



AMISH SABHARWAL

NATIONAL CREATIVE HEAD

Portfolio:

<http://craniumdoodah.blogspot.com/>

MY BACKGROUND

A strategic creative who believes in the power of switched-on ideation to solve business & human problems. With **over 15 years experience** in advertising I have built some of the most iconic brands in the country, including Durex, IKEA, Volvo, Gatorade, Times of India.

I specialise in brand strategy, brand positioning, writing, visual direction, digital executions across multiple categories. My strength lies in being able to adapt to different brand tones and deliver ideas and execution suited to the medium-Website, blogs, social media, digital assets multiple categories across multiple mediums. My strength lies in being able to adapt to different brand tones and deliver ideas and execution suited to the medium-Website, blogs, social media, digital assets, films etc, films etc

AWARDS

Kyoorius D&AD Gold and in book

New York Gold

Goa Fest Gold and 3 bronzes

Adobe Young Lantern Winner

Hot Young Creatives-
Economic Times

Effies- Gold and silver

Olive Crown Awards- Gold

NDTV Greenies- Gold

CONSULTANT CREATIVE DIRECTOR AND ENTREPRENEUR

Worldwide | Sept 2022- PRESENT

Brands: Asia Democracy Network-Singapore, Wärtsilä-Finland, Fitterfly- India
Businesses: Interior Design studio, Air Bnbs
Creative Projects: Finished my fiction novel, ready to publish.

- 1) Worked with **Superson**- a Singapore/Finland based multi awarded creative hotshop which works on brands like Google SEA, RedBull etc. Conceptualised and wrote the entire brand book for **ASIA DEMOCRACY NETWORK** which actively works in Asia to promote democracy. The organisation was in need of a brand book to communicate their mission effectively. I wrote the brand identity, positioning, cohort classification, creative expression and the multi channel copy prototypes for digital, website, social media, print, events etc. I overlooked and guided the entire design process as well.
- 2) Consulted on the global brand positioning of **Wärtsilä** in collaboration with **Superson**
- 3) **Fitterfly** is an app to manage diabetes in India. I crafted the digital video assets and the traditional print media and social media assets in collab with a design house.
- 4) I run a design studio with my partner-**Space People Design** for spaces in Goa, we have designed more than 5 projects in the last one year and successfully run two air bnbs.
- 5) I have written a **fiction novel** on religion. I will be entering it in all international grants, awards and recognitions for emerging fiction writers in 2024.

NATIONAL HEAD OF DIGITAL EXPERIENCE AND SR. EXECUTIVE CREATIVE DIRECTOR

Havas Worldwide | Sept 2021- Sept 2022

Brands: Durex, 99 acres, Stashfin, Revlon, Jimmy's cocktails, Vivo projects, Veet, Glenfiddich, Monkey Shoulder, Suzuki, ITC Bingo Chips

Transforming a mainline agency into a digital one. Handling and supervising communication and visuals for digital first businesses like 99 acres, Stashfin, Jimmy's cocktails, ITC Bingo Chips. Managing the consistency between the offline and online presence of brands like Durex, Veet, Glenfiddich, Monkey Shoulder, Suzuki. Led a national team of more than 50 people- copywriters, art directors, UI/UX, digital and mainline account managers, tech managers and brand planners to strategise and execute for the top brands.

Highlight projects:

- **Durex** became a social media case study in India. With every moment in pop culture becoming an opportunity to normalise conversations around sex in a light, casual and meme-y way. I overlooked the entire journey from art to copy to blogs to digital innovations. Check out the Durex India page!
<https://www.instagram.com/durex.india/?hl=en>
- Innovative digital products like **audio engineering** and **spotify playlists** to mask sex sounds for couples living with parents. Transforming Durex page from a e-comm page to a **one stop sex ed** place
- **99 acres.com**- Launching a whole new category of tools **on the app and website** for relevant insights on price trends, neighbourhood reviews etc to transform the digital product for a property search engine. And then launching them as interesting digital films.
- **Stashfin**- Launched the digital product of a new finance solution which is a cross between a credit card and a banking personal loan. We did interesting **digital films, blogs and innovations** to bring it to life
- **Glenfiddich and Monkey Shoulder**- The complete rethinking and **rebranding of these legacy brands** on the digital and offline channels. These were also art heavy brands which required a lot of visual thinking.

