

Why Axis®

This presentation covers :

- Overview
- Our equation with AI
- Overall Agency overview and processes, brands
- AI examples across brands, forms and applications

AI-Driven Storytelling & Personas

AI & True Love – Single-persona Valentine's Day narrative

AI & Roles – Diverse persona collages (e.g., Indian Terrain – Men's Day)

AI Meets Cultural Symbols – BlueStone Evil Eye, Nazar reinterpretation

AI & Culture: Indian and Global

Cultural Fusion – A Bengaluru Love Story using Channapatna toys

Global Origins – Sunbeam Calendar (12 international stories)

Blue Dragon origins and streets of Thailand video

AI for B2B, Consulting & Corporate Communication

London-based AI Consultant – Brand imagery and positioning

Dubai-based C-Suite Talent Firm – Visual content for outreach and engagement

AI & Music

Bilingual Rap Track – AI-generated, rhythm-based cultural storytelling

Lyrics and track for love story

AI & Food

Fruitoholic Campaigns – Pehle Aam Phir Kaam

International Brands – Moccona Classic Coffee

National Brands – Coorg Valley Coffee

AI & Design / Packaging

Ingredient led personal care packaging

Origin Storytelling through Packaging – Estate coffee, spice, and honey packaging

AI for IPL, Press Conf etc

IPL Campaigns – Royalus Cicada Boldness, SRH x Fruitoholic

Event Media – AI-enabled press conference visuals, video assets, and large-format displays

AI for Occasions & Festivals

Festival Narratives – Dussehra at the Airport, Diwali

National Landmark – BIAL Gandhi Jayanti (animation-led)

Cultural Days – Father's Day, Mother's Day, Valentine's (BlueStone, Timbertales)

Birthday Remembrance – Celebrity birthday constellation video

AI & Trends

Trend-led Visuals – Miniature People from the Fruitoholic series

Ghibli trend video for luxury resort

AI Thought Leadership

Talks & Panels – University lectures, advertising industry events, and faculty sessions

Why Axis®

Why Axis®

Overview

A cross-category showcase of applied AI spanning storytelling, cultural narratives, packaging innovation, music, corporate communication, and real-time event engagement—crafted with both Indian and global relevance in mind.

- **Format:** Videos, static imagery, animation, audio-led content, short-duration social assets, and large-format event media.
- **What:** From persona-based narratives and food-led campaigns to B2B consulting visuals and IPL activations.
- **How:** AI-driven, **brand-relevant creative output that integrates strategy, technology, and cultural insight**—executed across disciplines and platforms.
- AI videos for broadcast and Social for FMCG ad training for overseas market

AI - what is our equation

Article by us on AI in Campaign India



Region: AP • JP • CN • **IN** • ID | SIGN IN | REGISTER |

News | Features | The Work | Opinion | Videos | Partner Content | Award | Ever

ADVERTISING, OPINION

Niranjan Natarajan | 5 hours ago

The AI train has left the station. Are Indian agencies on it?

(No em dashes were harmed in this article. It rambles on too much to be AI-perfect.)

<https://www.campaignindia.in/article/the-ai-train-has-left-the-station-are-indian-agencies-on-it/505617>

Why Axis[®]

AI and integrating across touch points



Andrej Karpathy ✓

@karpathy

The hottest new programming language is English

12:14 PM · Jan 24, 2023 · **3.8M** Views

How many versions of you exist?

What is consistent? What is different?



Welcome to the session on Integrated Communication
Wednesday 26th March 2025

Why Axis®

- Presentations to PG faculty on AI and its role in integrated communication

company

credentials

1

Why Axis[®]

questions are
more elusive than
answers

Why Axis®

Brand strategy
Creative & Design
Digital strategy + Platform idea
Retail
Internal communication

identity, architecture, communication, packaging

Why Axis®

Strategy • creative
Brand tone
Integrated
Insight and Data driven
Client centric

Why Axis®

the 4 step process:

