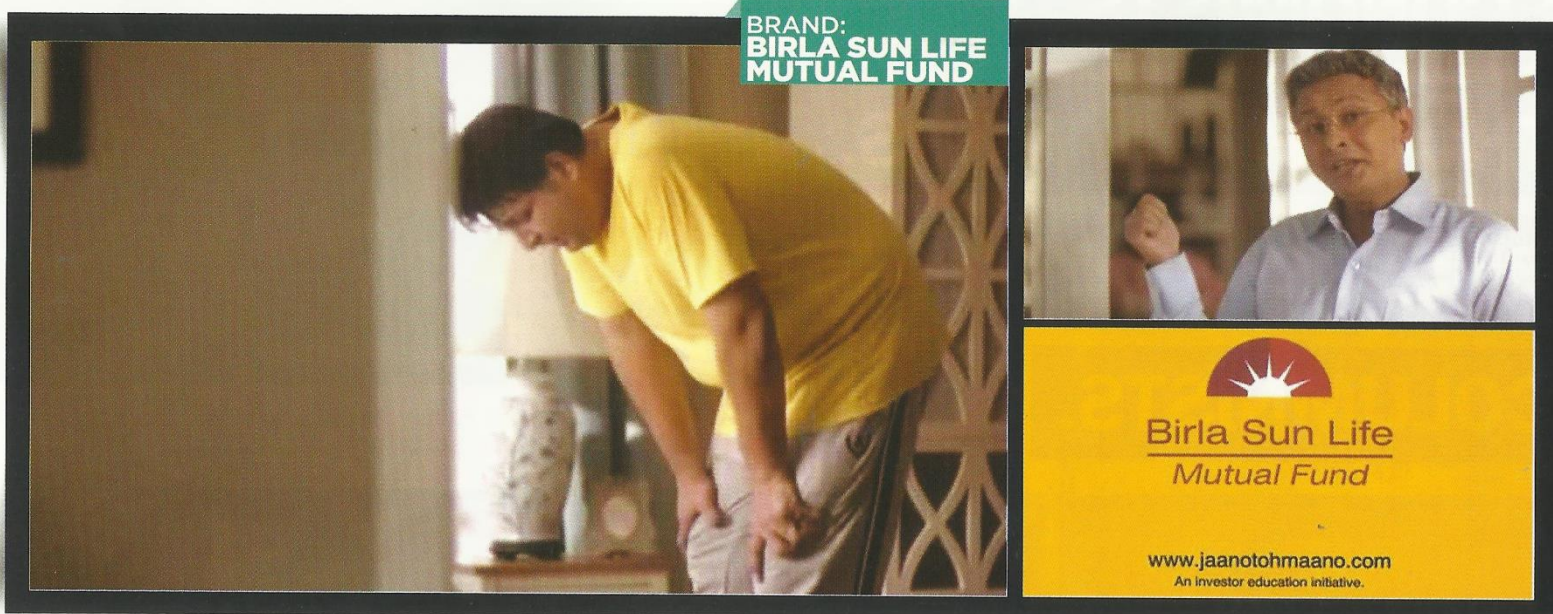


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[ CREATIVE ZONE ] SHOWCASE OF THE LATEST AD CAMPAIGNS



**AGENCY**

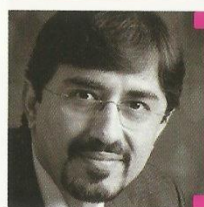


This commercial reiterates the importance of staying invested in mutual funds over a long period of time. Just like the last film, this too plays on a highly relatable, almost universal

desire - the need to lose weight. The message is simple: Want to drop a couple of kilos over one morning walk? It's not going to happen quickly. And the same goes for mutual funds, so stay invested to get returns.

**Pallavi Chakravarti**  
Creative Director, Taproot India

**CLIENT**



Simplicity and provocation in a slice of life story, and consistency are the three cornerstones of all our communications. And this film is yet another step in this direction to make our

investors see merit in long term investments in equity mutual funds.

