

T20 Mumbai league picks Young Creative Services as creative partner

The agency has been mandated as the creative architects for the 'League of Cricketkars' ad campaign and the 'Aamhi Mumbaikar, Aamhi Cricketkar' positioning strategy



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Mumbai based full services agency Young Creative Services has been appointed as the official creative partner for the T20 Mumbai League by league manager Probability Sports.

The agency has been mandated as the creative architects for the 'League of Cricketkars' ad campaign and the 'Aamhi Mumbaikar, Aamhi Cricketkar' positioning strategy for the T20 Mumbai League.

Anup Kotekar, Co-founder and Director, YOUNG Creative Services, said "The campaign has been created very interestingly by integrating the ethos of Mumbai, it's passion for cricket and Sachin Tendulkar who is the league ambassador. The concept of Mumbaikars being Cricketers forms the central pillar of the entire campaign. Apart from being a very believable statement given Mumbai's dominance of the game the unique thought and the campaign will ensure that the T20 Mumbai League is able to differentiate itself and carry forward the positioning through the coming years"

Elaborating further on their approach toward the campaign, Wilfred Fernandes, Founder and Director, Young Creative Services, said, "As an ad agency, we have always tried to create communication that is disruptive but yet connects with the audience at the core level. We do this by focusing our thinking process on the central campaign thought and then weaving creatives once that is cracked. The current campaign for the T20 Mumbai League is an outcome of this approach of ours and we are happy that it has resonated well."

Info@BestMediaInfo.com