discover and express brand why

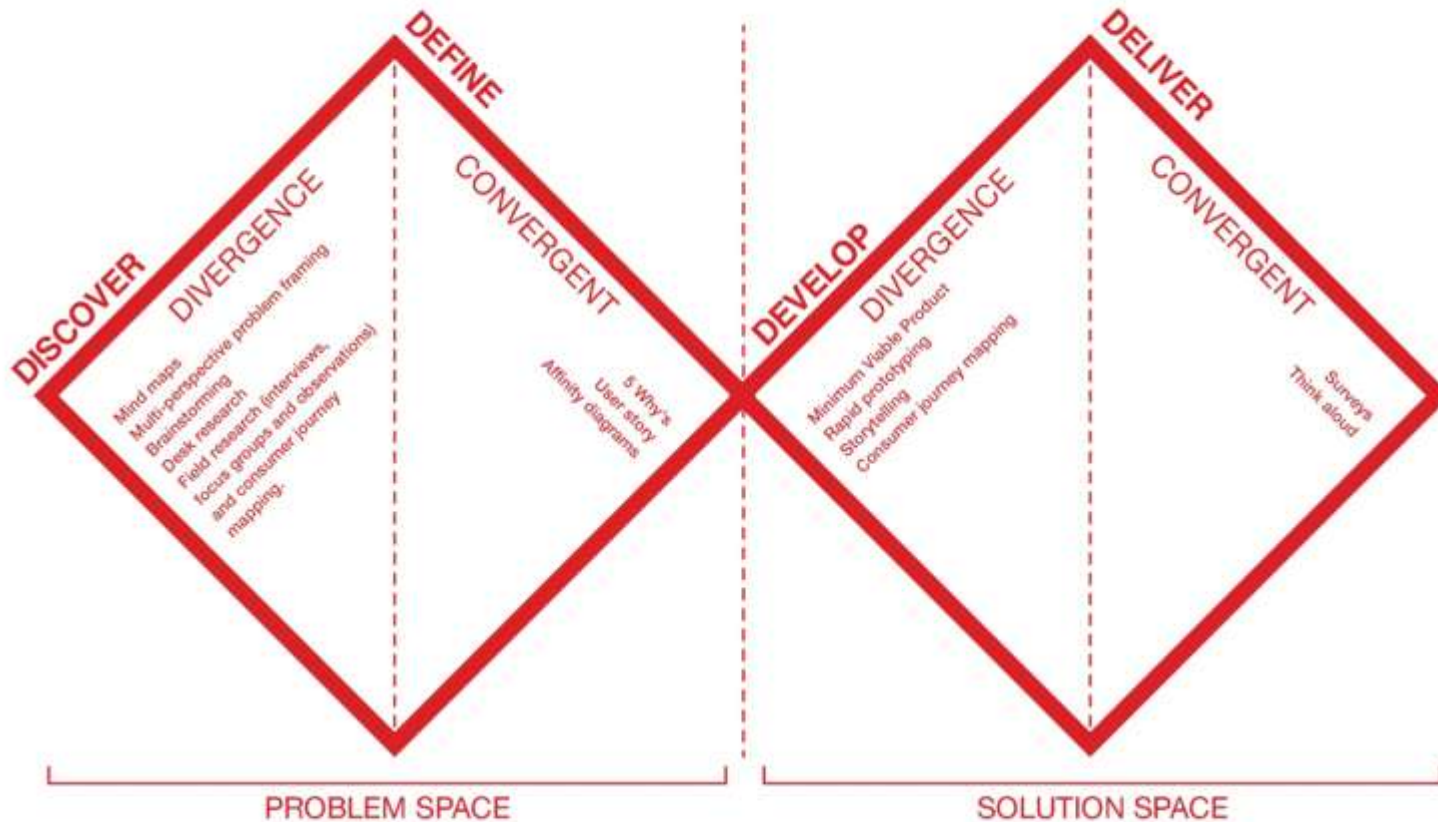
internal: mine the brand

external: deconstruct the environment

dna board articulation

brand why: express, capture and reward attention

Why Axis®



Can it be measured?

Audience Metrics

- Frequency
- Reach
- Audience demographic profile
- Number of fans / followers
- Number of views
- Volume of traffic

Universal Engagement Metrics

- Brand awareness
- Brand sentiment
- Purchase intent
- Customer satisfaction
- Net Promoter Score

Channel Engagement Metrics

- Retweets (Twitter)
- Comments, shares (FB, IG)
- Time on site (website)
- Votes cast (forum)
- Click-throughs (brand banner ad)

Financial Metrics

- Revenue
- Market share
- Customer acquisition
- Customer retention
- R.O.I.

