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ID NO 05625810

VC 2005

PROJECT 1- SUMMER INTERNSHIP

J. Walter Thompsons



JWT, Who are they?

J. Walter Thompsons is a world wide organization. It is one of the oldest advertising agencies in the world. They over the years have built an enormous network of companies across all continents. Now they are a company with a network of over 200 regions. The infrasturcture of this company has been built over years dedication and solidarity.

Recently the company went through a major change. The change in the colours of JWT and the compression of the name of the agency from J.Walter Thompsons to JWT has been one of the colossal tasks that have taken up. For a 75 year old company to undergo such a huge change was considered to be a big move.

They have one of the largest range of clientele. Their client list ranges through numerous products in the market. They have some of the most prestigious set of clients.

List of some of JWT's most prestigious clients.

FORD
PEPSI
UNILEVER
LIFESTYLE
GRT RADISSON
GRT GRAND
NIPPON PAINTS
CHOLAMANDALAM GROUP
HSBC
SCHWEPPE



Why did I select JWT, Chennai?

Over the course of my studies, I have done 3 internships at various different companies. Having completed my graduate studies, I realised the area of publicity that I would like to work in. The area that I chose to work in is advertising. The atmosphere, the competition and the zeal amongst the people working in an advertising agency has always inspired me to move into this stream of publicity.

Now the next big question that arose was the agency that I would like to work for. Having done my previous internships at Indian based advertising agencies, my option was to select a reputed international agency, whose brand name would hold heavily in my resume.

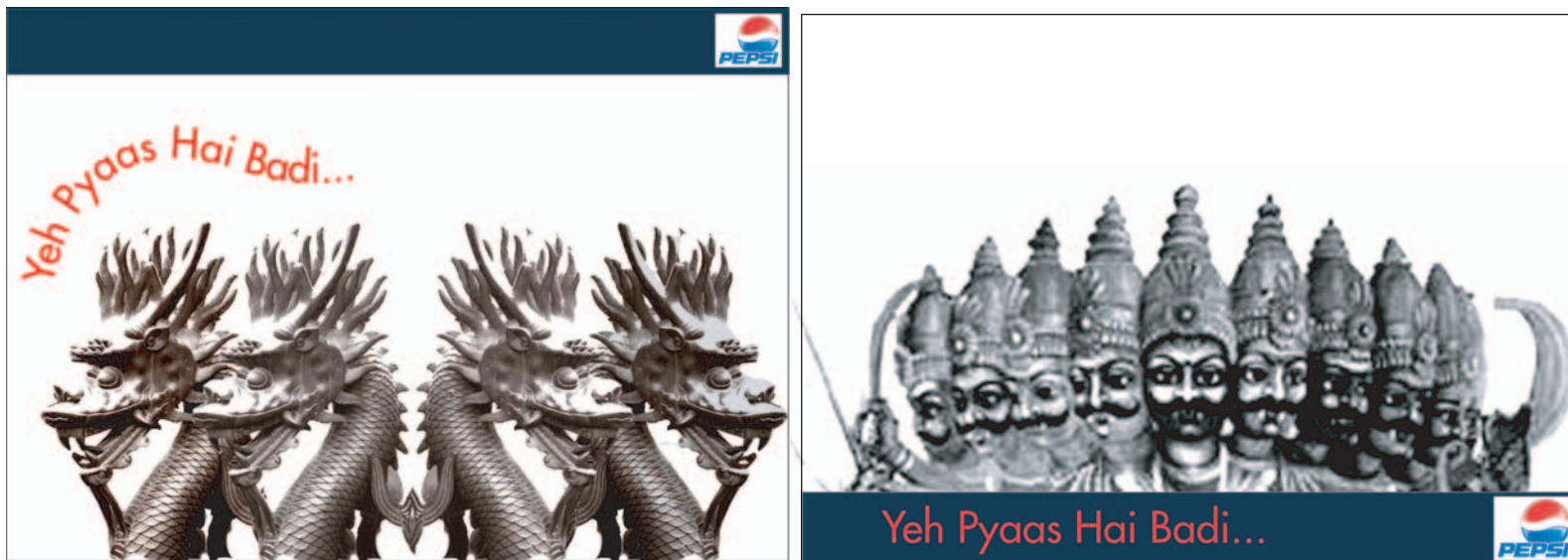
Then after having done some research I boiled down to 3-4 reputed international agencies that I would like to work in. One amongst them was JWT. Depending on the feasibility and the strength of the agency in my area of expertise (print and publication), I selected JWT.

