaps, the consumers’ expectations? We worked closely with Law & Kenneth to understand all the consumer facing concern. While the proposed products themselves were put to research. Then came the development of the names for the product, the logos, the packaging design and finally the communication," says Kaul.

It is a cause for concern, when the marketing teams in Kolkata and the agency’s head office is in Mumbai. "It’s important that their head office isn’t in Kolkata. We use the phone and e-mail efficiently. We meet at least once a week."

To him, Law & Kenneth’s contribution is significant. "To create new brands in any FMCG category is difficult. Law & Kenneth believes in the strategy, they know what we have planned months ahead and are proactive with their ideas. For them, they are a part of our marketing team."

"It’s easy working with Kaul. This force is very important strategically for ITC. Many agencies will say it’s one in a million that we are a demanding client. We talk and ensure that Law & Kenneth builds their resources to meet all our needs as we grow," says Kaul.

---

**Thomas Kuehl**

Member, board of directors (sales and marketing), Skoda India

Kuehl likes Skoda lovers, and Praveen Kenneth is one. "I think the team is very enthusiastic and it looks like they are putting a lot of effort into this Skoda account, because they are by themselves Skoda lovers. Also, they really wanted to have an automotive client in their portfolio. That is the reason, I feel, in their unbelievable dedication and the quality of their creative," says Kuehl.

Their digital capability is important to Kuehl and he is most impressed by the launch of the Skoda Fabia site for India. "It was a worldwide success. It was obviously working in India because the Super-hatch is established. It is an own management system by itself and other manufacturers are now getting interested. But it was also loved by a lot of Europeans because Skoda’s technology partner and the automotive part with some Bollywood scared into the communication." Virals and YouTube did wonders for the brand and "we are certainly delighted with the outcome," says Kuehl.

Kuehl has no plans even looking at another agency. "Law & Kenneth is the creative agency, the lead agency for India. We turn to them for developing communication strategies as well. Their understanding of the digital domain is significant. While the technical aspects are outsourced, Law & Kenneth is involved even in the content on the site, the search engine optimisation as well as the search engine marketing. To us, they are value addition," says Kuehl.

---

**Anil Mathur**

CEO, Godrej Interio division

Small is beautiful. Law & Kenneth were small when they bagged the Godrej Interio account. "Bigger agencies would come up with a huge strategy of spending crores of rupees to create a big bang effect and take it through. Since the category was evolving, we were also evolving, we needed someone to understand us and our whole business strategy and develop the brand strategy to fit with it."

I think that’s where Law & Kenneth understood the whole equation better and we slowly built up the brand, unlike others who recommended a big bang effect in the first year with huge investments going into it," says Mathur.

Also, Law & Kenneth understood the consumer best. "One of the insights which Law & Kenneth came up with, was that the consumers of both the office furniture and the home furniture were, the same; it was the devices which were different. When you are buying you may be the husband, you may be the father at home; you may be the decision-maker, you may be the husband or you may be an influencer in the B2B segment," says Mathur. "We felt that Law & Kenneth was very positive in strategy planning and they didn’t work pretty hard to understand the consumer, going through complete focus group studies, he adds.

It’s been a gratifying partnership for Mathur. "We work together, we went through all the pains together. I don’t think even I ever felt that Godrej was merely a client and that they had to make a fortune out of the relationship. For both of us, the issue was how we make this brand and successful and how do we take it to the level? I was some sort of a discovery. Godrej Interio was like the birth of a baby which was conceptualised and facilitated by both of us," Mathur adds.

Their non-commercial aspect is valued by Godrej. "The facts, the function, the relationship is more important than the immediate earning from the transaction. They move away from the transaction to the relationship and that is a very strong message from the top management down the line. That keeps the bonding intact,"

How satisfied are they? Would they look for other agencies? "No," says Mathur.

---

**Sandeep Dasgupta**

CEO, Bharati AXA Investment Managers

For Dasgupta, it was important that the agency that worked on the Bharati AXA business should be one that could deal with the challenge of their being a very late entrant into the market. "How do you position us, how do you position us in the marketplace? These were questions that Bharti AXA wanted answers to."

Sandeep Kaul was pitch-looked into the hot seat to drive ITC’s lobby into the personal care products business and Law & Kenneth was on board in the conceptual stages itself. "As with all products at ITC, we invested heavily in research. Which were the categories that we should launch first? What were the opportunity points, the need gaps, the consumers’ expectations? We worked closely with Law & Kenneth to understand all the consumer facing concern. While the proposed products themselves were put to research. Then came the development of the names for the product, the logos, the packaging design and finally the communication," says Kaul.