CONTENT STRATEGY | BRAND POSITIONING | VISUAL BRANDING | MULTI-CHANNEL COPYWRITING | PITCHING | CREATIVE LEADERSHIP

HEAD NORTH AND EXECUTIVE CREATIVE DIRECTOR

Grey and Autumn Worldwide | Nov 2019- Sept 2021

Brands: Pepsi beverages digital, Volvo, Oppo, HP, Eno, Crocin, Otrivin, Sensodyne, Dabur, Phillips, Dominos



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ACCOLADES IN PRESS AND MEDIA

Business Standard

https://www.business-standard.com/article/companies/for-me-ikea-s-furniture-campaign-would-be-the-best-amish-dash-sabharwal-118111800714_1.html

Hindu:

<https://www.thehindu.com/life-and-style/indian-advertising-the-20-second-storytellers/article24173125.ece>

Afags:

https://www.afags.com/news/story/52744_Dentsu-impact-starts-Bangalore-operations

Mumbrella Asia:

<https://www.mumbrella.asia/2018/09/24-hours-with-amish-sabharwal-of-dentsu-impact-bangalore>

Campaign Brief Asia:

<http://www.campaignbrief.com/asia/2018/10/dentsu-impact-shows-how-ikea-p.html>

Adobe Young Lanterns Winner and feature:

<https://www.kulzy.com/creative-talent/adobe-young-lanterns-spotlight/1034358/>

Economic Times- Hot Young Creatives

<https://economictimes.indiatimes.com/hot-young-creatives-2014-advertising-gives-me-a-healthy-dose-of-oxytocin-haemoglobin/articleshow/45347759.cms>

Brand equity- Flirt with your city

<https://brandequity.economictimes.indiatimes.com/news/advertising/flirt-with-your-city-take-a-look-at-jwts-lastest-campaign-for-tois-metro-supplements/64479968>

SPECIALIZATIONS

Brand Building
Creative Leadership
UX
All things Design
Website content
Holistic ideation
Creative Strategy
Copywriting and craft
Advertising
Branding
Consumer insights

Pioneered the integration journey with a team of 20 creative people across both digital and mainline mandates- art,copy and strategy. We pitched and won one of the biggest accounts- Pepsi Beverages. I upgraded my skills as a digital creative with access to dedicated listening tools and dedicated tech innovation teams.

- **Digital, UI/UX, content strategy, listening, social, performance marketing, to hero, hub and always on churn calendars-** We implemented a full funnel digital approach for brands like Pepsi, Phillips and Dominos. I strategised, wrote, directed and oversaw visual executions to the T.
- A never done before **hack** truly **Volvo** style where we turned every call made to a competitor into an ad for Volvo. Ask me how in the interview.
- Crafted a **long form** video content piece for Oppo with M.S Dhoni- the Indian Cricket Captain
- **Content calendars** and innovative engagement, **tech and audio ideas** for Volvo, Dominos and Pepsi

CREATIVE HEAD

Dentsu Impact Bangalore | Feb 2018- July 2019

Brands: IKEA, Hindustan Times, Subway

Tasked with setting up the Bangalore office and grow the Delhi brands, I led an inspired team of 10 creative people to launch and build one of the most iconic brands in India -IKEA. We have led a truly integrated approach with winning Subway mainline + digital mandates and also the IKEA digital mandate from leading a mainline initiative on the brand. I oversaw everything from strategy to copy to art to social media to blogs to UI/UX

- Crafted the positioning of the brand to the creative tone of voice, the design language, consumer journeys and end to end execution
- Supervised and collaborated with Mainline Marketing, Digital Marketing, Design and Planning teams to launch the Ikea in India.
- Elements- Launch Manifesto TVC, Digital products, On ground events, On ground experiential, Outdoors, Blogs, Print, Social media, Website(UI/UX) were done in accordance with creative strategy and crafted to IKEA perfection
- We were able to launch interesting digital products like in store checkout and navigation through app, AR room designs, ecomm setup, India specific multi usage solution walkthroughs etc

Besides getting creative accolades and being recognised as a launch to remember , we have been able to **significantly move the brand metrics positively:**

Our TOM scores jumped to a 23% | Spont Awareness: 40% as compared to Amazon at 36% | Performed well on the brand positioning metrics like Trust, Inspiration, emotional meaning, value proposition, differentiation way above the market leader- Amazon | 21 mn+ Social Reach | 30,000 per day visitation | 2700 Online stories | 2500 Print Stories

SENIOR CREATIVE DIRECTOR

J Walter Thompson | Dec 2016- Jan 2018

Brands: Times of India, Pepsi, Gatorade, Aquafina, Sting

Led a team of creative people to usher traditional categories into new age thinking centered around the ever evolving consumer.

