

Adwants

Credentials and Portfolio

A human-centric impact studio



About Adwants: Introduction

Global Client Portfolio

Proven systems and processes

Flexible engagement models

End-to-end solutions provider

25+

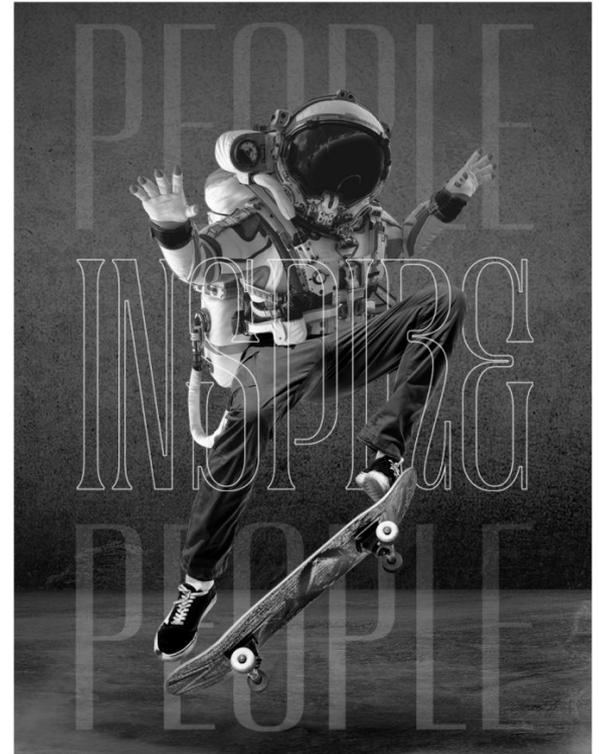
Years of collective
experience

10+

Years of
operation

50+

Brands and businesses
transformed



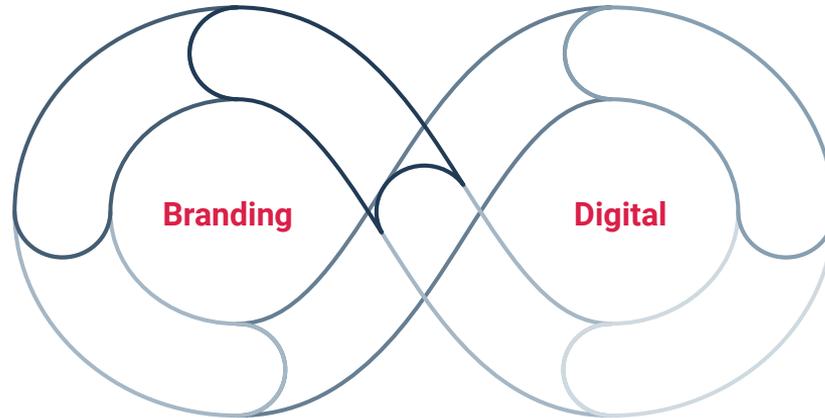
About Adwants:

- 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

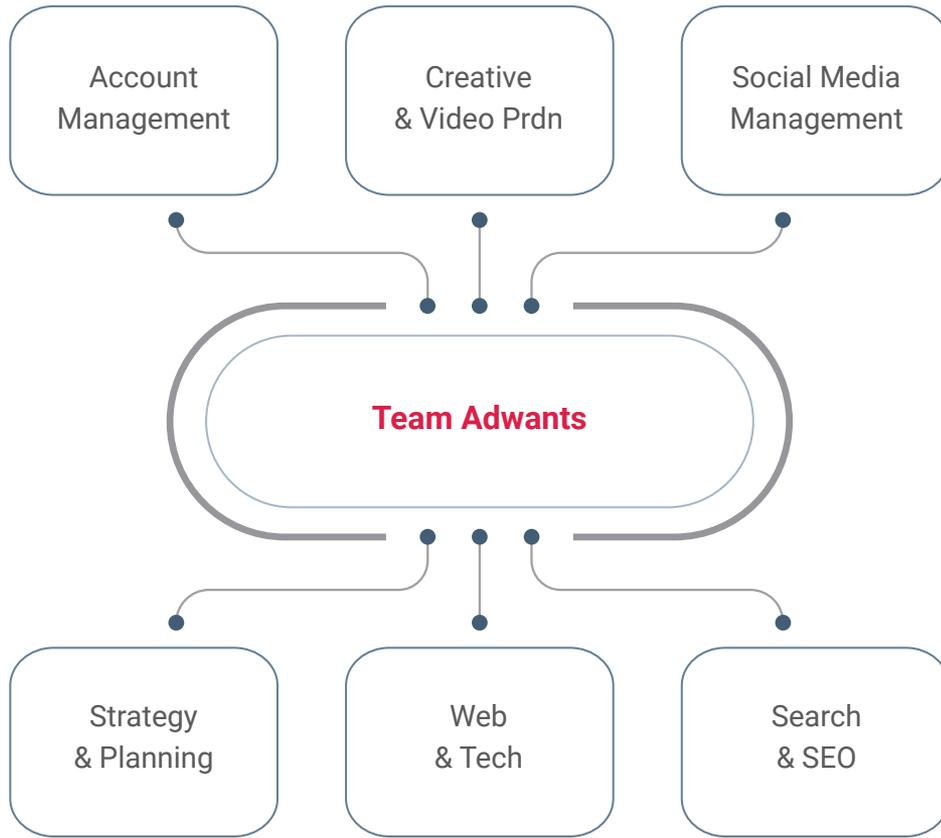
in **A**
WORLD **OF**
BOTS
we
are
not

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

*Campaign Brief
Asia*

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



Featured work



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
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



