

Afaqs! Reporter

VIDEOS



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DR.OETKER

Dr. Oetker has launched a campaign 'food mein daalo magic' for its sub-brand, FunFoods. The ad featuring brand ambassador Sonali Bendre educates customers about the versatility of FunFoods Mayonnaise by demonstrating how it can be used to make a creamy sauce for macaroni.

Creative Agency: Scarecrow Communications



ENGAGE ON

ITC's deodorant brand Engage has come up with a new range of Pocket Perfumes for men and women called Engage On. Accompanying the product launch is a campaign which articulates the brand's proposition of 'smell great anytime, anywhere'

Creative Agency: J. Walter Thompson



MILTON

Milton has released a TVC for its latest innovation, the 'Leak Lock Steel Tiffin'. The ad, shot on an iPhone, is part of the brand's ongoing 'Kuch Naya Sochte Hain' campaign. The film depicts how Milton's new technology prevents leakage during the tiffin's daily journey from home to office through a rough city life.

Creative Agency: Ogilvy & Mather



NAVRATNA OIL

Emami has launched an integrated brand campaign for Navratna Oil. The ad featuring brand ambassador Amitabh Bachchan as '#RaahatRaja' carries forward the brand's tradition of humorous and tongue-in-cheek advertising.

Creative Agency: Leo Burnett Orchard



SHOPCLUES

The ShopClues 'look good everyday' TVC projects the online marketplace as the one-stop-shop for affordable fashion in 'Bharat - the real India'. The campaign informs the viewers that with ShopClues fashion they can look good everyday with choices for every occasion, budget and every region in the country.

Creative Agency: Enormous Brands



MILO

Nestlé has launched a new campaign for Milo, its ready-to-drink cocoa-malt milk beverage, crafted especially for growing children. The ad 'Milo - grow with sports' underscores the importance of sports in the growing years of children, while highlighting the role Milo can play in their all-round development.