

BRAND:  
**FEVICOL**

#ASLI WATERPROOF  
ADHESIVE



## AGENCY



The campaign keeps in mind that currently most consumers cannot differentiate on wood adhesives performance and technology. The idea was to present the

differentiation in an easy and humorous manner. Like all Fevicol ads, this TVC also borrows from India and captures the spirit of India.

### **Piyush Pandey**

Executive Chairman and Creative director,  
South Asia, Ogilvy & Mather

## CLIENT



Fevicol Marine is an advanced product and highlights Fevicol's technological prowess. Post the successful 'boatman' campaign, we wanted to highlight the brand promise

in an entertaining manner that has become synonymous with Fevicol advertising. The new marine TVC aims to showcase the product superiority of Fevicol Marine compared to other offerings in the market.

### **Vivek Sharma**

CMO, Pidilite Industries Ltd

## CREDITS

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