

The Brief

Echo the Voice of the Youth

Going by sheer number, India is a young country. And it is this large population of youth that Spykar connects with, reflecting their values and culture. It helps them stand apart from the crowd, redefining the rules.

Create advertisements for Spykar Jeans, echoing the voice of the youth.

Is the youth of India defined by love, confidence, drive, social network or adoption of technology? Or something else? We want to know. So bring it on.

What you need to do

Get creative. Get colourful. Get loud. Use your creativity and express yourself. These are ads about you, so make sure you capture the essence of you, of your generation, in whatever you submit.

It doesn't have to be a campaign; it can be a single ad or a number of ads, each exploring different ideas.

We want TV commercials, print ads, radio ads and banner ads. If you can't create any of those, just upload your ideas and headlines in our concepts section.

Requirements:

Our line: Bring It On

The Spykar logo that we've included below

The work must be original.

It should not offend any religious/cultural sensibilities.

You'll find the tech specs on our Accepted Formats tab.