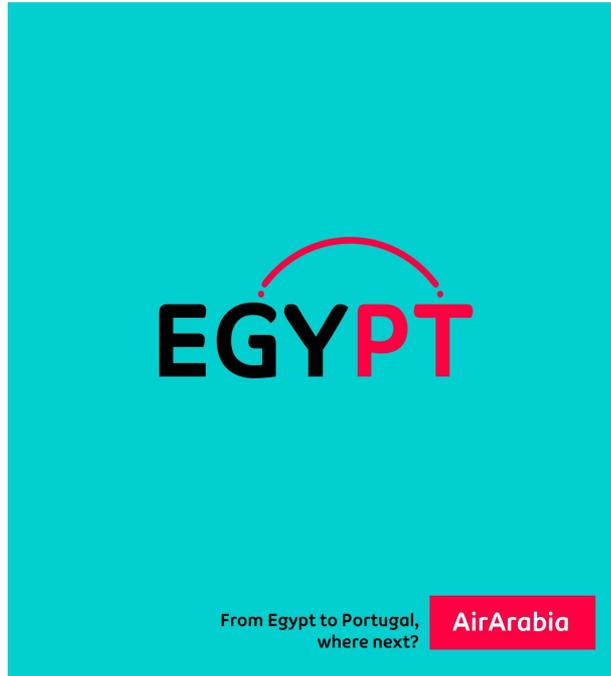
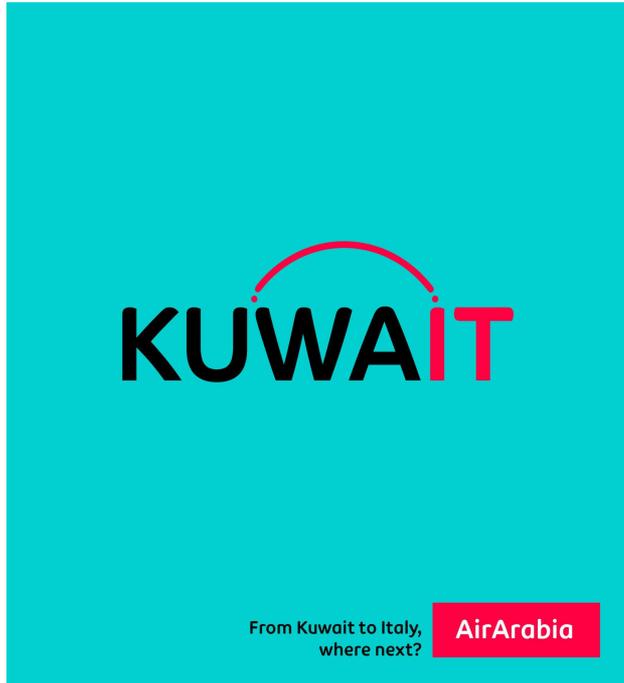
Featured on **PACKAGING** OF THE WORLD



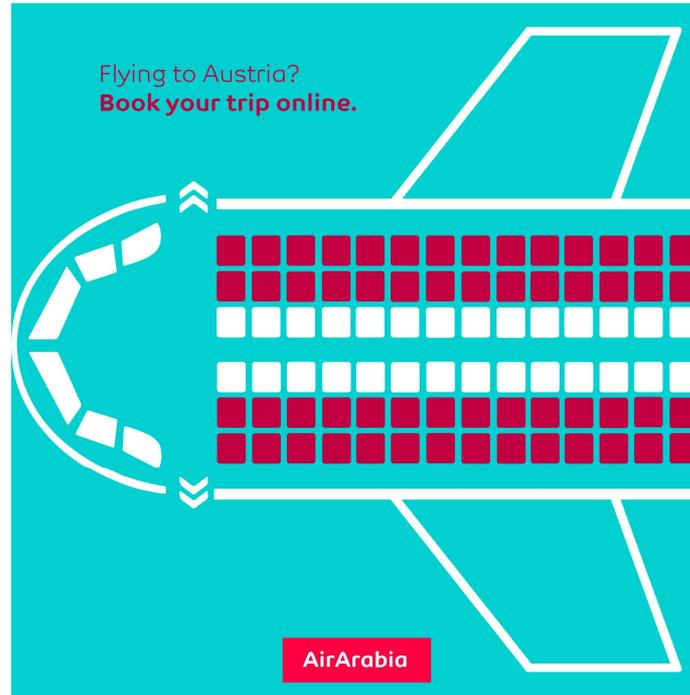
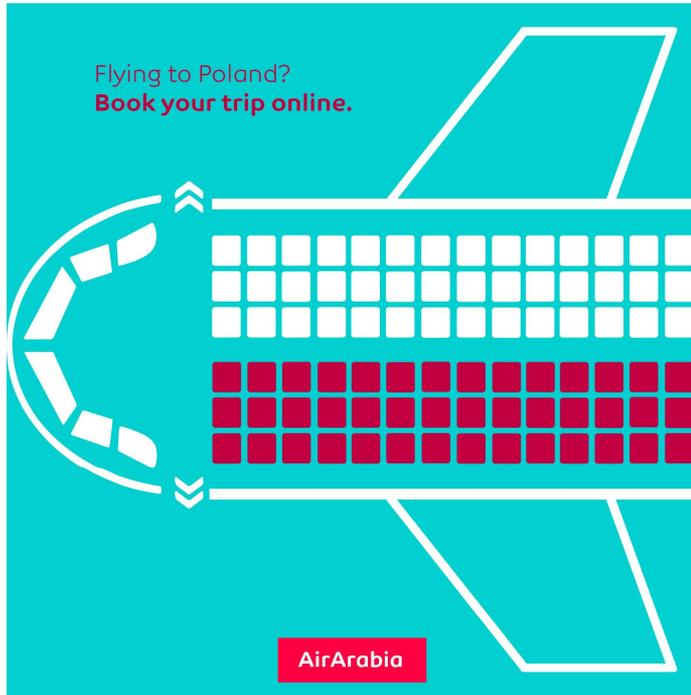
WORLD BRAND
DESIGN SOCIETY

DIELINE

Air Arabia Campaign



Air Arabia Campaign



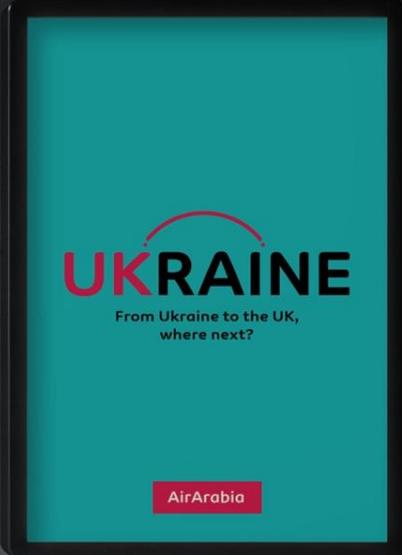


BAHRAIN

The advertisement features a teal background with the word "BAHRAIN" in black and red. A red arc is positioned above the letters "A" and "I".

From Bahrain to India,
where next?

