

adwants

A human-centric impact studio

Confidential and proprietary



About Adwants: Introduction

Global Client Portfolio

Proven systems and processes

Flexible engagement models

End-to-end solutions provider

25+

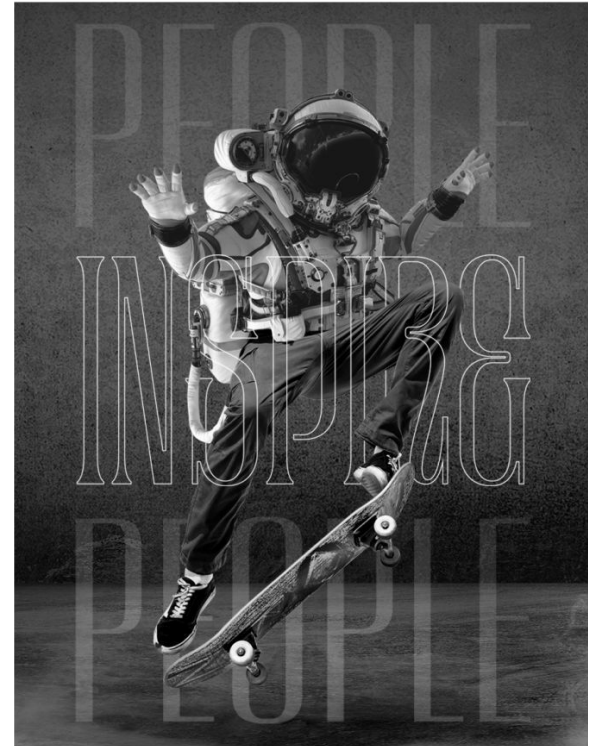
Years of collective
experience

10+

Years of
operation

50+

Brands and businesses
transformed



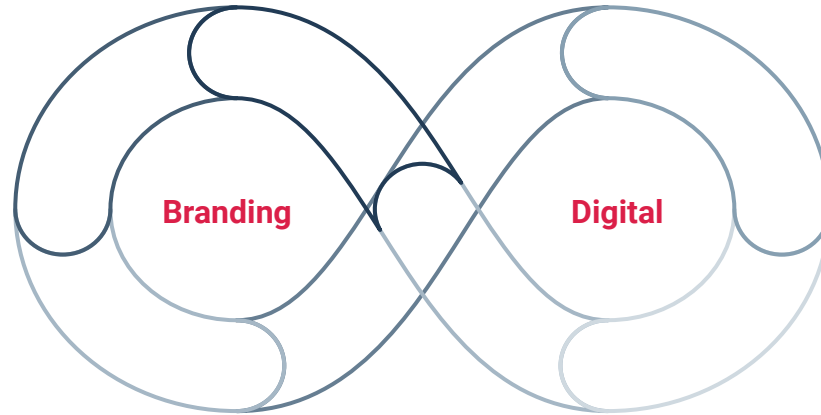
About Adwants:

- An agency with a global mindset and Indian operations
- Deep understanding of consumer behaviour, strategy and communication principles
- Best of brand marketing and digital strategy for optimised results

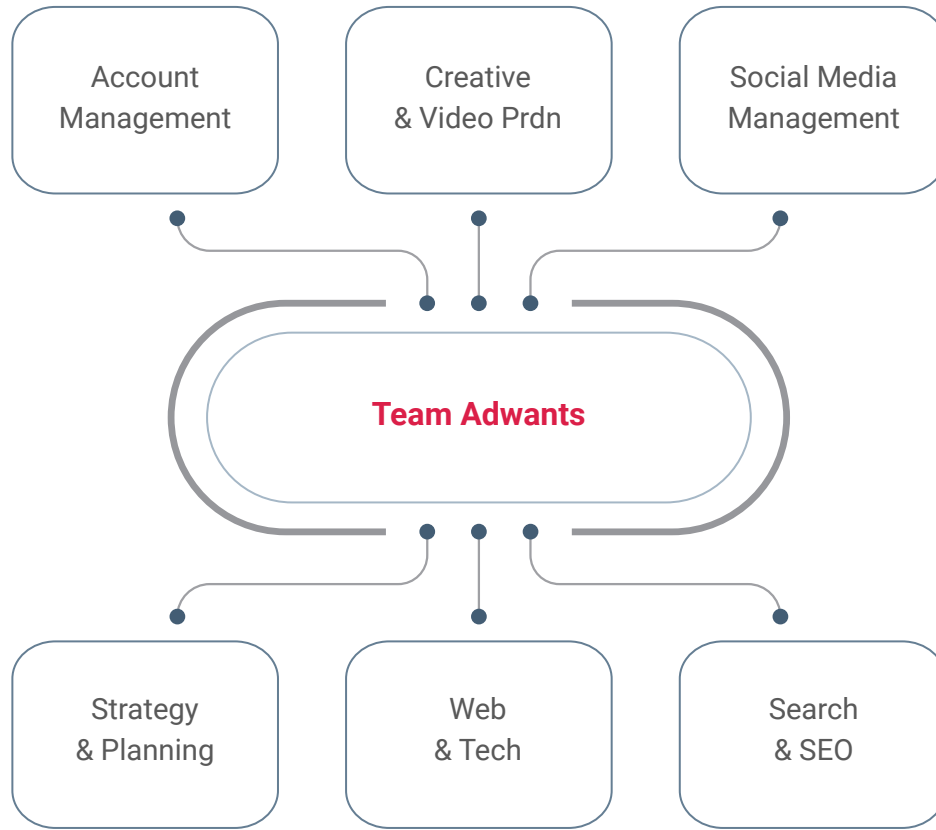


Truly Integrated: 360° Digital Agency

- Brand strategy
- Brand planning
- Creative conceptualisation
- Creative communication
- Design and identity
- Brand campaigns
- Marketing collaterals
- Animation
- Video production



- Digital media buying
- Campaign management
- Website design + development
- Web Analytics
- SEO & SEM
- Content Marketing
- Social Strategy
- Influencer marketing
- Content writing



Integrated team
across verticals

Our approach

**We strive to provide
human-centric brand experiences**



Our key clientele



Our key clientele



Awards & Recognitions



Winner- Best use of Viral marketing

Ads_{of the}World

Featured for creative idea,
design and execution

Awards & Recognitions



For creative idea, design
and execution



For creative idea, design
and execution

Awards & Recognitions

PACKAGING OF THE
WORLD

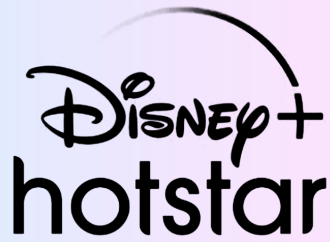
For creative idea, design
and execution



WORLD BRAND
DESIGN SOCIETY

For creative idea, design
and execution

Awards & Recognitions

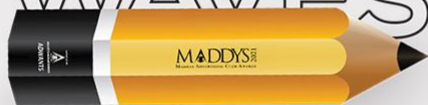


Top OTT digital release
partner in India



Empanelled member of DMI,
Ireland

TURNS OUT, OUR WORK CREATED SOME WAVES



Advants at
MADDYS 2021
MADRAS ADVERTISING CLUB AWARDS



4
Golds

Public Service:

Nippon Paint: Preserve the green.
Protect the blue

Packaging Design:

Waft

Social Media Campaign:

Nippon Paint: Don't let the colors
of nature fade away

Best Use of Digital:

Nippon Paint: Pray for Nesamani



2
Bronzes

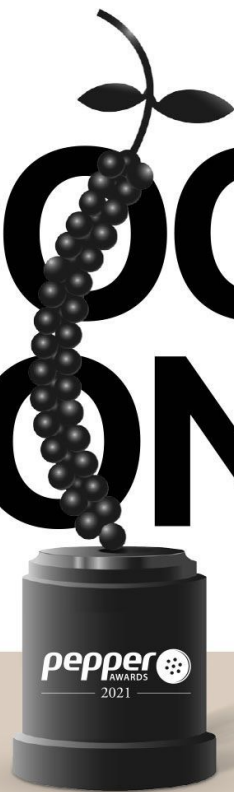
Website:

Hatsun Agro Products (HAP)

Unpublished Print Campaign:

Footprints: Holiday. Your way.

