

Case Study | ITC Aashirvaad

Brand integration video, where the protagonists are engaging with the brand as part of the story



Active integration



Passive integration

<https://youtu.be/WzxKXOOma0w?list=PLKcGe9BTHkrqU79qB4wJs4mOXjM3AzdBg&t=28>

<https://youtu.be/PbM4UT260Nk?list=PLKcGe9BTHkrqU79qB4wJs4mOXjM3AzdBg&t=29>