



# Disruption Works: India Edition

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We are living through an unprecedented time, and as we collectively make every effort to keep ourselves safe and healthy, it is a critical time to also do the same for our businesses and brands.

Here we'll bring you some of the marketing initiatives of TBWA\India's clientele to serve as inspiration on how to keep your brands active and navigate this unusual crisis.

Amongst the difficulty, there are plenty of reasons for optimism as we see many examples of unity and creativity flourish in the most unique and considerate way.

## AN ODE TO EMPTY ROADS BY NISSAN

In its latest campaign 'An ode to empty roads' Nissan talks about how roads must take a backseat in these tough times. It builds on the relationship with their consumers as they ask them to stay safe at home. It banks on the strong relationship to take them through this crisis as we all miss the roads more than ever.

The film showcases the eery yet stunning roads, bridges and highways devoid of cars due to the pandemic.



## NISSAN'S ROAD RULES GUIDE TO PREVENT ACCIDENTS AT HOME

Safety is necessary, on the road as well as at our homes! In the latest campaign by Nissan, it talks about the road rules which are applicable to you when you are staying home too. Rules like 'NO U-TURNS' when you're spending time with your partner or 'FASTEN YOUR SEAT BELTS' or you'll eat too much, are conveyed in a quirky way.





## LINEN CLUB'S GUIDE TO STAYING HOME, STAYING SAFE AND STAYING STYLISH

A campaign by Linen Club that highlights the importance of safety with a touch of style. The idea is to prove that a serious message doesn't necessarily have to be a boring one.

Visit the webpage [here](#)



## JSW PAINTS : PLANET HOME

With most people spending time at home, JSW Paints has released a film that reminds people of the beauty that surrounds us; both in our homes and beyond our walls. It shows people that when we are a little thoughtful, our world becomes even more beautiful.



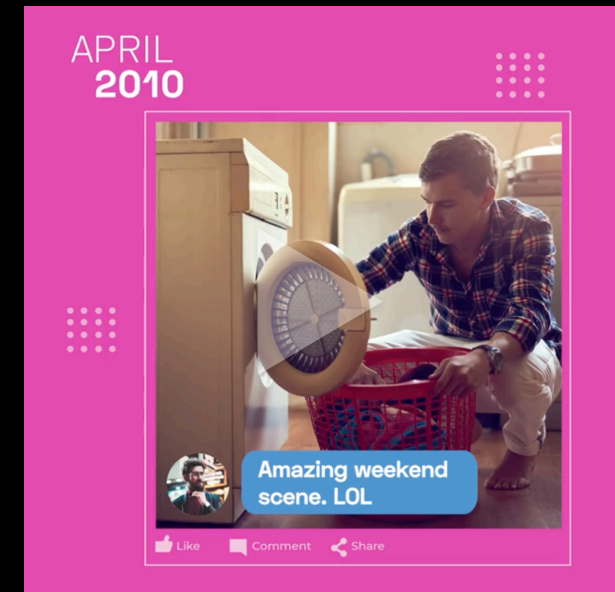
## LINEN CLUB: EVENTFUL INDOORS

Being locked down doesn't have to feel like a house arrest! That's why Linen Club urges people to turn their home eventful. A campaign that reimagines the indoors, it shows people how they can event-ify their life by simply planning it right and looking their best!



