



Young Guns

The only Indians among the 12 in the fray for the 2008 Clío Young Gold, Young Creative Program. By Neha Kalra and Savia Jane Pinto



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FOTOCORP

It all began when after much pushing and prodding by her mentors at the agency (Anirban Sen, executive creative director, Mayur - creative director, copy and Puneet Sabharwal, associate creative director, art), Shakoon Khosla created a portfolio of her work to submit for Clío 2008.

The Young Creative Programs shortlists 12 finalists under the age of 30 - six copywriters and six art directors selected from all over the world. They will be paired into six teams, following which they will have to respond to a creative brief from the client sponsor Yahoo! within 24 hours.

"Nirmalya Sen, vice-president, TBWA\India, Delhi was enthusiastic and took the initiative to submit my portfolio," Khosla says. The Delhi girl, who studied at Air Force Bal Bharti School, graduated in commercial arts. Since the age of six, art fascinated her.

In 2006, Khosla began her advertising career as a summer trainee with Rediffusion, Delhi. She was deputed to work under Partho Sengupta (a creative director in the agency then) as creative associate (visualiser) on brands like Amway, Givo, Bacardi, Chevrolet and Xerox. The last three months at Rediff were spent on the Airtel account and in December last year she quit.

The portfolio that she sent for Clío 2008 included work done for the pitch of the social networking site itimes.com. There was PVR and Poweron, done when she was with Rediff as well as her work for National Geographic in TBWA.

Currently, the 23-year-old is working on print advertising and designing (brochures, stationery and corporate identity) at TBWA and on accounts such as MoserBaer, Pedigree and Dabur. ■

A messed-up last year at school, bad grades and admission into a college which was well-known for all the wrong reasons. For all that, life has been good to Rajat Dawar, one of the finalists for the Clío Future Gold.

The 'prospective' medical student decided to enroll for honours in English literature, at the Deshbandhu College, Delhi (the only college that he got through). The next three years changed everything. He attributes this to his English teachers. "Ms Sherina Joshi, Ms Simi and Ms Nag taught me to think differently, to analyse and to be myself," he reminisces.

Soon after college he sold credit cards for a while. Later, he found his way into Leo Burnett, Delhi and then to Rediffusion DY&R, Delhi. At present, the 25-year-old is a creative partner at Rediffusion's Mumbai office.

It is not for the first time that Rediffusion's creative personnel are going for Clío. Last year, Preeti Sharma, a creative partner and finalist at the Clío Future Gold went on to win the gold. Together they've won many awards.

In 2006, they represented India at the Young Lions Creative Council after winning the AAI Young Creative Contest for their ad on female foeticide, titled 'Kalpana Chawla'. Dawar has been awarded a London International Award and a New York Festival nomination for his ambient media innovation titled 'Banana Mountain', for PVR Cinemas. The duo also won two medals at Abby Awards at Goafest 2008.

"Awards," he says "make a difference the way the bosses look at you and send better opportunities to do brand work." ■