

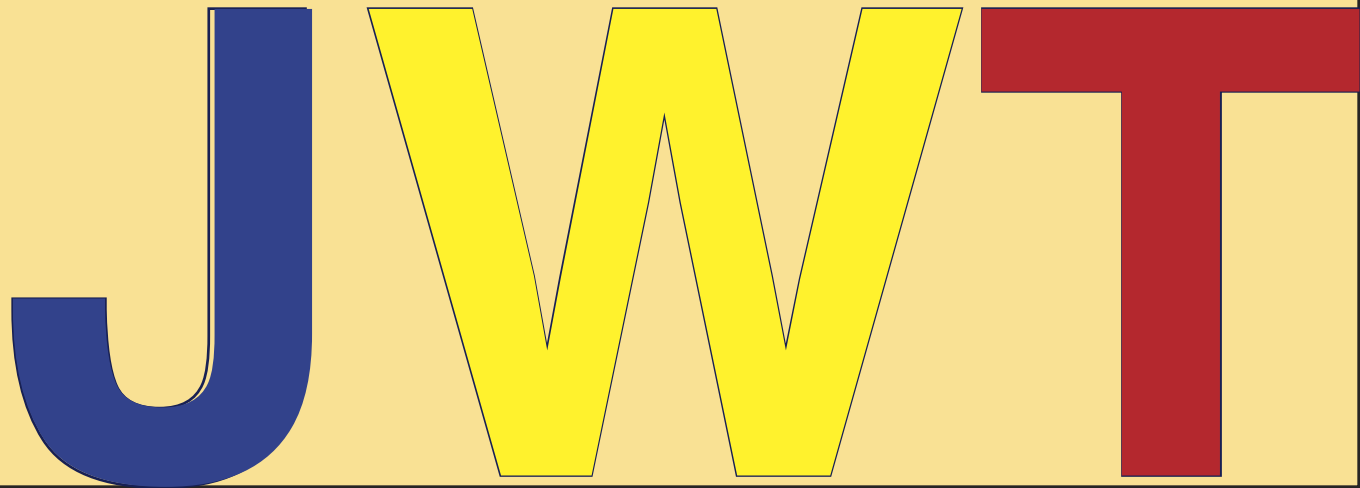
PRARTHANA HARIHARAN

ID NO 05625810

VC 2005

PROJECT 1- SUMMER INTERNSHIP

J. Walter Thompson



Company Profile JWT (Chennai)



- J. Walter Thompsons is a world wide organization.
- One of the oldest advertising agencies in the world.
- Enormous span of companies over the globe. More than 200 establishments worldwide.
- Recently, the company went through a major change in its corporate identity. This was considered to be a big move for a 75 year old organization.
- One of the largest set of Client list. They are the owners of some of the most prestigious clients.

Client List (JWT Chennai)



- Ford
- Lifestyle
- GRT group (Radisson, Temple Bay & Grand)
- Nippon Paints
- Murugappa Group
- Ashok Leyland
- Veta Training Institute

Why did I select JWT (Chennai)?



- Prior experience in the Industry.
- Very strong urge to work in an advertising agency.
- The next question was the choice of a reputed agency.
- Having done some amount of research, I found that JWT had was one of the agencies with some of the most prestigious clientele.
- Opportunity to work in a group environment also prompted me to join an advertising agency.

Presentation Synopsis



Initial Induction work at the agency.