AirArabia



UKRAINE

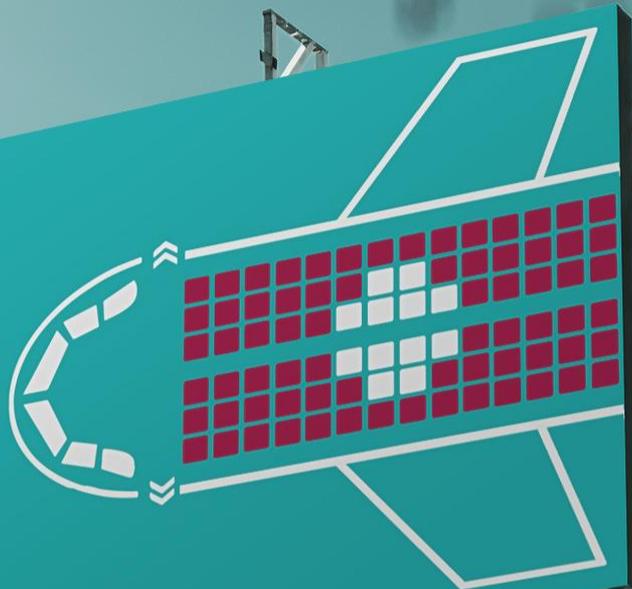
The advertisement features a teal background with the word "UKRAINE" in black and red. A red arc is positioned above the letters "U" and "I".

From Ukraine to the UK,
where next?

AirArabia

Flying to Switzerland?
Book your trip online.

AirArabia



Luckily, you no longer have to choose between toasting in Paris and smashing avocados on toast.

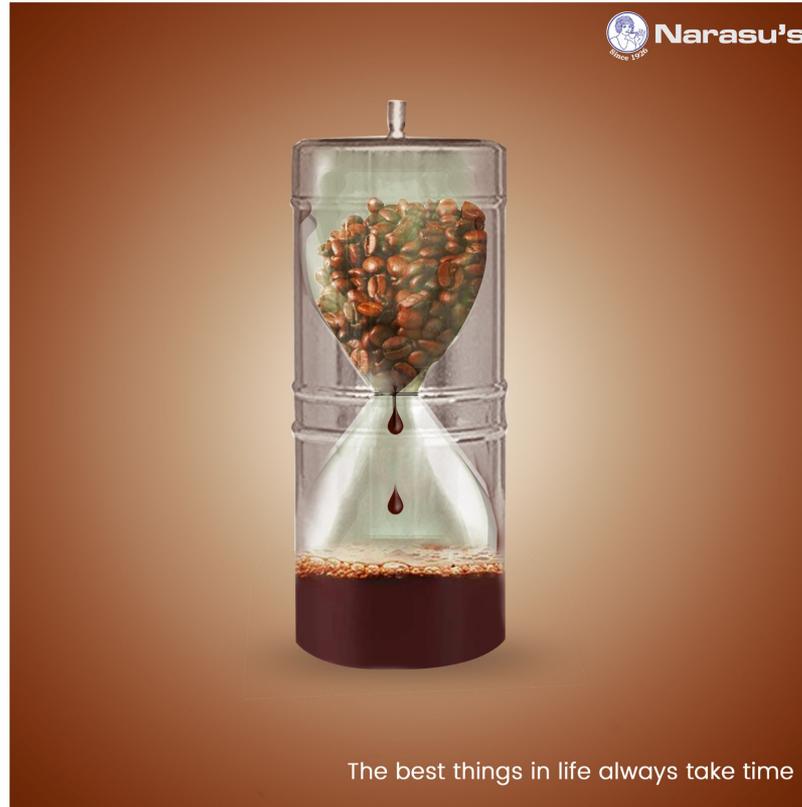


Flying on a budget?
We got you.

Where Next?

AirArabia

Narasu's



Featured on
Ads
of
the **World**

Prince Jewellery



Featured on

Ads of the World

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



PRINCE
JEWELLERY

the
WOW
before
the
VOWS



PRINCE
JEWELLERY

FOR EVERY
PRINCESS

PRINCE
JEWELLERY





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 சிமெண்ட்ஸ் லிமிடெட்



சங்கர் சூப்பர் பவர்

அசைக்க முடியாத நம்பிக்கை



சங்கர்
ALLOY LIGHT



ஒரு கட்டிட வளர்ச்சியின்
வழியில் வழிகாட்டி நகராணை.



சங்கர்
ALLOY LIGHT



சங்கர் இண்டியா சிமெண்ட்ஸ்
நகராணை மையம் ஒர் உரிமை



சங்கர்
சூப்பர் பவர்

அசைக்க முடியாத நம்பிக்கை



சங்கர் இண்டியா சிமெண்ட்ஸ்
நகராணை மையம் ஒர் உரிமை

India Cements

Reimagining the store,
purchase and brand
experience for Sankar Cement



சங்கர்
ஹோம் ஸ்பெசலிஸ்ட்
உங்கள் குடியிருப்புகள்



The India Cements Ltd

SANKAR
HOME EXPERT

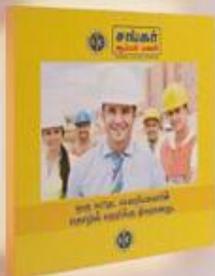
— உங்கள் குடியிருப்புகள் —
உங்கள் குடியிருப்புகள்





சங்கர்
சூப்பர் பவர்

அனைத்து குடியாதி நம்பிக்கை



The India Cements Ltd

SANKAR
HOME EXPERT

—கட்டுமான தீர்வு மையம்—
8 திண்டிவனம் வீதி, சி.சி.சி.





