

CHRONICLE
BENGALURU

Bangalore - May 05, 2015

Page No: 17
Page Name: Front Page
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AVE: INR 835,986

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Ranbir Kapoor

Two youngsters from Hubli and the city have made it as finalists of the Crash the IPL event judged by Ranbir Kapoor

SNEHA K SUKUMAR
DECCAN CHRONICLE

▶ Apart from the glamorous matches and team positions on the points table, game enthusiasts also have their eyes peeled out for crunchy ads this IPL, wondering if they too could make one that grabs millions by their eyeballs. Crash the IPL does exactly that. This initiative made it possible for consumers to make their own ads for Pepsi and to be judged by a jury consisting of Ranbir Kapoor, director Gautham Menon and music composer Pritam amongst others. With over 500 entries pouring in, two of the state's own — Arun Chikkop and Nihal Singh Majithia have made it as finalists, by simply being the ones to knock the creativity out of the park.

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"I felt that the endorser gets more attention than the product itself and decided to focus on the drink by removing the unnecessary *faaltu ki bakwaas*," says 20-year-old Nihal Majithia who dabbled in Adobe After Effects to create kinetic topography for his film. "It took me two days to conceptualise and three more to animate, shoot and mix the sound," says the student from Srishti School of Art, Design & Technology, about his ad titled *Verbose*. Laden with text, his 35-second ad talks about how he could either describe the cola with heavy adjectives or that you could simply understand by drinking it.

Hubli-based Arun Chikkop's ad draws inspiration from his own meditation practice, "And slowly overcoming desires of the human mind," says the 28-year-old. Titled *Desire*, the 32-second ad shows how everyone's mind at the meditation class is diverted to what they want to drink. Shot with seven women, Arun says that if he had won, he'd have loved to take his crew to watch the matches in the VIP box at the IPL. Along with that, with the winner also being offered a cash prize of ₹1 lakh, Nihal, a digital video production student says that he'd have invested it in a decent camera. Working all by themselves with no professionals to add finishing touches, the duo's ad films may have not 'Crashed the IPL' with Mumbai-based assistant director and novelist, Nikita Deshpande bagging the honour, but they are generating a number of views on social networking sites.

"Today's generations are creatively inspired, not scared of new experiences and eager to live life in the now. Brands around the world are stepping it up through collaborative innovations to create a sense of disruption that's soon becoming the 'norm'. For us, this 'Crash the IPL' exemplifies all of this, and empowers original creativity and the young consumer making their own mark," says Vipul Prakash, chief marketing officer of PepsiCo India. Despite running between the sets of *Jagga Jasoos* and *Tamasha*, actor Ranbir Kapoor took some time off to marvel at the young talents' work. "This will give people a chance to really uncork their creativity and leave a mark," says Ranbir.