Project 1- FIFA World Cup Cocktail Festival

Project 2- Lifestyle Promotion Handout

Project 3- Lifestyle Shopping Bag and Vouchers

Project 4- Nippon Paints Illustration

Project 5- Ford Fusion Advertisement

Project 6- Seams Natural Boutique

Initial days at the company

JWT

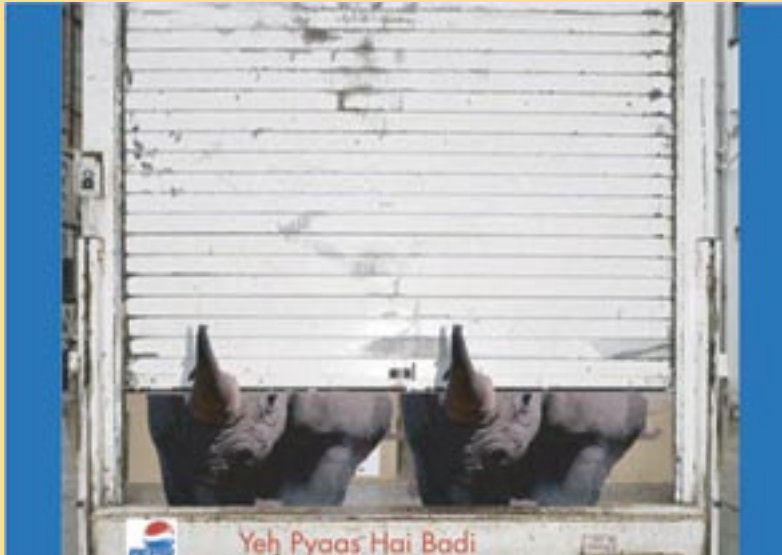


- Orientation to the facilities and the people at the organization.
- Worked on some initial experimental projects for Pepsi
- Pepsi: To design a series of 2-3 ads to form a campaign.
Phrase "Yeh Pyaas Hai Badi".
- Reynolds: To develop a set of two advertisements for the new range of Fast writing gel pen.



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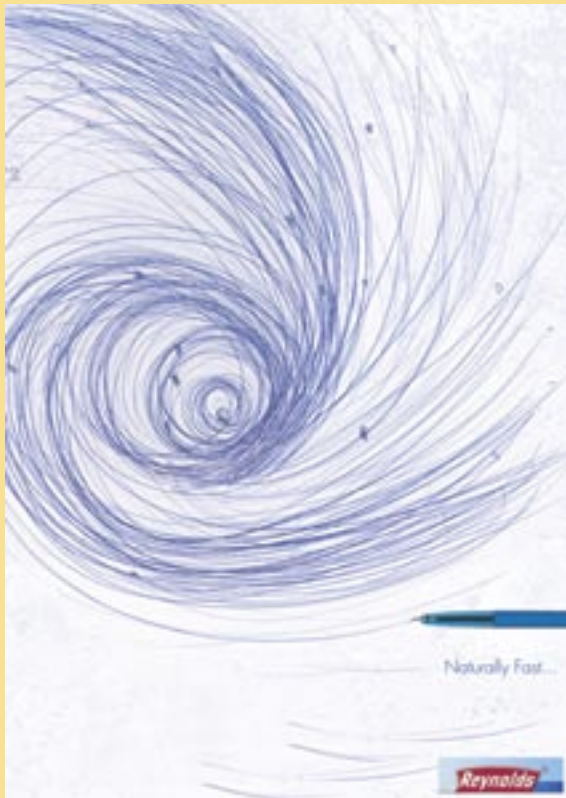
JWT



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Project 1 Brief- GRT Temple Bay