Unlocking
long term value
by creating
IP for clients

Why Axis®

Enabled over 10 Trademarks & patents for clients

Curiosity

Culture | Technology | Need

Intelligence

Insight | Concept | Media

Integrity

Purpose | Relationships | Money

Why Axis®

Niranjan Natarajan Rated by Economic Times Brand Equity as one of the twenty hottest Creative Directors. Won over 45 international and national awards. Worked with Ogilvy, Grey Worldwide and JWT (Last post held - VP and Executive Creative Director) on brands like Ford, Arrow, Levi's, Titan, Britannia, MTR.

Started Why Axis in 2005. Jury member New York Festivals, Jury at Ad Club award shows and former Secretary of the Advertising Club of Bangalore. Guest faculty and speaker at PG institutes and communication seminars.

Columbia Business School Emeritus online program on Digital Marketing and Strategy. Stukent certified in social media. Also Stukent certified keyword research, content, simulation. Wharton Sticky Communication online certification course.

Why Axis®

Of media and the idea

Ravi Shankar is a mechanical engineer who took to media planning thanks to his interest in brands and marketing. Ravi's defining moments in media planning came at Ogilvy. Thereafter, for over two decades Ravi has worked at EuroRSCG, HTA Fulcrum, RightServe (Digital media) and FCB Ulka planning for various brands such as TTK Non-stick, Allen Solly, Top Ramen, Bru Coffee, Intel, Santoor.

Ravi spent two years at RightServe exclusively on planning and implementing internet/digital plans.

Independently consulting clients and agencies since 2002, some of the categories handled are Education, Real Estate, Jewellery (Retail and Online), Tractors, FMCG (Hair Oil, Ice Creams, Agarbathies).

Ravi has been associated with Why Axis since 2012.