**சங்கர்
சூப்பர் பவர்**

சிறந்த குடிநீர் தர்ப்பெண்



LAB

The In

HO

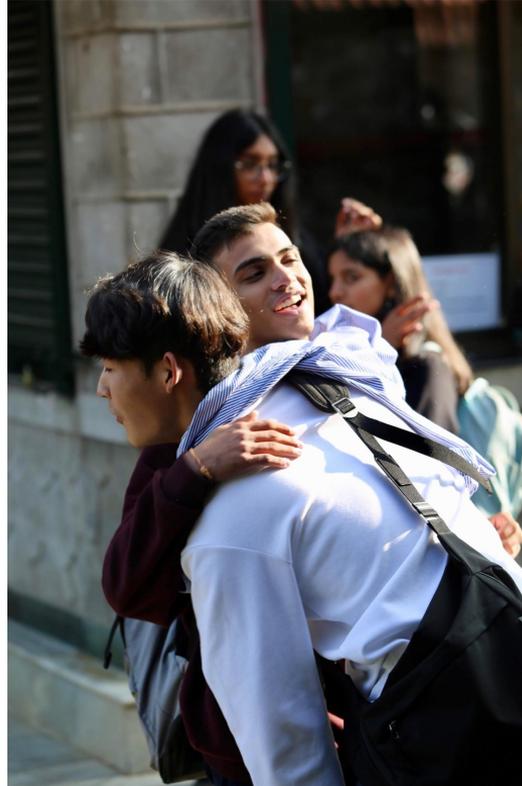
Kodaikanal International School



Kodaikanal Int'l School - Photoshoot



Kodaikanal Int'l School - Photoshoot

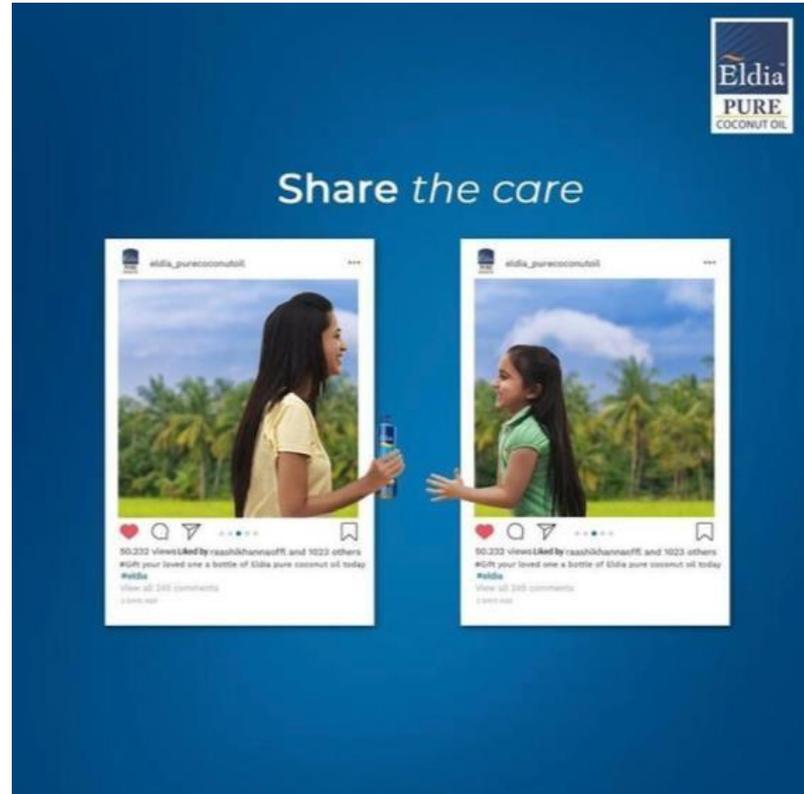


Kodaikanal Int'l School - Campus Film



[Click to play](#)

Eldia Pure Coconut Oil (Kaleesuvari Refinery)



VRX - Fete Branding

FETE



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



V2X

FETE

Open the door to a Roman lifestyle

VRX - TVC



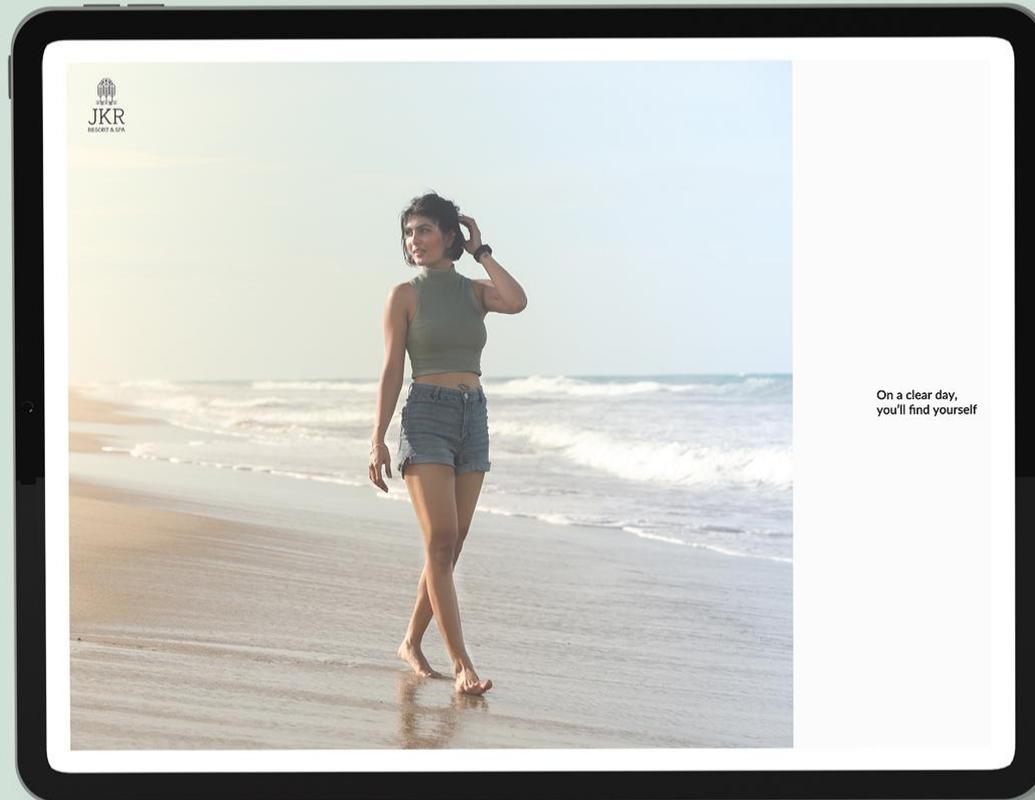
[Click to play](#)

VRX - Experience Film



[Click to play](#)

JKR Resort & Spa (Hyatt Place Rameshwaram)





JKR
RESORT & SPA

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



Take back all
that the city took
from you

Krea University

FROM
WHO
TO
WHO'S
WHO

From social- world practice,
Krea offers you progressive
enables you to explore potential
learning opportunities, expand
your global perspective and
lead at a higher level.

IFMR
INSTITUTE FOR
INTEGRATED
KREA UNIVERSITY

FROM
HOW
TO
KNOW
HOW

From social- world practice,
Krea offers you progressive
enables you to explore potential
learning opportunities, expand
your global perspective and
lead at a higher level.

IFMR
INSTITUTE FOR
INTEGRATED
KREA UNIVERSITY

FROM
WHAT
TO
WHAT'S
WHAT

From social- world practice,
Krea offers you progressive
enables you to explore potential
learning opportunities, expand
your global perspective and
lead at a higher level.

IFMR
INSTITUTE FOR
INTEGRATED
KREA UNIVERSITY



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



The MOON and SIXPENCE
A TOUCH OF IRISH

We once had this guy go on and on about his accomplishments.

One sip of our *signature cocktail*, he remained speechless for the rest of the evening.



The MOON and SIXPENCE
A TOUCH OF IRISH

We always get asked why we built an Irish bar, and our *Irish Double* always seem to answer their question.