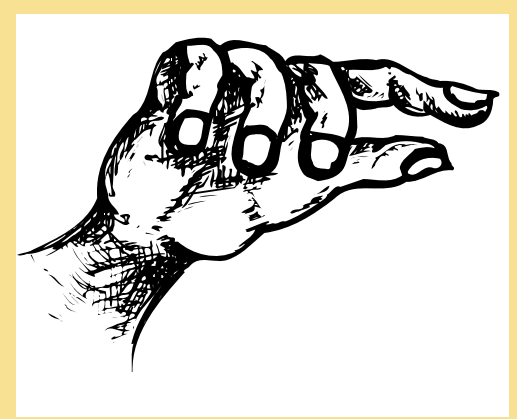
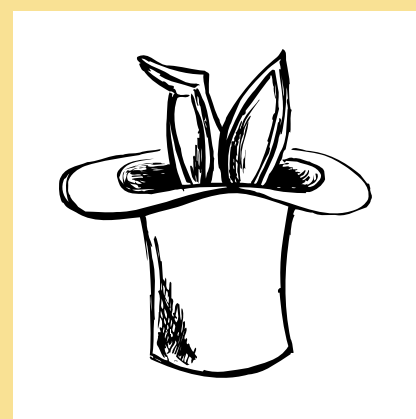
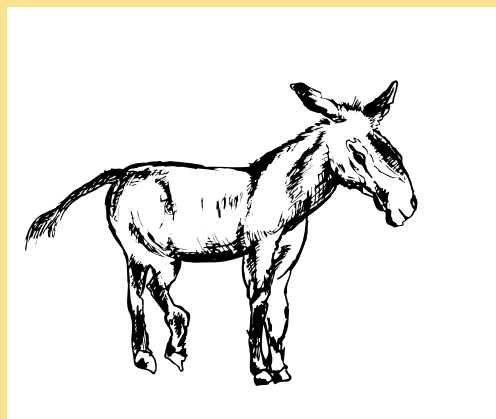
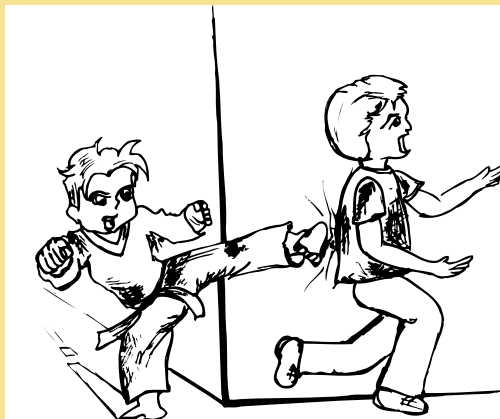
- FIFA World cup Cocktail festival
- Cocktails named after Football Celebrities
- Promo will also feature Football Trivia quiz - leaflets placed on the tables featuring various questions (black and white checker look)
- Deliverables:
 - a) Poster,
 - b) Tent cards for cocktails
 - c) Trivia leaflets

