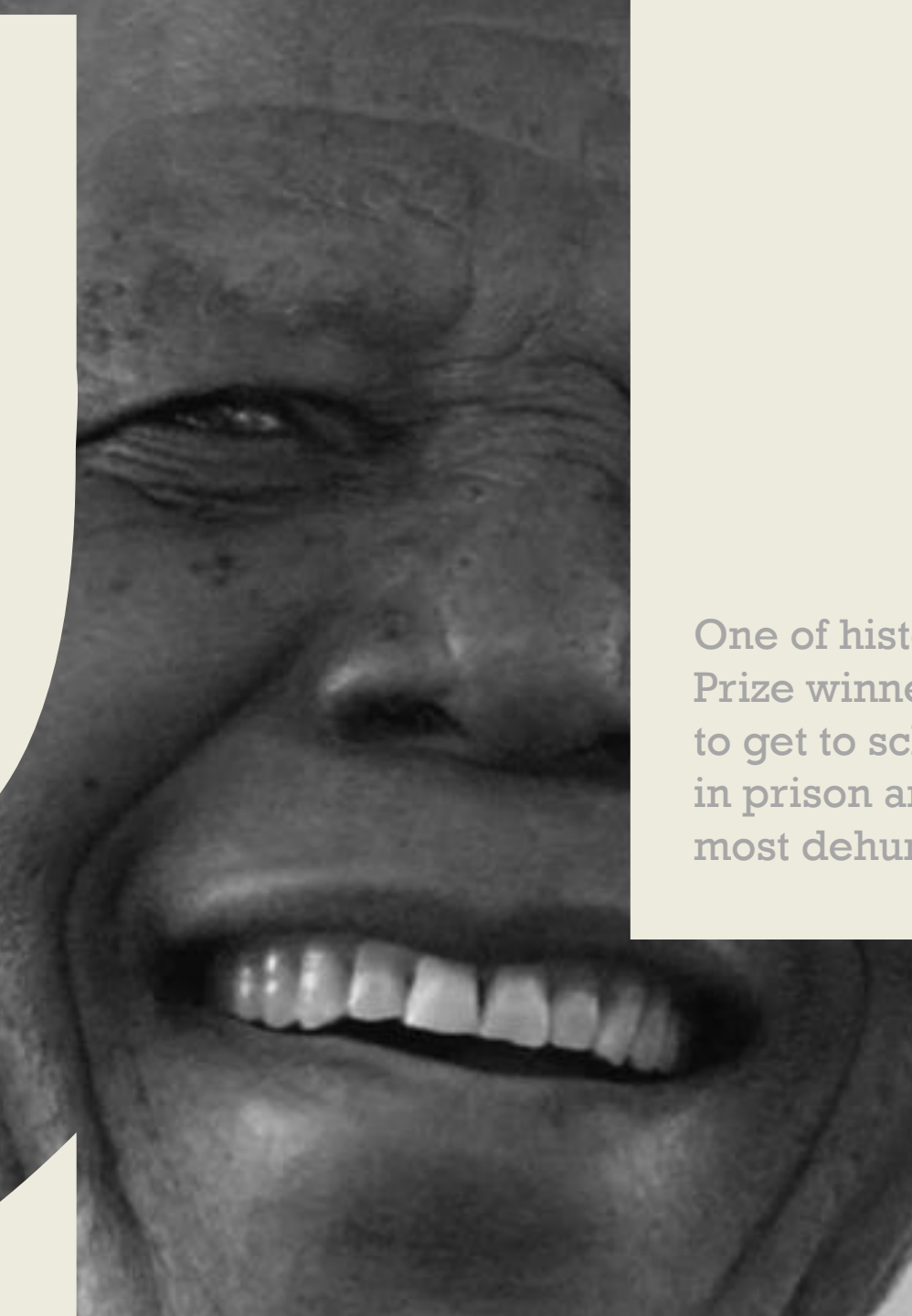





During the siege of Eger, in the year 1552, 2,100 Hungarians were able to withstand the onslaught of 80,000 Ottoman soldiers led by Kara Ahmed Pasha.