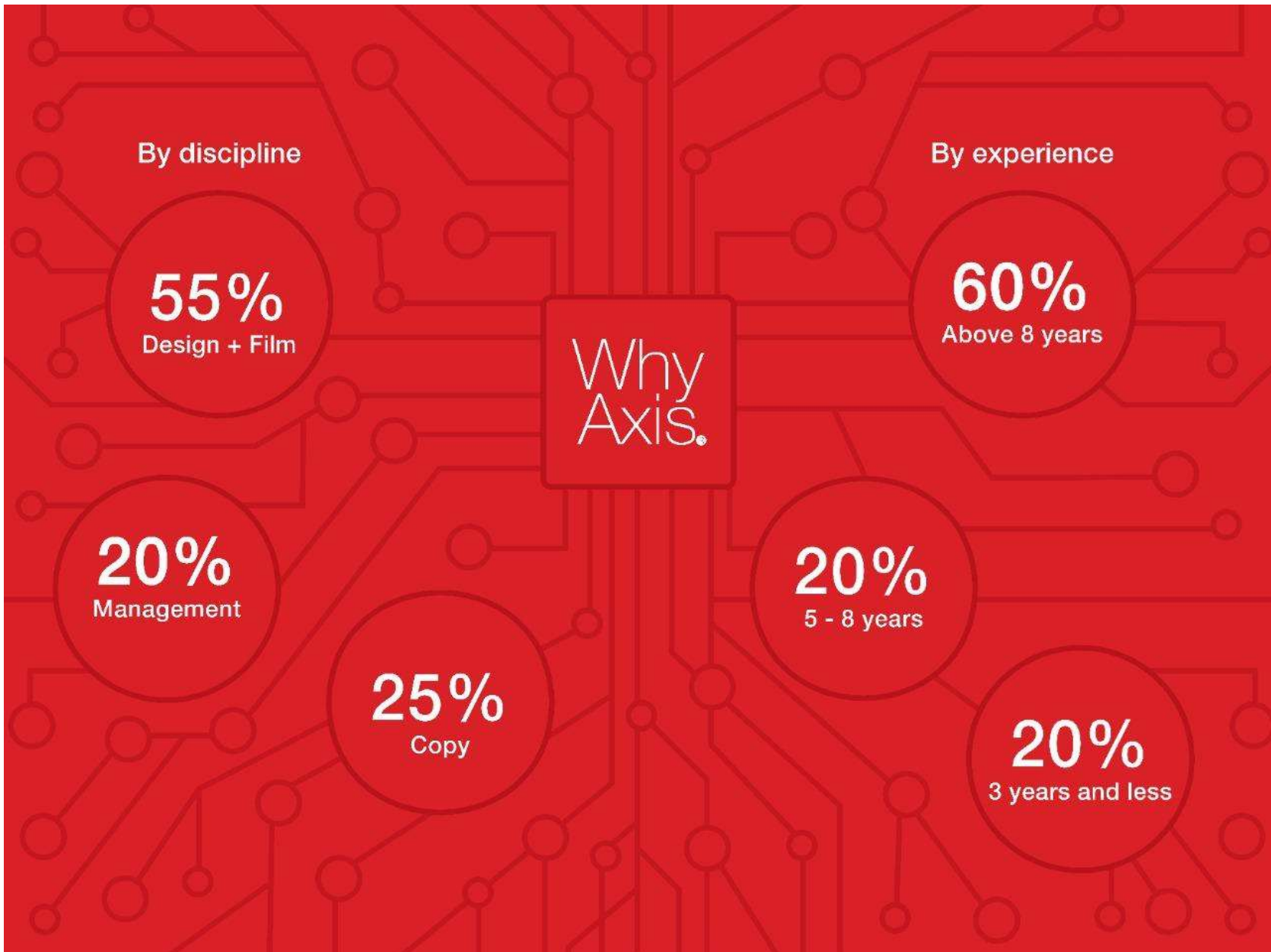
Why Axis®

Performance

Chandrashekar has been providing brand management and digital marketing consultancy for over 3 decades. He has worked with clients in India, the USA and the Middle East and across categories as varied as Healthcare and Education, FMCG, Online Shopping, Automobiles, Banking and Finance, IT and IT-enabled services.

Himanshu Singh is an experienced Performance Marketing, Digital Marketing & E-Commerce professional and a coach with over 22+ years of strong digital exposure in the E-Commerce Domain, B2C & B2B. He has strong hands-on exposure on various digital channels and in the USA, UK, GCC and India.

Extensive KPI-driven work exposure in performance marketing on platforms like Meta, Google Ads, LinkedIn Ads, and X (formerly Twitter).



18-member team across digital, creative, account management



Digital Marketing | Our Approach



Why Axis®

Market aligned, data driven, monitored



Fashion /Lifestyle

Babies, Infants
Men, Kids
Jewellery
Footwear
Alcobev
Adventure Gear



FMCG

Food & beverage
Millet snacks
Pasta/Desserts/Teas
Cookies
Cooking oils
Incense



Wellness

Personal care
Plant-based
precision medicines
Pet care
Salon – service
and product
Ayurveda solutions
Optical care



Mobility

EV
Delivery
Motorcycles



Destination

Luxury Resort
Amusement Park chain
Heritage Tourism
Airport



B2B

IoT based energy insights
Banktech
C-suite talent management
Training & development
AI advisory



Finance

Fintech
Financing



Education

Online
Offline



Election

Political campaigns

Why Axis®

Many long tenured relationships over 5 years

Brands | Publicly traded, unicorns, global corps, start ups



Precision natural medicine company
(2020) Hyderabad



Vision Express 2008 to
2016 brand and retail
communication



India's leading Amusement Park chain
Bangalore, Kochi, Hyderabad
(2017 onwards)



Bangalore International
Airport creative across
multiple touchpoints Aug
2023 onwards



Jewellery – retail offline
and online - 2021



IoT led animal/pet care 2022
Chennai



Admissions and lead
generation , events,
museum



Dubai based
Training and Development company



London based AI enablement
consultancy

Brands I Publicly traded, unicorns, global corps, start ups, NGOs



Men's fashion brand – over 10 years – since 2014



Carrier group IoT driven sustainability solutions
US, Europe, India (2014)



CSuite Talent engagement
Dubai & Gurugram



Gloria Vanderbilt Jeans for women launch Festival season 2023 Online, offline, retail



Communication & packaging – coined Bicalicious and created all campaigns thereafter 4 years



Films and communication



Why Axis is a UNGM empaneled agency to work across over 100 UN organizations



Pro bono since 2015.

Few examples of IP created by Why Axis for clients

UNIBIC

BICALICIOUS!

