

# CNBC TV 18 - Unwind

## Pitch Campaign

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### **Brief**

CNBC TV 18 was to create an event that would bring together all the known CEOs, CFOs, CXOs, etc of renowned companies. Although these higher level management people weren't new to events and meetings, this was suppose to be an event that would enable these hardworking individuals to unwind, relax and ofcourse network.

## The Campaign

**#workstopshere** - To break away from their mundane and highly taxing routine this concept was conceptualised keeping in mind that these individuals are no less than a superhuman when it comes to doing the work. They work round the clock, non stop, continuous, in a loop day in day out. Through this campaign we wanted to bring out the other side of these individuals, the more relaxed and human side of it.

## Option 1



#workstopshere



#workstopshere



#workstopshere

#worktopshere

8th  
Dimension

CNBC  
TV18

FOR THOSE WHO

WORK  
48  
7

dimension

Enter the

dimension

8th  
Dimension

03<sup>rd</sup> July 2019

CNBC  
TV18

Learn the business

#worktopshere

dimension

Enter the

x

FOR THOSE WHO

**WORK**

**48** x x

**7**

dimension

Subscribe



x



x

x

x

CNBC TV18

Presents

#workstopshere

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## The Campaign

**#TieBreaker** - While the first option was vibrant and funky this one was conceptualised keeping in mind the elegance. Constructing communication using the day to day routine things and turning them into smart communication.

## Option 2



unwind

unwind



THE KIND OF  
**CUBICALS**  
AN EVENING  
DESERVES



#TieBreaker

unwind



AFTER ALL THE  
EXCEL YOU  
NEED AN  
**EXTRA LARGE**



#TieBreaker

unwind



HOW ABOUT  
WE PRESENT  
YOU WITH A  
**POWER-PINT**



#TieBreaker

unwind



Jul 2019

THU	FRI	SAT	SUN
1	2	3	4
8	9	10	11
15	16		18
22	23	24	25
29	30	31	



**SNAP OUT  
OF THE ROUTINE**

WE COULDN'T LIST DOWN  
THE FUN YOU'LL HAVE,  
SO WE ATTACHED IT

#TieBreaker