

O&M creative genius seeks new Ambience

RAVI BALKRISHNAN & AARTI RAZDAN

AD AGENCY 'AMBIENCE PUBLICIS' has a new national creative director - Pushpinder Singh (Pushpi), who moves from O&M's Mumbai office. Mr Singh is best known for his work on brands like Amaron batteries, Tata Safaris and Navbharat Times and most recently on relaunch commercials for HLL's Close-up. A regular winner at the Advertising Club of Mumbai's Abby awards, Mr Singh became one of few Indians to bag a Gold Lion at Cannes, arguably the most highly regarded award event in the business. He also figured at No. 14 on the list of Indian's hottest creative directors in the Brand Equity Ad Agency Reckoner 2004.

Mr Singh said: "Ambience is nice place for me to guide an agency's creative fortune. The DNA is just right. A B.Pharm graduate, Mr Singh leave O&M after five years. He has previously had stint at Trikaya Grey and Leo Burnett and admits, "I will miss O&M." Speaking of the move, Ashok Kurien, chairman and managing director, Ambience Publicis said the hiring is in keeping with the creative spirit that's driven his agency for the last 17 years of its existence. He believes Mr Singh's addition will "catalyse another process of change to reach yet another stage in our growth."

Mr Singh will be a part of the group management board at Ambience Publicis, lending his weight to the senior management team on all issues pertaining to the agency's future. Mr Singh is expected lead creative team on a few key brands and work in close association with nanji on some others. Mr Kurien said: "Pushpi comes to us because he believes in what we stand for and what we have achieved thus far. His mandate is to help us move further and faster down the path of those values - while retaining core elements of our culture and our strengths. This is not hence, any break from our past - rather a strong reiteration that we intend to keep to our chosen path even in our future."

[Courtesy: *The Economic Times*]