SIX RECOG- NITIONS



1 SILVER
1 BRONZE
4 FINALISTS

pepper
AWARDS
2021

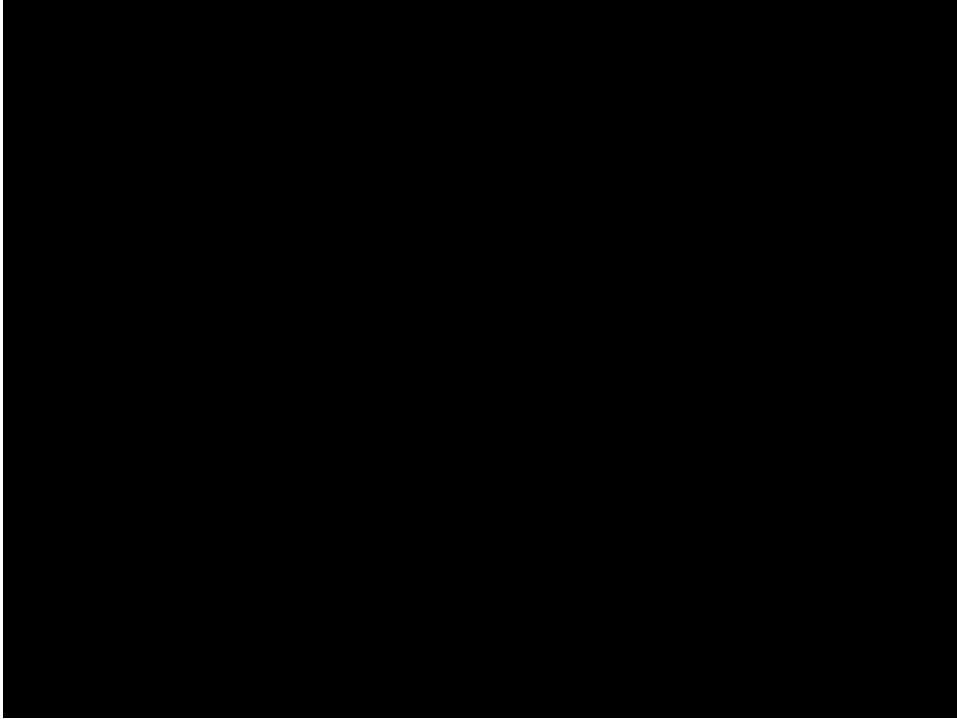
Featured work



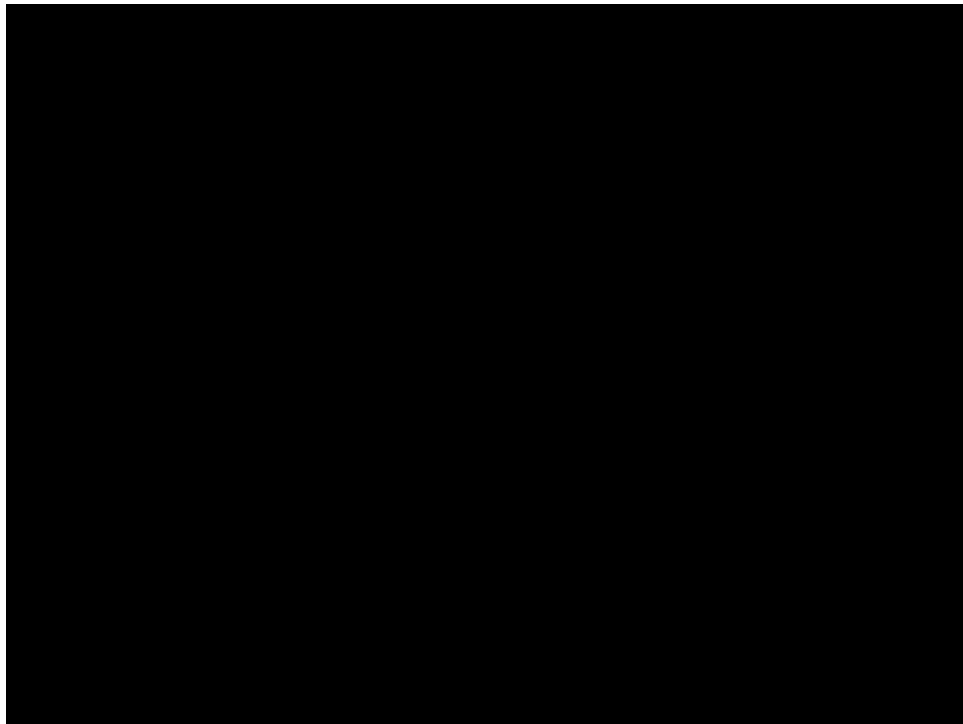
TOI - Roads so annoying campaign



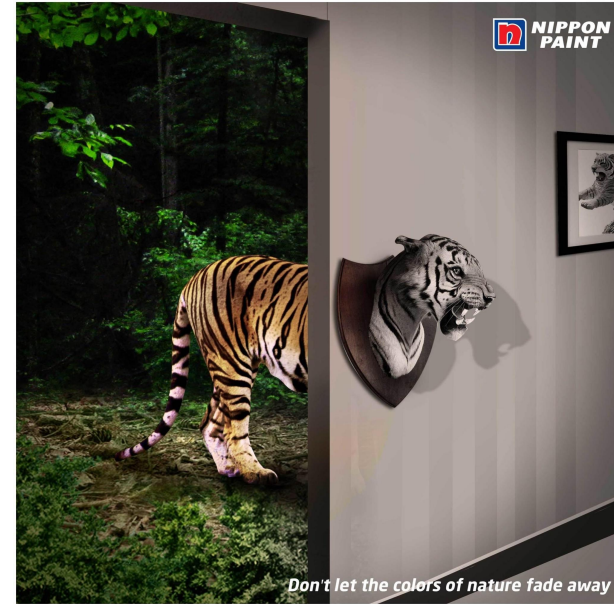
Dabur Pongal influencer campaign



Panasonic influencer campaign



Nippon Paint - Brand Campaign



Featured on **Ads of the World** *Campaign Brief Asia*



Preserve the green to
protect the blue.



Deforestation is deadly. It destroys livelihoods and
devastates the habitats of critically endangered beings.
It's time to take action. And by acting together, we can
protect the many shades of Mother Nature.

Issued in public interest by



Forest Habitats
Forest Habitats
Forest Habitats
Forest Habitats
Forest Habitats
Forest Habitats
Forest Habitats
Forest Habitats



Don't let the colors of nature fade away

Endangered Species
Endangered Species
Endangered Species
Endangered Species
Endangered Species
Endangered Species
Endangered Species
Endangered Species



Don't let the colors of nature fade away

World's Waters
World's Waters
World's Waters
World's Waters
World's Waters
World's Waters
World's Waters
World's Waters



Don't let the colors of nature fade away

Featured on **Ads of the World**

Campaign Brief Asia



Waft - Branding and packaging



Featured on **PACKAGING** OF THE WORLD



WORLD BRAND
DESIGN SOCIETY


DIELINE

Savorit Noodles - Branding and packaging




Panasonic Cooking - Brand campaign

Panasonic
MONSTER
SUPER MIXER GRINDER




Blends naturally

Living well begins with eating well. That's why our mixer grinders are designed to keep the food fresh, inspiring you to feel your best.




Panasonic
MONSTER
SUPER MIXER GRINDER



Blends naturally

Living well begins with eating well. That's why our mixer grinders are designed to keep the food fresh, inspiring you to feel your best.

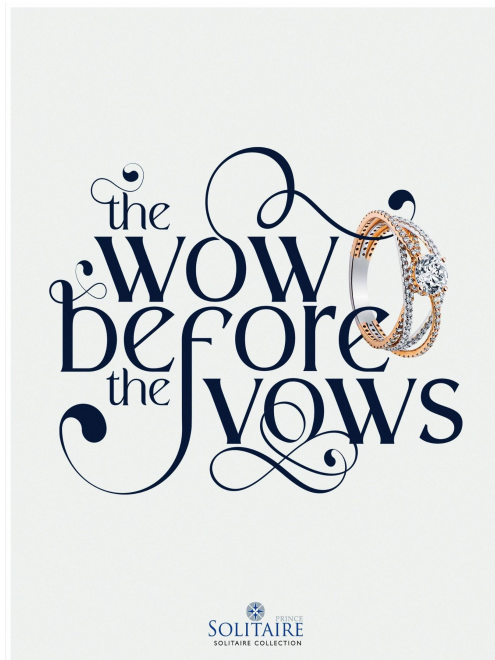


Narasu's



Featured on
Ads
of
the
World

Prince Jewellery



Featured on

Ads of the **World**

The sparkles before
the fireworks

PRINCE
JEWELLERY



...ing people and driven from their homes. That has
...at President Assad, blaming him for
...the opposition and insisting that he has no
...Russia says Mr. Assad's government
...should be the centrepiece of international
...efforts to fight militants—Reuters

...had hit 12 US targets, but most of the areas
...government
...Islamic insur-
...activists said
...said on Friday its latest strikes
...the city of Kunduz, a strategic
...Taliban in a stunning pre-dawn
...attack on Monday, said that while
...most Taliban fighters had fled, some
...were holed up in civilian homes
...fighting the army.
...Taliban spokesman Zabihullah
...Mujahid said they had taken control

