

KarishmaLintas lets kids ideate for Gone Mad Choco Sticks TVC

The packaging was designed with doodles by kids, and the stories for the ad films have been derived from talking to kids.



KarishmaLintas has conceptualised the first ever TV commercial for Gone Mad Choco Sticks from Garuda Foods. The TVC is a refreshingly new approach to fun foods.

Created especially for kids (7-12 years old), Gone Mad Choco Sticks have delicate crispy wafers with a luscious chocolatey amazement in every bite and are a delightfully fun way of raging a war against boredom. The product has been launched in Karnataka and Tamil Nadu, initially.

The commercial explores the madness in all its endearing expressions as a deep human motivation, the philosophy that drives the brand Gone Mad – it denies order and says 'break the normal'. The TVC takes viewers on Murali's journey through friendship, love and endearing madness. Murali, the lucky kid, was hand-picked from one of the schools in Bangalore, while Gone Mad was exploring kids' creativity to create doodles to be used for packaging and outdoor advertising. The TVC went on air on March 17th.

G V Krishnan, Executive Director, said, "We knew we had to be different, as different as the product and not just for the sake of being different. It's not just about the output, we wanted to have a completely different way of going about it. We started right from naming it Gone Mad! It's easy to be mad, but what we were looking for is 'how can we be mad and yet be loved by kids and mothers alike'. That's a trick only kids know, and so we decided to leave it all to them."

The packaging was designed with doodles by kids. Rajesh Ramaswamy, Creative Director elaborated, "We wanted something original that could only belong to Gone Mad. So we went to over 200 kids across all sections of society, and asked them to draw whatever made them happy. That became our raw material for every form of communication – packaging, print, outdoor, in-shop, etc."

The agency then decided to go back to the kids for stories that can be made into television commercials. "And now we have some really imaginative stories that we could never ever have thought of! It's funny that we do nothing on this brand and let the kids do all the work. And make sure that we keep it as raw as possible, without colouring and killing it with logic," commented Ramaswamy.

The TVC:

Credits:

Creative Agency: KarishmaLintas

Production House: Eeksaurus Productions

Director: E Suresh