High recall in Brand Salience studies and subsequently placed on packs

SPARSH
HOSPITAL



Sparsh Hospital KA - India's top 10 hospital chain

HiCare
The Hi-Care Hygiene



For HiCare - a Hygiene company (Mumbai)



Communication process that led to a patent in the US

ai
creatives

Why Axis®

Our AI Creative Process

- Brief & Task: Understand brand context, audience, and objectives
- Idea: Develop a central concept with cultural and brand relevance
- Format: Decide output type — video, static, animation, etc.
- Script Adaptation: Rewrite scripts to suit AI generation needs
- Prompt Crafting: Fine-tune prompts for accuracy and creative control
- Tool Selection: Choose what is best suited to the idea - people vs product
- Emotion & Brand Alignment: Ensure tone and storytelling match brand values
- Test & Refine: Review, revise, and regenerate outputs as needed
- Final Polish: Add logos, branding, and finesse via Adobe tools
- Feedback & Delivery: Iterate with teams and deliver final assets

AI GENERATED TECHNOLOGY INVOLVED IN PRE-PRODUCTION

SCRIPT AI PROMPT DEVELOPMENT SCRIPT STORYBOARD CONCEPTUAL VISUAL PREPARATION ADD ONE +

AI GENERATED TECHNOLOGY INVOLVED IN PRODUCTION

VOICE 3D 2D TO 3D ANIMATION TEXT TO VIDEO BACKGROUND ADD ONE +

AI GENERATED TECHNOLOGY INVOLVED IN POST-PRODUCTION

EDITING ARRANGEMENT OVERLAY COLOR GRADING MUSIC AUDIO SFXS SPECIAL EFFECTS PIXEL AI

SYNCHRONIZATION ADD ONE +

AI and true love - single narrative story telling

Bluestone - Valentine's Day




Link to video

[Watch here](#)

Why Axis®


Valentine's Day - Engagement

Link to the video on Instagram - [Click Here](#)




cluelessdestiny What a brilliant concept! @whyaxisindia @ajnambi This is amazingg! 🍷

26m Reply



praveen.nagamalla Wow! It's not AI, it's RAI (Real AI)!


3h 1 like Reply



sing_h_diksha Prompt

12h 1 like Reply


— View replies (1)



avishkar_dubey_ Prompt


12h 1 like Reply

— View replies (1)





sweetpp18 Great job 🙌

13h 1 like Reply




lal.bipin_ Brilliant 🔥






Liked by **anaghagunjal** and 135 others

15 hours ago




wofl_knite Nice 🔥❤️

12h 1 like Reply




deepak_nambiar_ Awesome it's great 🍷

11h 1 like Reply




mamatha_gaya3 🔥🔥🔥

13h 1 like Reply




gypsys81 Awesome! 🔥 @ajnambi @whyaxisindia

17m 1 like Reply




gokul.c.nambiar 💜💜💜 @ajnambi


10h 2 likes Reply



ammurc9 Feeling so proud of @ajnambi for this incredible work with Bluestone! Your talent and dedication never fail to amaze me. Keep shining!

13h 2 likes Reply






Liked by **anaghagunjal** and 135 others


15 hours ago


Why Axis


Valentine's Day - Engagement


Link to the video on Instagram - [Click Here](#)


**sweetpp18** commented: Great job 👍 10h
❤️ Reply


**clicking_giraffe** commented: Awesome 👍 10h
❤️ Reply


**miyad_abk__** commented: ❤️❤️ 10h
❤️ Reply


**mamatha_gaya3** commented: 🔥🔥🔥 10h
❤️ Reply


**jisha.ravindran.p** commented: Nice work Ajay 😊 10h
❤️ Reply


**blue_elms_gate** commented: ❤️ 10h
❤️ Reply

**chandralekhalr** commented: Awesome ❤️ 10h
❤️ Reply

**therealhandsomerocky** commented: Aww that's so warm and endearing 🥰 11h
❤️ Reply

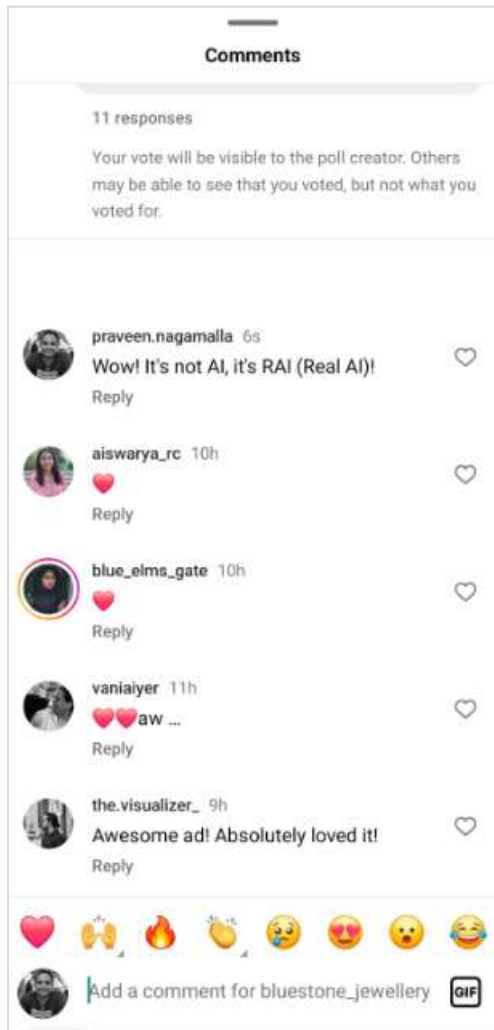
**aiswarya_rc** commented: ❤️ 11h
❤️ Reply