...province in
...northeast, the
...strict late on Thursday after heavy
...fighting, according to Nawid
...Foray, a spokesman for the pro-
...vvincial governor.
...Residents in Kunduz, a strategic
...city of 300,000 that fell to the
...Taliban in a stunning pre-dawn
...attack on Monday, said that while
...most Taliban fighters had fled, some
...were holed up in civilian homes
...fighting the army.
...Taliban spokesman Zabihullah
...Mujahid said they had taken control

...the fighting as of Friday, according
...to a Health Ministry spokesman. He
...said hospitals in Kunduz had treated
...about 466 wounded.
...Ahmad Sahil, a producer for local
...Afghan television in the city, said
...many people were still too afraid to
...leave their houses.
...The Taliban who knew Kunduz
...left the city already, but many for-
...ces struggling to contain a grow-

...occupations during fire to
...tor-
...Hammudullah Durrani, acting gover-
...nor of Kunduz province, described
...the capital as calm, and said there
...was "no major fighting".
...He acknowledged, however, that
...the insurgents had not been com-
...pletely driven from Kunduz.
...Taliban are still in civilian houses
...and buildings," he said.
...They are using civilians as
...human shields," the Red Cross said it was increas-
...ingly concerned about the welfare of
...citizens inside the city and the lack
...of medical supplies and personnel.
...We are very short-staffed in the
...hospitals," said Peter Esmirli Ewot,
...an ICRC doctor working in the city.
...The medical staff in the city cannot
...get to the hospitals because of the
...on-going fighting.
...In a worrying sign for government
...forces struggling to contain a grow-


...ing militant th
...the country, altho
...Kunduz.
...Our forces did not
...on time," Foray
...Badakhshan, "Taliban
...members," therefor
...ou
...The Taliban said they
...soldiers and gained
...checkposts in a distr
...Badakhshan province that has
...fought over for years.
...It occupies a position along a hi
...way to the border with Tajikist
...and also shares a border with Chin
...and Pakistan.
...The attack started when Taliban
...militants raided checkpoints in sev-
...eral villages, over-running reinforc
...ments and seizing control late in the
...afternoon, according to a govern-
...ment report. The police headquar-
...ters in Warduj fell at around 6pm it
...said.—Reuters

For once, she wouldn't mind
putting on a few extra grams



PRINCE
JEWELLERY

the
WOW
before
the
VOWS



PRINCE
JEWELLERY

FOR EVERY
PRINCESS





FOR EVERY
PRINCESS

PRINCE
JEWELLERY



Gild Spends Account



[Click to play](#)

Gild
Spends
Account



Click to play

Gild Spends Account



Spend with Gild.



[Click to play](#)

Wizi app



Click to play



SANKAR
HOME EXPERT

—கட்டுமான தீர்வு மையம்—

தி இண்டியா சிமென்ட்ஸ் லிமிடெட்



சங்கர் சூப்பர் பவர்

அசைக்க முடியாத நம்பிக்கை



சங்கர்
ALLOY LIGHT



ஒரு கட்டிட வளர்ச்சியின்
வழியில் வழிகை தகராசியை.



The India Cements Ltd

SANKAR
HOME EXPERT



கனவுகள் வளர்ச்சியில் வளர்ச்சி
நிலைமையில் வளர்ச்சி



சங்கர்
ALLOY LIGHT

சங்கர்
சூப்பர் பவர்

கனவுகள் வளர்ச்சியில் வளர்ச்சி
நிலைமையில் வளர்ச்சி



கனவுகள் வளர்ச்சியில் வளர்ச்சி
நிலைமையில் வளர்ச்சி

India Cements

A brand new store and purchase experience for Sankar Cement



சங்கர்
கூயர் பவர்
சுவை & முத்து நுகரிகள்

8A



The India Cements Ltd

SANKAR
HOME EXPERT

— கட்டுமான தீர்வு எழுப்பும் —
— உறுதியான நிர்வாகம் —





சங்கர்
சூப்பர் பவர்
அசைக்க முடியாத நம்பிக்கை



The India Cements Ltd

SANKAR
HOME EXPERT

—கட்டுமான தீர்வு மையம்—
சி இண்டியா செமென்ட்ஸ் லிமிடெட்





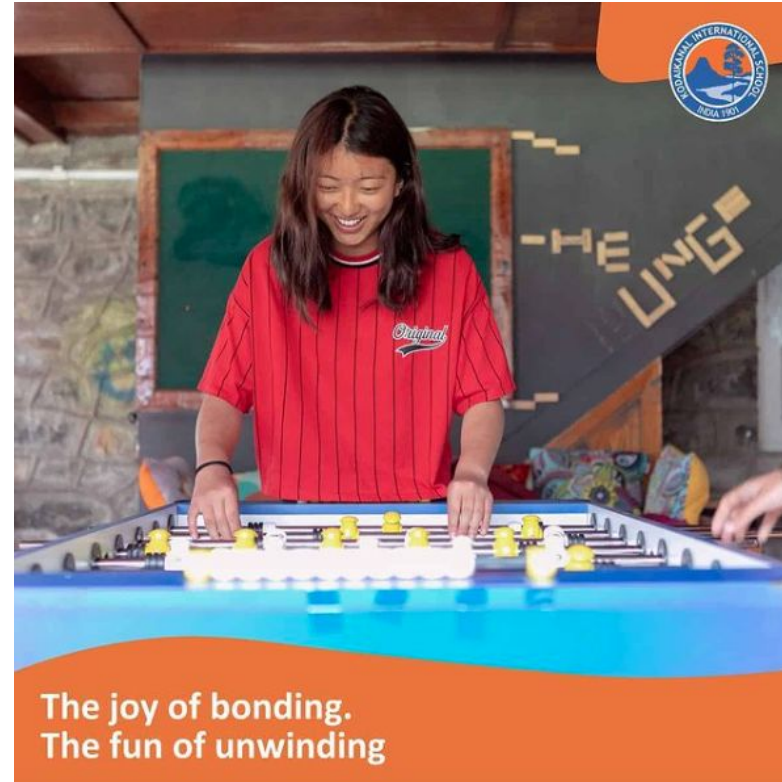
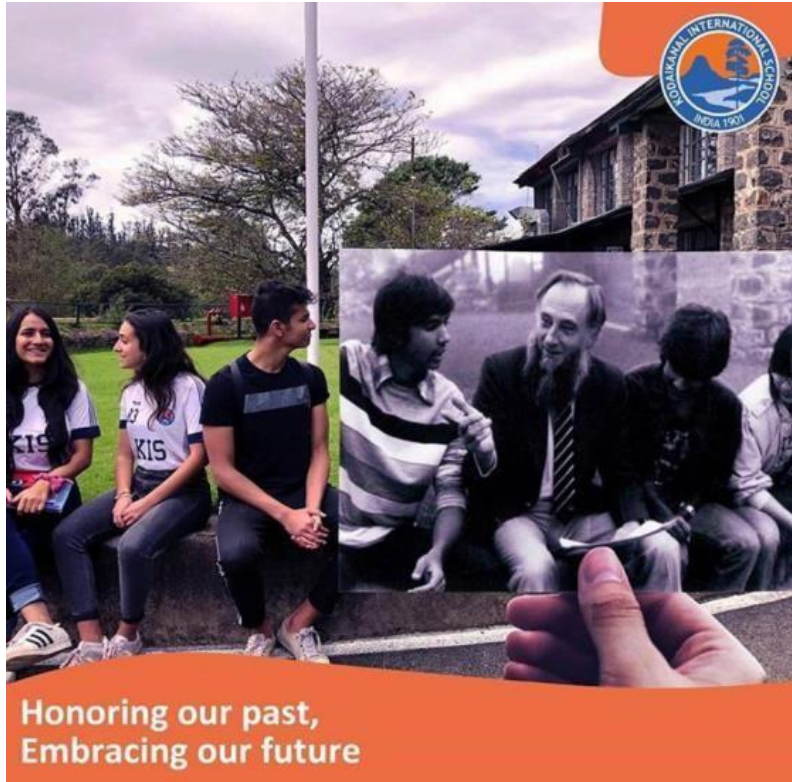
சங்கர்
சூப்பர் பவர்
சிறந்த குடிபுரத் துப்புகளை



The In



Kodaikanal International School



Kodaikanal Int'l School - Photoshoot



Kodaikanal Int'l School - Photoshoot







A SCHOOL FOR THE WORLD. A SCHOOL FOR THE FUTURE.



A Slice of a Kind learning experience:

The KIS School of Leadership & Innovation (KIS SLI) is a unique learning environment that provides students with a variety of opportunities to develop their leadership and innovation skills. The KIS SLI is a place where students can learn from each other and from their teachers, and where they can apply their learning to real-world situations.

Initiatives that encourage empower and transform

Scholarships:

KIS offers a variety of scholarships to students who are academically and financially qualified. These scholarships are designed to help students pay for their education and to provide them with the resources they need to succeed.

