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Indian advertising: The 20-second storytellers



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"I was supposed to be a doctor because both my parents were, but physics got to me," says Sabharwal. On his mother's advice, he did mass communication, and, in IIMC, copywriting became his thing. Sabharwal has launched several brands, giving them distinct identities: Shine.com, Gatorade, and soon, Ikea. *The Times of India's* 'Flirt with your city' campaign has just been released, and the Max Healthcare poster has won him several Indian awards. He believes that the role of the agency itself is changing, though it will always be the custodian of the brand idea. "Today, it's fragmented, diverse, and people are still trying to figure it out, because there are many content creators vying for people's attention. We will need to understand 10 more mediums, go more low budget, and co-create, so that the idea thread is held together," he says, in the context of social media influencers.