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TVC for Car Audio System

1. A girl is listening to car audio and is singing along . After a while , the voice singing on radio interrupts her and says she should shut up and not ruin the song and quality of music . The girl is shocked .
2. As a guy changes track on car audio , someone knocks from behind the stereo panel . Being shocked he opens the stereo panel , a rock band comes out from stereo and another band whose song he had chosen to play next gets inside the stereo .

TVC for Courier Service

1. A guy knocks impatiently on the toilet door . Caption: Need instant delivery?
2. On suhagrat (first night after marriage) a husband lifts ghoonghat (veil) of wife , sees a new born baby in the lap of wife . Caption: Need instant delivery?
3. A guy is trying to go mumbai from delhi . But he is told at train ticket counter that due to some train accident all trains are running late and he cannot reach Mumbai before 3 days . All flights are also cancelled due to bad weather . He comes up with a brilliant idea . Next we see a box with address of Mumbai written on it outside the xyz courier service office . As the box is heavy two courier service guys pick it up and book it for Mumbai . Next we see our guy emerging out of the box at the prescribed address in Mumbai . He has reached his destination in only one day . Caption: If you are in a hurry . Don't worry .

TVC for Sports Shoes

1. Sports shoes hanging from wall or put in the locker . Tennis racquets lying on the floor . Caption: Have the right equipments for sports .
2. A marathon runner through jungle sees some of his fellow runners cheating and taking a shortcut , he just smiles , wipes sweat on his forehead and continues running on original path . Caption: Only sport , no games .
3. We see footprints on one cliff . Then there is a valley . And again footprints continue on another cliff with man running in distance . Caption: There are things that you can do.....well there are no other things .

TVC for Anti-Smoking

1. We see a small cute boy searching all his room . Frustrated and dejected he looks all over his belongings . Then he suddenly finds his pack of cigarettes under the box of chocolates . He wants to become like his dad , who WAS a computer engineer . Caption: Smoking Kills .
2. A child is making portrait of her mother . Portrait is very good . Then father , her brother . All portraits are good . Then she starts making portrait of her father's friend . She makes portrait of a hell monster with horns and tail with smoke filled all over . That friend is shocked to see his portrait . Caption: Stay as god meant you to be . Stay Human . Don't Smoke .

TVC for Gift Delivery Service / Web Portal

1. We see a guy logged on net . He is registering into a web portal asking it to deliver flowers to his mom . Shots of delivery guy taking flowers to his mom . We see delivery guy takes off his cap and says “happy birthday ma’am” as he puts flowers on her grave .

TVC for Condoms

1. We see a pencil going inside a sharpener hole with seductive voiceover . Then we see the sharpener sharpening the pencil with eree sound . Seductive voiceover deepens into moans .
Caption: Protection needed .
2. Different balls of respective sports are kept in straight line for example- tennis ball , cricket ball , basketball etc. Caption: Different for different games .
3. A couple is having fun in bed . Caption: Party without Hangover . No after effects .

Print Ad for Condoms

1. A fruit basket containing bananas , cucumber , radishes , carrots etc. is kept on the table . Caption: Different people have different tastes .

TVC for Electric Warmers

1. Santa holding a plank “Ban electric chimneys” . Caption: You can’t make everybody happy , but we think 10million:1 is not a bad ratio .

TVC for Debit Card

1. We see luke skywalker paying for his lunch in an alien restaurant , using his debit card . Caption: Universally accepted .

Print Ad for Perfume

1. A handsome guy is standing wearing nice suit and wicked smile with girls dancing on dance floor in background . He literally has eyes of the tiger.
Caption: Hunting Season 8pm till 4am .

TVC for Deodorant

1. We see sexy girls touching , licking and kissing a garbage can/dumpster . Next shot we see a can of deodorant is lying inside the dumpster along with garbage .
Caption: Its what u have inside .

