



ABOUT WILD STONE

Wild Stone Fragrances is the second name of confidence and bold personality in the range of men's grooming products. With the aim to reinforce brand's identity with relatable content and youth-aimed campaigns, the client briefed us about the ad.

NOTICED THE CONFIDENCE ?

To make it relatable with the youth, the challenge was to make it short, sweet and witty along with sending the brand message. The ad was made to resonate with the audience on a personal level. The ad showcases a scene of a few college going students-the target audience. The ad displays a change in women's attitude towards men after applying Wild Stone fragrance. Also, it displays a confidence in men's personality.



BHAI ZONE KA THE END

The tagline bhai-zone ka din nahi, bhai ka din hai resonated well with the audience. It depicted confidence and positive self-image. The ad was entertaining and resonated with the young hearts.

LOGON NE NOTICE TOH KIYA!

The ad went really well with the audience as you can see with the stats down below :

Reach 120M+

Likes 8M+

Views 36M+



CONTACT US

Email : connect@nwnetwork.in

Mobile : 9599422793

Address : A-8 Captain Vijayant Thapar Marg, A Block, Pocket-A, Sector -19, Uttar Pradesh 201301

@Naughty World Network

