



Jack in the Box Worldwide appoints Abinandan Bose as Creative Director

Mumbai, 16 November 2016: Integrated communications agency, **Jack in the Box Worldwide** has strengthened its creative offering with the appointment of **Abinandan Bose** as **Creative Director**. Abinandan will manage and oversee the copy, design and social media teams, and will report to the new President of Jack in the Box Worldwide, who will be announced in the coming weeks.

Abinandan brings with him almost 12 years of rich experience from his previous stints at **JWT**, **MRM//McCann** and **Adfactors PR**. Over the years, he has been instrumental in conceptualizing and delivering on creative mandates for brands such as **AEGON Religare**, **Reid & Taylor**, **Zoom TV**, **Smirnoff**, **ITC**, **Taj Luxury**, **SBI**, and **Goa Tourism** to name a few.

Commenting on Abinandan's appointment, **Roopak Saluja, Founder & CEO, The 120 Media Collective**, said, "Abinandan joins Jack in the Box Worldwide at a point in our evolution where we need someone of his calibre and experience to take our creative product to the next level as an integrated communications agency for 2020. I'm personally very excited about what he brings to the party. Watch this space for more in the weeks ahead."

Abindan said, "In the clutter of digital agencies and integrated solution providers, it is a breath-taking opportunity to be appointed as a curator of a clear vision and a highly energetic creative culture. I am excited to be a part of this idea called **Jack in the Box**. Also, the talented bunch at JITB, gives me confidence that we can shine through as one of the brightest stars in the beautiful world of advertising."

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. With offices in Mumbai and Delhi, the client roster includes Unilever's BeBEAUTIFUL, Pond's Men and Vaseline; Aditya Birla Group's Louis Philippe and TheLabel.in and Allen Solly; Reckitt Benckiser's Airwick, The Gateway - Hotels & Resorts among others and Britannia's projects for Good Day, Pure Magic and IPL. A pioneer in Content Marketing and Branded Content, Jack in the Box is one of South Asia's most heavily awarded digital communications entities.

More at www.jackintheboxww.com | Twitter: @JackintheBoxWW | [Facebook.com/JackintheBoxWW](https://www.facebook.com/JackintheBoxWW)

About The 120 Media Collective:

The 120 Media Collective is a digitally-inclined company that creates produces, distributes, monetizes, creates engagement around and promotes multi-platform content for audiences and brands globally. Declared as the Content Marketing Agency of the Year at Content Marketing Summit Asia 2015, the company comprises subsidiary brands, Jack in the Box Worldwide, one of South Asia's leading agency brands in the digital space; Bang Bang Films, South Asia's largest commercials production company; Sniper that aims to redefine commercials and content production in the digital age. With the highest level of credibility and relationships with brands and superlative multi-platform content creation capabilities, The 120 Media Collective is pushing the boundaries and blurring the lines between communications, entertainment and technology.

More at www.the120mediacollective.com | Twitter: @[The120MC](https://twitter.com/The120MC) | Facebook.com/The120MediaCollective

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