HABLIS

The MOON and SIXPENCE
A TOUCH OF IRISH

Strolling through the bar hoping to find

The ONE

♡ You knew it was her,

the moment

she ordered a

BEER

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



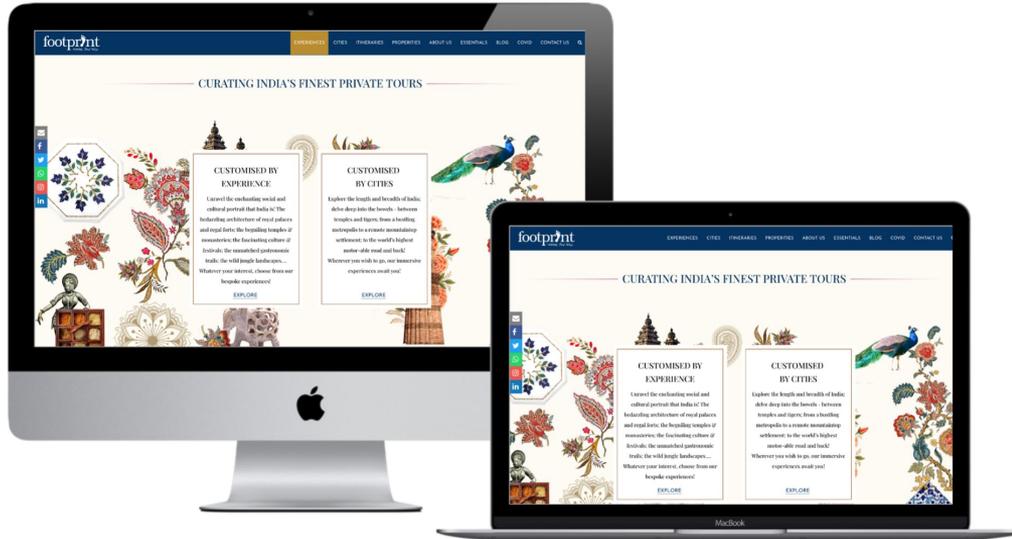
Hatsun Agro Product



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/>

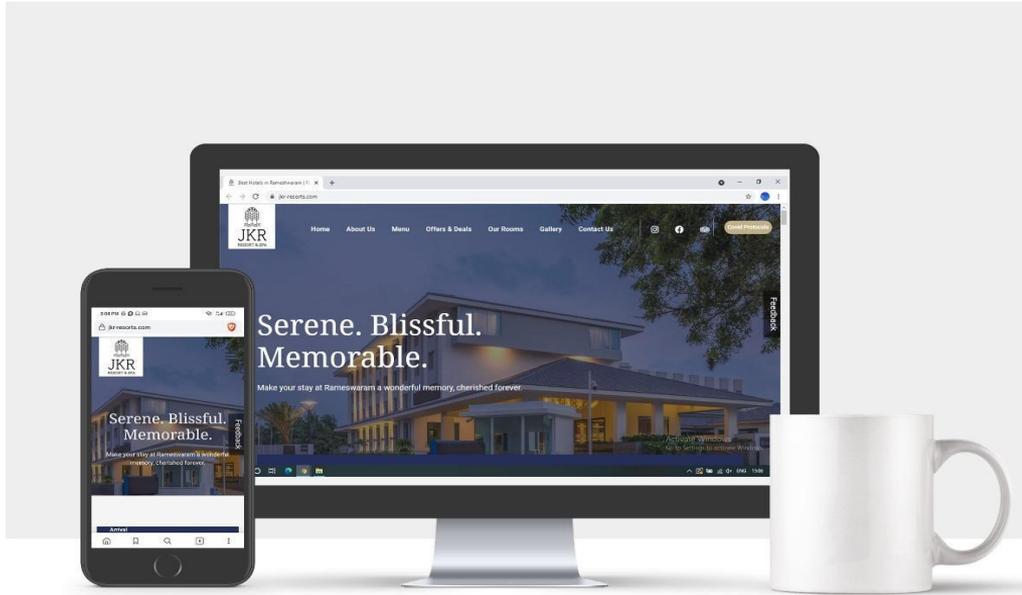
Oyalo



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/>

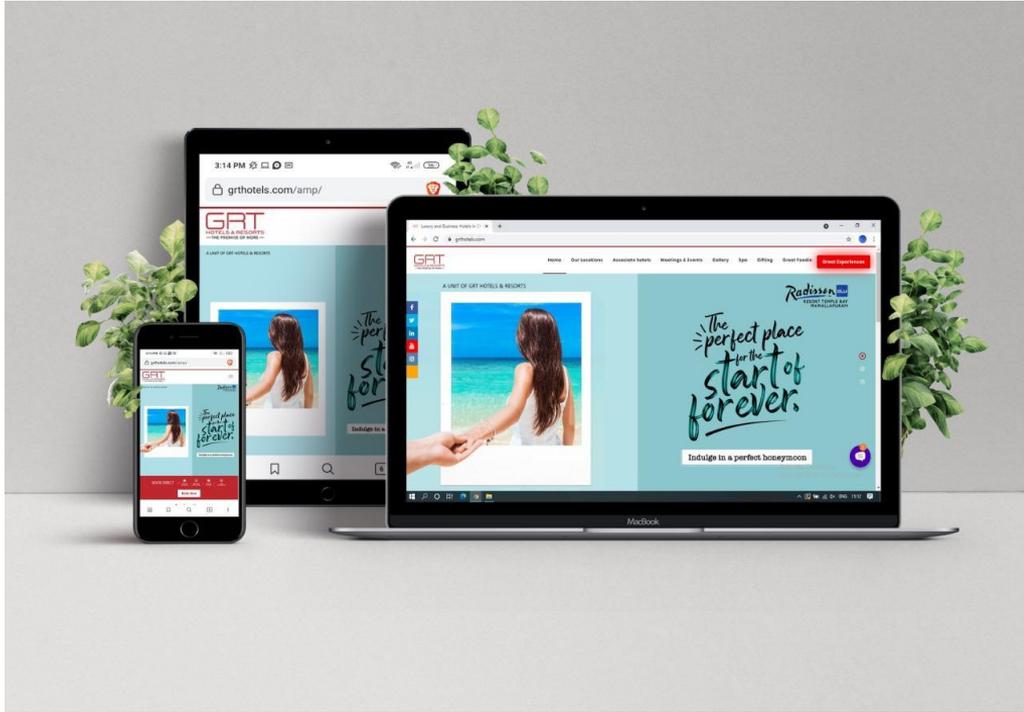
JKR Resort & Spa (Hyatt Place Rameshwaram)