My initial few days at JWT, Chennai

My first visit to the agency was for an interview purpose. A very informal yet ordered interview was conducted. Having seen my work, they asked me the area that I would like to work in. I mentioned my interest in the print section of the agency and they placed me under Mr. Prasad who is the creative Art director at the agency.

My initial few days were spent in getting oriented to the atmosphere, people and the work at the agency. I had to interact with the client servicing as well as the creative personnel at the agency.

During my first week, I was given a brief for Pepsi, which was treated more like an initial induction project. The brief was to develop an a series of 2-3 ads that support the phrase “Yeh Pyaas Hai Badi”.



Project Brief 1- GRT Temple Bay

Temple Bay is planning to start a FIFA World cup Cocktail festival
Venues: Maritime Tales Bar and Santa Maria restaurant.

They would serve various cocktails named after Football Celebrities
They would decorate the venues with flags, various team jerseys
Promo will also feature Football Trivia quiz - leaflets placed on the tables

They want to make it look like a foot ball (but as a leaflet) featuring various questions (black and white checker look)

Surprise offers will be given to all the guests who fill the questionnaire up correctly?

Guests can fill them up answers and be eligible for surprise offers.

Deliverables:

- a) Poster,
- b) Tent cards for cocktails
- c) Trivia leaflets

Project 1- GRT Temple Bay

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

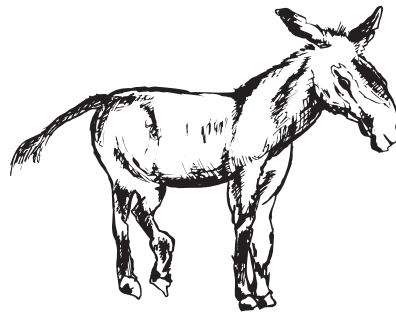
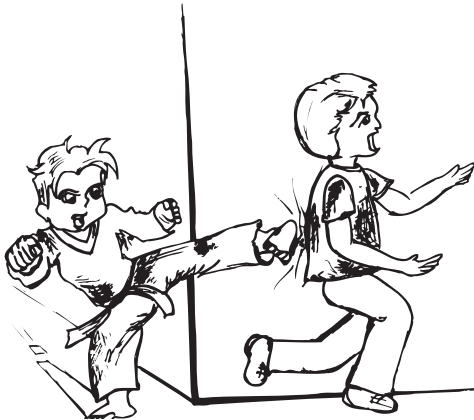
ROONEY'S MULE

HAT TRICK

GOLDEN BOOT

HAND OF GOD

CORNER KICK



Project 1- POSTERS

Golden Boot!



 **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
mamallapuram

Hat Trick!



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

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Hand of God!