Project 1 Brief- GRT Temple Bay

JWT

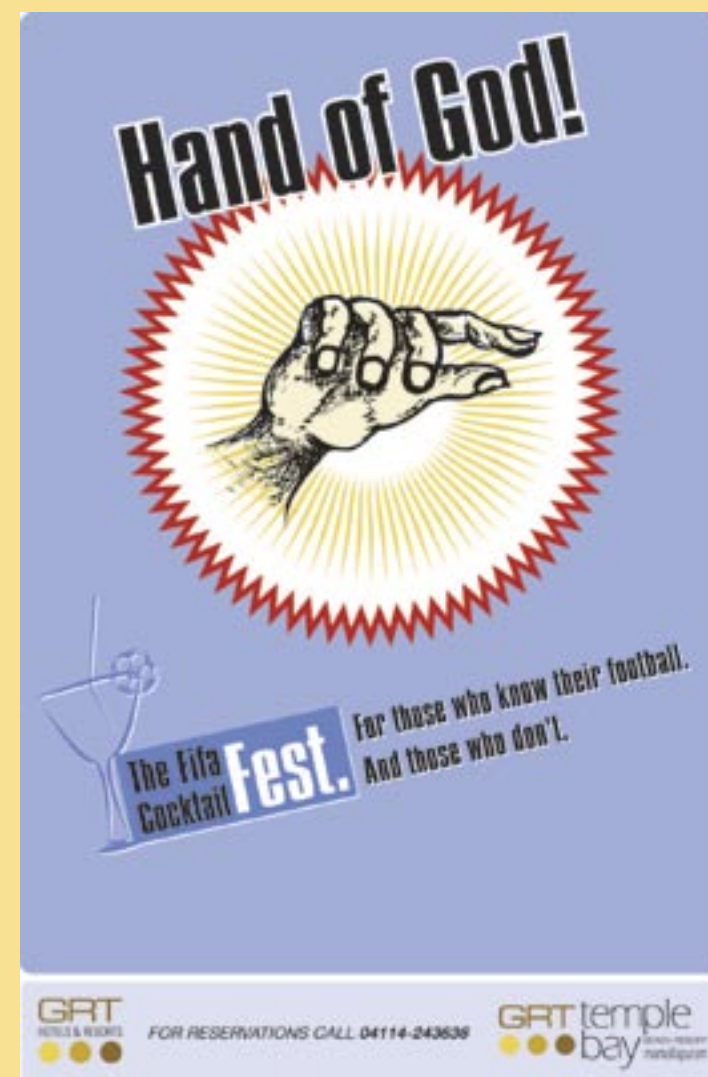
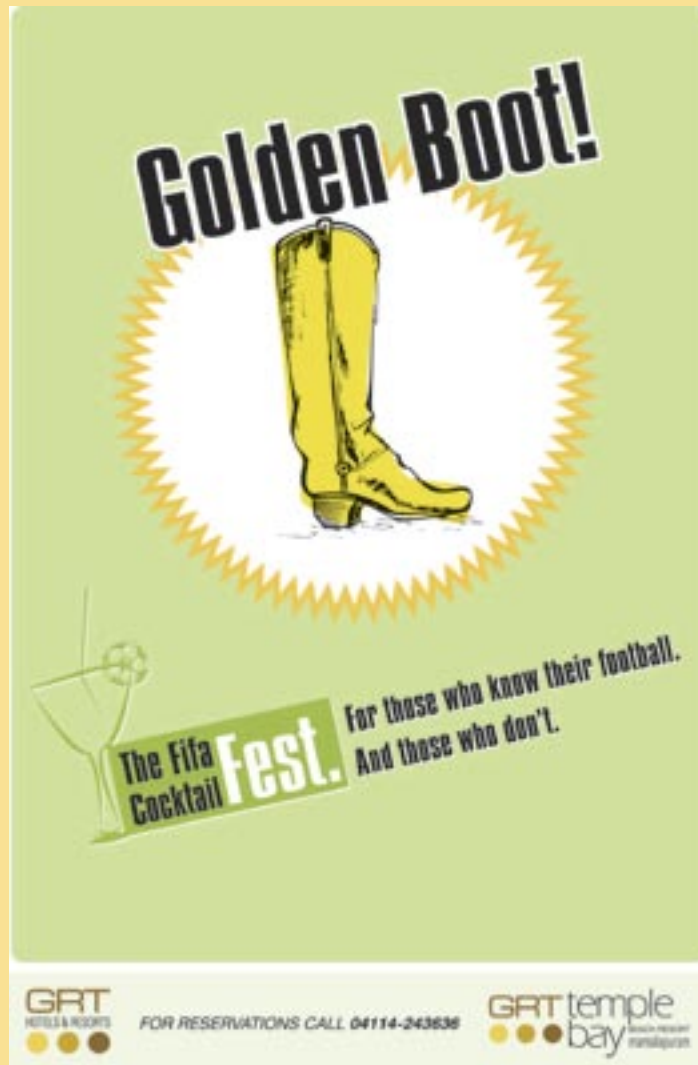


- The concept was a take off from the names of the cocktails that would be served at the hotel during the period of one month.
- The cocktails were named after various football phrases such as
NO 10
ROONEY'S MULE
HAT TRICK
GOLDEN BOOT
HAND OF GOD
CORNER KICK
- The aim of this campaign was to attract audience who are both interested in the sport as well as those who are not.



Project 1- Posters


JWT



Project 1- Posters

JWT

Rooney's Mule!




The Fifa Cocktail Fest. For those who know their football.
And those who don't.

GRT HOTELS & RESORTS
FOR RESERVATIONS CALL 04114-243636

GRT temple bay beach resort mandapam

Corner Kick!




The Fifa Cocktail Fest. For those who know their football.
And those who don't.

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GRT temple bay beach resort mandapam

Number Ten!