KIS also offers a variety of other programs and services to help students succeed. These include career counseling, financial aid, and a variety of extracurricular activities.

COVID-19 relief efforts.

During the COVID-19 pandemic, KIS has taken a variety of steps to ensure the safety and well-being of its students and staff. These steps include implementing strict safety protocols, providing students with the resources they need to continue their education, and offering financial assistance to students who are in need.

Social and Environmental Experience (SEED)

The KIS Social and Environmental Experience (SEED) program is a unique learning environment that provides students with a variety of opportunities to develop their social and environmental skills. The SEED program is a place where students can learn from each other and from their teachers, and where they can apply their learning to real-world situations.

Education in Kona Project (EKIP)

Education in Kona Project (EKIP) is a unique learning environment that provides students with a variety of opportunities to develop their education skills. The EKIP program is a place where students can learn from each other and from their teachers, and where they can apply their learning to real-world situations.

KIS Community Center

The KIS Community Center is a unique learning environment that provides students with a variety of opportunities to develop their community skills. The KIS Community Center is a place where students can learn from each other and from their teachers, and where they can apply their learning to real-world situations.

KIS Outdoor Agricultural Learning Unit

The KIS Outdoor Agricultural Learning Unit is a unique learning environment that provides students with a variety of opportunities to develop their agricultural skills. The KIS Outdoor Agricultural Learning Unit is a place where students can learn from each other and from their teachers, and where they can apply their learning to real-world situations.



A SCHOOL FOR THE WORLD. A SCHOOL FOR THE FUTURE.



Kodaikanal Int'l School - Campus Film



[Click to play](#)

Eldia Pure Coconut Oil (Kaleesuwari Refinery)



VRX - Fete Branding

FETE



Visual Identity for a Roman-themed home, inspired by the pillars of Rome.



VRX

FETE

Open the door to a Roman lifestyle

VRX - Fete Campaign

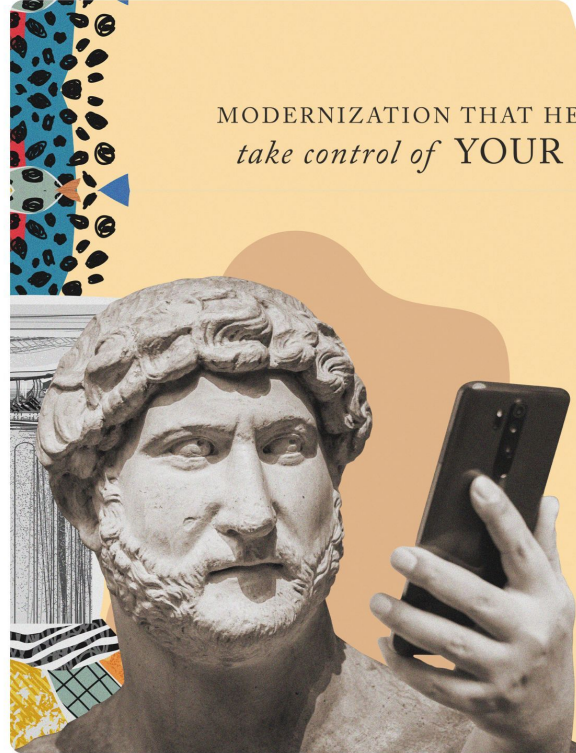
VRX | FETE

WHERE INNOVATION
MEETS *timelessness*



VRX | FETE

MODERNIZATION THAT HELPS YOU
take control of YOUR LIFE!