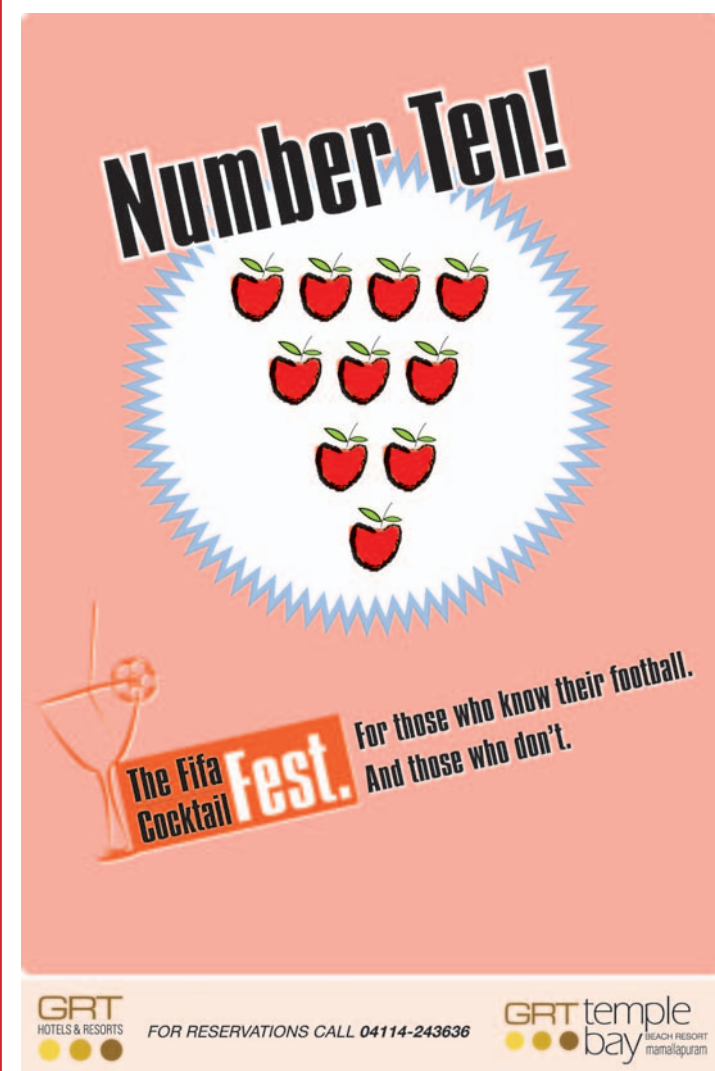
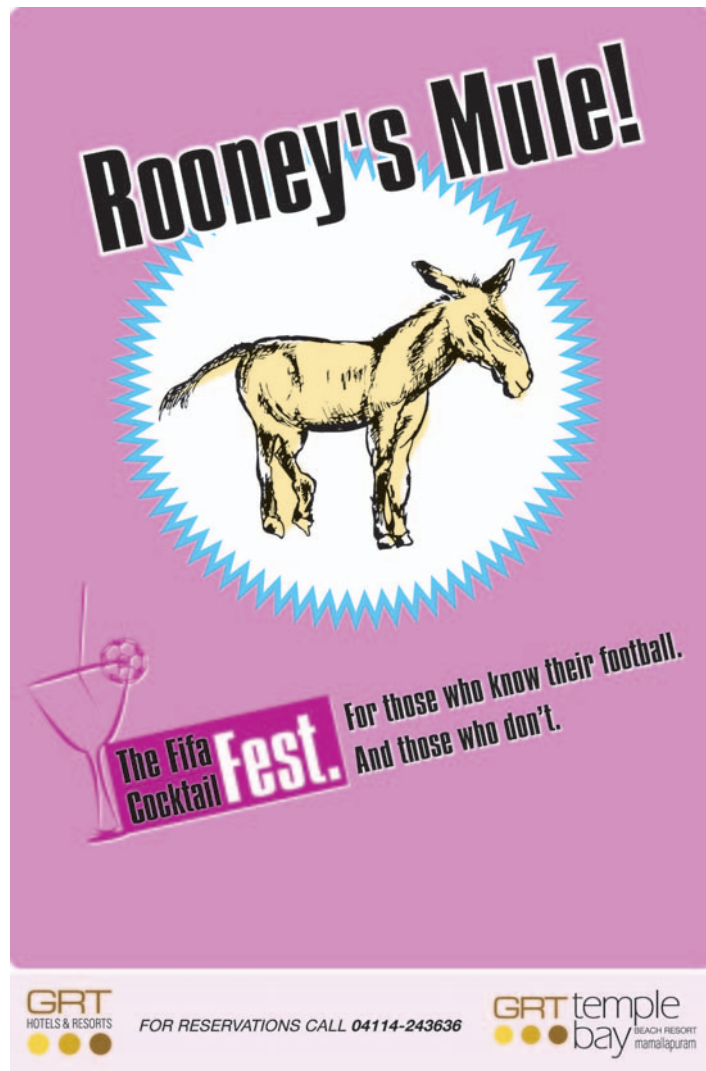
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Project 1- POSTERS



Project 1- Tent cards, leaflets, hoarding



Hoarding



Project Brief 2- Lifestyle

Lifestyle is an outlet that sells Clothes and accessories. Durring the Fifa world cup period, like many other companies, they also had their promotional offer. A leaflet was to be created for the babyshop section of Lifestyle.