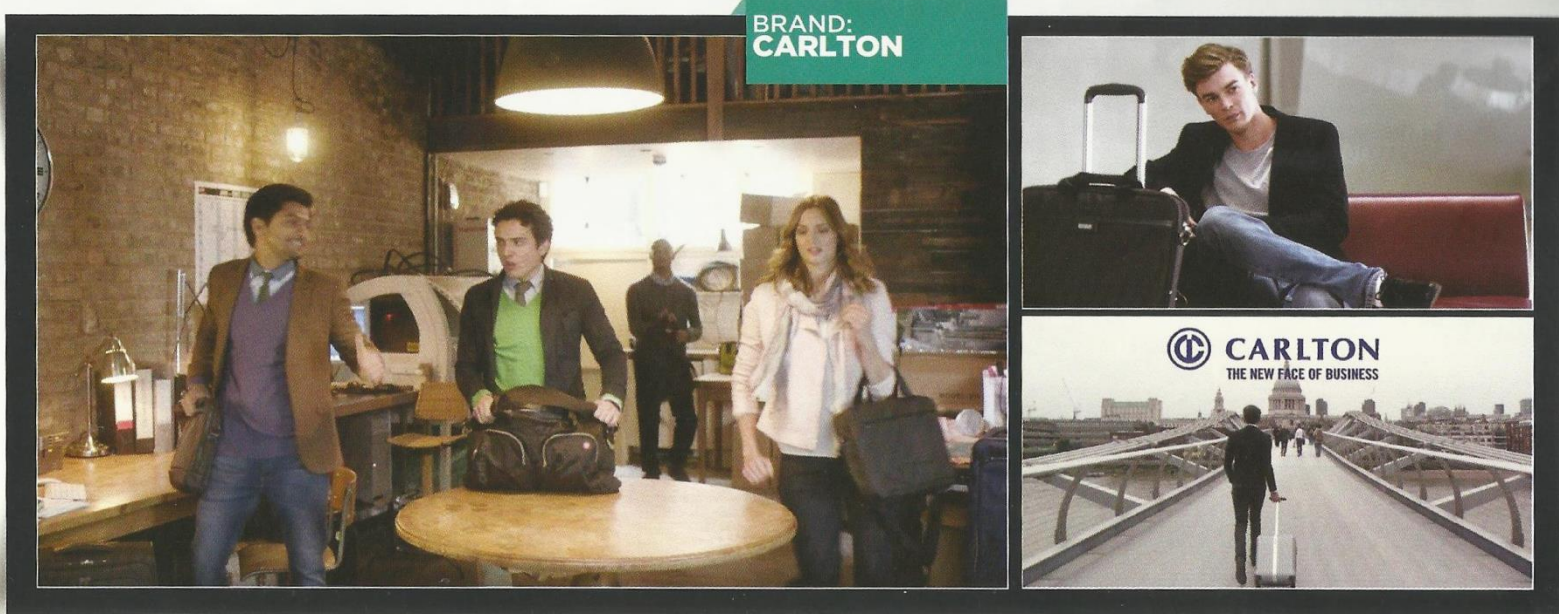
**Ajay Kakar**  
Chief Marketing Officer - Financial Services, Aditya Birla Group

**CREDITS**

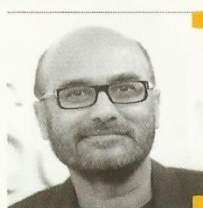
CREATIVE AGENCY  
**TAPROOT, MUMBAI**

CCO  
**AGNELLO DIAS, SANTOSH PADHI**

CREATIVE TEAM  
**PALLAVI CHAKRAVARTI, NIVEDITA AGASHE, ANOOP K K**



**AGENCY**



Carlton is a premium luggage brand with a heritage of the UK legacy wanting to reach out to 'The New Face of Business'. We hope that the campaign

communicates with the young aspiring face of business who will associate with Carlton on their next business travel.

**Ravi Deshpande**  
Founder, Whyness

**CLIENT**



With the new campaign for Carlton, the brand reaches out to new generation travellers and is about new business ideas, not about age or experience, it is all about

taking risks. Our attempt is to cater to this new segment that is growing and forms a considerable amount of the consumer segment.

**Sudip Ghose**  
Vice President-Marketing, VIP Industries

**CREDITS**

CREATIVE AGENCY  
**WHYNESS**

CREATIVE HEAD/  
DIRECTOR  
**RAVI DESHPANDE**

CREATIVE TEAM  
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