The Fifa Cocktail Fest. For those who know their football.
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GRT temple bay beach resort mandapam

Project 1- Hoarding, Leaflets and Tent Cards



Hoarding



Project 2- Lifestyle Promotion Handouts

JWT



Lifestyle is an outlet that sells Clothes and accessories.

During the Fifa world cup period, like many other companies, they also had their promotional offer.

A handout was to be created for the babyshop section of Lifestyle.

Criteria: Colourful and appealing to an younger audience.

Color code of the lifestyle logo could be incorporated.

Project 2- Lifestyle Promotion Handouts



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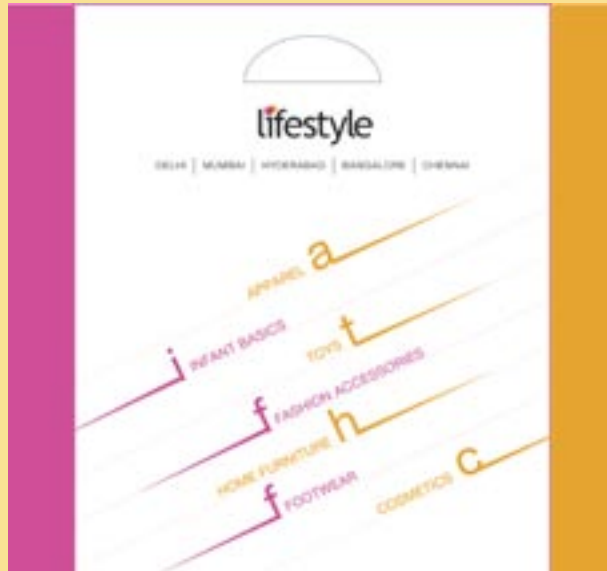
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Project Brief 3- Shopping bag & gift voucher.



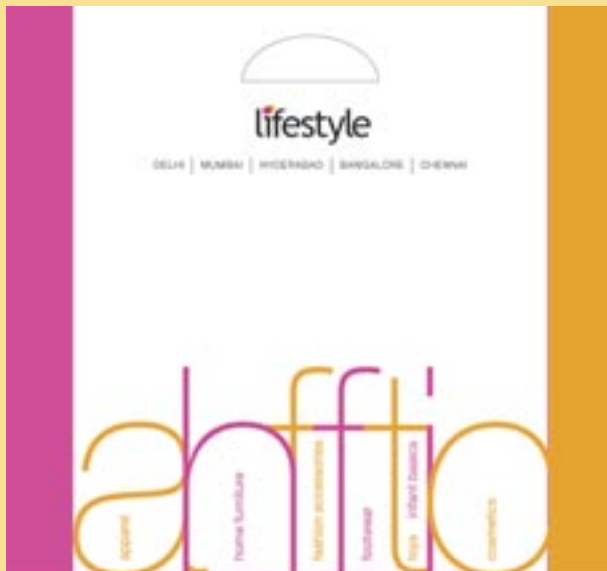
This brief involved developing a shopping bag design for lifestyle.

They wanted to recreate their collection.

The main criteria in this project was to maintain the color scheme (pink and orange) throughout the design.

Moreover, they also wanted their range of fashion wear and accessories to be mentioned on the shopping bag.

In addition to this a set of gift vouchers of different denominations were also created.



Project Brief 3- Final Shopping bag.

JWT



This brief involved developing a shopping bag design for lifestyle.

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Project Brief 3- Gift voucher.

JWT



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Project Brief 4- Nippon Paints



Develop illustrations for an advertising campaign for Nippon.

The product range of Nippon to be advertised was a blend of two different types of paint.

Message: Joining of two impossible elements.

