

PRESS RELEASE

**DDB Mudra South & East creates powerfully nostalgic short-film for
McDowell's No.1**

**Lyrics by Sonal Dabral, Voice by Mohit Chauhan and Composed by Rajiv
Bhalla**

November 24, 2014 | Mumbai

Link to the videos:

<https://www.youtube.com/watch?v=Gy4qKmgj->

[FA&list=UUXZ6ZNX6CZDAYtlwNXZINkA&index=2](https://www.youtube.com/watch?v=Gy4qKmgj-FA&list=UUXZ6ZNX6CZDAYtlwNXZINkA&index=2) (7 minute film)

https://www.youtube.com/watch?v=HbE5NIWGA_s&list=UUXZ6ZNX6CZDAYtlwNXZINkA

<https://www.youtube.com/watch?v=2teyBV3y4Gw&list=UUXZ6ZNX6CZDAYtlwNXZINkA&index=1>

About the campaign:

Objective

McDowell's No.1 is rated as one of the most valuable Indian brands (Millward Brown BrandZ Study 2014). The brand has continuously endeavored to connect with its consumers through compelling stories of friendship over the years. The brand realized that affiliation and friendship was a narrative being used by a lot of other brands across categories and therefore there was a need to own a distinct point of view on friendship for McDowell's No.1.

Challenge

McDowell's No.1 wanted to celebrate and own the most important relationship in the life of the young Indian – close friendship. True friendship that is akin to the bonds of family, wherein one can be truly oneself, without any pretensions.

The Idea

The idea was to create a short film that epitomizes the core values of "true friendship" in lyrics as well as the accompanying visuals. The storytelling to showcase how these "close buddies" together navigate through life with the security and comfort of each other's company. Thus, creating a heart-warming narrative about real friendships which each and every person can identify with.

With this short film, McDowell's No.1 embraces a new journey – celebrating close friendships and baring testimony to their stories. Further the campaign will echo in every hallway, corridor and room across India in all the mediums via a 360 degree marketing route.

Commenting on the ad film, **Unnati Sinha, Senior Vice President – Marketing, United Spirits Limited**, said, "Real friendship is one of life's strongest and most rewarding relationships. We're very proud of our new McDowell's No.1 film that portrays real friendships that bind people together through the years. This is the first time that McDowell's No.1 has used a long musical narrative to communicate the brand proposition through nostalgia. Consumers and the trade have loved the film particularly as McDowell's No.1 is at the heart of their own special memories of celebration with their closest friends."

Sharing his experience while penning down the lyrics for the first ever seven minute ad film for McDowell's No.1, **Sonal Dabral, Chairman and Chief Creative Officer, DDB Mudra Group**, said, "Beyond the transience of social networks, there is a friendship that is deep and genuine. I wrote the '#No1Yaari' song as a tribute to such cherished, meaningful friendships that enrich our lives. "Aisee Waisi dosti nahin.." is exactly how I define



these rare special friendships. It's a track that will transport everyone to the wonderful moments that have made these friendships special and sure to bring a smile to their face, as it will remind them of their own No1Yaari.

An iconic brand, a great client and some magical moments of inspiration. It's been a pleasure working on this campaign and writing this Yaari anthem which I'm sure will become the soundtrack for the best of friends raising a toast to their precious friendship anywhere across the country."

Credits:

- **Agency** – DDB Mudra South & East
- **Chairman & Chief Creative Officer** – Sonal Dabral
- **Member of the Creative Council, DDB Mudra Group and Creative Head, DDB Mudra South and East** – Vipul Thakkar
- **President, DDB Mudra South and East** – Ranji Cherian
- **Executive Vice President, DDB Mudra South and East** – Sujay Ghosh
- **Creative Team** – Sourabh Doke, Vimalkirti Deshmukh, Praveen Sekar, Vignesh Raja, Hitesh Harish, Ajun Abraham
- **Brand Communication team** – Deepak Rajagopal, Arjun Krishnadas
- **Senior Agency Producer** – Vishal Sane



- **Account management team:** Deepak Rajagopal, Arjun Krishnadas
- **Account Planning team:** Amit Kekre, Rajesh Sharma, Padmapriya Muralidharan

About DDB Mudra South & East

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra South & East's client roster includes N. Ranga Rao & Sons, TTK Prestige, Aditya Birla Nuvo Ltd., Peter England, Loyalty Solutions and Research, Nitesh Housing Developers, Ruchi Soya Industries Ltd., Ushodaya Enterprises, Bhima Jewels, AV Thomas & Co, Corporation Bank, Senco Gold, Star Entertainment Media, SRMB Srijan, Coal India, Allahabad Bank, Orissa Manganese and Mineral and Sylvan Plyboard India.

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