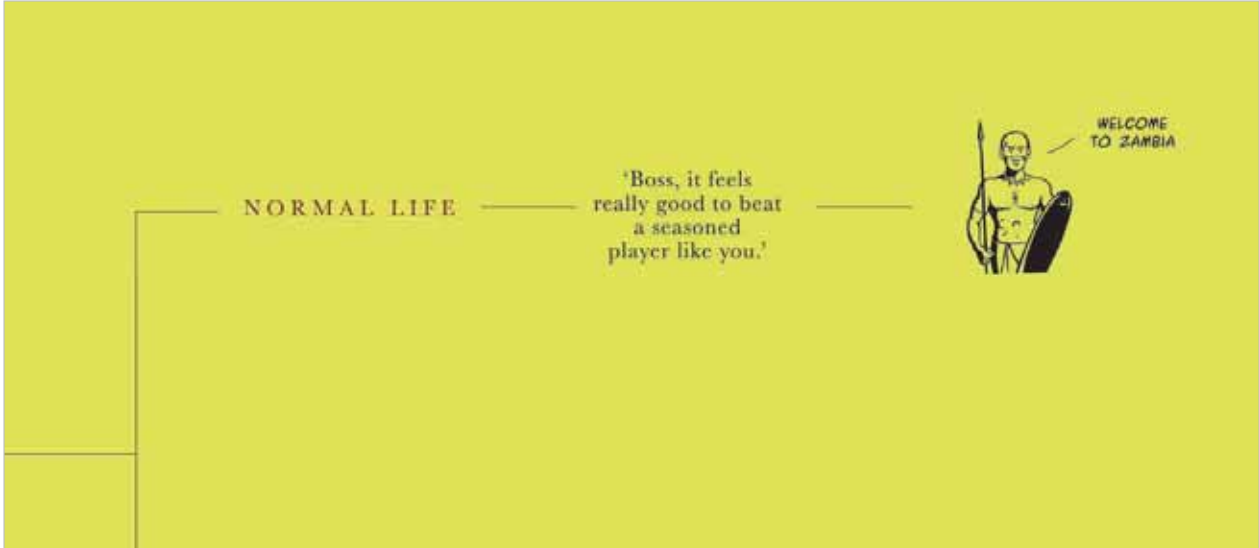


# MENTOS ZINDAGI INDIA

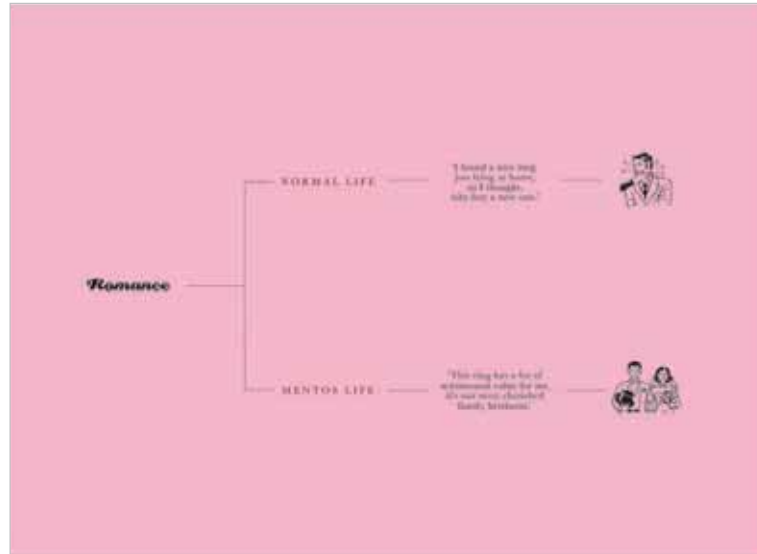
CATEGORY **FOOD** | AGENCY **OGILVY & MATHER, MUMBAI** | CLIENT **PERFETTI VAN MELLE**



**PRESENTER**

**JIGNESH MANIAR**  
Creative Director, Ogilvy, Mumbai

With ten years of campaign experience, Jignesh was previously named 'one of the hot creative talents of the future', by leading Indian advertising magazine, 'Impact'. Proving this right, he has won over 40 national and international awards and was ranked amongst the top 20 creative people in Indian advertising by Campaign Brief Asia.



**PRINT ADVERTISEMENTS**

**CAMPAIGN SUMMARY**

Faced with the task of creating a distinct brand identity in order to garner market share and mind share, the Mentos campaign was built on the premise that 'Freshness is a state of mind'.

Breaking away from the clichéd format of 'Freshness being only a product attribute', the campaign altered the consumers mindset, resulting in a highly effective response.

Mentos experienced stupendous growth while competition was stagnant or degrowing.

**CLIENT CREDITS**

SAMEER SUNEJA  
Head of Sales & Marketing

NAMITA GUPTA  
Group Product Manager

**AGENCY CREDITS**

ABHIJIT AVASTHI  
Executive Creative Director, South Asia

JIGNESH MANIAR  
Creative Director

KAPIL SAWANT  
Associate Creative Director

AKSHAY THAKUR  
Art Director

LAVANYA ANIRUDH  
Client Services Director

MOHIT CHERIAN  
Account Supervisor



TVC 01



TVC 02