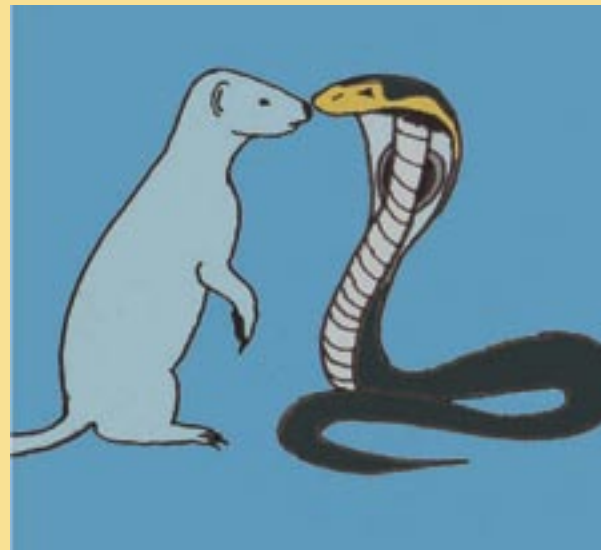
Some of the unions used in the advertisement were: Cat and Dog

Balloon and Pin

Rama and Ravana

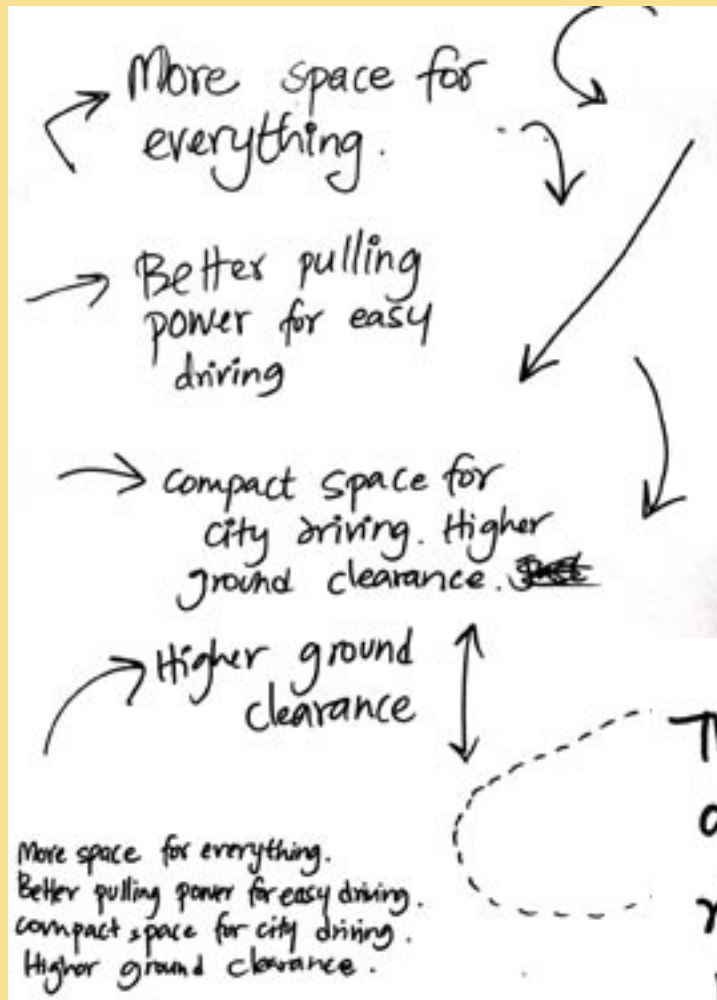
Tom and Jerry

Snake and Mongoose



Project Brief 5- Ford Fusion (advertisement)

JWT



Aim: Develop a strong statement about the car.

Assumption: Existing goodwill of the car and the brand.

The copy/caption of the advertisement was given most emphasis.

On this project, I worked along with the copy writer. The main task was to develop a layout for the advertisement.

The copy was written in common hand writing, so as to make it look casual and slap stick.

The fusion's highest ground clearance (198mm) and longer wheelbase (15") ensures smooth riding over potholes, speed bumps & rough roads. Height adjustable seats practically provide a commanding view over the road.

Project Brief 5- Ford Fusion (advertisement)

JWT



This project consisted of a series of advertisements to be run as a campaign.

This was one of the projects that I worked on towards the end of the internship. An on going project.