The main criteria was to make it colourful and appealing to an younger audience. The color code of the lifestyle logo could also be incorporated to give it an identity.



Project Brief 3- Lifestyle shopping bag and 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 design and gift vouchers.

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 4- Nippon Paints

The task in this project was to 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. The message to be communicated was the joining of two impossible elements.

The idea that the team came up with was, to use different pairs in nature that would never be able to come together. Basically communicating the happening of an impossible union.

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

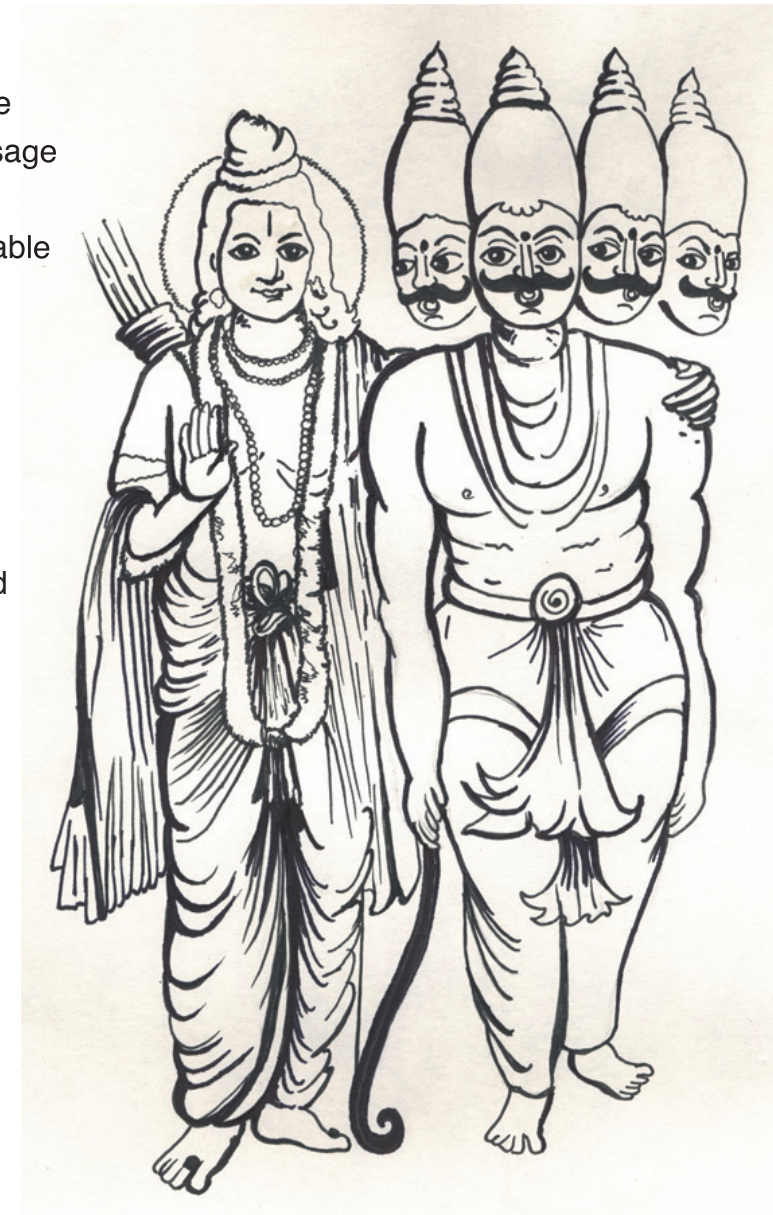
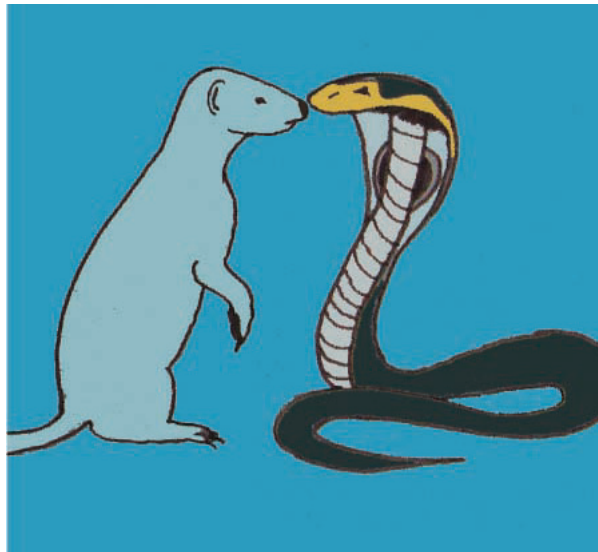
Balloon and Pin

