

**Client: Axe Deodorant**

**Agency: Creative Commons**

**This photo is photoshop and it capturing the essence of what people think will happen.**

Perception



Client: Kurkure

Agency: PepsiCo Markets: India, Kenya, Canada,  
United Kingdom, Pakistan, Bangladesh

Kurkure – Because Lays isn't available

This is there tagline.

Sensation



**Kurkure**<sup>TM</sup>

Must try exciting flavours

**Kurkure** Masala Munch

**Kurkure** CHILLI CHATTA

**Kurkure** Naughty Tomato

**Kurkure** Green Chutney

**Kurkure** HYDRABADI HUNGAMA

**LEHNA hai par MEERA hai** 

Client: PERSONAL/EMOTIONAL APPEAL

Agency: Unicef

The tagline and image creates a  
emotional connction

Emotion

HE'S  
STARVING.  
WE'RE  
NOT.  
IT'S TIME  
TO SHARE >>

unicef 

The advertisement features a close-up photograph of a young child with a severely emaciated body, looking directly at the camera with a somber expression. The background is dark and out of focus. The text is overlaid on the right side of the image in white, with blue and red rectangular backgrounds for emphasis. The Unicef logo is in the bottom left corner.

**Client: SmokeFree**

**Agency: NHS**

**To create awareness and get the audience  
to 'do' something - call a helpline**

**Change ideations.**

**Intellect**



The average smoker needs over five thousand cigarettes a year.

Get unhooked. Call 0800 169 0 169 or visit [getunhooked.co.uk](http://getunhooked.co.uk)

SMOKEFREE



**Client: Corona Extra**

**Agency: Outdoor advertisement created by Cramer-Krasselt, United States for Corona Beer, within the category: Alcoholic Drinks Relaxing and stress relief promotion.**

## Indentification



Log off.  
Lime in.  
Find your beach.

Responsible drinking.  
© 2007 Corona Beer, LLC, Chicago, IL 60611

**Client: Coffee**

**Agency: Starbucks**

**Starbucks Coffee is the calm and peaceful speaker, who wants to suggest that Starbucks' coffee is trustworthy.**

**Occasion: Starbucks Coffee wants its customers to be happy and content with their coffee.**

**Reverberation**



Client: YOGI TEA  
Agency: United States  
Relaxation and thinking about whole body

Spirituality



**Give bliss  
a chance**

**Yogi**

All we're saying is, the purposely chosen herbs and botanicals in Yogi teas can help you greet each day feeling more focused and alive. Over 100 botanicals in 60 sweet and spicy blends support energy, clarity, awareness and a rush of well-being. The same things that make Yogi teas delicious, make them work. In the natural food or tea aisle.

**How good can you feel?**



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