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ON THE CAMPAIGN TRAIL.

Brands wrote odes to Friendship Day, the pet-care category really came alive, and the 'Spider-Man' franchise pulled many into its web

Besties and dares

Behind life's most impulsive, chaotic and unforgettable moments, there's sure to be a crazy bestie. That's the mad angle that ITC's Bingo! chose for its Friendship Day digital campaign. Conceptualised and executed by Tonic Worldwide, the campaign re-imagines the traditional BFF as the 'worst best friends forever', whose boredom-fuelled dare results in moments of pure entertainment. In an interactive extension, Bingo! introduced Killin' Packs with QR codes to unlock quirky dares for friends to perform together.



Friends and SIPs

Tata Mutual Fund used the friendship theme to share some investment philosophy. It unveiled a 'Dost Hi Sikhaate Hain' "pomedy" (poetry + comedy) performance under its investor education platform 'Mehfil e-fund'. Using humour, relatable storytelling and spoken-word poetry, the platform educates investors on the value of long-term, disciplined investing through systematic investment plans (SIPs). In the latest edition, the messaging is that good friends are like SIPs — over time they become one of life's greatest investments.



Transparent to the core

HUL's timeless soap brand Pears unveiled 'Farak Clear Hai', a new television campaign conceptualised by TBWA\Lintas, which takes consumers inside the making of its iconic transparent amber bar.

It shows the transformation of a glycerin-rich liquid into the solid, transparent soap bar and the people behind it. The campaign showcases a simple brand truth: Pears has nothing to hide. By opening the doors to its factory and allowing consumers to see the process and expertise behind the product, it makes the transparency tangible.



Golden route

Tata's jewellery brand CaratLane takes you to Kashi through its ad film for its 'Kaashika' collection. Crafted in 14KT gold and natural diamonds, Kaashika reinterprets intricate temple motifs, artisanal textures and heritage design elements into contemporary styles, forming the visual core of the film's storytelling. The evocative track 'Tum Tak' brings out the essence of Varanasi — its iconic ghats, temples and the layered rhythm of daily life. The ad also reflects CaratLane's focus on Uttar Pradesh as an important emerging market.



Spinning connections

Brands are collaborating with the friendly neighbourhood franchise of 'Spider-Man', hoping for some spinoff success. Pulse Candy, from the Dharampal Satyapal Group, has a 360-degree consumer engagement campaign with *Spider-Man: Brand New Day*, featuring limited-edition packaging and nationwide outreach with the messaging 'Even Spider-Man Cannot Resist Pulse'. Westlife Foodworld, which owns and operates McDonald's restaurants across West and South India, has limited-edition collectibles.



On the gravy train

Nestlé Purina India's digital-first campaign 'Gravy-tational Pull' for its brand FELIX brings to life a simple truth cat parents know well — when something is truly irresistible, cats will turn up out of nowhere. It is built around the playful idea of an invisible force drawing cats to their favourite gravy — daily moments when cats disappear only to be found when something delicious is pulled out. It blends AI-generated storytelling with the internet's enduring fascination for cat memes, partnering with some of India's popular cat meme pages.



Feeding rituals

Royal Canin India has launched a 360-degree campaign focused on early-life nutrition for puppies and kittens. Conceptualised by 22feet, part of Omnicom Advertising India, it aims to encourage pet parents to understand the role of precise nutrition during the crucial early stages of a pet's life. "Love is the #1 ingredient, but your puppy or kitten needs 35+ nutrients more. 95 per cent of home-cooked meals are nutritionally insufficient," goes the campaign, amplified through pet-parent creators, among others.