Rama and Ravana

Tom and Jerry

Snake and Mongoose

In this project, I was asked to illustrate two of the combinations. They were Rama- Ravana and Snake- Mongoose.



Project Brief 5- Ford Fusion (advertisement)

The main aim of this new line of advertisements for Ford was to develop a strong statement about the car.

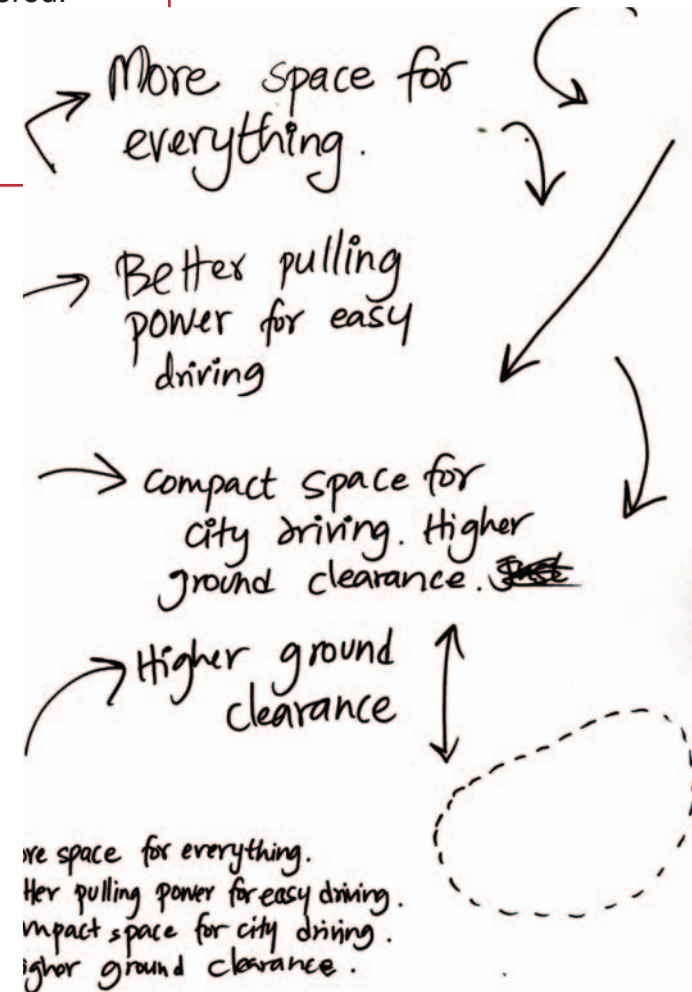
The assumption that is made is the already existing goodwill of the car and the brand.

The copy/caption of the advertisement was given most emphasis. All other elements were to be ignored.

