campaign India

THE WORK

Campaign India Team | Dec 26, 2017

Campaign India Top 50 Ads of 2017 (1/4)

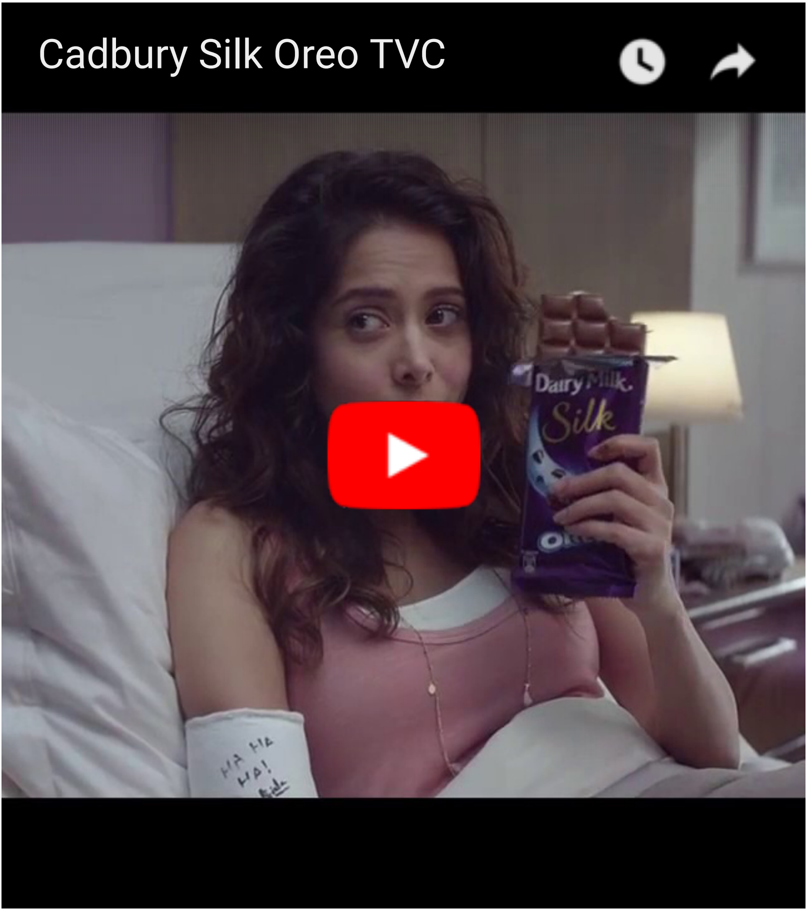
What was the best work of 2017? The first of a four-part series.

'Campaign India Top 50 Ads of 2017' is a collection of the best work that we have chronicled in the year gone by. Work published has been scrutinised through the year, and a list has been shortened to arrive at these 50 pieces that stood out.

Here are the first 15 of the 50, starting from January 2017:

Cadbury crafts another playful exchange, gets

sweet couple to launch 'crunchy' Dairy Milk Silk Oreo


Cadbury Silk Oreo TVC
Dairy Milk
Silk
HA HA
HA!

Samsung showcases service reach with heart-warming story

Samsung India Service (SVC)...

Havells pits a tiger against a fiery dragon, showcases 'Wires that don't catch fire'

