

LATEST AD CAMPAIGNS
SHOWCASE OF THE NEW CAMPAIGNS

BY [ARKA ROY CHOWDHURY](#)
20th December 2022



BRAND: **HAVELLS INDIA LIMITED**
CAMPAIGN: **WHAT A HEATER**

AGENCY

TOP STORY



RAD ADS OF THE WEEK!

Always on the lookout for great advertisements, IMPACT makes note of the ones that shined last week

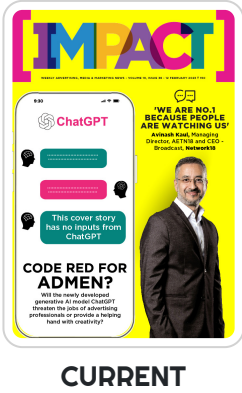
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[LAST WEEK](#)

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in awe, at a loss of words, it was a single minded and sharp creative approach.”

GARIMA KHANDELWAL

CCO, Mullen Lintas

CLIENT



“Havells’ range of water heaters have been designed to offer our consumers a premium experience with thoughtful design along with advanced technology, convenience, and safety. The latest campaign is an extension of this, and creatively captures the brand’s commitment to provide consumers the best of design and technology.”

ROHIT KAPOOR

EVP – Brand Marcom, Havells India Ltd



Mummy ki help kardeta hun mai kabhi kabhi



EASY TO CLEAN
MORE TO BRAG

BRAND: **VIM BLACK**
CAMPAIGN: **#VIMBLACKFORMEN - A SATIRICAL AD CAMPAIGN**

AGENCY



“On occasion, when men do household chores, they consider their contribution a favour rather than their responsibility. We wanted to change the narrative and encourage men to take ownership of their chores.”

PRATEEK BHARDWAJ

CCO - Lowe Lintas

CLIENT



“We have always believed in empowering women and breaking the gender stereotypes that come along with household



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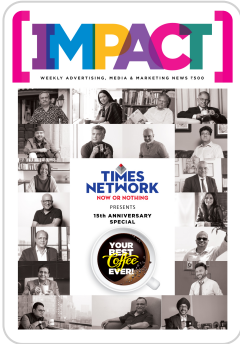
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ISSUES



50 MOST
INFLUENTIAL
WOMEN LIST
2022



BACK WITH A
BANG!



Your Best Coffee
Ever



PR Commune
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BRAND: **SHRIRAM FINANCE**

CAMPAIGN: **SHRIRAM KE SAATH AAGEY BADHNA**

AGENCY



“Our new TV commercial is set to an energetic rap based jingle capturing the energy and drive of today’s India. With Shriram Finance at the heart of it all, deeply engaging with various communities helping them pursue their hopes and aspirations, across the length and breadth of India.”