It is a cause for concern, when the marketing teams in Kolkata and the agency’s head office is in Mumbai. "It’s important that their head office isn’t in Kolkata. We use the phone and e-mail efficiently. We meet at least once a week."

To him, Law & Kenneth’s contribution is significant. "To create new brands in any FMCG category is difficult. Law & Kenneth believes in the strategy, they know what we have planned months ahead and are proactive with their ideas. For them, they are a part of our marketing team."

"It’s easy working with Kaul. This force is very important strategically for ITC. Many agencies will say it’s one in a million that we are a demanding client. We talk and ensure that Law & Kenneth builds their resources to meet all our needs as we grow," says Kaul.

---

**Anil Mathur**

CEO, Godrej Interio division

Small is beautiful. Law & Kenneth were small when they bagged the Godrej Interio account. "Bigger agencies would come up with a huge strategy of spending crores of rupees to create a big bang effect and take it through. Since the category was evolving, we were also evolving, we needed someone to understand us and our whole business strategy and develop the brand strategy to fit with it."

I think that’s where Law & Kenneth understood the whole equation better and we slowly built up the brand, unlike others who recommended a big bang effect in the first year with huge investments going into it," says Mathur.

Also, Law & Kenneth understood the consumer best. "One of the insights which Law & Kenneth came up with, was that the consumers of both the office furniture and the home furniture were, the same; it was the devices which were different. When you are buying you may be the husband, you may be the father at home; you may be the decision-maker, you may be the husband or you may be an influencer in the B2B segment," says Mathur. "We felt that Law & Kenneth was very positive in strategy planning and they didn’t work pretty hard to understand the consumer, going through complete focus group studies, he adds.

It’s been a gratifying partnership for Mathur. "We work together, we went through all the pains together. I don’t think even I ever felt that Godrej was merely a client and that they had to make a fortune out of the relationship. For both of us, the issue was how we make this brand and successful and how do we take it to the level? I was some sort of a discovery. Godrej Interio was like the birth of a baby which was conceptualised and facilitated by both of us," Mathur adds.

Their non-commercial aspect is valued by Godrej. "The facts, the function, the relationship is more important than the immediate earning from the transaction. They move away from the transaction to the relationship and that is a very strong message from the top management down the line. That keeps the bonding intact,"

How satisfied are they? Would they look for other agencies? "No," says Mathur.

---

**Sandeep Dasgupta**

CEO, Bharati AXA Investment Managers

For Dasgupta, it was important that the agency that worked on the Bharati AXA business should be one that could deal with the challenge of their being a very late entrant into the market. "How do you position us, how do you position us in the marketplace? These were questions that Bharti AXA wanted answers to."

"What appealed to us was that they had worked on a few brands which had no visibility at all and had given them respectable visibility, whether it was Skoda or some of the ITC brands. It convinced us that they were not afraid to take on a brand which had absolutely no visibility. Their track record with three brands helped us arrive at the decision," says Dasgupta.

Their accessibility and lack of hustle are positives. "They don’t sell layouts. That’s the best part about the agency. They try and push some thoughts just because the creative guy is excited by them. What they try and do is understand, and their willingness to understand is fantastic. We don’t see any hesitation either on their part or ours to communicate — ever. You can even call them in the middle of the night, if you want to," says Dasgupta.

And their creative ability? "The best part is they understand subtle, soft values and mould them to the fine. They can give life to soft value which is otherwise not explained well. The ‘Kyon Nahi’ campaign is outstanding because that’s the only occasion that we were remnant on TV for a few week period. People still vividly remember the campaign. It honestly is not one of the largest campaigns, but people remembered it for at least about four months down the line. This recall wavy high," closes Dasgupta.
Of questions and learnings

Digital Law & Kenneth started off with a major advantage: Anil Nair (Jr), who heads the division, is not a digital professional. He’s an advertising professional and has done time at major Indian agencies. He understands brands, he understands the environment that brands operate in, and he’s fascinated by the digital world.

“It’s no surprise, then, that Digital Law & Kenneth produces work that works. Their campaign for Skoda Fabia is one that has more than delighted the client — not just in India, but even at their head office.

The range of websites created is a revelation. One for a car, one for a high-end housing project, one for a construction company and one for an F1 Racing team, to name but a few.

Nair (Jr) joined Law & Kenneth as a planner. “The first digital boom and the current one are nearly the same, it was just that the infrastructure was not ready to support the boom earlier while the infrastructure is more ready to support the boom now,” he says.

“When I joined Law & Kenneth, I had digital as a dream or as a memory in my head. One was also going through a personal development as far as the Internet was concerned, which was now much bigger. Automation was another huge development that was happening. And the mobile. So you can’t keep these two out of the digital space.”

