Off the beaten track

HCL’s new campaign uses the teaser-reveal format perfected by FMCG companies to demonstrate how it is different from the rest of the pack.

CAPTAIN LIKES IT IN SPITE OF ITS WOUNDS

This is a wondrous, edgy image-building exercise for a company that is not used to making a substantial difference in the industry. The campaign, which has a bit of an emotional appeal, is quite unlike any other.

There are two key image-building exercises by Indian agencies that have not been creative. One is the ad by a well-known agency that uses a mix of humor, emotion, and wit to promote a small company. The other is the one that uses a mix of humor and emotion to promote a large company.

“HCL’s campaign takes our communicative space one step closer to the HCL way of thinking. It uses the history of HCL’s campaigns to create a unique, memorable, and informative image of the company.”

SUNIL ADHIKARI

HCL’s new campaign uses the teaser-reveal format perfected by FMCG companies to demonstrate how it is different from the rest of the pack. A campaign that is not afraid to be provocative and unexpected.

“The company that makes us think differently is the one that makes us think harder.”

SHIVESHWAR RAI

Draftfcb + Ulka

Clerical director

The campaign has a few key elements that make it stand out. First, it uses a mix of humor, emotion, and wit to promote HCL in a way that is different from the rest of the pack. Second, it uses the history of HCL’s campaigns to create a unique, memorable, and informative image of the company. Third, it uses the history of HCL’s campaigns to create a unique, memorable, and informative image of the company.

“The campaign looks like the company has taken a step towards the HCL way of thinking.”

SAURAV ADHIKARI

HCL

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