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)

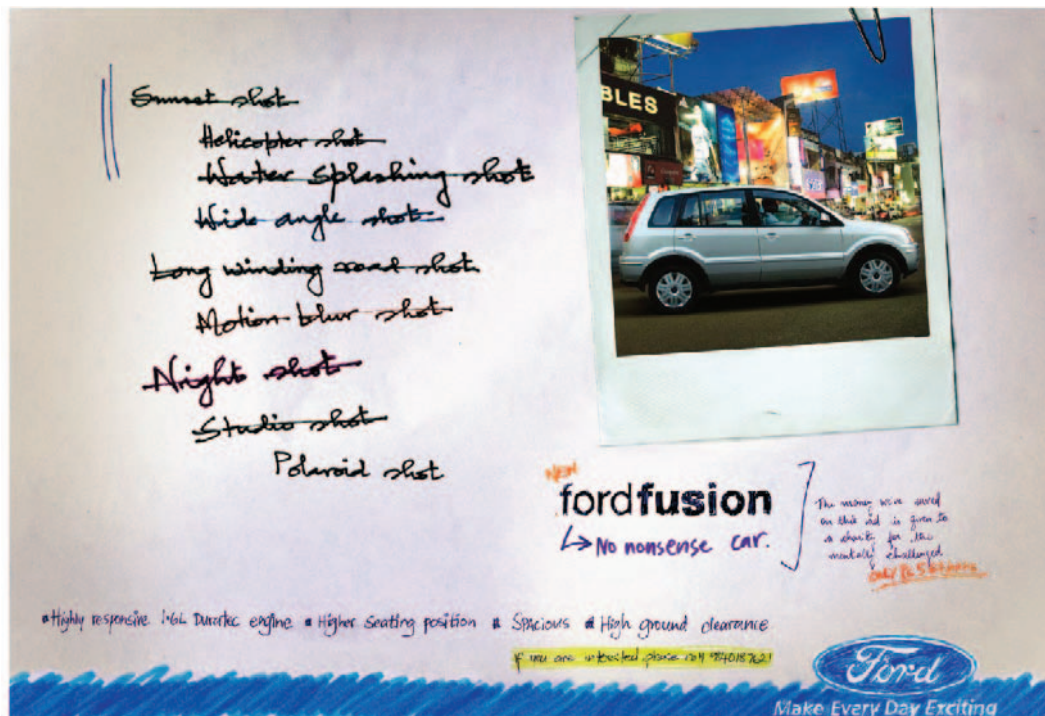
This project consisted of a series of advertisements to be run as a campaign.

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.

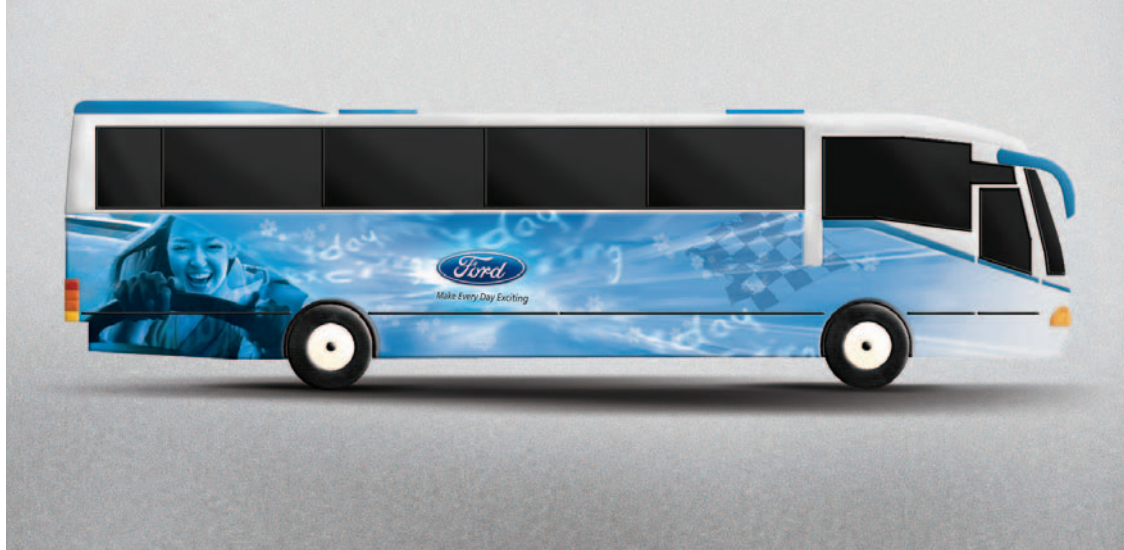
Most time was spent in writing the text.