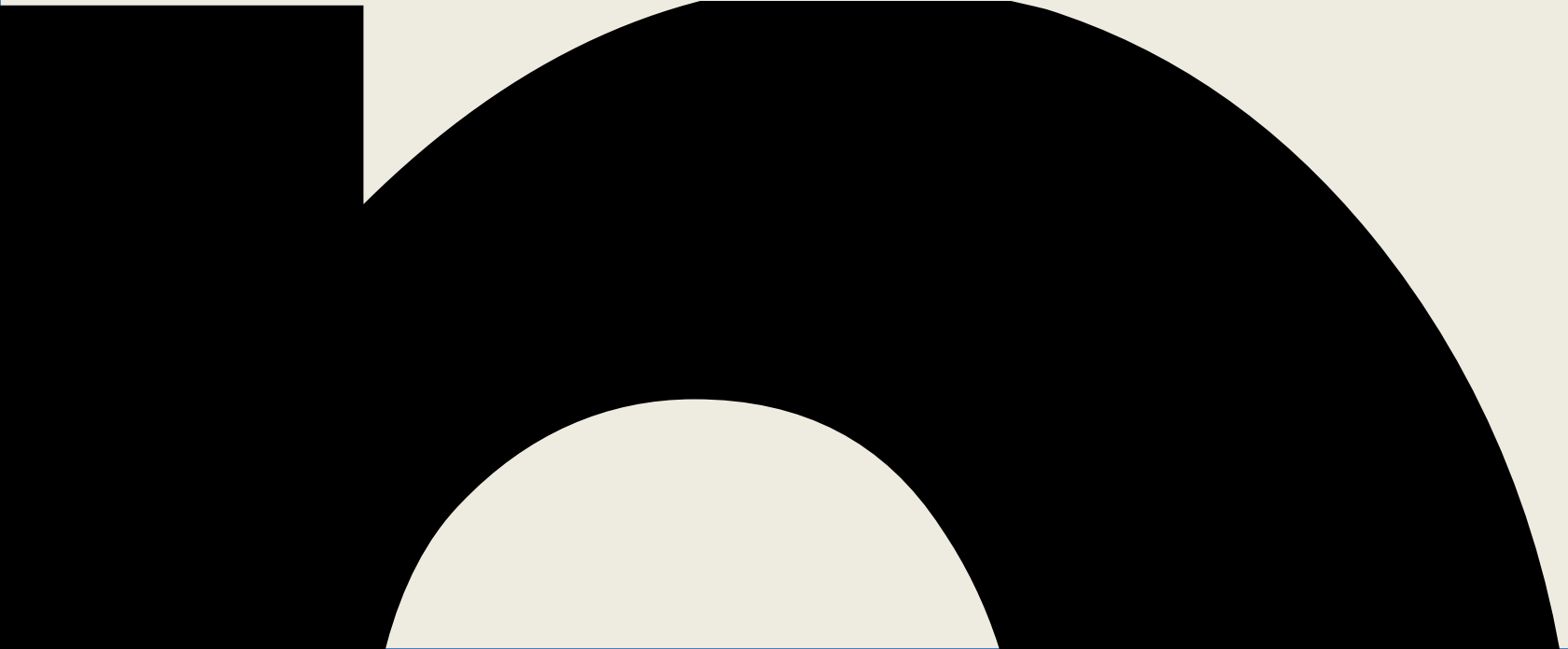
One of history's most inspiring figures, Nobel Prize winner Nelson Mandela, was the first ever to get to school from his family, spend 27 years in prison and win the battle against one of the most dehumanizing systems in human history.



Kapil's Devils lifted the
1983 Prudential World Cup
beating West Indies,
arguably the greatest ODI
side of all time, led by the
formidable Clive Lloyd.

