

DDB Mudra Group launches Bernbach Fridays

Mumbai, 21 July, 2014: DDB Mudra Group has announced the launch of Bernbach Fridays, a tribute to a man who is the Father of Modern Advertising, a brilliant advertising mind of the 20th Century and DDB's founder the great Bill Bernbach. The sessions take place on the last Friday of every month at the DDB Mudra Group office, and so far a total of four successful sessions have already taken place.

The maiden session of Bernbach Fridays saw DDB Mudra Group's very own **Chairman and Chief Creative Officer, Sonal Dabral**. Having over 2 decades of experience in the field of advertising, he shared his life journey with the audience. Right from his NID days to his first job to how he helped Ogilvy Singapore become the hottest agency in the region and the No.1 creative office of the WPP global network and also his experience as a TV host and a scriptwriter in Bollywood. He inspired and engaged the DDB Mudra Group employees which was the perfect kick-start to Bernbach Fridays.

The second speaker of Bernbach Fridays was **Shreedavy Babuji, of DDB Mudra West**, who presented an extremely interesting project she had worked on. The project was a documentary covering the various aspects of an age old folk art form of India – the Truck art. Titled 'Horn Please', the documentary focuses on origin of truck art and its evolution since then. The documentary has been accepted at festivals across the world and is getting tremendous reviews everywhere.

The third and fourth sessions of Bernbach Fridays saw **Varun Thakur – stand-up comedian** and **E Suresh – Founder of Studio Eeksaorus**, respectively. With a good mix of personal stories, observational humour and impersonations, Varun was an act that no one could miss. E Suresh, also the founder of Famous Studios, shared his eventful journey in the world of animation.

Sonal Dabral, Chairman and Chief Creative Officer at DDB Mudra Group said, "Our instincts and craft as creatives gets honed everyday by just observing and assimilating life happening around us. Which means the more we are aware of our world the better advertising professionals we become. That's where curiosity comes in. The desire to know as much as possible. Desire to find out the answers. Desire to be acquainted with as many subjects as possible. Curiosity and creativity are never far apart. Without curiosity, we will never be innovative. There will be no growth and nothing will change. To fuel this curiosity we have launched "Bernbach Fridays"."

The main aim of Bernbach Fridays sessions is to celebrate advertising by creating curiosity. The audiences at DDB Mudra are always ready for something new, therefore these sessions will see speakers from different fields which would include Fashion Designers, Chefs, Film Makers, Scientists, Directors, Musicians, Artists and so on.

You can view the sessions here:

Varun Thakur - <https://www.youtube.com/watch?v=w8X715bm1P0>

E Suresh -

<https://www.youtube.com/watch?v=RfdgXn4Nirk&list=UUXZ6ZNX6CZDAytIwNXZLNkA>

About DDB Mudra Group

The DDB Mudra Group, a part of the Omnicom/DDB Worldwide Group, is India's largest integrated marketing communications and services network. DDB Mudra Group comprises three agency networks and six specialist agencies and eleven strategic business units which offer their expertise under four disciplines (Media, OOH, Retail and Experiential).

DDB Mudra Group operates out of its offices in fifteen leading cities and is represented in more than twenty other locations, giving it a comprehensive presence across the length and breadth of the country. It has more than 1,100 employees and a reach across 1,75,000 villages, 4000 towns, 3500 schools and nearly 7 million students.

Its scope of services run the gamut through Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Navigation Solutions, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localisation Pre-Media Services, Content Creation, Strategy and Design Consultancy.

DDB Mudra Group is one of India's most awarded agencies picking up numerous awards at top national and international award festivals including Cannes, Spikes Asia, Clio, Adfest, ABBYs, OAA (Outdoor Advertising Awards), PMAA – Dragons of Asia (Promotion Marketing Awards of Asia) and WOW (Experiential Awards). The Group has also won a number of metals in the IT and LLC (HR) award forums.

The DDB Mudra Group's clients include Abbott Nutrition, ACC, Adani, Aditya Birla Group, Aircel, Arvind Stores, Ashok Leyland, Asian Paints, AVT, Bata, BPCL, Bharati Walmart, Carrier Midea, Castrol, Cisco, Colgate, Crompton Greaves, DBS, Dabur, Eenadu, Eicher, Emirates, Experion, Federal Bank, Future Group, Grasim, Gillette India, Godrej, Gulf Oil, HDFC Bank, HPCL, Hindustan Times, Hindustan Unilever, HP, HUL, ICICI Bank, IDBI Bank Group, Idea Cellular, ITC, Jaypee, Jindal Steel, Jyothy Laboratories – Henkel, Johnson & Johnson, L&T, Lafarge India, Lavasa, Lenovo, LG, LIC, Linen Club, Malayala Manorama, Marico, McDonalds, Ministry of Tourism, Mother Dairy, MSD, National Textile Corporation, Nerolac, Nestle, Nirmal Lifestyle, Novartis, Panasonic, PepsiCo, Peter England, Philips Healthcare, Puma, Reebok, Rotomac, Sab Miller, Shell, Simplymarry.com, Sony Mobile, Star India, Standard Chartered Bank, Symphony, Tata Communications, Tata Nano, TTK Prestige, Times of India, UNICEF, Union Bank of India, United Spirits, Usha International, Videocon, Volkswagen, Western Union, World Gold Council, Worldwide Media, Wipro, Wrigley, YOU Broadband and Zydus Wellness.

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