

The VOW Factor

As diverse as the advertising and brand passage has been, I have recognised that I inherently remain a writer and storyteller. The VOW factor is something that began as a passion project and an ode to my love for film, but quickly grew into creating a category and monetising it. Here, love stories came alive through path breaking concepts, a whole lot of CGI and a little bollywood tadka. While the content created had immense virality, what really impressed me, was its vitality.

Some of the concepts seen here are shared to represent how The VOW Factor packaged sangeet entertainment through a storytelling lens, largely inspired by cinema and entertainment.



Film available on request.



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