VRX - Fete Campaign



VRX - TVC



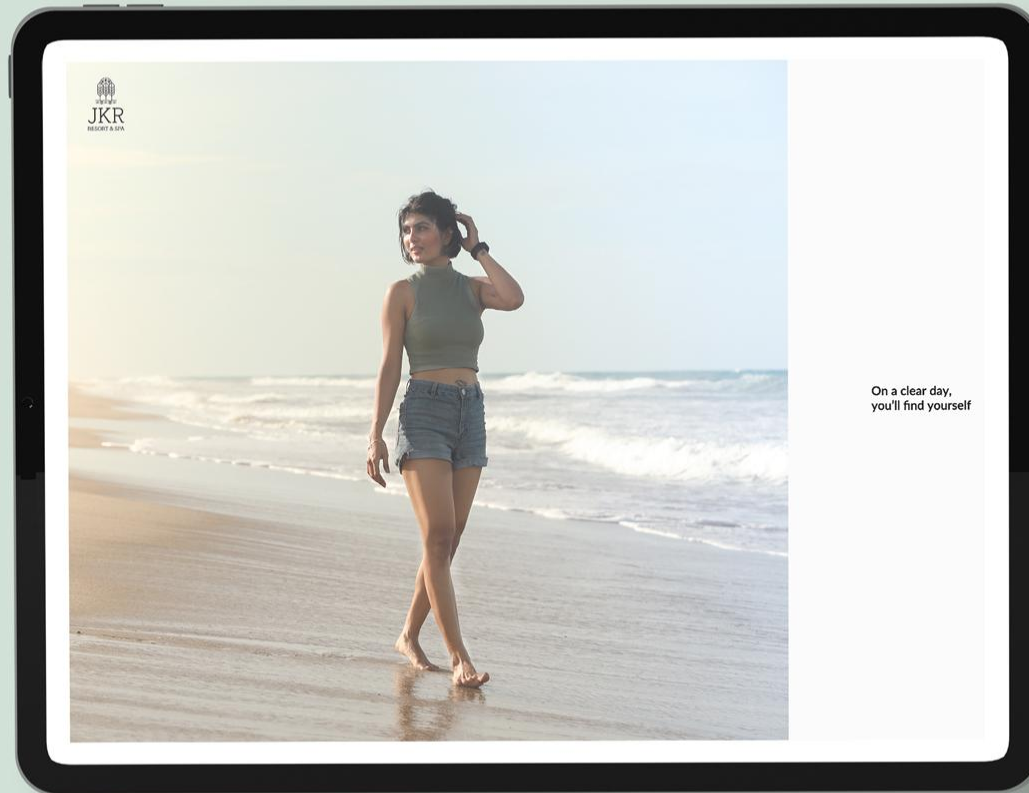
Click to play

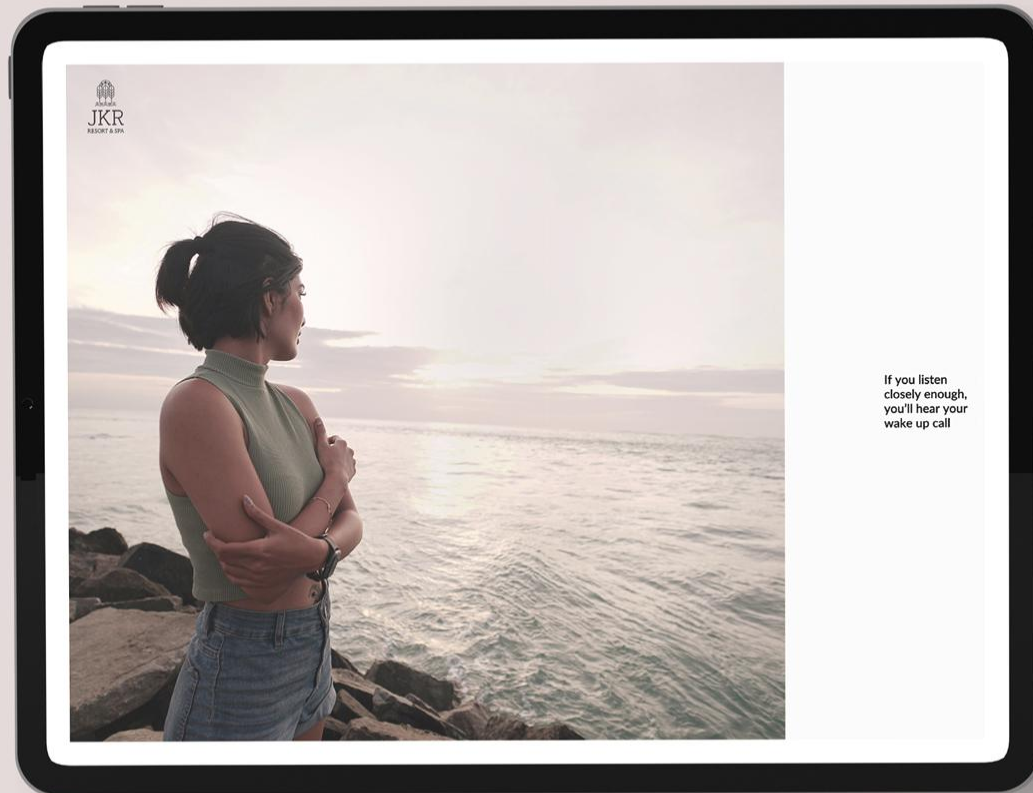
VRX - Experience Film



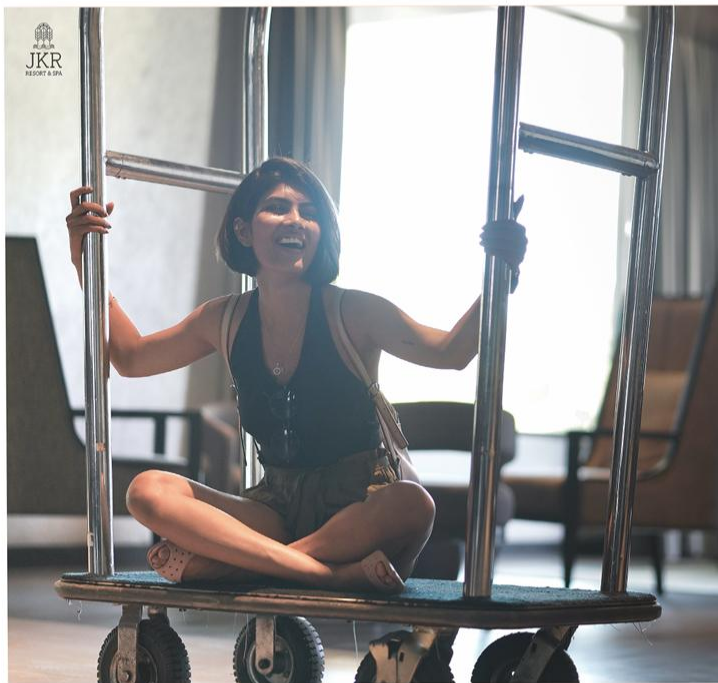
Click to play

JKR Resort & Spa (Hyatt Place Rameshwaram)





If you listen
closely enough,
you'll hear your
wake up call



Take back all
that the city took
from you

Krea University





**World-
Renowned
Economist,
23rd Governor
of the Reserve
Bank of India,
Award-Winning
Author,
Your Mentor.**

UG Application Round 4 Now Open

**RAGHURAM
G RAJAN**



**Visionary
Entrepreneur,
World Leader,
Padma Bhushan
Awardee,
Your Mentor.**

UG Application Round 4 Now Open

**ANAND
MAHINDRA**



**Nobel Laureate,
Published Author,
Social Entrepreneur,
Your Mentor.**

UG Application Round 4 Now Open

**ESTHER
DUFLO**



**Illustrious
Entrepreneur,
Celebrated
Businessman,
Willy Korf/Ken
Iverson Steel
Vision Awardee,
Your Mentor.**

UG Application Round 4 Now Open

**SAJJAN
JINDAL**

A SECOND CHANCE TO MAKE YOUR FIRST IMPRESSION



ROUND 2
ADMISSIONS ARE
OPEN FOR OR
UG PROGRAMME

REGISTER NOW

Medall

FIGHT HEART DISEASE, ALZHEIMER'S AND KIDNEY DAMAGE

Check yourself for diabetes



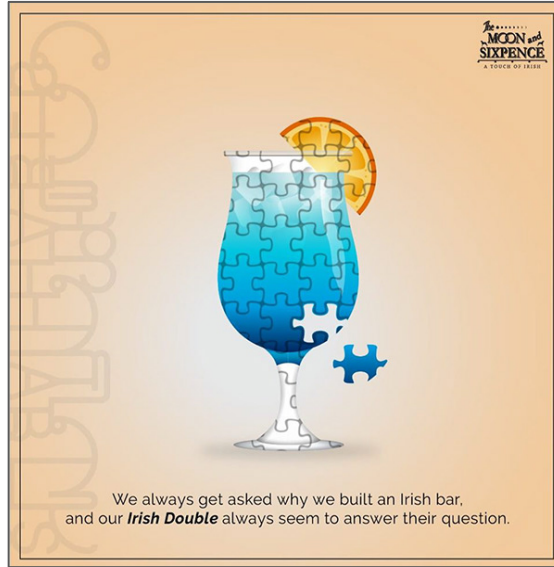
Medall

**PREVENT STROKE,
ERECTILE DYSFUNCTION
AND ANEURYSM**

Check yourself for heart disease



Hablis Hotel - Social Media



Hablis Hotel - Topical



Featured on
Ads of the World

Santa's coming.
So is your
drunk uncle.
nosy niece and
annoying aunt.

We've got you
covered.



Hablis Hotel - Photoshoot



Tamilnadu Travel Mart - Teaser Animation



[Click to play](#)

Web Projects



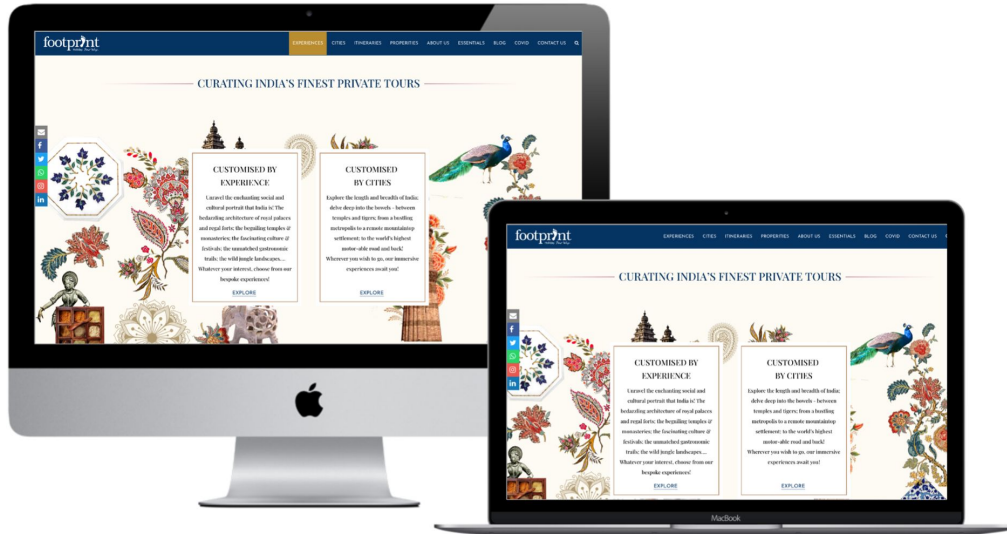
Hatsun Agro Product



Reflecting the extravagant elegance of an organisation that flaunts a 50-year heritage, the site is an epitome of sophistication and class. This avant garde site is incredibly dynamic and offers an effortless user experience. You can peruse through anything you need at a single glance.

<https://www.hap.in/>

Footprint Holidays



This dynamic and ultra responsive travel website hosts numerous experiences and getaways in India that a user can choose as their next travel destination. With user experience being the key, this website is coherent and convenient for any traveller to browse, explore and book tours at ease.

<https://footprintindia.co.in/>

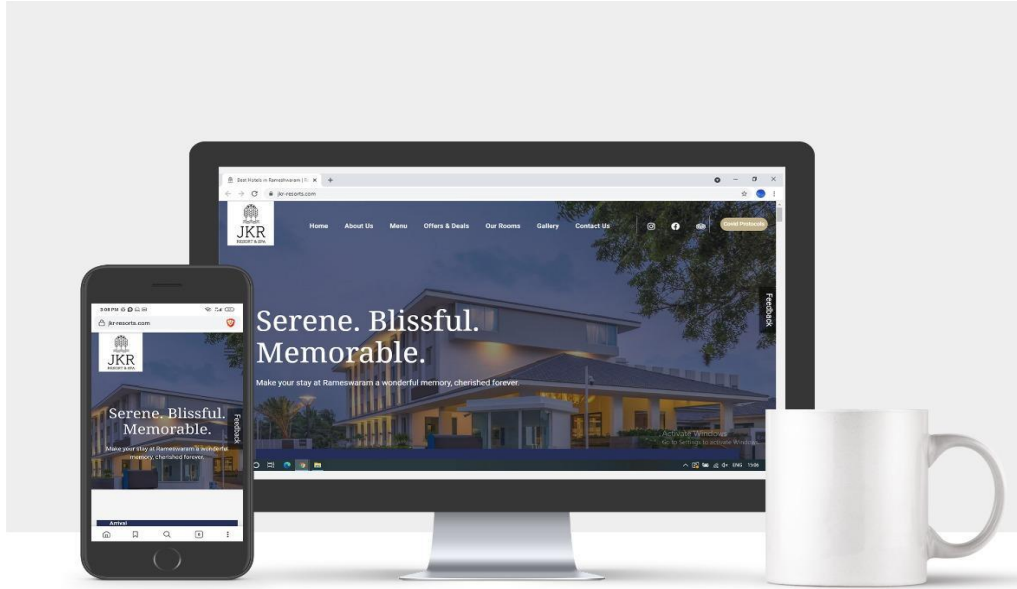
Oyalo



India's largest pure veg pizza chain also flaunts many other firsts. Architected to offer you a unique experience, this minimal site has a distinctive horizontal scroll makes your experience simply refreshing. There's so much to love about this eccentric site.