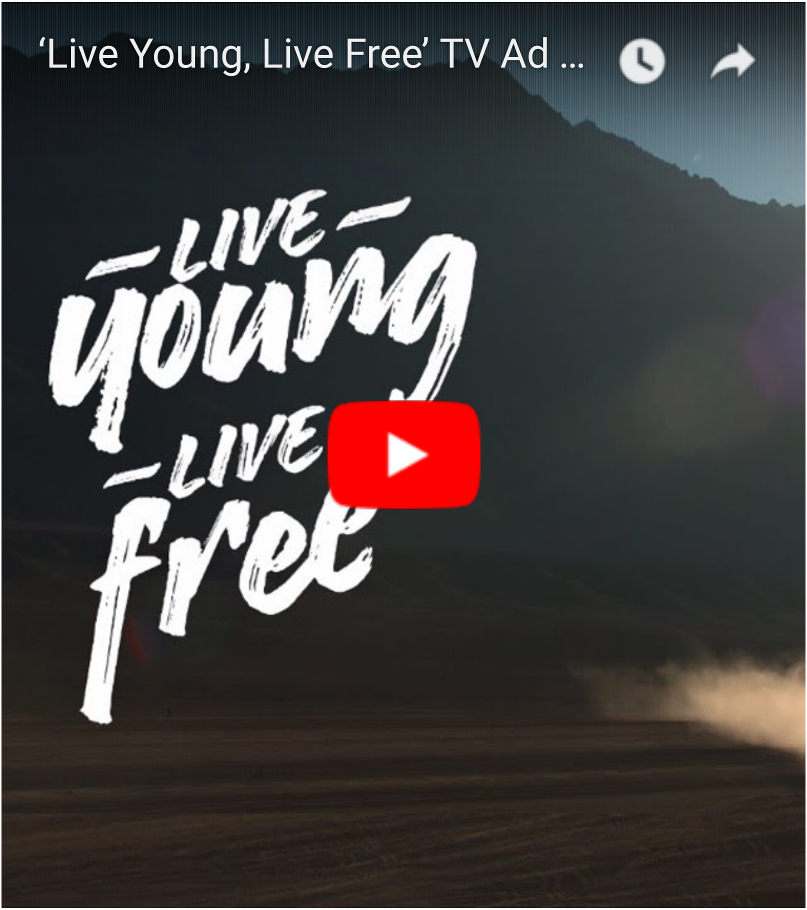
Havells Wires - Tale of the Ti...

the idea that wire will not catch fire if the temperature is less than 280° Celsius
s than 30%. Product specifications as per IS 694 for standard electrical usage.

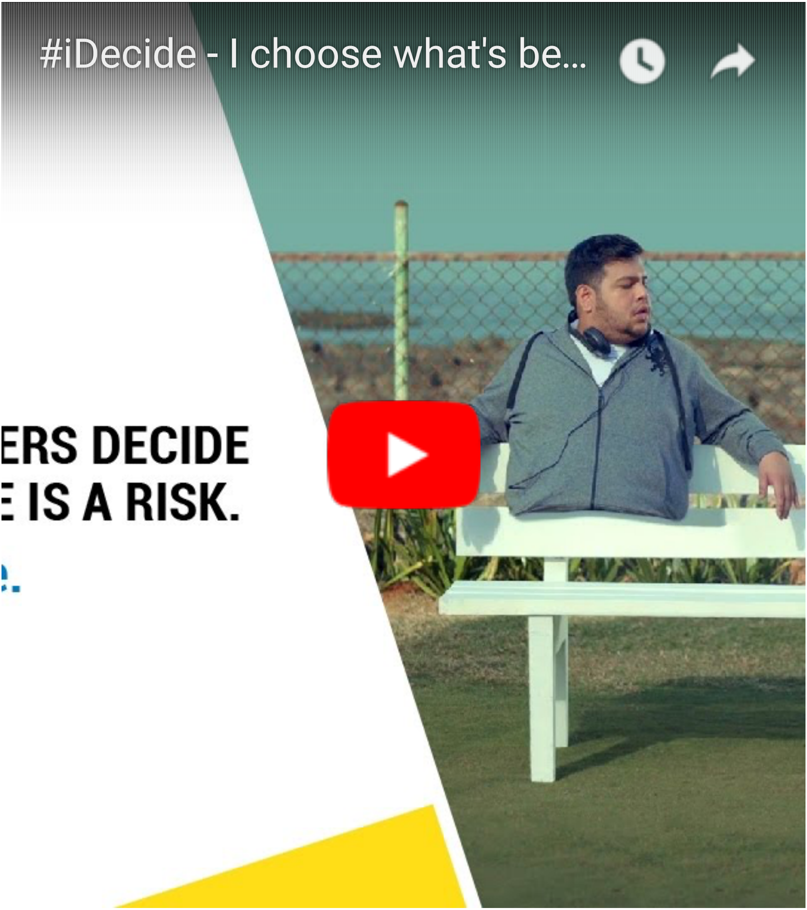
Ranbir Kapoor stars as romantic rainmaker for Asian Paints