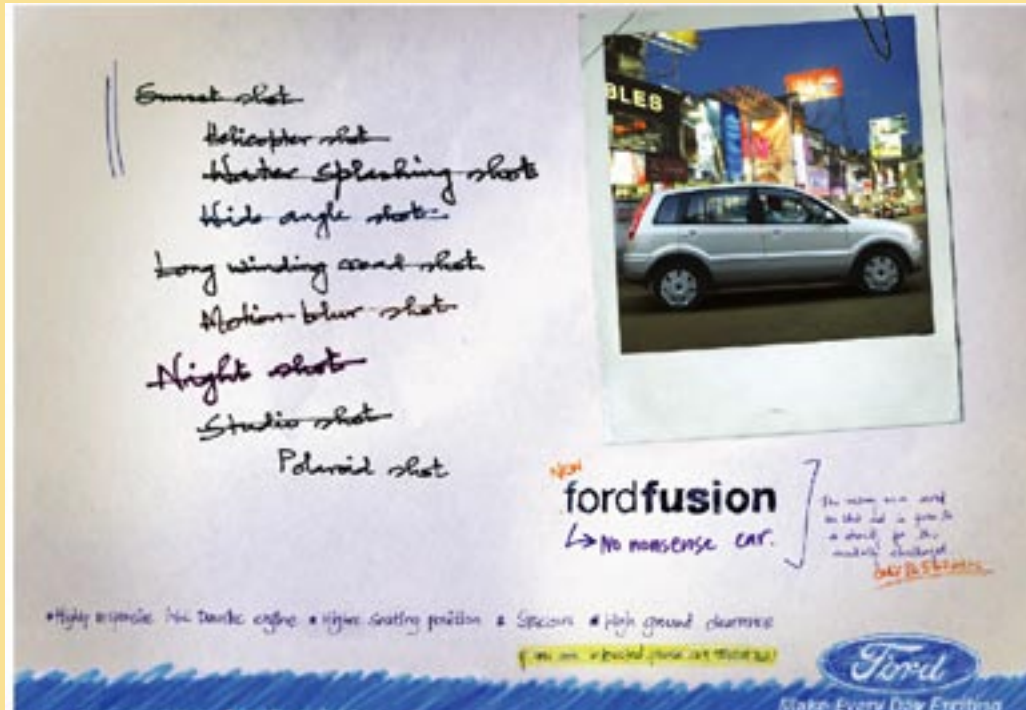
The idea was to re emphasize an already established brand.

Very simple and straightforward images of the car were combined with the caption. the caption was given most emphasis.

These were hand done and then later digitized.

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Ford Bus design.

JWT



This was one of this minor projects that were done.

It was done parallely while working on other projects.

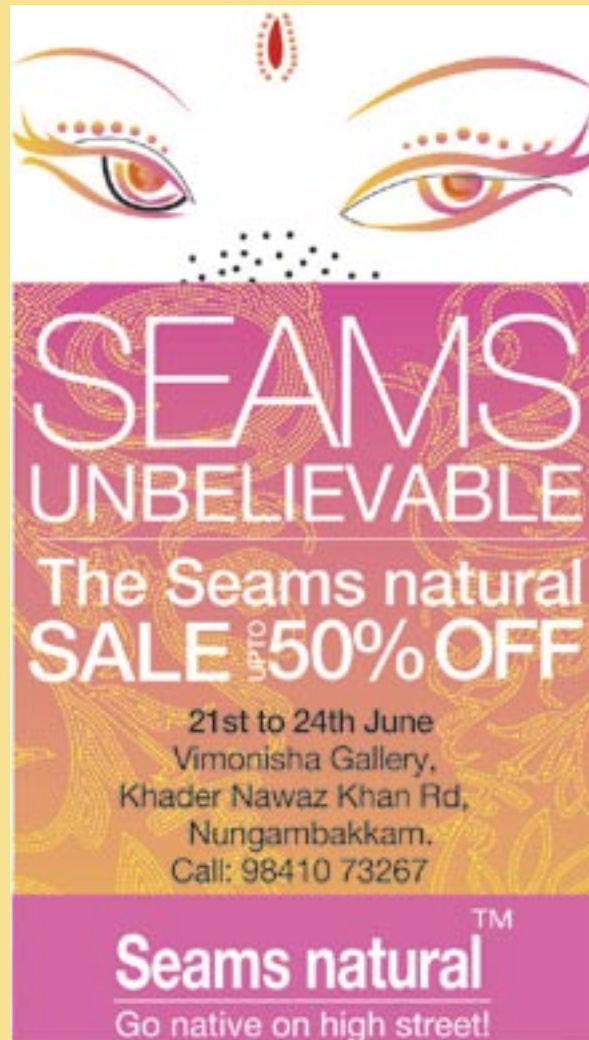
A design had to be developed to be placed on the Ford Bus. Image was created by collaging the existing images that the agency had on their stock for the various Ford advertisements that had been done in the past.

