

ANGST AND ANGER ON AD AVENUE

Life's in India's commercial capital will never be the same again. Every one has read — and has felt the pain of — 26/11, Mumbai's date with terror. The advertising fraternity of the city was partying at the Royal Turf Club in Mahalakshmi — it was the Effies awards night — when the first report rang from the militants' AK47s. Like everyone else, they didn't know which way to go as as mayhem spread. Ever since, like the rest of the city, they have been seething, too. At DNA Money's request, some of India's best advertising agencies gave expression to their feelings. We are sure you identify with these thoughts. Let us know what you think. Email us at brandfinale@dnaindia.net

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Santosh Patil

O&M

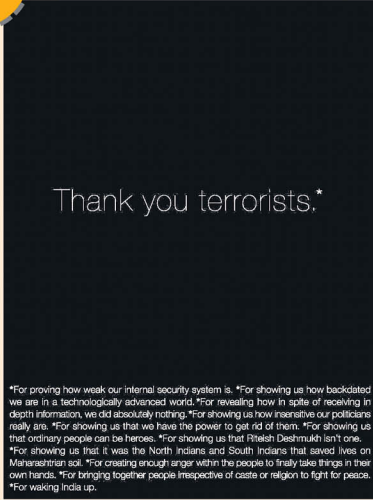
Copy: Delara Sidhva **Art:** Bosky Doshi
Creative Director: Sumanto Chattopadhyay

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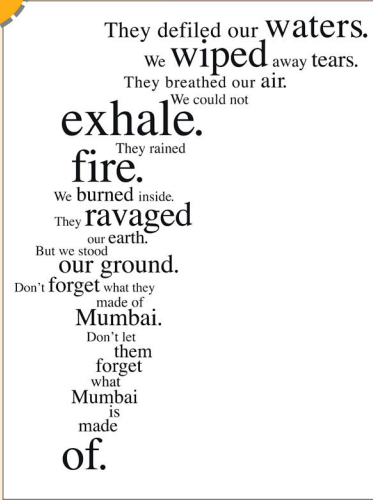
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Issued in the National interest by the public.



*For proving how weak our internal security system is. *For showing us how backdated we are in a technologically advanced world. *For revealing how in spite of receiving in depth information, we did absolutely nothing. *For showing us how insensitive our politicians really are. *For showing us that we have the power to get rid of them. *For showing us that ordinary people can be heroes. *For showing us that Riteish Deshmukh isn't one. *For showing us that it was the North Indians and South Indians that saved lives on Maharashtra soil. *For creating enough anger within the people to finally take things in their own hands. *For bringing together people irrespective of caste or religion to fight for peace. *For waking India up.

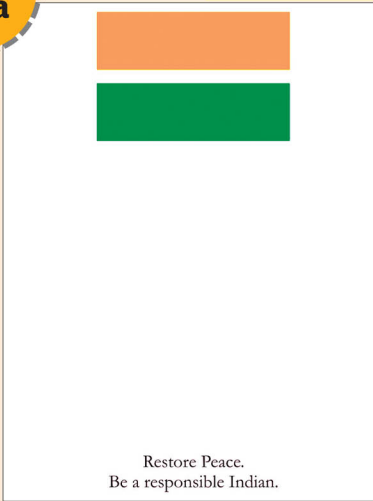
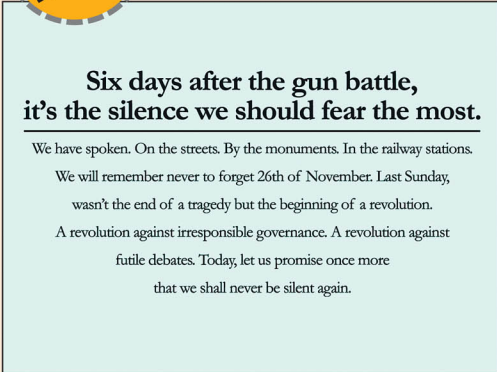


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Team: Joono Simon, Vijay Joy, Akhilesh Bagri, Sumitra Sengupta