underdog

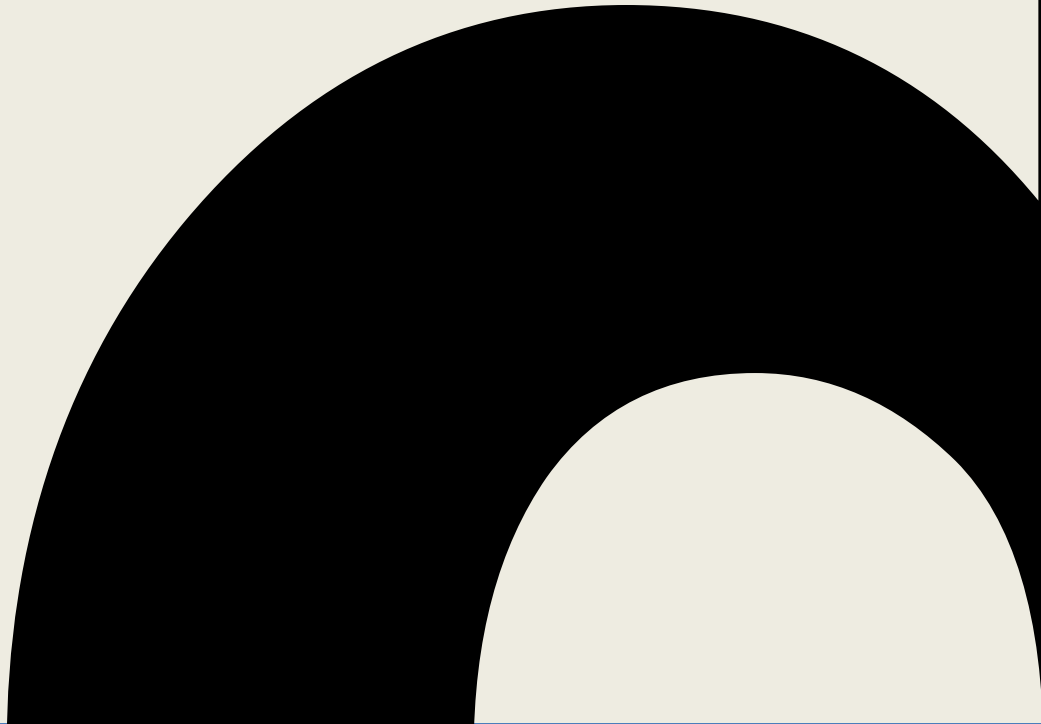
So, what *is* it? And who *are* we?




Underdog is an article of
faith, a truth and dare,
a now or never.




It's a communication
solutions provider
without boundaries,
without encumbrances,
and certainly, without
inhibitions.





And why on God's earth
would you want us?



If you think your brand needs to change the tone and tenor of its conversation with everyone it engages, you will think about us.

We are here because the only thing that moves us is the journey of the brand itself.

What do we mean by
the journey of the brand?

