



The 120 Media Collective rolls out Google's new customer story for G Suite in India

~The commercial, directed by Karan Boolani, features celebrity designer Manish Malhotra~

Friday, 4 November 2016: Digital first company, The 120 Media Collective recently delivered Google Cloud's new customer story for G Suite and the **All Together Now** campaign. The story features celebrity designer **Manish Malhotra**, showcasing his journey and how his team works using G Suite; a set of intelligent apps for businesses designed to bring people together. Directed by **Karan Boolani**, the commercial is conceptualized by **Jack in the Box Worldwide** and produced by **Sniper**, both part of The 120 Media Collective.

G Suite's new video is part of a global transitioning from Google Apps For Work to G Suite. With Jack in the Box Worldwide's proven expertise creating top notch video content, they were chosen as the Indian agency of choice to create this local piece of stunning content. And with noted director Karan Boolani on its roster, Sniper's production expertise went a long way in delivering a stupendous piece.

Roopak Saluja, Founder & CEO of The 120 Media Collective, said, "It's a privilege to partner with Google in their transition from Google Apps For Work to G Suite. Harnessing the collaborative power of Sniper and Jack in the Box Worldwide to deliver a great piece of work from The 120 Media Collective has been an awesome experience."

Check out the video, *All Together Now: G Suite & Manish Malhotra* and be a part of a global transformation

YouTube Link: https://www.youtube.com/watch?v=ao1Rz_Q5GXQ

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 | Facebook.com/The120MediaCollective

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

About Sniper

Sniper- Lean. Agile. Amplified. - is a brand launched in April 2015 by Roopak Saluja's 'The 120 Media Collective' offering compelling content backed by targeted outreach capabilities. It aims to redefine the production of commercials and content with a hybrid production model augmented with best-in-class amplification techniques. Building on the credibility of its precursor, Bang Bang Films, and capitalizing on the strong digital content production credentials of The 120 Media Collective, Sniper exists to address the rapidly changing needs of an evolving marketing and content paradigm.

More at www.snipershoots.com

Twitter @sniper_shoots | Facebook.com/SniperShoots

For more information, contact:

Neel Ashtikar

Director, CEO's Office & Strategic Communications
+91 9820900395 | neel@the120mediacollective.com

Saif Shaikh

Senior Associate, Marketing & Communications
+91 9987869610 | saif@the120mediacollective.com