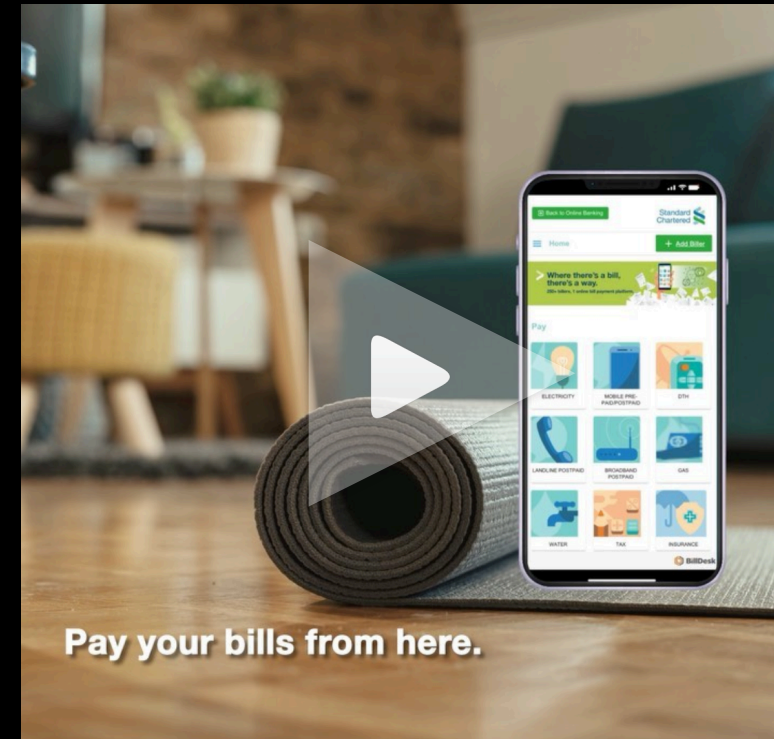
## LINEN CLUB: REAL MEN OF LOCKDOWN

Linen Club challenges the clichés of masculinity by reimagining the art of being a gentleman under a lockdown.



## STANDARD CHARTERED: BANK FROM HOME

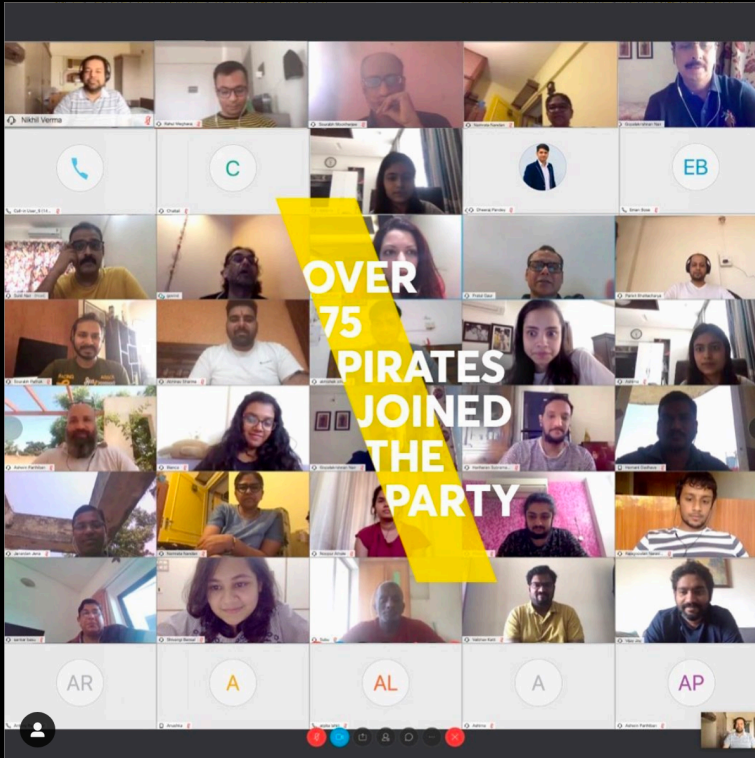
When almost every activity is done from home, Standard Chartered urges its customers to bank from home too. With its highly capable and secure mobile app, account holders can do-it-all from spending to investing from the safety and comfort of their home.



**TBWA\INDIA**

SOME OF OUR OWN INITIATIVES ON 





Over 75 pirates huddled over their webcams from our Mumbai and Gurugram office earlier this week for our Captain's Virtual Townhall discussing work, learning, disruption and BYOB. What's the one new thing that you did this week?  
 #PirateLife #LockDown #StayHome #StaySafe



As we're getting accustomed to working from home, here are a few tools which make things a bit easier!  
 Which apps have you started using frequently?  
 Comment below!  
 #workfromhome #lockdown2020  
 #socialdistancing #topicalspot #lifehacks  
 #wfhacks 02\21



The real challenge began today!  
 How are you planning to spend the 21 days of lockdown?  
 Let us know in the comments below.

#topicalspot #coronavirus #socialdistancing  
 #workfromhome #quarantine #stayhomestaysafe  
 #lockdown2020 01\21

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**PROBLEM  
MANDATORY.  
PANTS  
OPTIONAL.**

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**A BUSINESS  
MEETING  
THAT ENDS  
WITH ANSWERS,  
NOT  
QUESTIONS.**

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FOR YOUR  
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Good design is good for business.  
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the question is.  
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the future is to design it.  
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**STAY HOME \ STAY SAFE**