Ford Bus design.

Thus was one of this minor projects that were done. It was done parallelly while working on other projects. A design had to be developed to be placed on the Ford Bus. The 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

Seams Natural is a boutique that was started by an ex student from NIFT. During the month of June, they were going to have an exhibition. This boutique deals mainly with Indian Ethnic and Indo Western wear. The clothes are heavily clad with embroidery work.

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.



A horizontal banner with a background of intricate pink and orange floral patterns. The top half features the text 'SEAMS UNBELIEVABLE' in large, white, sans-serif capital letters. The bottom half is divided into three sections: on the left, 'Seams natural' in white with a trademark symbol, followed by 'Go native on high street!'; in the center, 'THE SALE IS ON' in large, white, sans-serif capital letters; and on the right, the exhibition details: '21st to 24th June', 'Vimorisha Gallery', 'Khader Nawaz Khan Rd, Nungambakkam', and 'Call: 98410 73267'.

SEAMS
UNBELIEVABLE

Seams naturalTM
Go native on high street!

THE SALE
IS ON

21st to 24th June
Vimorisha Gallery,
Khader Nawaz Khan Rd,
Nungambakkam,
Call: 98410 73267



A vertical newspaper advertisement. At the top is a stylized illustration of a woman's face with large, expressive eyes in shades of orange and pink, and a red bindi on her forehead. Below the illustration, the text 'SEAMS UNBELIEVABLE' is written in large, white, sans-serif capital letters. This is followed by 'The Seams natural' in a smaller font, and then 'SALE 50% OFF' in large, white, sans-serif capital letters. Below this, the exhibition details are listed: '21st to 24th June', 'Vimorisha Gallery', 'Khader Nawaz Khan Rd, Nungambakkam'. At the bottom, a pink bar contains the text 'Seams natural' in white with a trademark symbol, and 'Go native on high street!' below it.

SEAMS
UNBELIEVABLE

The Seams natural
SALE 50% OFF

21st to 24th June
Vimorisha Gallery,
Khader Nawaz Khan Rd,
Nungambakkam

Seams naturalTM
Go native on high street!

Logos

Marvel
Marvel

Marvel

marvel

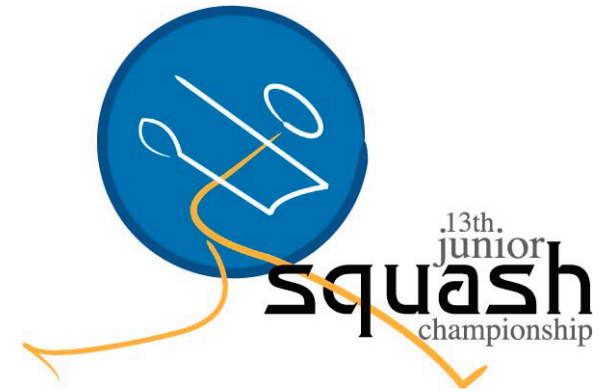
Marvel

Opera

Opera

opera

Opera



My experience at JWT, Chennai..

Initially, I found it a little difficult to get involved in the environment at the company. It took a while before people started accepting me at the agency.

But once I had worked on a couple of projects, then 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 and this intern further clarified my aptitude for the same.

Moreover, since number of the projects involved group work, I was able to cordially interact with the people at the agency. On many occasions I had to work along with the one of the copywriters at the agency.

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

On many occasions, the work came back to be re-worked on.

I simultaneously had the chance to work on 2-3 projects.

One of the aspects that I realized was that, I tend to work better when under pressure. This is one of the key reasons why I realized my potential in an advertising agency.

Having done internships at other agencies such as Lowe advertising, I knew their method of working. This internship gave me the opportunity to further master the skills and build a good rapport with the people working in the Chennai advertising world.