Asian Paints Ultima Protek- R...
asianpaints
APEX
ULTIMA
PROTEK
BASECOAT
asianpaints
APEX
ULTIMA
PROTEK
TOPCOAT
Teflon
6 YEARS WATERPROOFING WARRANTY
WATERPROOFING WALA EXTERIOR

Mahindra rolls out ‘Live Young, Live Free’ sequel


‘Live Young, Live Free’ TV Ad ...
Live young
Live free

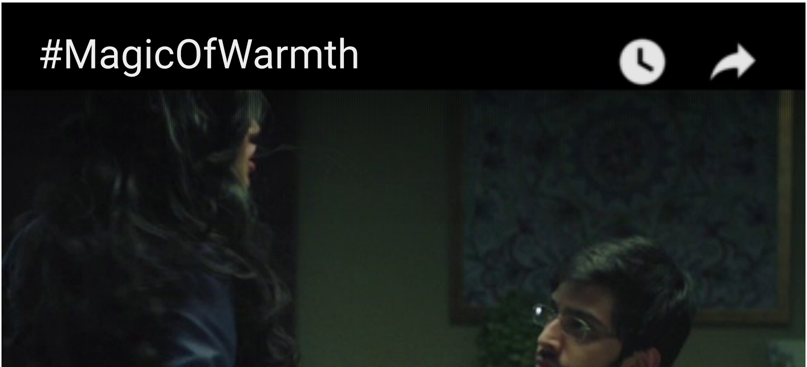
Aegon uses humour to help consumers choose the right policy

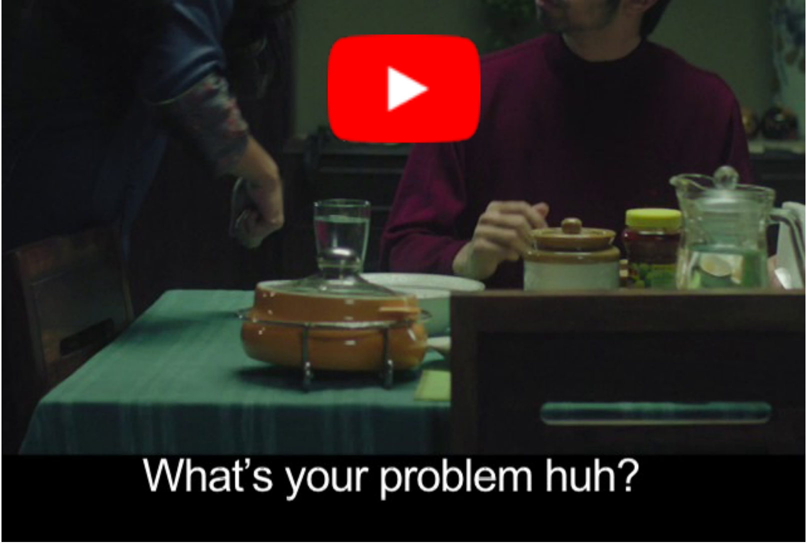

#iDecide - I choose what's be...
ERS DECIDE
E IS A RISK.

HarperCollins pushes 'books create stories' message through heart-warming story

Journeys Never End
Posted by **Absolute Productions**

Parachute cools sibling tempers with 'hot' oil

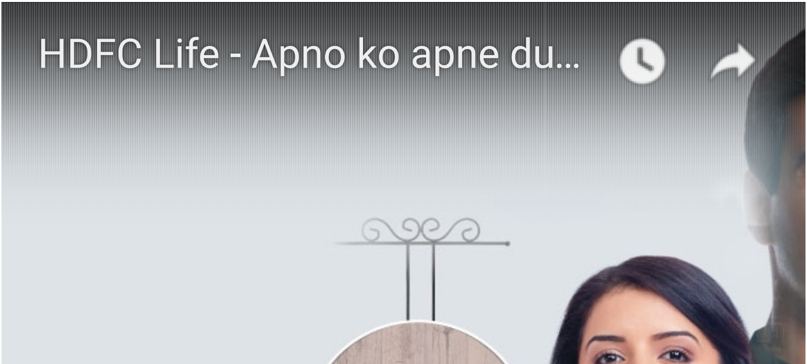

#MagicOfWarmth


What's your problem huh?

