



BRAND: CADBURY
CAMPAIGN: ERASE VALENTINE'S DAY

AGENCY



SUKESH NAYAK
Chief Creative Officer, Ogilvy India

"5 Star has been surprising audiences yearly with crazy digs on Valentine's Day. But this time, when Karunasagar Sridharan proposed the idea of literally erasing the day using time travel, we instantly knew that this was going to be bigger than anything we've done, and a mammoth task to pull off."

CLIENT



NITIN SAINI
VP- Marketing, Mondelez India

"Cadbury 5Star is an embodiment of bold cheekiness and mischief, and the current campaign will meet a new level of whimsy by doing the impossible - erase Valentine's Day."



BRAND: HDFC LIFE
CAMPAIGN: MY CHILD MY PRIDE

AGENCY



RAJDEEPAK DAS
CCO, Publicis Groupe South Asia
and Chairman, Leo Burnett South
Asia

"Often, today's generation is underestimated and misunderstood because of their different approach to life. Our film takes one such example, and shows how a son surprises his parents with his thoughtful gesture of using technology as the driving force in helping their business grow."

CLIENT



VISHAL SUBHARWAL
Chief Marketing Officer and Group
head-strategy, HDFC Life

"Today's young generation is far more adept at dealing with the fast-evolving world around us. In this scenario, it becomes necessary for parents to have faith in their children's capabilities and be adequately financially prepared to support their children with the education that would enable them to chart their success stories."



Kulfiwala & Co. 3.7



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BRAND: SWIGGY
CAMPAIGN: TABLE FOR 2

AGENCY



MALVIKA THIRANI
Creative, Talented

“My maternal and paternal grandparents lost their respective partners very early on, so I never got to see the shapes and forms geriatric love can take. Had they been here, I believe this would be it - love residing not in grand gestures but in ordering an audaciously simple vegetable chopper,”

CLIENT



APARNA GIRIDHAR
VP-Marketing, Swiggy

“The trend of talking to the young lot for Valentine’s Day isn’t new. And for a few years, supporting singles during V Day has emerged as a theme. But we know there is a rise in people using Swiggy for their parents, and teaching their parents how to use it in their absence.”



BRAND: MG MOTOR INDIA
CAMPAIGN: UNBELIEVABLE DELIGHT

AGENCY



AMIT NANDWANI
National Creative Director, Cheil India

“We wanted to explore a clutter-breaking visual route while finding a way to keep the context relatable and films enjoyable. Leaning into the idea of unbelievable delight, each film drives home the point in a light-hearted, fun way with a memorable visual twist at the end.”

CLIENT



UDIT MALHOTRA
Head of Marketing, MG Motor India

“Since its launch in 2019, MG Motor India has been known for its unique approach to humanising technology and providing best-in-class features. Looking ahead to 2024, we aim to enhance and evolve our brand story further.”