- **Make print relevant to the youth again- Times of India Supplements**

To make a newspaper relevant we suggested to change the entire format of the supplements and make it more millennial friendly. We attacked it from a complete digital lens and opened up a conversation where they loved to chat. As a result we did 5 city specific music videos in a truly pop and mixed media style peppered with city specific local influencers and musicians. We also used AR to make the stories on print into digital engagement pieces. Both the mediums were now in sync. Won multiple New York Print Media Awards

Over 62 mn+ views, tons of shares, engagement, organic content spin offs and the best social media campaign of the year for a print medium.



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EDUCATION & TRAINING

Indian Institute of Mass
Communication | 2007-2008
P.G in Advertising and PR

Delhi University
Sri Venketeswara College
2004-2007
B.A History Hons

Delhi Public School
2002-2004

Don Bosco School
1998-2002

CONTACT INFORMATION

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• Reimagine the brand Gatorade in India

New positioning, brand communication and tone of voice: Right from the creative strategy of how to position the brand in the mind of the consumer to the tag line of SWEAT MORE, to signing on P.V Sindhu and doing the #sweatforgold #Ihatemyteacher campaigns. I sought to give the brand the competitive edge it deserved.

Results- 22 mn views on FB and Youtube and over a 100 PR mentions- all earned media. All carried out in small budgets. Hate to use the line but it went 'viral'.

• Launch Sting- an energy drink from Pepsi in India

A whole new category and a whole new challenge-

<https://www.livemint.com/Industry/bu13uKzeB3IKhNpYggcGGP/PepsiCo-brings-energy-drink-Sting-to-India.html>

Launching an energy drink in a market like India was a unique challenge. Read all about it in the link above. We did an entire launch plan with offline, online, events, PR and digital.

ASSOCIATE CREATIVE DIRECTOR

Dentsu Impact | Nov 2013- Nov 2016

Brands: Shine.com, Maruti Suzuki, Mint, HT

From having very few brands, no awards and 30 people to setting up an office with now 150 people, awards, great accounts and a great brand image, I was one of the core creative members to setting it up.

- **Tasked with crafting the brand positioning, conceptualizing and executing creative campaign for Shine.com** - Increased the app download to a 350% increase with just one truly integrated campaign and designing the digital product around the referral system. Strategy, digital experience and comm made it the no.2 job portal in the country above monster.com
- **Won over 7 metals for the agency in Abbys and Kyoorius**- I was one of the key creative members for this transformation. My campaign won a big elephant and 2 small elephants in D&AD Kyoorius Awards and a gold and 3 bronzes in the Ad Club Abby's awards.
- **New Business:** Key member in winning the multi agency pitch for IKEA. My route was the winning route.
- **Launch of the new Maruti Suzuki Brezza with a digital product for exterior customisation**- Imagine customising your car through a kiosk and getting it delivered to your doorstep, our creative product delivered to that.
- **Positioning campaign for Mint Newspaper by HT**- Inspiration- The Economist. Smart and intelligent humour to establish the knowledge superiority of the paper

CREATIVE TEAM LEADER

Mccann Erickson | March 2012- Oct 2013

Brands: Chevy Cruz, Metlife, Subway, DishTV, Indian Badminton League, Nescafe, Chevy Sail, Greenlam and Aircel.

Highlight projects:

- **NESCAFE**- An iconic jingle redone by the dynamic music director trio in a completely fresh and bold form just like the coffee.
- **INDIAN BADMINTON LEAGUE**- In a cricket obsessed nation we launched a badminton league by trojan horsing to make it look like the launch of a new cricket league
- **Launched the GM- Chevrolet Sail**

SENIOR COPYWRITER

JWT | March 2008- Feb 2012

Brands: Nokia, Lays, Kurkure, Bar-one, Kitkat, Airtel DTH, Pizza Hut

- **Nokia recycle campaign**- Gold Effie, Ndtv Greenies gold, Olive crown gold
- **Nokia N8 stack up campaign**- Cannes Shortlist
- **Nokia- Main bhi Coach campaign**- Effie Silver
- **Bar-one Relaunch**