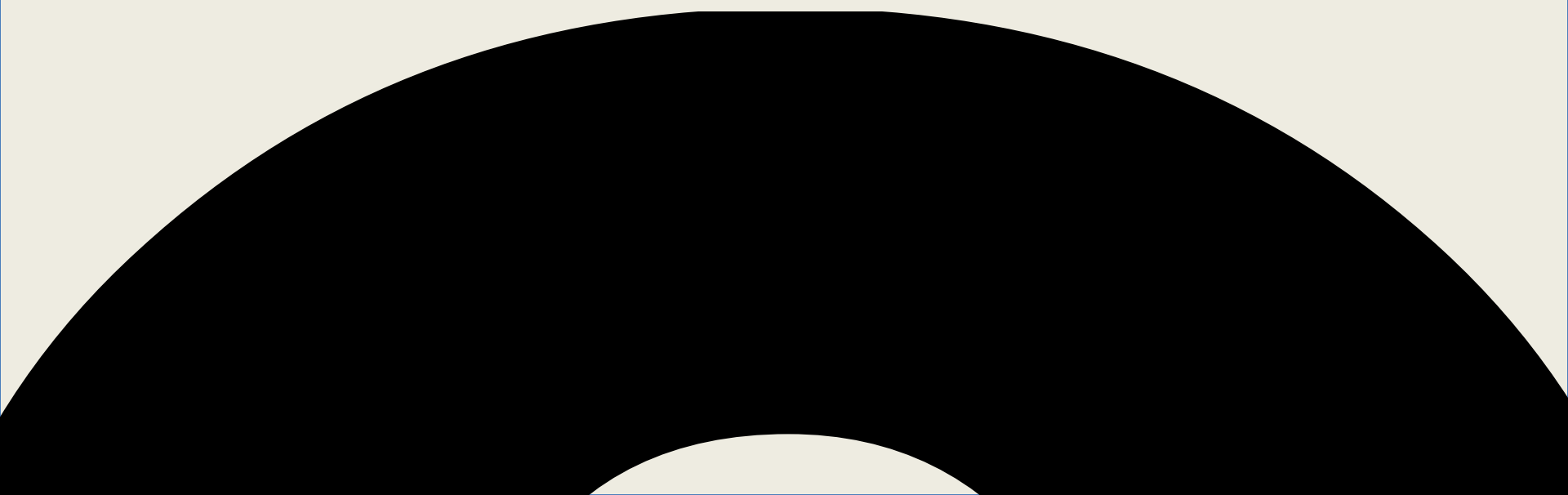


A brand takes birth, evolves, sustains and gets sustained through the ecosystem that it helps build and draws its life force from.

Every day, every event that occurs or does not occur impacts its standing, its believability and its engagement quotient with the consumer.



And every missing jigsaw that makes it *great* from *good* or *indifferent* is ours to own and fix. If that journey alone does not excite us, we believe nothing else can or will.





Can your current agency not do the same?

Of course it can. We are not the only privileged ones with a monopoly to understand what works and what does not.

