



BRAND:
JAQUAR LIGHTING
 #LIGHT UP YOUR LIVES.
 JAQUAR LIGHTING

CREDITS

CREATIVE AGENCY:
 CRESCENT COMMUNICATION
CREATIVE DIRECTOR:
 TEAM CRESCENT
PRODUCTION HOUSE:
 SHOWANDTELL PRODUCTIONS
DIRECTOR (FILM):
 JEFF BALSMEYER

AGENCY



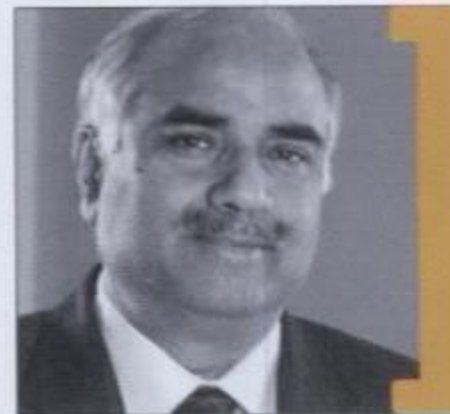
The creative thought behind the film was to present Jaquar Lighting in a completely fresh avatar and at the same time remain true to the brand's guiding philosophy- Complete LED Lighting Solutions. Deepika Padukone, the brand ambassador,

apart from ensuring high visibility lends credibility and magical aura to the brand.

RAJESH LAIKH

Executive Vice President, Crescent Communication

CLIENT



Jaquar Group has always believed in creating products with the highest quality standards, an attribute that's synonymous with our products. Taking this philosophy forward with Jaquar Lighting and leveraging the popularity of Deepika as our brand

ambassador, we have doubled the turnover of the brand to INR 200 crore.

RAJESH MEHRA

Promoter & Director, Jaquar Group



BRAND: INVESTICA
 #THE JOY OF EARNING

CREDITS

CREATIVE AGENCY:
 OGILVY MUMBAI
EXECUTIVE CREATIVE DIRECTOR:
 NEVILLE SHAH
SENIOR CREATIVE DIRECTOR:
 KAPIL OJHA
CREATIVE DIRECTOR:
 ANAND RANE
SENIOR VISUALISER:
 SUBODH JADHAV
ACCOUNT MANAGEMENT
SENIOR VICE PRESIDENT:
 WALTER NORONHA
CLIENT SERVICES DIRECTOR:
 PRATIK KOLTHARKAR
ACCOUNT DIRECTOR:
 SAURABH TALPADE
PLANNING DIRECTOR:
 ADITYA NAGAVEKAR

AGENCY



The world of financial communication is loaded with guilt, responsibility and even the rush to get it done. But the true fruit of investment is the joy of that earning. Investica allows you to make choices and understand your investments before you make them. We tried to capture the

joy of investing in the treatment of the film.

NEVILLE SHAH

Executive Creative Director, Ogilvy Mumbai

CLIENT



Since the launch of Investica in May, we have experienced an overwhelming response from our customers. With this partnership, the aim is to write an unprecedented growth story and develop a best-in-market product for our customers.

AMIT SINGH

Chief Executive Officer, Investica