

6<sup>th</sup> November - 14<sup>th</sup> November



**diwali ads that  
touched hearts**

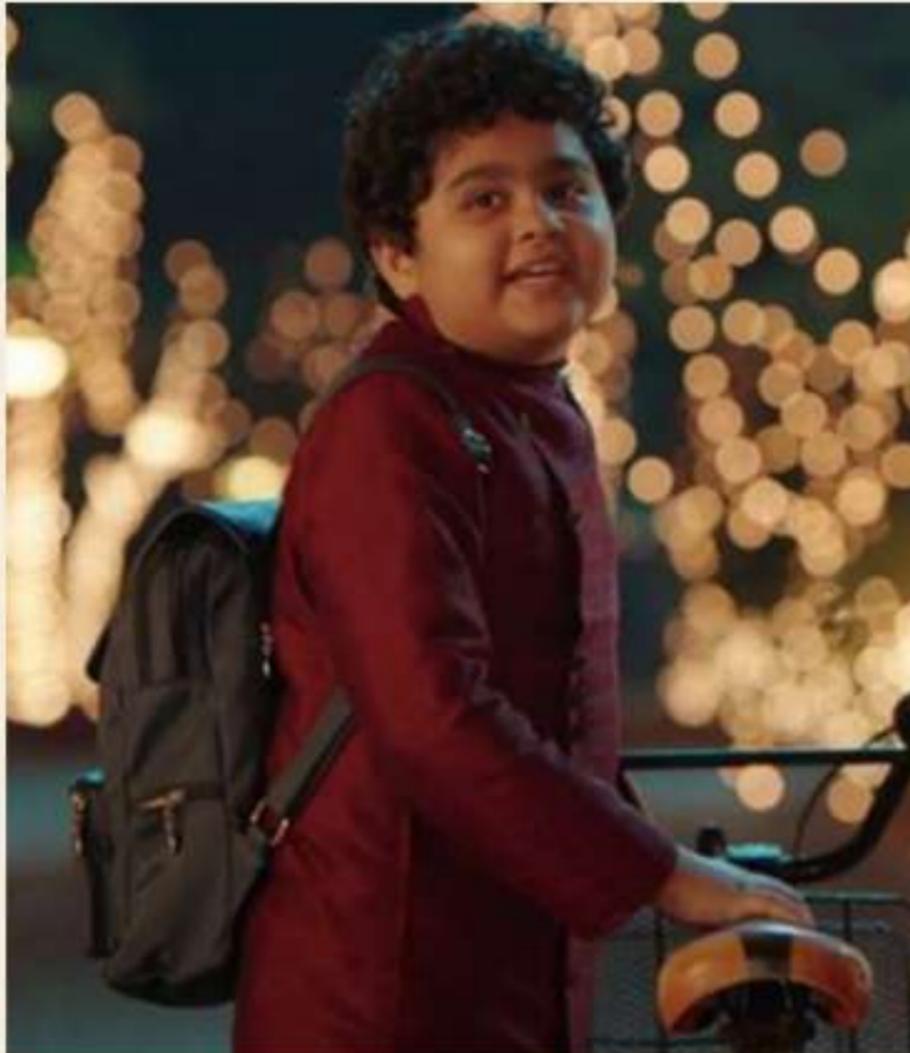
**click for the full scoop**

# #FriendsWaliFamily | #YeDiwaliDilWali



HP has been intensifying emotions with the delight of making someone else's Diwali happy. Be it highlighting how friends are your second family or portraying a 'slice of life' event to show the spirit of generosity in action.

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# #SmileWalaDiya

vivo

Vivo India captured the nuances of the prevailing situation; the difficulty & stress that our dear ones have been facing. The ad reminds us that the only thing we can continue through these times of adversities is spreading smile & delight.

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# #UniteFor #Love

NOKIA

Nokia launched an integrated campaign on Diwali, to promote their latest range of smartphones, urging people to spend quality time with the people who matter as opposed to being hooked to screens.



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# More Together



Facebook's short film showcases the power of connections and people coming together to help, support and celebrate with each other, highlighting their brand belief that people can do 'More Together' than alone.

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# #BeTheLight

oppo

OPPO Mobile's ad highlighting the story of two children, a tutor & one child trying to brighten the Diwali of another kid, instigates a warm & fuzzy feeling amongst viewers.

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# #TyohaarKeLiyeTaiyaar

Amazon's ad campaign depicts real-life sellers, highlighting their preparations for the festive season, bringing together a beautiful montage of small businesses proudly claiming their readiness & excitement for what's in store.

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# Not Just A Cadbury Ad



Cadbury's ad ventured beyond the obvious & played for the underdog, those small businesses around the country that go unnoticed & have borne the economic brunt of the pandemic.

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# #EkDiyeSeDoGharRoshan

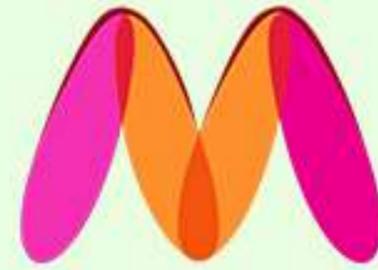


Grofers ad encourages consumers to shop for diyas made from local potters, which can help lighten-up 'Diwali' for more than 200 potters and their families across Delhi, Gurgaon, Noida, Bangalore, Mumbai and Kolkata.



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# Festive Moments



**Myntra**

Myntra's ad, a collage of festive moments coupled with a warm jingle, boosted the notion of aiding our house help & wage earners by supporting them with work & affection.

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# #DeewaronKiSuno



Birla White launched an ad urging people to come out in support of the painter community. It highlights stories from the perspective of all the different things that the white walls in every house have encountered during the pandemic.

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We can help you conceptualise and execute integrated campaigns that leave a long-lasting impact on the audience.

## Get in touch with us!

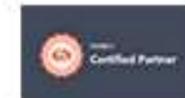
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