Sprite distinguishes the cool and the uncool through a talking bottle

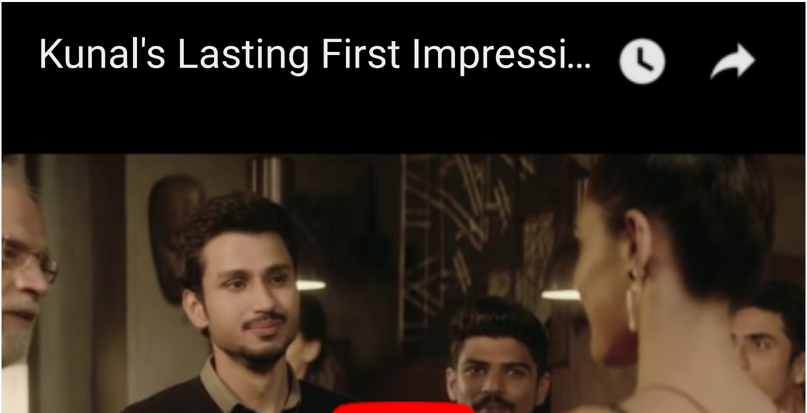
Talking Bottle – LIKES (Hindi)
Sprite
a product of The Coca-Cola Company

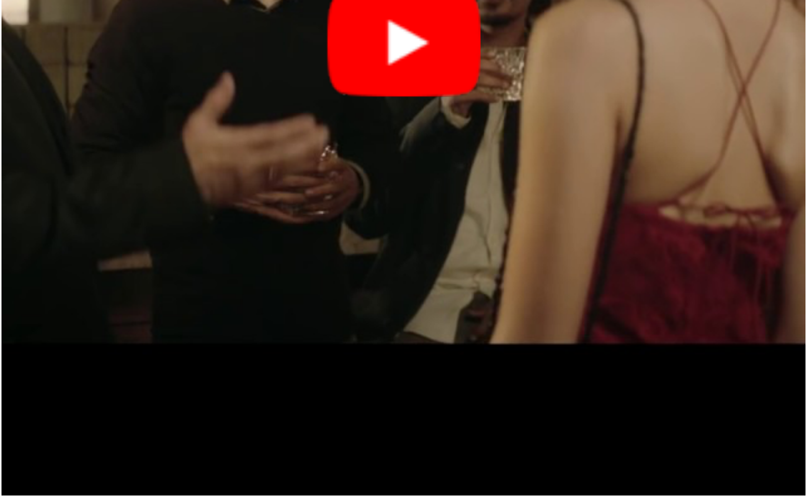
HDFC Life scripts another doting father-daughter exchange


HDFC Life - Apno ko apne du...

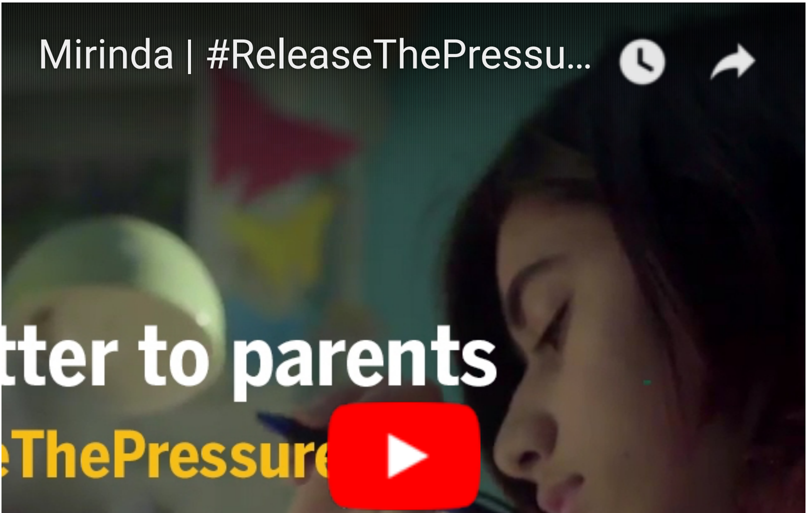
Cafe
cLife.com
#MyMomen

Wild Stone shows interesting exchange between a boss and his employees, says 'People will notice'


Kunal's Lasting First Impressi...



