



Project Neo Cricket

Brief To communicate that there is non stop cricketing action coming up on Neo Cricket

Client Neo Cricket

Creative agency McCann Erickson

National creative director Prasoon Joshi

Creative director Niranjan Kaushik, Akshay Kapnadak

Copywriter Prajato Guha Thakurta, Talha bin Mohsin

Production house Opticus Films

Director Sanjay Shetty

Media used TV

The TVC begins with a boy in college trying all possible means to have a private moment with a girl in his class. For days, he follows her from the college cafeteria to the water cooler making every possible attempt to strike up a conversation, but in vain. Things suddenly turn in his favour one day when the girl finds him in the library and asks, "Will you be my friend?" In a complete U-turn, the boy rubbishes the idea and tells her that he is not ready for any commitment. The voiceover goes on to explain viewers not to make any commitments for the next six months because there's enough cricketing action on Neo Cricket to keep them hooked.