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>

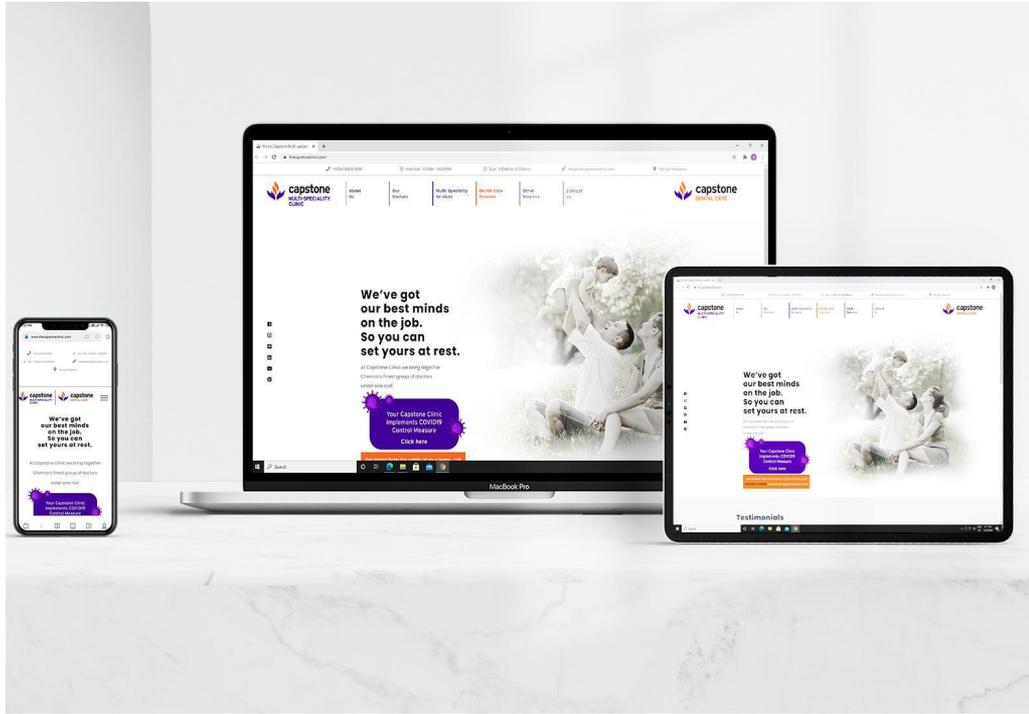
KREA



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/>

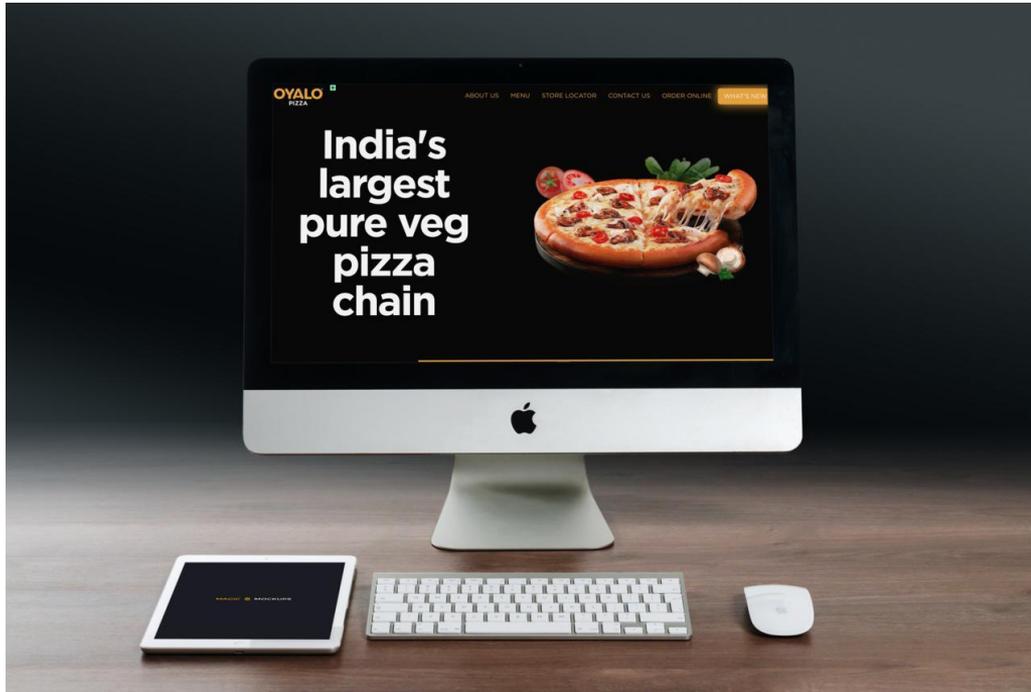
E-commerce & web marketing projects



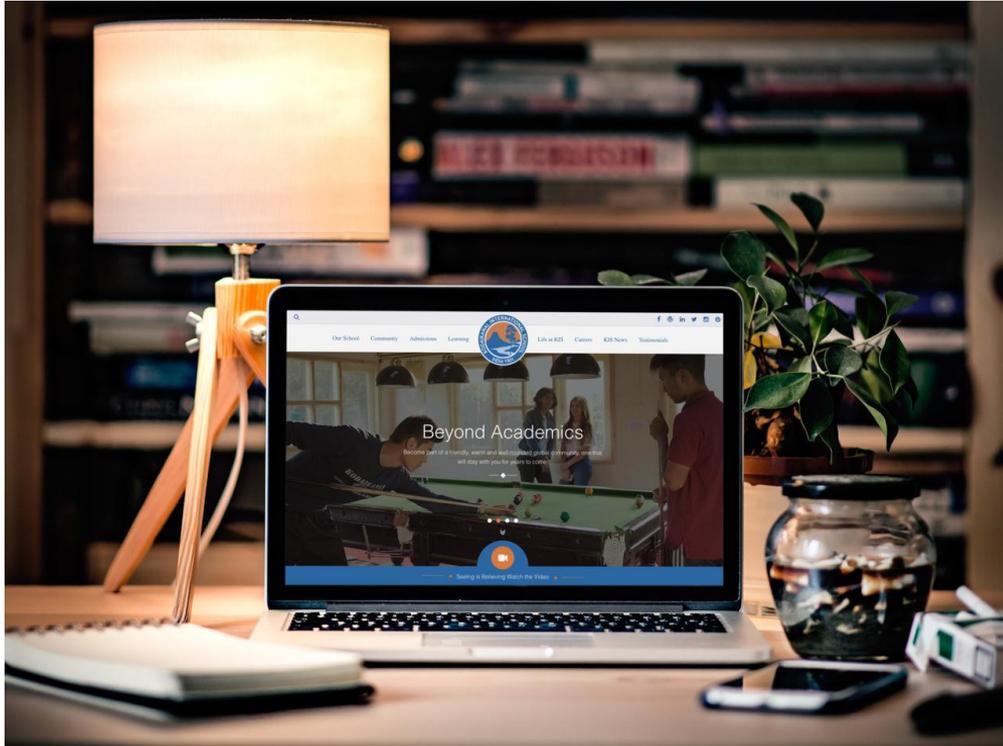
Prince Jewellery



Oyalo Pizza



Kodai International School



Kaleesuvari



Krea University



Social Media Management





131 Posts 1,899 Followers 1 Following

Eldia Pure Coconut Oil

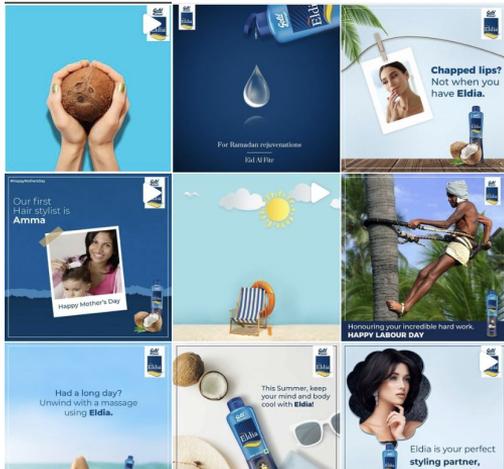
Product/Service

Nourish yourself from head to toe with 100% natural Eldia Pure Coconut Oil, produced from the finest copras.

kaleesuvari.com/product/eldia-pure-coconut-oil/

Followed by [adwantsindia](#), [karthik_rajmohan](#) and 3 others

- Following ▾
- Message
- Video Chat



168 Posts 9,026 Followers 2 Following

Arun Icecreams

Brand

Icecreams made of rich milk and cream

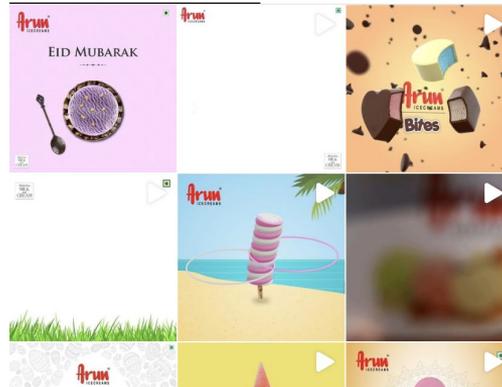
www.arunicecreams.in/

Followed by [sajan14](#) and [rubeconcreative](#)

- Following ▾
- Message
- Contact



Beat the heat Ice cream w... I Scream Lo... iCones Nostalgia



203 Posts 19.4 k Followers 0 Following

IBACO