“Almost all the brands that Law & Kenneth handle also turn to them for their digital solutions — and a few without a digital planner. “The first digital boom and the current one are nearly the same, it was just that the infrastructure was not ready to support the boom earlier while the infrastructure is more ready to support the boom now,” he says.

Tony Hammer is extremely bullish on digital and sees digital as a very important thrust area for Law & Kenneth. “The next year will see us entering the digital communications business with an even greater emphasis than before. In fact, just recently, PriceWaterhouseCoopers published a report indicating that advertising revenue take up in the global spectrum had increased by 27%. Translate that to India’s special conditions and you can see why the digital spectrum holds such interest for us. The conditions are right and we are poised to be a global communications company operating out of India,” he says.

The website is packed with information about the brand. The two wooden boards at two extreme ends provide interesting trivia about the brand.

It is apparent that the understanding of brands and advertising make the digital work deliver more than would have been possible by a website developer. And their involvement does not end with the design and the template. Digital Law & Kenneth takes responsibility for the updation of content on sites, social media optimisation, viral marketing, new media development, gaming and social networking applications should the clients require such a service.

“One of the big things that we had to ask ourselves at the outset was, why another digital agency? There was a reason why we set up the advertising agency. What is it that we would bring to the table as a digital agency that’s different? The answer was simple. We understand brands and communication much better than the average digital agency. We think media aggressively, and create solutions for clients that may result in large savings on media,” says Nair (Jr).

Since digital is evolving at such a furious pace, we are approaching it from a position of questioning and of learnings. This is the differentiator that Digital Law & Kenneth brings to the table. We are not afraid to ask questions, the ‘why not’ questions, at a lot of levels, not just at the communication level but sometimes even at the marketing level, brand level, brand thinking level. So, clients create that slight amount of friction but that friction is very healthy. It creates an environment which shakes up things and then allows for some thinking,” says Nair (Jr).
The Work

Bombay Dyeing

John Abraham, Wendell Rodricks and Sabyasachi. Just some of the names Bombay Dyeing has brought into your bedroom over the last couple of years.

Skoda

In the multi-talented picture of luxury automotive advertising, Skoda has always attempted to say something different. Conquering oil, nature, intelligence and suddenly in varying proportions, Skoda has created a communication niche for itself over the last few years.

Campaign India and supplement 5 June 2009

Times Now

As time when news channels are busy quoting research on viewership, Times Now decided to ask a few questions. Inspired by the spirit of the channel itself, the campaign gained eyeballs both in print and outdoor.

Times Now

What are they saying but not telling?

WHERE DO THEY GO FROM HERE?

Bharti AXA

At a time when the country was wondering if it should invest at all, Bharti AXA encouraged them to do just that. A simple, yet effective, campaign that captured the essence of the company and their approach to investment is just two words.

Godrej Interio

From living rooms to corner cabins, there’s one brand that’s steadily grown in the few years since its launch. With communication that’s simple and product-focused, the campaigns for Godrej Interio have always let the products do most of the talking there is to do.

Fiama Di Wills

Creating quite a splash since its launch, Fiama Di Wills has produced a fairly large body of communication in a short span of time. And the newest addition in the Fiama Di Wills portfolio has been Deepika Padukone, appearing in both their soap and shampoo communication.

Skoda

The new Skoda Laura.


Dabur

If the TVC got everybody on their toes last year, the print campaign this year is getting people to say ‘no’. For all the right reasons, of course.
VIVEL: Hrithik Roshan, Kareena Kapoor and Trisha now have something in common — Vivel from ITC. Soaps, shampoos and filmstars all worked wonderfully in the Vivel launch and the buzz is there’s much more in store to watch out for.

KITPLY: There’s something about this category that gets every agency creative going and this Kitply commercial isn’t far behind. A comical take on ‘Ply mane Kitply’, the commercial got people laughing all the way to the plywood stores.

ESSENZA DI WILLS & FIAMA DI WILLS: First came the launch of the prestige brand Essenza DiWills. That set the stage for the launch of the premium offering Fiama DiWills — a range of shampoos, soaps and shower gels. With Deepika Padukone now joining the Fiama DiWills family, the brand continues to make waves on television and on shelves.

BOMBAY DYING: Here’s what John Abraham looks like before he bares all for Bollywood.

SKODA: Pure driving pleasure meets oodles of attitude in this commercial for Skoda Laura. Simply centred around the driving experience, the commercial tells you just how you can play once you floor the Skoda pedal.

BIG FLIX: Big Flix makes its way into living rooms. And it promises to change the way you live your life, infusing Matrix-inspired action and SRK dance moves, this commercial was possibly as entertaining as the films it borrowed from.