Mirinda sends out message to parents, says '#ReleaseThePressure'


Mirinda | #ReleaseThePressu...
tter to parents
ThePressur

ive by
MIRINDA

Benetton pushes gender equality with #UnitedByHalf

Benetton United By half_60"_...

our half of the take

'I love you Rasna' returns, with a twist

Pyarelal Ke Bachpan Ka Pyar ...

Pyarelal ke
bachpan ka pyar
The love story of every Indian

Star Plus extends 'Nayi Soch' with Aamir Khan, and his shop 'Gurdeep Singh & Daughters'

Nayi Soch | Gurdeep Singh & ...

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Campaign India Top 50 Ads of 2017 (2/4)

Campaign India Top 50 Ads of 2017 (3/4)

Campaign India Top 50 Ads of 2017 (4/4)

Source: Campaign India

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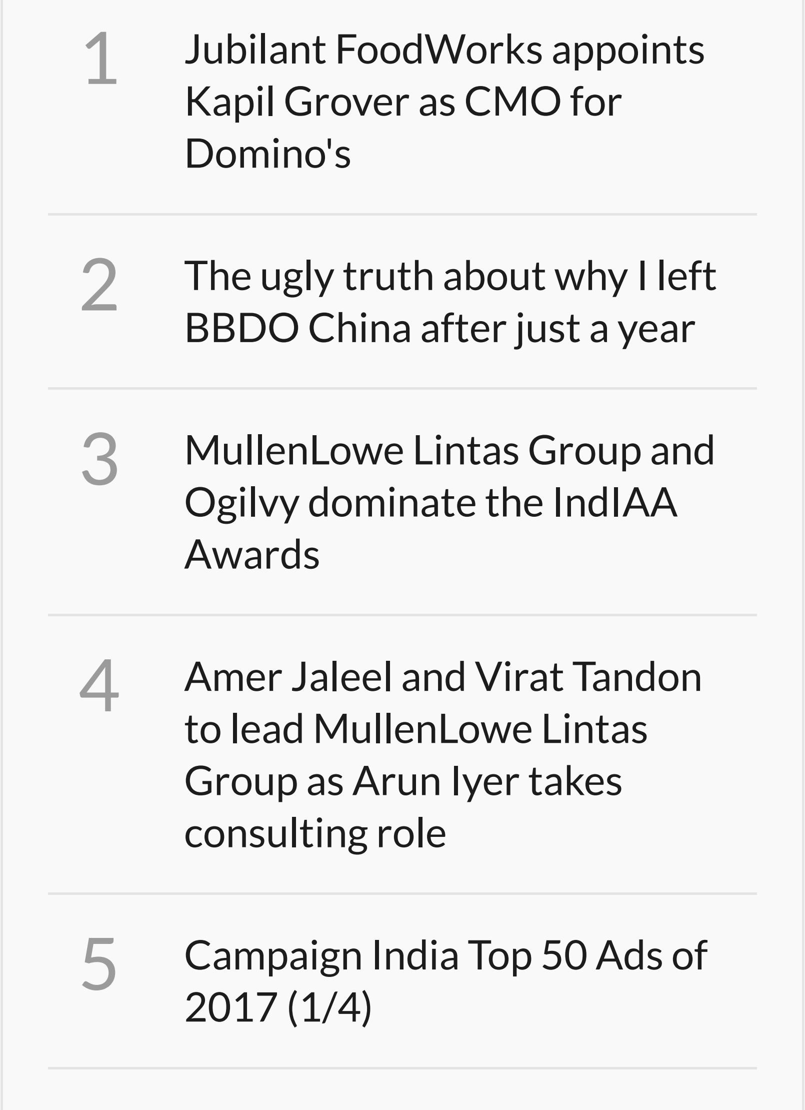

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4. Amer Jaleel and Virat Tandon to lead MullenLowe Lintas Group as Arun Iyer takes consulting role
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