A delightful array of fresh ice cream flavors, toppings, sauces & Ice cream cakes.

www.hap.in/ibaco/

Head office: Domine, Rajiv Gandhi Salai, Karapakkam, Chennai, India

Followed by [adwantsindia](#), [karthik_rajmohan](#) and 5 others

- Follow
- Message
- Order Food
- Video Chat



Highlights



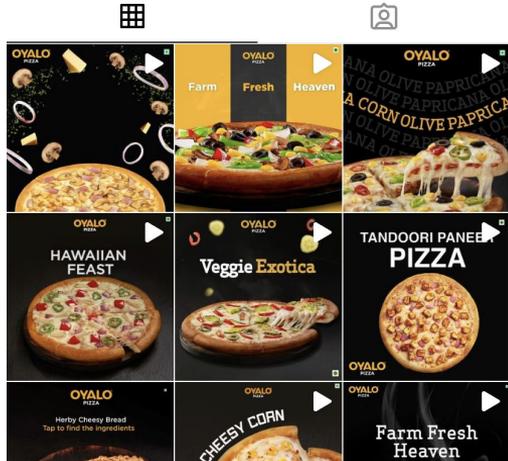


144 Posts 3,081 Followers 0 Following

Oyalo
Brand
Oyalo brings you a delicious range of 100% veg pizzas. Every ingredient has been chef-picked to guarantee taste and flavour.
oyaloin/
Followed by s.sureshababu, adwantsindia and 2 others

Follow

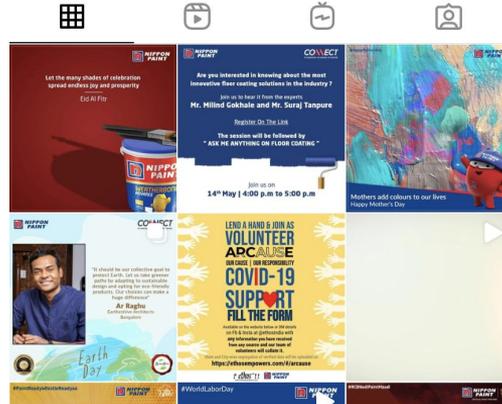
Message Contact Order Food



1,221 Posts 12.5 k Followers 11 Following

Nippon Paint India
Click the link to download the Tamil Naatin Vanna Puthagam e-book!
nipponpaintnstyle.com/tmstyle/
Followed by adwantsindia, karthik_rajmohan and 8 others

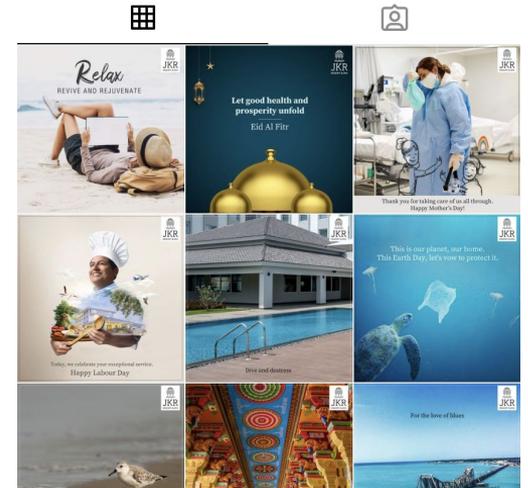
Following Message Contact



53 Posts 104 Followers 0 Following

JKR Resort & Spa
Hotel Resort
JKR Resort & Spa, offers you a unique blend of unmatched comfort and convenience to turn every moment of your stay into an everlasting memory.
jkr-resorts.com
Followed by adwantsindia, karthik_rajmohan and prashanth28

