



## Jack in the Box Worldwide's new Varun Dhawan-Baichung Bhutia starrer #FaceKaCharger Pond's Men film celebrates the football season

**Mumbai, Wednesday, 30 December, 2015:** Jack in the Box Worldwide ups the ante of video content with its new film for Pond's Men, featuring Varun Dhawan and Baichung Bhutia. The film aims for stronger brand connect with the energetic stars to highlight key product benefits, while driving immediate salience amongst audiences by associating it with the football season.

A spontaneous one-on-one football stand-off between the Bollywood heartthrob and India's own football icon awakens the sleepy set at the beginning of the film into an active playground. Unfazed by their drab surroundings, the duo conveys the products' ultimate promise – freshness and energy.

"Not very often do we get the unique opportunity to reinforce key brand messages through engaging content. Pond's Men opened a vast canvas for us and this film showcases key product benefits in a real and gritty scenario, highly relevant to the Brand TG." says **Abhishek Razdan, Executive Vice President & National Business Head, Jack in the Box Worldwide.**

The onset of a sporting season brings out the player in every fan. Football and cricket aficionados especially are engulfed by its fever. The film showcases Varun and Baichung's electrifying talents celebrating the football season. Its earlier association with dance (with Varun Dhawan's previous hit, ABCD 2), and now with sports, conveys product strengths of Pond's Men subliminally, making the proposition aspirational and highly relevant.

The 120 Media Collective's integrated communications vertical takes a fresh approach on the creative film by adding layers of nuance, retelling the brand's story through a youthful and rugged voice.

The film, the first in a series, is produced by Sniper, also a part of The 120 Media Collective. "Compelling content backed by sound strategy and effective distribution is our calling card at The 120 Media Collective. It's great when a long-term Jack in the Box client gives us an opportunity to bring together the high order capabilities that lie within other parts of the Group. In this case, Sniper was called on to do what it does best – great video content!" said **Roopak Saluja, Founder & CEO, The 120 Media Collective**, speaking on the collaboration.

The film already airs on television and will be released in cinemas shortly. It has already crossed 3 million views on YouTube and can be viewed here - <https://youtu.be/sTYxUrhuRp4>.

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### **About Jack in the Box Worldwide**

Founded in 2009, Jack in the Box Worldwide is a media-agnostic integrated communications company with digital at its core. Jack in the Box Worldwide builds strong brands through cutting edge digitally driven brand strategies, implemented through integrated communications, premium content and experiential commerce. With offices in Mumbai, Delhi and Bangalore the client roster includes Unilever's BeBEAUTIFUL, Pond's Men, Vaseline, Knorr and Surf Excel; Aditya Birla Group's Louis Philippe, TheLabel.in, and Allen Solly; Reckitt Benckiser's Airwick; The Gateway - Hotels & Resorts; projects for Britannia Good Day, Pure Magic and IPL.

Jack in the Box Worldwide is part of The 120 Media Collective.

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