

Creative Ad Copywriting Project

-Group 3



Activity 1: Tagline, campaign makeover

Activity 2: A social media campaign for our house-help

Activity 3: Persuading young minds to read more books



Taglines

Reworking these taglines-

1. Vicks ki goli lo, khich khich dur karo
2. Asian Paints: Har ghar kuch kehta hai
3. Fevikwik: Todo nahin, jodo
4. Nescafé: Karne se hee hona hai

- 1) Vicks Iena, Ricks nahin
- 2) Asian Paints- Deewaron Ki Kahaniyaan
- 3) Fevikwik- Jodkar Hee Maanega
- 4) Nescafe- Kyuki Rukna Impossible Hai



VICKS

“

A guest goes for a school function and is called up to the stage for giving a speech. He experiences 'Kharrash' just before speaking in the mic.

Just then a faculty member gives him vicks. He takes it and experiences sudden relief.

Faculty Member to the audience- "Toh kya seekhe?"

Audience in unison- **"Vicks lena Ricks Nahi"**





Guest walking up to the stage for giving a speech.



The guest starts speaking



The guest experiences **kharrash**



Takes vicks ki goli as faculty member offers it



The guest experiences instant relief and starts speaking

Toh kya seekhe? Vicks lena, Ricks nahi

“

**VICKS LENA
RICKS NAHI**



EXPERT ADVICE BY BABU BHAIYA

ASIAN PAINTS

“

A couple shifts to a new apartment. The rest of the ad goes in fast forward. Unboxing stuff, getting ready for work, fighting on the couch, watching their first baby take her first steps, falling asleep while watching a movie.

The walls meanwhile change colours in their different phases of life and so does the decor on their wall. What started with just two photographs now adorns multiple.

Asian Paints-

Deewaron Ki kahaniyaan





FEVIKWIK

“

Khaala comes to visit Punjab from Pakistan. Khaala and Neelam Chachi get into an argument one day on India Vs Pakistan. Khaala breaks her locket during this after it gets stuck on the nail.

Chachi brings fevi kwik quickly and fixes the locket giving it to khaala.

Kuch taar hote hain, judne ke liye.

Fevi Kwik- **Jodkar Hee Maanega**





NESCAFE

“

People are shown giving up, lying back, backing down from little things they wished to restart. (Shown going forward then backwards)

Curtains open and sunlight fills their room.

They drink a sip of Nescafe and their resolve is strengthened. They take the very first step to restart their passion. (Could be cooking a meal, opening the shutters to their studio etc.)

Tagline appears- Nescafe,

Kyuki Rukna impossible hai





Kyuki Rukna Impossible Hai



Campaign for House Help

HUMARI KAMLA MAUSI

'Kamla Maasi hai toh I'll be alright'

Whether you're away from home and need another mother, or you're callous and need supervision, or as simple as hot gossip in the family, or need someone who'll take care of your belongings better than you ever did.

Wait are you talking about Kamla Maasi?



CREATIVES



INSTAGRAM, TWITTER

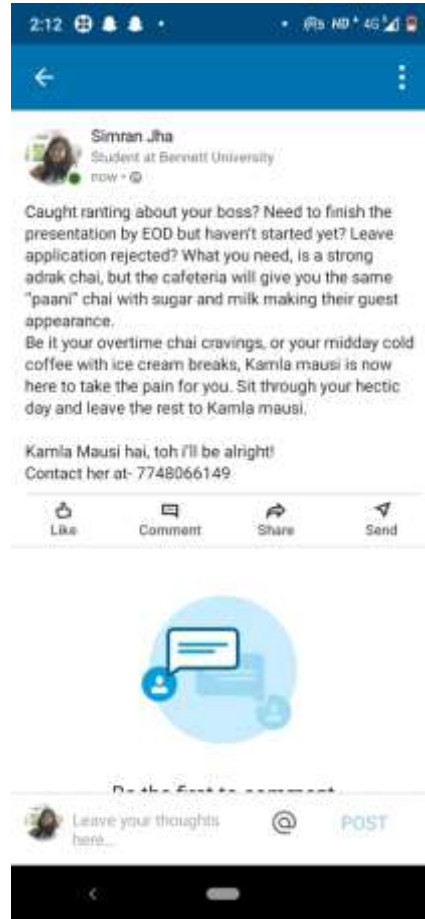
Haan ji, jaisa li na bhindi ki sabzi? Kyu ghuste ho kitchen me jab pata hi ki beta tumse naa ho payega? Haan haan bhuk lagi thi, broke the, order nahi paye, sab pata hai. Toh beta, Kamla mausi ko rakho naaaa, ghar jaisa khana, ghar jaisi care, aur tumhare nalle doston me ek kaam ka dost bhi.