S NARASIMHAN

Sr. Vice President & Chief Digital Officer,R K Swamy

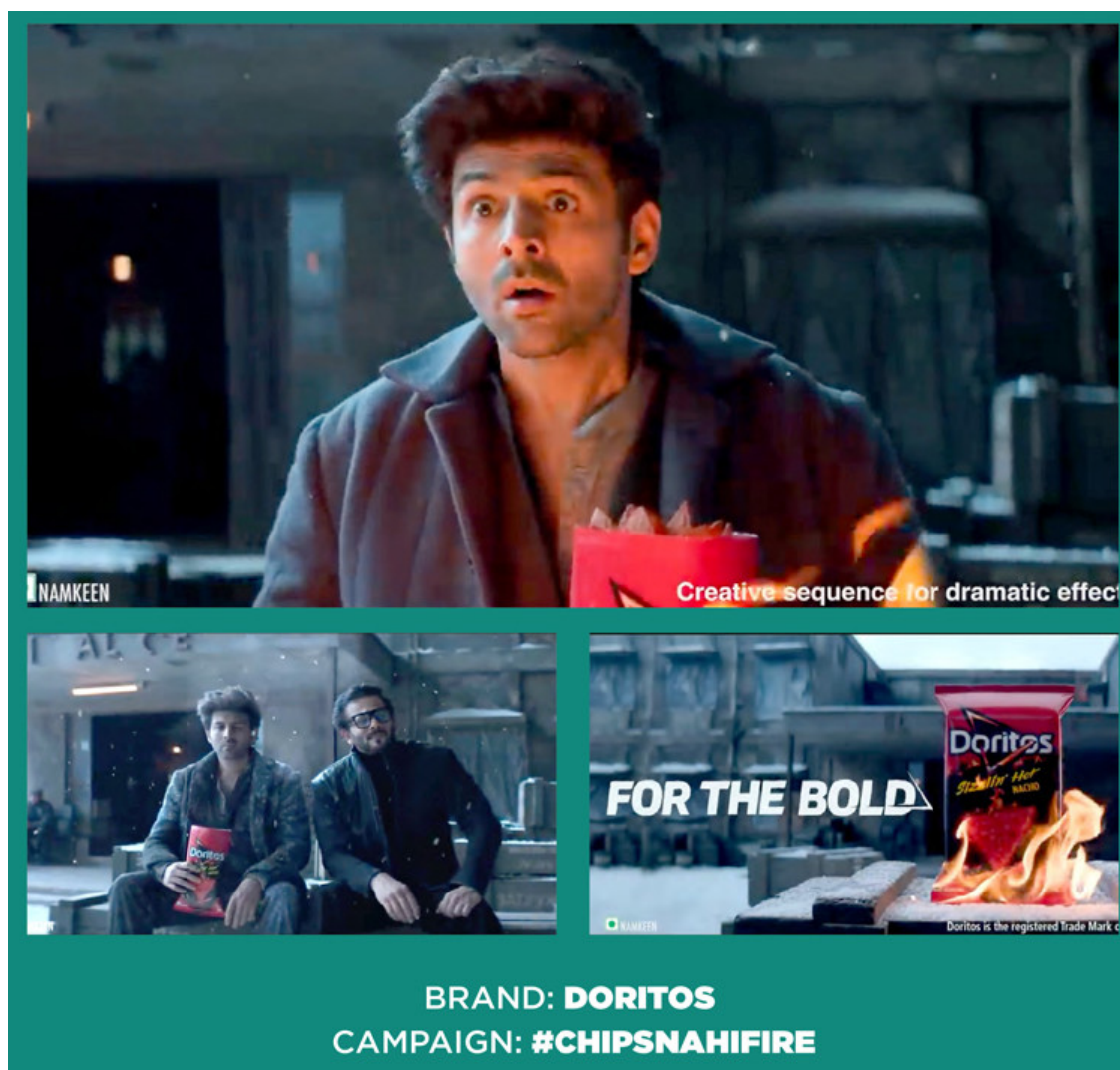
CLIENT



“Customers of rural and semi-urban India have been empowered financially by Shriram for over four decades and the rebranding exercise is to introduce the merged entity of Shriram Finance that will continue to serve our 6.7 million customers across India with a new vigour.”



ARNAB ROY OF COCA COLA TALKS TO NEETA NAIR OF IMPACT MAGAZINE ABOUT THE NEW COKE STUDIO BHARAT



AGENCY



“Our newest campaign for Doritos is literally an ad within an ad. The central idea of #ChipsNahiFire has been brought out beautifully in the story telling, and both Kartik Aaryan and Rohit Shetty have literally and figuratively sizzled on screen!”

RAJDEEPAK DAS

CEO & Chief Creative Officer (South Asia) –Leo Burnett

CLIENT



“The campaign does a fantastic job to establish Doritos Sizzlin’ Hot and we hope that the fiery duo of Kartik Aaryan and Rohit Shetty leaves the audience wanting to see the TVC again and again!”

ANKIT AGARWAL

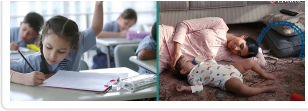
Associate Director, Brand Marketing – PepsiCo India

TAGS : #Havells #creative-zone #VIMBLACKFORMEN

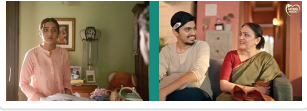
#SHRIRAM FINANCE #CHIPSNAHIFIRE

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RAD ADS OF THE WEEK!



LATEST AD CAMPAIGNS



LATEST AD CAMPAIGNS

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IMPACT was set up in year 2000 with the aim of publishing niche, relevant and quality publications for the marketing, advertising and media professionals.


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