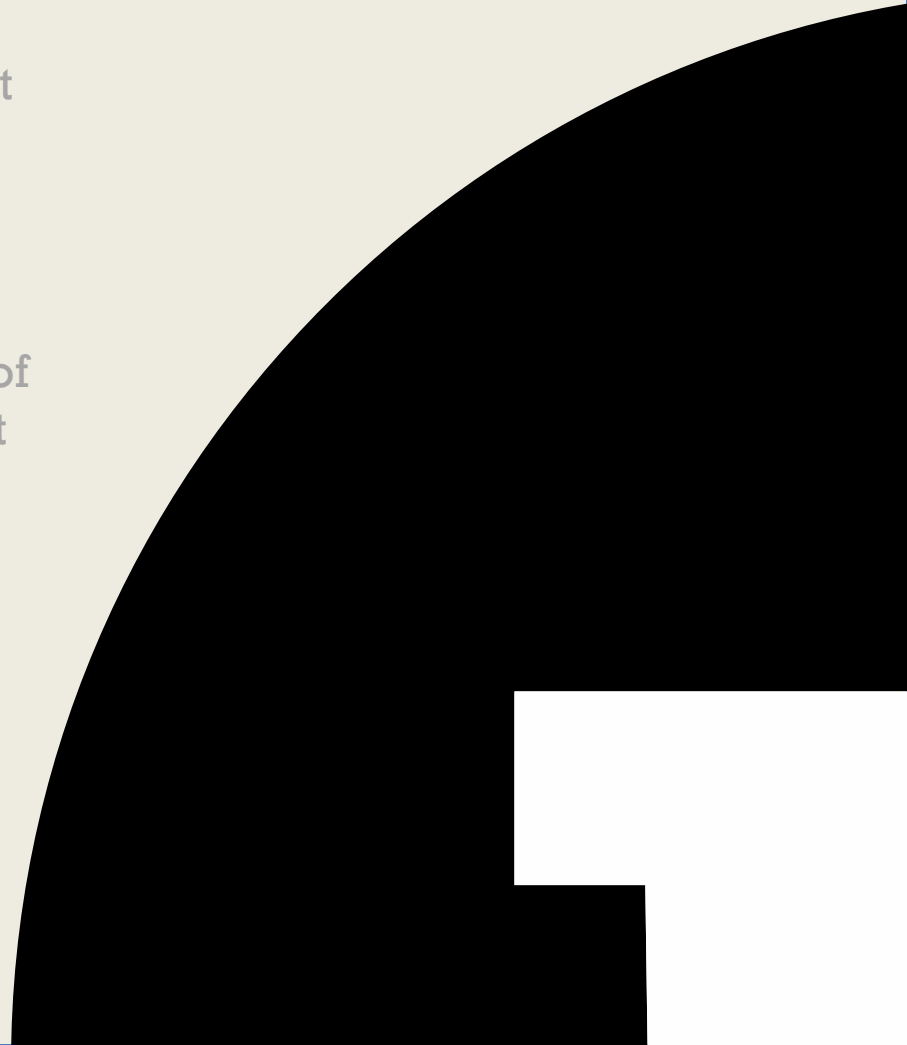


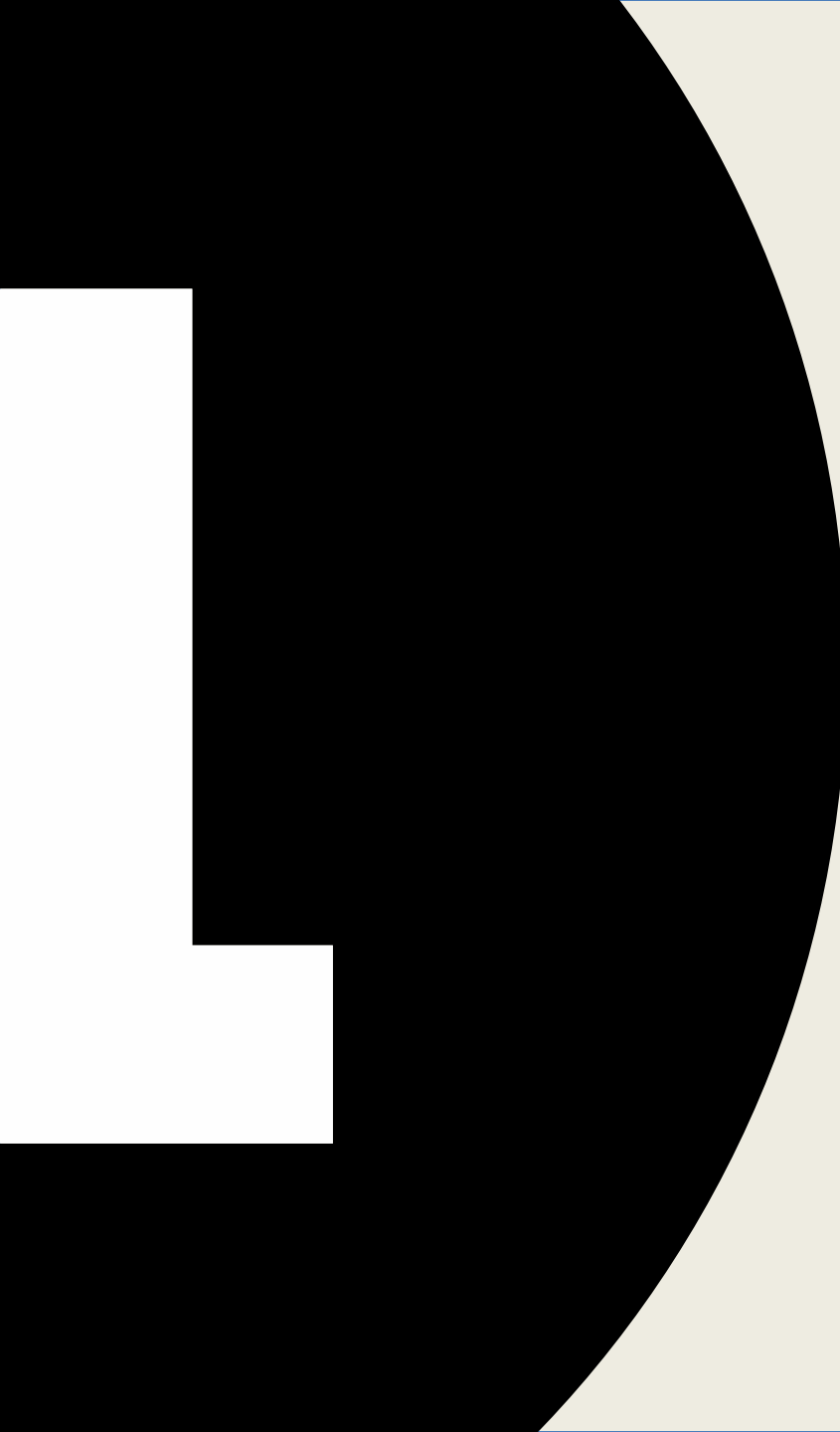
Question is, if your current agency
can, why are we talking to you?