*Kamla Mausi hai, toh I'll be alright!
Contact her at- 7748066149
Works 6 days a week, pure kam aisa ki Sunday toh
chodho hurr din fun-day bann jaye!*



LinkedIn & Facebook



INSTAGRAM & WHATSAPP

"YAAR YE LADKO KI JHIK JHIK SE
NAA, BASS KAMLA MAUSI KI
ADRAK VALI CHAI AUR PARATHE
HI BACHA SAKTE HAI. SOULMATE
KA PATA NAHI, BUT KAMLA MAUSI
IS MY SOUL-MAID"



#HumariKamlaMausi

Roomate toh har party ke
baad sojata hai, Kamla Mausi
is the real after party star.



Roomate toh dhang ka
mila nahi atleast my
Broom-mate rocks!



#HumariKamlaMausi

W H A T S A P P





R E E L S



Ad convincing
young minds to
read more books

Why bicker? Read!

Ad-1

A girl is watching Stefan die in The Vampire Diaries and lets out a disbelieving, 'No'. The other people in her group are startled.

Boy 1- Stefan deserved to die. Damon is any day better with Elena. Other people join in. And the argument begins where some support Stefan's death and some are against it.

Meanwhile there is a girl who is observing them bickering. She is reading a book. She then gets up and walks over to the group.

Girl who walks up- "Damon or Stefan, know for yourself".

(She keeps the book of 'The Vampire Diaries' and leaves)

Then our tagline appears-

'Why bicker? Read.'





Why bicker? Read!

Ad-2

A group is sitting arguing on an issue in the news. The group is divided into two sides.

Girl 1- Nepotism exists everywhere and Bollywood gives equal opportunities to Newcomers.

Boy 1- Nahi, Jahaan newcomers ke sapne shuru hote hain, wahi starkids ka struggle shuru hota hai.

(Everyone starts quarrelling)

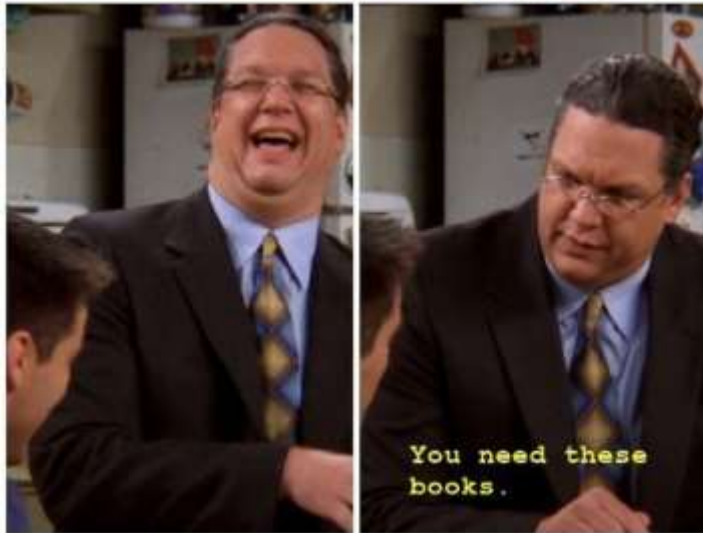
Meanwhile a boy is observing this from a distance and he is reading a book. He stands up and walks over to the quarrelling group. He places the book in between the divided group firmly. The group stops bickering and looks up. They exchange a look. The boy gives a smirk while the group is taken aback and stares and the book, then stares at the boy.

The boy then walks away.

Then our tagline appears-

‘Why bicker? Read.’





“DO I SOUND DUMB?”

Isn't this the question you ask very often to yourself or your closest friend who would say no irrespective of how you sounded like, Why is this so? Why are we not confident enough? Why do we not believe in ourselves? And a thousand more self-doubt questions.

Have you been a part of a discussion where you made up things to sound like the most intellectual person in the room? And your constant fear of anyone finding the truth about it still haunts you? Did you post something on social media and received backlash in return where people accused you of having half-baked knowledge?

We are involved in many arguments where, after a point, it just turns into a fight where we bicker, and there is no conclusion. There are times you wish you could search the internet through my thoughts, get a better statement, drop the mic, and walk out in style.

Look, we will not bore you with facts and figures adhering to gaining knowledge and what are its benefits. We will not even bother to point out that it will help you to understand complex problems and will help you to be more creative or how consuming knowledge will help you come with bright ideas that will change the world.

Do you remember the library periods we had where our teachers would sit on our heads to make sure we read and expand our vocabulary, be more well-versed with the language? Well, they were not wrong. Reading does help you sound smarter.

Read **more** books.

Become the **most interesting person** in the room.

Be **what you want** to be.

Next time, do not bicker become the one who **drops the mic!**



BICKER



READ

**WHY BICKER?
READ!**





Thanks!