<https://oyalo.in/>

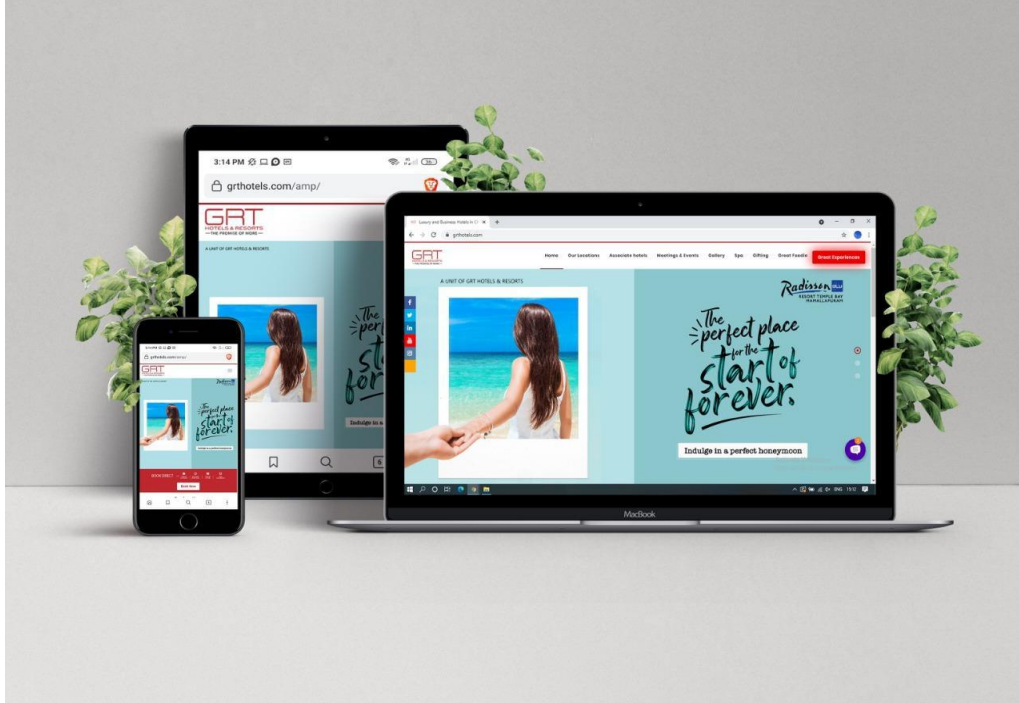
JKR Resort & Spa (Hyatt Place Rameshwaram)



The soothing colour palette of this refined website allows the picturesque location and luxurious property to breathe and stand out. Crafted for a seamless user experience, the austere elegance of the site offers you everything you need at a glance.

<https://jkr-resorts.com>

GRT Hotels & Resorts



Being the first ever South Indian hotel site to be powered by AMP, the GRT Hotels and Resorts website is dynamic, responsive and beaming with energy. Aligned with the ethos of the brand, every time you visit the site we're delivering on the promise of more.

<https://grthotels.com>

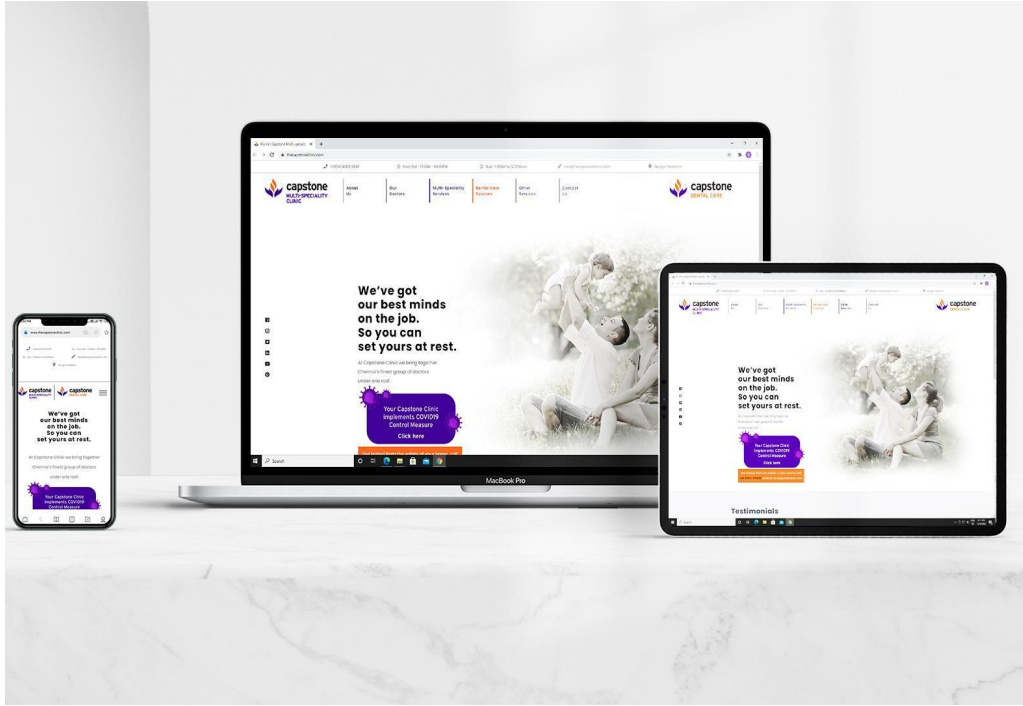
KREA



Hosting a plethora of intellectual insights from pioneers across industries, the site is vibrantly designed with wealth of information. The zany colour palette adds a pop of vibrance to the interface reviving its youthful spirit.

<https://krea.edu.in/>

Capstone Clinic



A dynamic and responsive website with user centric design that has abundant information detailing the various specialties the clinic flaunts. The site offers a holistic view of the services they provide with instantaneous access to healthcare.