TVC for Juices

1. Two oranges kept at little distance from each other . They seem like floating on air with white background . Caption: Nothing is healthier than breast milk.....but its hard to get it at 250ml for 60 rupees , you know XYZ juices are the closest you can get .
2. A boy in dirty sports clothes enters his house dejected and very sad . His brother asks him the reason for his sadness . The boy says that all his friends have stopped talking to him and nobody wants to play with him anymore as he has lost football of one of his friends. His brother scolds him and sends him to bed . Boy dejected goes to bed . Next Shot we see that two aliens are looking at the broken window of their spaceship up high in the outer space while one is holding a football in his hand.
Caption : XYZ juices.....because you were not born on krypton.
3. A middle aged man comes out of his home and starts running. He is dressed in Pant-Shirt , He finds himself amidst a marathon. He continues to run . Soon he finds himself among leaders of the pack . Other runners are shocked but he is busy listening to his i-pod . Other runners give him disgusting look , but he is not bothered . One Kenyan runner says to another “He must be that australian Tom , Rob was talking about “. Other replies “Yeah” . An australian runner who was running with them says “ Its funny my name is also Tom” . Race continues , everybody is exhausted except that guy . As the finish line approaches , the guy just stops and says while scratching his head “Oops forgot my briefcase” and runs back . Everybody is shocked .
Caption: For ordinary everyday superman .
4. A guy is standing at last of crowd for a marathon run , race begins , gradually one by one people leave the race all exhausted and tired , only select few are left in the race mostly Kenyans, Americans and our this guy. He now leads the pack. Everybody looks tired and sweating heavily except this guy. They all approach finish line at the same time. Everyone else is exhausted and they fall on the ground. Medics run in to help them. One runner is carried on a stretcher, One is wrapped in blanket , one covers himself with ice packs , one is being repeatedly slapped to keep him conscious . Then we see all of them are shocked to see something that has frozen them in time. Our guy who has just reached the finish line , touches the finish line and runs back.
Caption: High power fuels XYZ juices.
5. The shots of a young girl doing rock climbing on Australian mountains (just as seen in MI 2). She tries hard to hold on and climb. Suddenly her foot slips , she drags down, She catches a rock with one hand. She now hangs down by that rock which she holds only by one hand. She tries hard and manages to climb up the cliff.
Caption: Side effects no. 57 of drinking XYZ juices – You may not be at home at time to watch those late afternoon soaps.

Print Ad for Ketchup

1. Portrait of Jesus’s last supper . A small bottle of ketchup is kept on table . Caption: Since time immortal .

TVC for Air Conditioner

1. We see that Jesus sees the calendar and informs God that its time for winters . God turns on the air conditioner , whose chilled air descends down to earth making everybody shiver in cold .
Caption: Turn knob , change season .

TVC for Pen

1. Scene 1 : A child is giving his exams . He is worried , he does not know answers to exam questions . He scratches his head in dismay , his friend who was sitting next to him offers to help by showing his answer sheet . He desperately tries to copy but his pen fails to write . Before he could finish the paper , bell rings and teacher collects the answer sheets . He is dejected .

Scene 2 : Child has turned into a teenager . His neighbor whom he likes a lot is going away with her parents permanently . As she sits into the car she gives him her new address and phone number , he takes out pen and paper to write it down . But again his pen fails to write . As he tries desperately in vain , the car starts and speeds away . He shouts and runs after the car while the girl is waving him goodbye .

Scene 3 : The teenager has turned into a middle aged man . His father is on deathbed with only few moments to live . He takes out the WILL and gives father his pen and asks him to sign on it . His father tries to sign with his trembling hands but again the pen fails to write . The father dies without signing his WILL . The lawyer standing behind gives a hearty laugh as our protagonist cries loudly .

Scene 4 : Our main character is now dead . He is standing in queue for heaven . As he approaches the gate , St. Peter asks him to sign the register and go ahead inside the heaven . His pen again fails to write . As he is taking much time , people standing behind him push him away and he falls into the gates of hell . He cries loudly .

Scene 5 : Suddenly we see the protagonist falls from his bed . He was sleeping and was dreaming all the above stuff . He is still a child . He wipes sweat on his forehead as his father comes inside his room saying “Happy Birthday Son” . And asks him what he wants for his birthday . Is it a bike or new clothes ? The child says he wants nothing but XYZ brand of pens . His father smiles .

Caption : Write your own destiny .

Print Ad for Gym

1. We see a fallen chair and an empty fish basket beside a river . Fishing rod and a cap is floating on river . Caption: Need to go to the gym?

Guerilla Marketing for Gym/Aerobics Class

1. Coins are stuck on footpath . As people unknowingly bend down to pick them , they see a very fine print written alongside the coins . It says “Now do it 9 more times , XYZ Aerobics Classes” .

TVC for AIDS Awareness

1. A person enters a crowded local train . On front of his t-shirt is written “I have AIDS” . Everybody falls back . He comfortably enters the train . He now turns around . On back of his t-shirt is written “You can’t have AIDS just by touching me” . Everybody ashamed come forward , as he stands comfortably near the door . Caption : Sneezing is more contagious than AIDS . Stop being an idiot .

Mobile App for Car Manufacturer (Tata Motors)

1. When you install the car app , you can buy any tata motor car in a virtual world . All the colours and technical specifications of different models are given . Then you drive the car around virtual city and offroad too . The app tells you if service is due on the car or the car needs fuel etc . For example , after running indica for 5000km the app reminds you of car service whereas if you run tata nano then it reminds you after just 1000km . It also notifies you of mileage and other parameters . Also you can enjoy accessories specific to models . Also the experience is model specific . For example , when driving jaguar you can enjoy top speed of 350km/hr , when driving landrover you can have more fun offroad . In short , it's like having a real car on your mobile phone . You have to maintain it like a real car and all the experience , driving , handling etc. is also real like .