The Underdog promise

Underdog strives to be the champion of all that makes creativity tick. It stands for a vibrant culture of openness that fosters originality, debate, dialogue, and initiative.

Every piece of work we create should have had the privilege of not having walked the path that defines the straight and the narrow.





Underdog acknowledges that ideas don't toe a straight line. Generally, they like to meander, get passed on, go back and forth, ricochet off someone sideways and do the inelegant waltz in our heads.

It envisions a fearless exchange of ideas, and is therefore a joyous shout to like-minded partners to grow their brands in the spirit of togetherness.

Underdog believes that brands are built, nurtured and sustained not by the size of agency networks but by the passion, talent and understanding of a bunch of people who live and breathe them, day in and day out, over a long, long, long time.

It promises a seamless, continual nurturing of brand relationships so as to allow the brand to realize its fullest potential.

Squad Underdog



Times without precedent require teams
without baggage.

In an evolving world where nobody seems
to have all the answers, it would be stupid to
think only people who call themselves
creative and carry a card which tells the
world so, can provide one.

The **underdog** team is a collective of like-minded souls with skills as unique and diverse as a brand's ambition. We aim to have amongst us *thinkers, dreamers, ideators, influencers* and *game changers*.



Underdog's DNA:

Committed Ideators

Happy Communicators

Persevering Pathfinders

Underdog's Philosophy

Ideas don't come to us with subtitles that say tv, MMS, music video, documentary, print or digital; so who are we to create artificial walls around them?



Mission Underdog

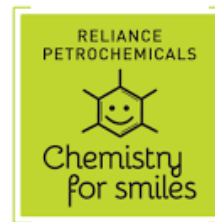
Our endeavour is to become the *Go-To* place for Brands,
from Intent to Execution and everything in between.

A large, bold, black letter 'U' is centered on the page. The background is a light beige color with a subtle gradient. The text 'UNDERDOG: Brand Portfolio' is positioned within the upper left portion of the 'U' shape.

UNDERDOG: Brand Portfolio



Where Goodness Begins





Brands Handled





Co-Founders



VIKRAM GAIKWAD

Co-Founder and CCO

Vikram graduated from Sir J. J. Institute of Applied Art in 1990. His career started at Lintas and has since had stints at Enterprise, SSC&B Lintas, Leo Burnett and Grey Worldwide.

In June '07, he joined forces to start Creativeland Asia.

In over two decades of advertising, Vikram has worked on and contributed to almost every brand worth its salt.

His work has won hundreds of golds and silvers in many national and international award shows including Cannes, One Show, D&AD, Spikes Asia and Clio. He has been a judge at many

different advertising awards shows – both local and international including the Cannes Lions. In 2007, he was ranked among the Emerging Young Indians in a survey conducted by the Week magazine.

Vikram was involved in many designs and type design projects through IDC, IIT and has designed fonts for Microsoft (OTF for Windows XP) in Tamil and Malayalam.

In March '14, he co-founded Underdog with Vistasp Hodiwala.



VISTASP HODIWALA
Co-Founder and CCO

Vistasp has been in the communication business for over two decades and handled some of the biggest brands in the country. He has worked with leading advertising agencies such as JWT, McCann Erickson and Publicis and produced a body of work which has been feted by clients, the advertising fraternity and the consumer alike. His campaigns have also earned countless laurels at national and international award shows.

Over the years, Vistasp's advertising campaigns have helped launched, promote, and sustain some of the biggest businesses and brands in the country: Tata Indicom, Godrej

Corporate Aamir Khan Campaign, Godrej Appliances, Kingfisher Airlines, Max IPL 3, Star TV, Barclays, Tata Tea, Principal Mutual Fund, Alliance Capital, HLL, J & J, Marico, LIC, Leela Hotels, Ahuja Construction, Tata Housing, Thomas Cook, Hindustan Petroleum, Ireland Tourism, Knorr Soups and the news channel NDTV 24x7 to name just a few. The two campaigns he is most proud about, Lead India and Teach India, rank amongst the most awarded campaigns in the advertising world.

For over 3 years, Campaign Brief Asia, the foremost advertising publication in Asia, put Vistasp among the 20 hottest creative people in the country.

How can we help you?

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Vistasp Hodiwala

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Thank