Follow Message





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

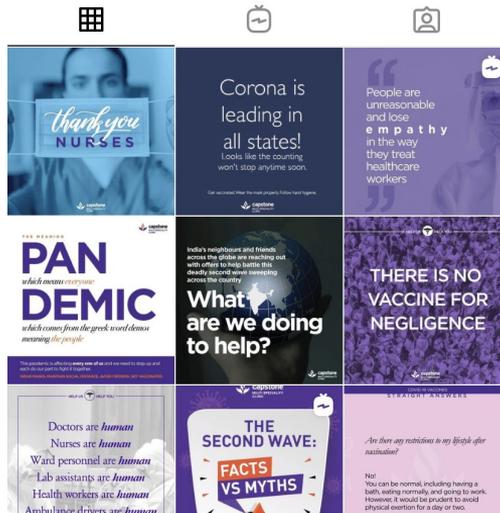
Medical & Health

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

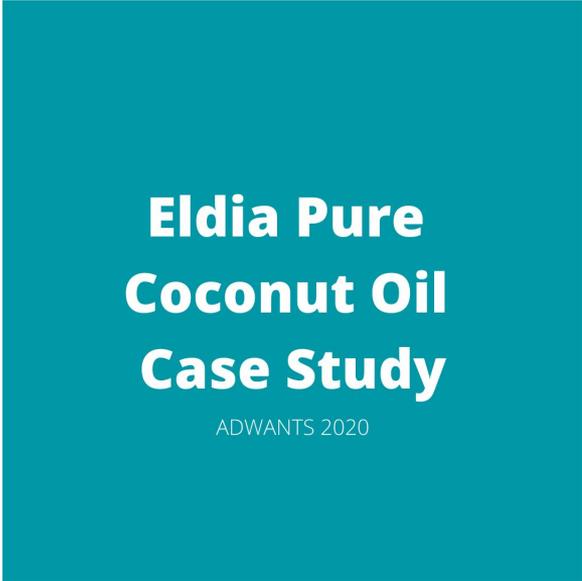
Following ▾ Message Video Chat



Case Studies



Eldia Pure Coconut Oil



Eldia Pure Coconut Oil Case Study

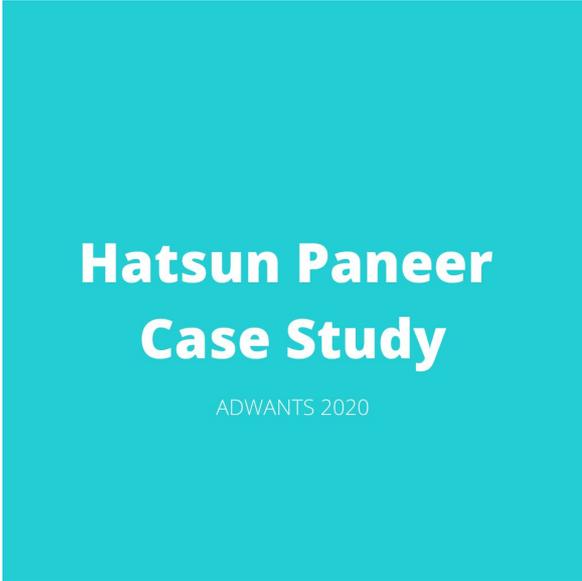
ADWANTS 2020

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

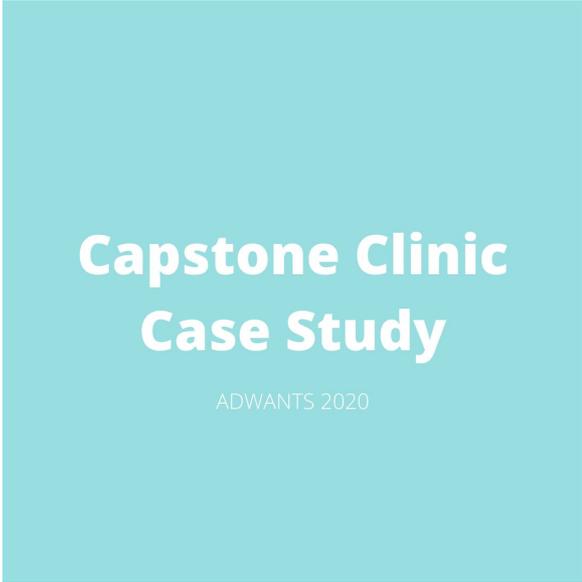
ADWANTS 2020

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 with white text. The text reads "Capstone Clinic Case Study" in a large, bold, sans-serif font. Below it, in a smaller, all-caps, sans-serif font, is "ADWANTS 2020".

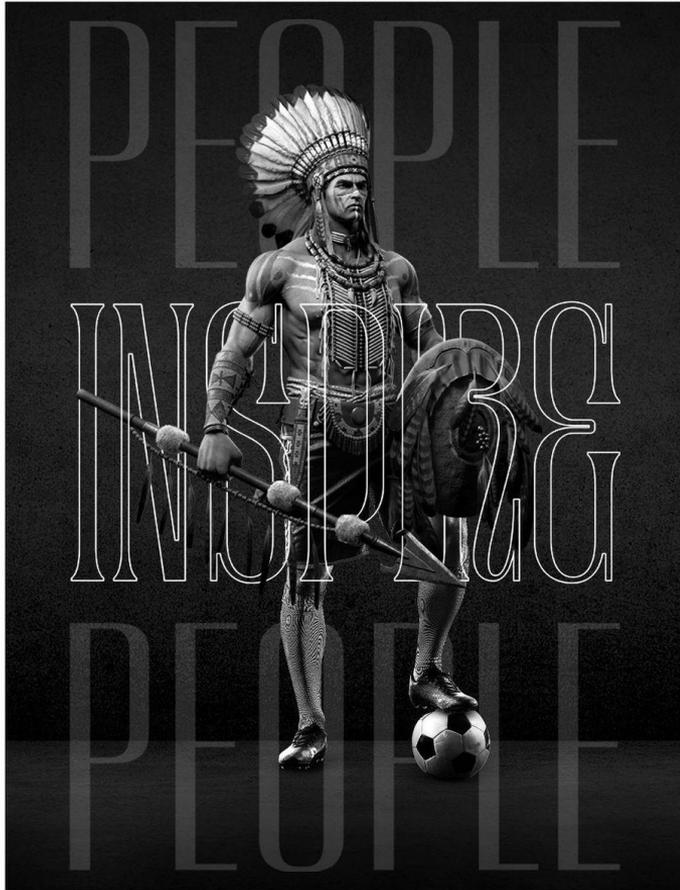
Capstone Clinic Case Study

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