This was then to be placed on the bus surface in two different angles in order to show the client.



Project Brief 6- Seams Natural

JWT

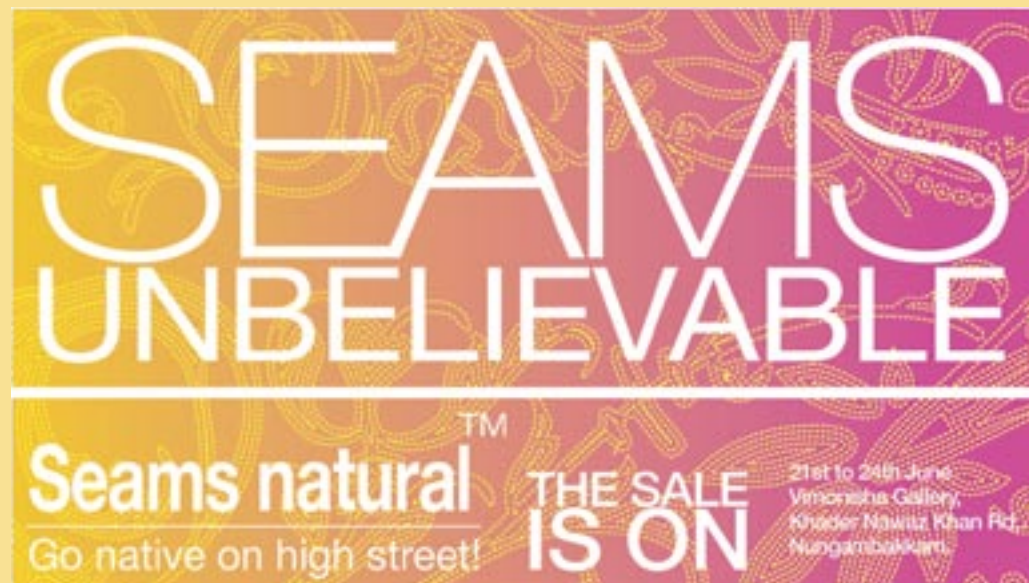


Seams Natural is a boutique that was started by an ex student from NIFT.

JWT was asked to develop a newspaper advertisement and a banner for the exhibition purpose.

The color scheme that they decided to stick with were Pink and orange.

I worked along with the copywriter to develop this advertisement.



Logos

JWT



My experience at JWT, Chennai..



The involvement and interaction was very fruitful. The environment at the agency is very professional and there is an air of expertise there.

During the course of the internship, I realised my keen interest in print work.

Group projects: Cordially interact with the people at the agency.

Working with copywriters at the agency. A joint venture.

The experience of one's work being sent to the client and the anticipation involved is quite thrilling.

Working under pressure. This is one of the key reasons why I realized my potential in an advertising agency.

This internship gave me the opportunity to further master skills and build a good rapport with the people working in the Chennai advertising world.

Acknowledgements



Mr. Premkumar Prasad - Creative Art Director

Mr. Rathish Subhramaniam- Creative Artist

Mr. Arjun- Copywriter

Mrs. Debanjana Roy- Client Servicing Personnel