<https://www.thecapstoneclinic.com/>

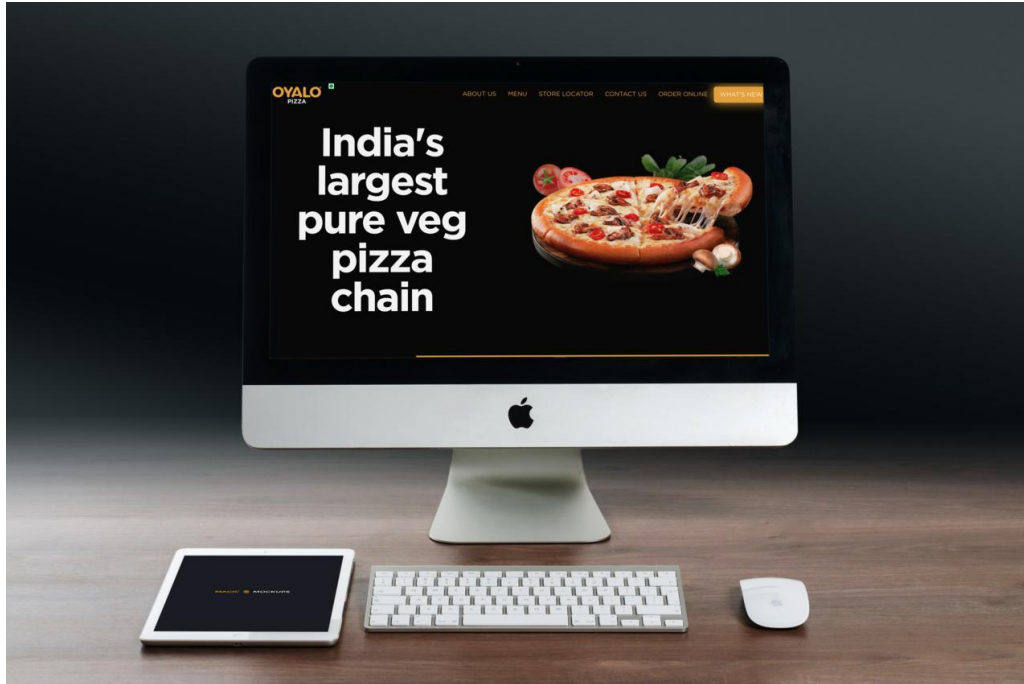
E-commerce & web marketing projects



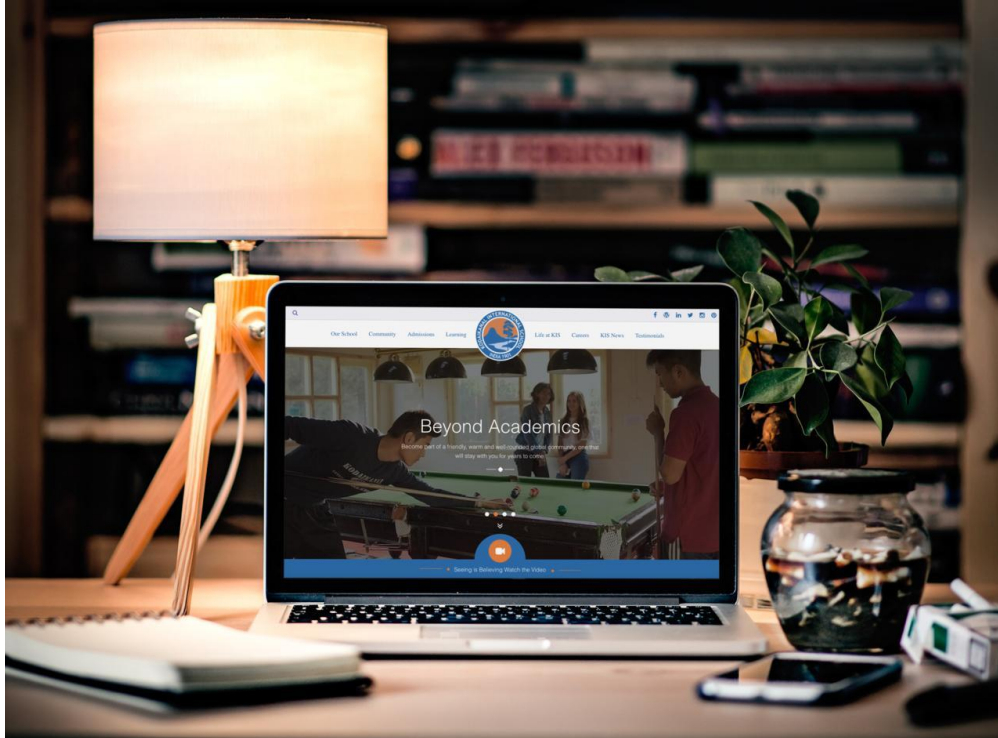
Prince Jewellery



Oyalo Pizza



Kodai International School



Kaleesuware

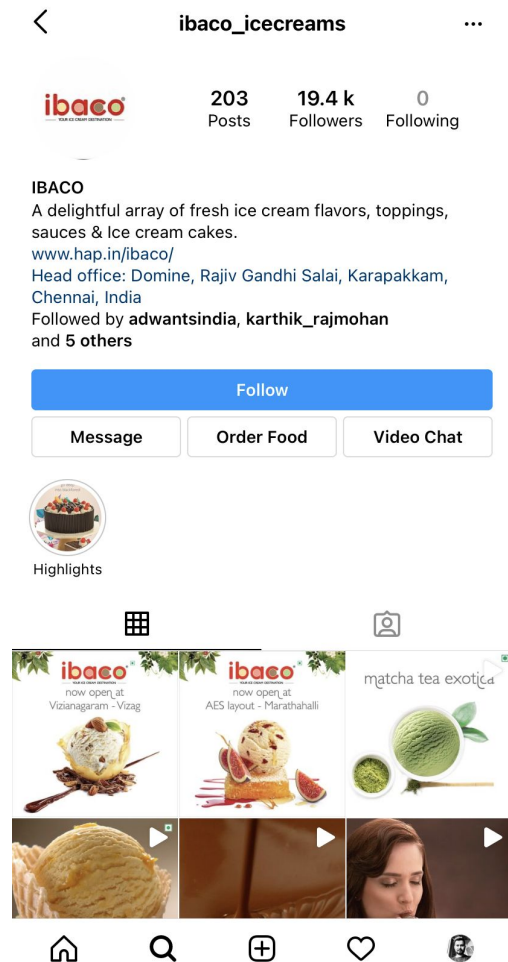
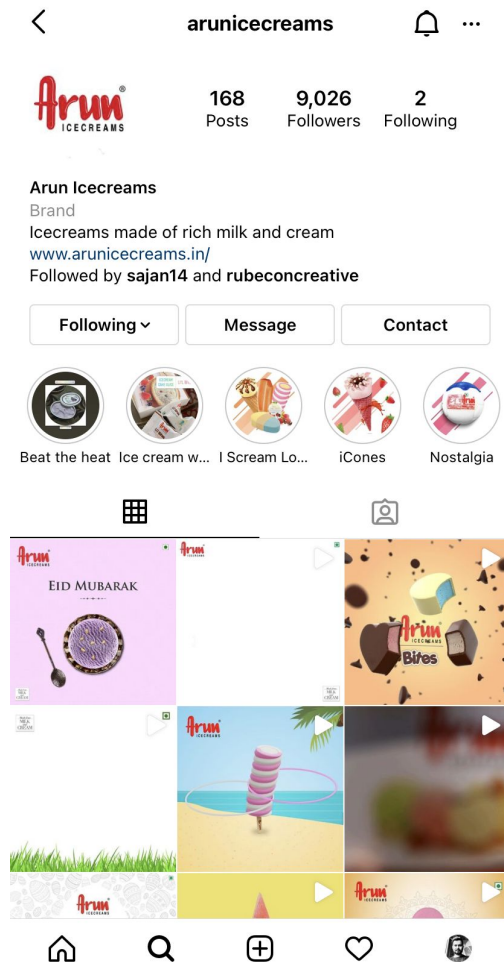
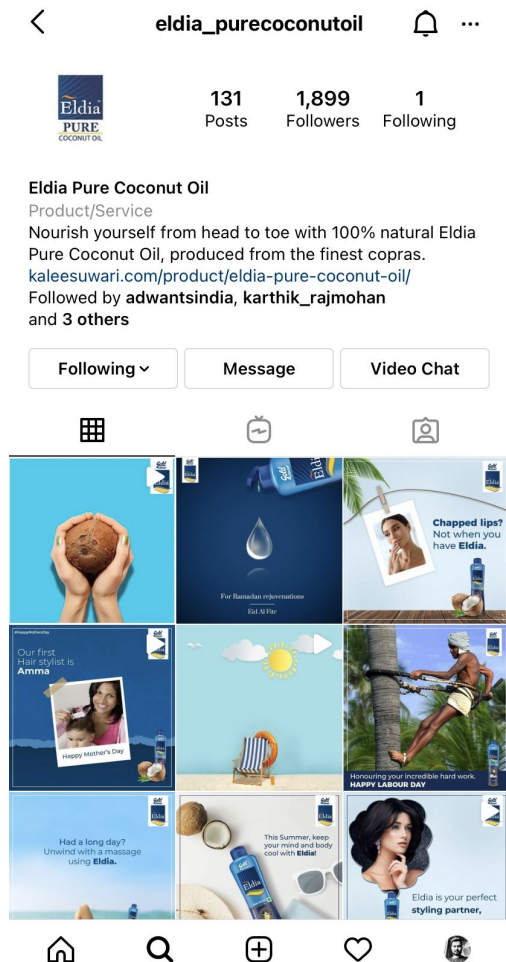


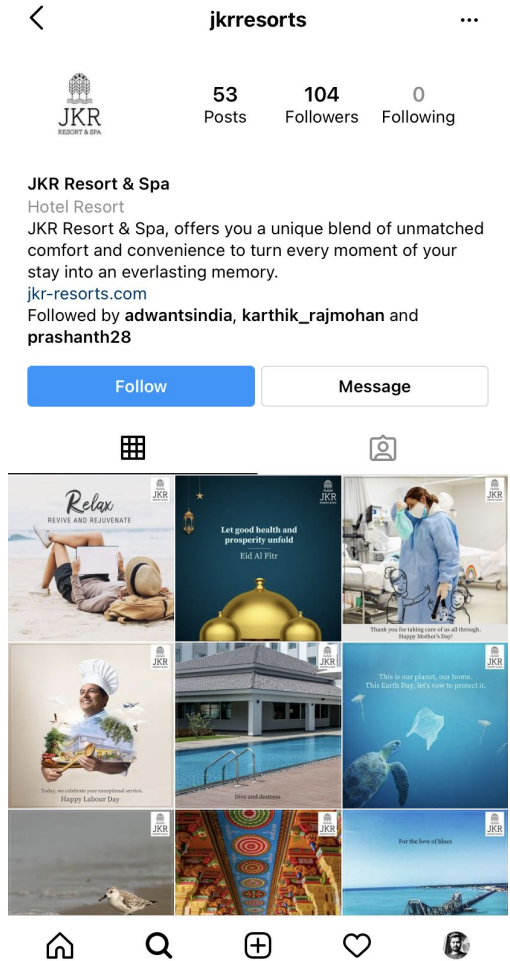
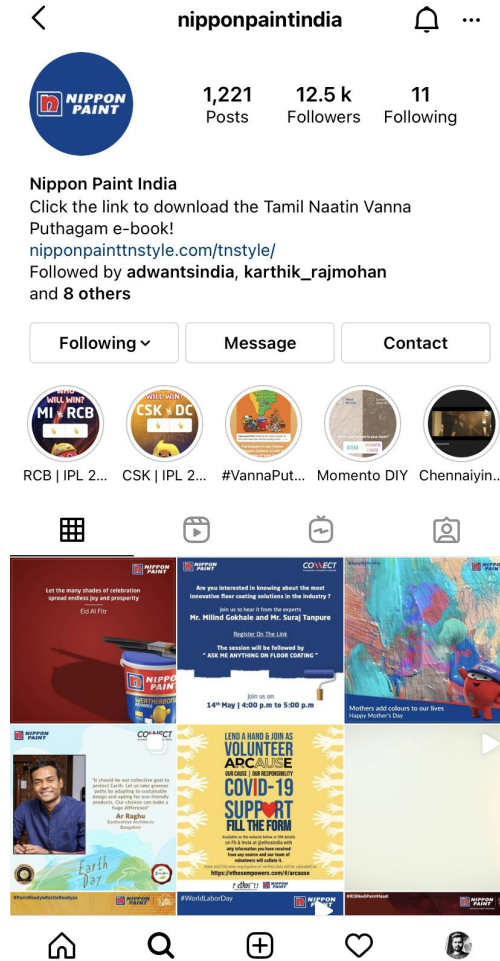
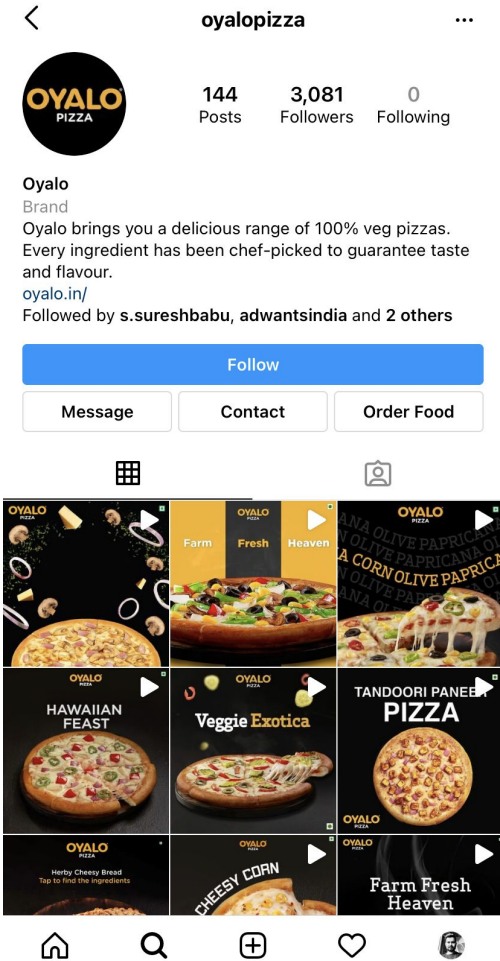
Krea University



Social Media Management









1,503
Posts

8,653
Followers

0
Following

Prince Jewellery

Jewelry/Watches

Prince Jewellery is one of Chennai's most contemporary jewellers, specializing in the latest variation of fashionable ornaments.

www.princejewellery.co.in/

Chennai, Coimbatore, Bengaluru, Tiruvananthapuram, Chennai, India

Followed by [suren.kirukal](#), [priyankakrishnasamy](#) and 10 others

Following ▾

Message

Contact



145
Posts

4,471
Followers

0
Following

Thecapstone clinic

Medical & Health

Filter out the fake news. Capstone brings you information that has been verified as 100% authentic.

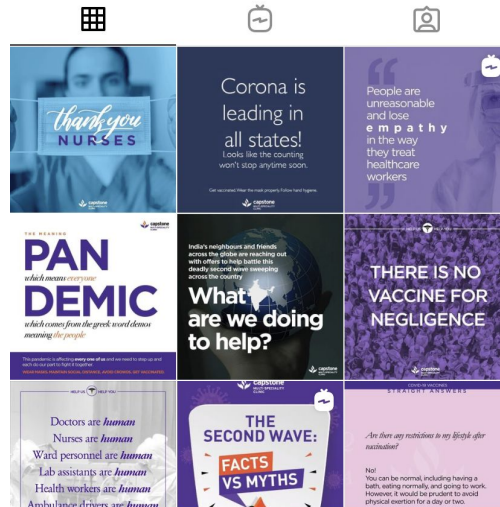
www.thecapstoneclinic.com

Followed by [priyankakrishnasamy](#), [adwantsindia](#) and 10 others

Following ▾

Message

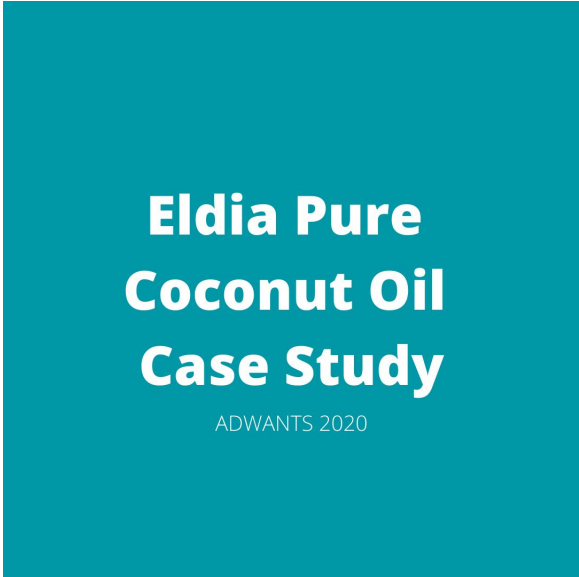
Video Chat



Case Studies



Eldia Pure Coconut Oil

A teal square graphic with white text. The text reads "Eldia Pure Coconut Oil Case Study" in a bold, sans-serif font. Below this, in a smaller, lighter font, it says "ADWANTS 2020".

Eldia Pure Coconut Oil Case Study

ADWANTS 2020

Our campaign was set to break ideals and false promises of beauty and spelled out the importance of self care, and the induction of our new brand ambassador amplified that message.

As an impact of our unique SMO strategy and digital PR, we saw 5.5 million impressions.

[Click the image to view the case study.](#)

Hatsun Paneer



Hatsun Paneer Case Study

ADWANTS 2020

Our objective with this campaign was aimed to increase brand recall, increase visibility and claim ownership of paneer in the digital space.

Over the course of 10 days across four states, Hatsun Paneer made 9.9 Million impressions.

[Click the image to view the case study.](#)

Capstone Clinic

A teal square graphic containing the text 'Capstone Clinic Case Study' and 'ADWANTS 2020'.

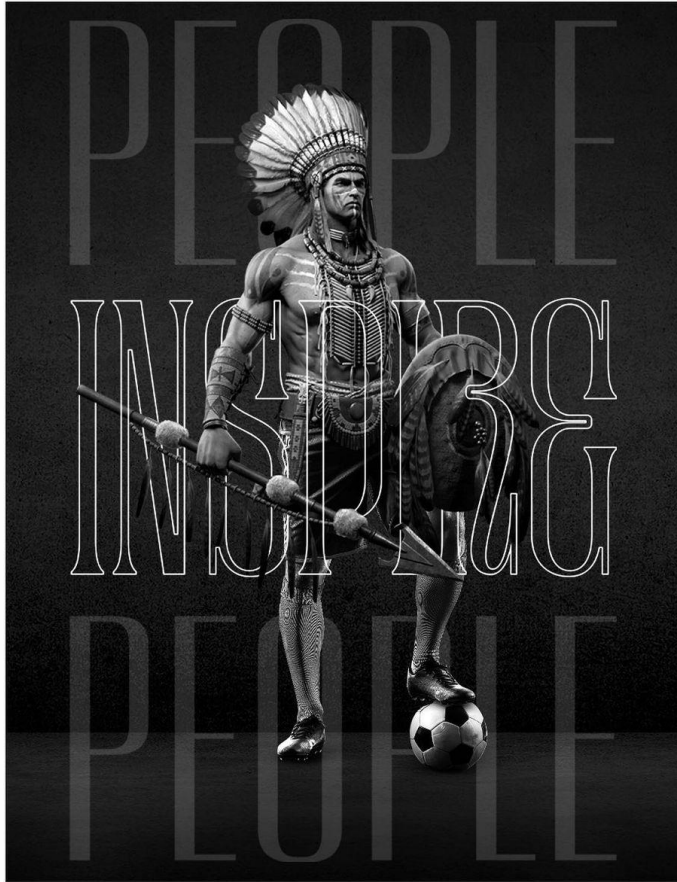
Capstone Clinic Case Study

ADWANTS 2020

With the structured vision to filter out fake news, we created @capstonesays on Instagram as an initiative to build an interactive and informative space to offer you verified and authentic information on COVID-19.

Authentic information from a reliable and trustworthy source helped create phenomenal content and paved the way for tremendous reach.

[Click the image to view the case study.](#)



Reach out for building
human-centric brand experiences