**thenftvillain** commented: Next Level 🔥 11h
❤️ Reply

**vaniaiyer** commented: ❤️❤️aw ... 11h
❤️ Reply Message

Valentine's Day - Engagement

Link to the video on Instagram - [Click Here](#)



Why Axis[®]

Valentine's Day AI Film Featured by Campaign India

Campaign roundup: Week of 27 Jan

The latest ad films and campaigns from brands like Colors by Rupa, Catch Spices, BlueStone, India Gate Basmati Rice, Hyundai CRETA Electric, JSW One TMT, DECATHLON, Sunfeast Wowzers, Amazon India, PINQ Polka, Taneira, Tic Tac, Rajdhani Foods, MoRTH,


BlueStone campaign presents AI-driven love story

BlueStone has launched a Valentine's Day campaign featuring an AI-driven love story. The campaign blends humour with creativity to explore how artificial intelligence perceives romance. It invites customers to engage in a conversation about AI's understanding of love.

The campaign highlights BlueStone's 'Heart So Full' collection, which includes bracelets, necklaces, and rings. The collection combines modern design with a sense of classic romance. The campaign encourages customers to reflect on how technology and love intersect in today's world, inviting them to share their thoughts on the AI-driven story.



Valentine's Day AI Film Featured on Ad Gully

Link to the video on AdGully - [Click Here](#)



ADVERTISING ▾
MARKETING ▾
MEDIA ▾
PR
EXCLUSIVES ▾
EVENTS ▾
UPCOMING EVENTS ▾
INTERNATIONAL SCREENXX REV

28
SHARES




BlueStone explores love on love this Valentine's day







ADVERTISING

2 MINUTES TO READ
JAN 29, 2025

ADGULLY BUREAU
@adgully
News in the domain of
Advertising, Marketing, Media
and Business of Entertainment

RELATED ITEMS





This Valentine's Day, BlueStone is blending the timeless emotion of love with the cutting-edge world of technology to create a heartwarming campaign that offers a fresh take on romance. Through a playful and emotionally charged love story, BlueStone taps into the innovative power of AI to explore how technology perceives love.

With its core pillars of love and technology, BlueStone's campaign takes a creative, humorous approach to answer the age-old question: Can AI truly understand and convey love? The story delves into whether AI can capture the depth of human emotions, or if it gets tangled up in its own wires when trying to navigate the complexities of romance.

Why Axis

Valentine's Day AI Film Featured on *The Retail Jeweller*

Link to the video on *The Retail Jeweller* - [Click Here](#)

Link to the video featured by *The Retail Jeweller* on X - [Click Here](#)

Link to the video featured by *The Retail Jeweller* on LinkedIn - [Click Here](#)

Link to the video featured by *The Retail Jeweller* on Facebook - [Click Here](#)



DAILY NEWS

AI takes on the facets of love in BlueStone's unique Valentine's Day campaign

Published 3 weeks ago on January 28, 2025

BLUESTONE
Fine love. Fine jewellery.

retailjewellerindia.com

LATEST TRENDING

DAILY NEWS / 5 hours ago
Kirit Bhansali takes charge as new Chairman of GJEPC, and Shaanuk Parikh as Vice-Chairman

DAILY NEWS / 5 hours ago
Solitario's 'Love Doesn't Need a Loan' campaign tells couples to move beyond online romance and go offline

INTERNATIONAL / 6 hours ago
More is more: Maximalist jewellery trends taking over/shaping celebrity style in 2024

DAILY NEWS / 1 day ago
Hari Krishna Exports holds large-scale blood donation camp to mark 12 years of BRC in Mumbai

Valentine's Day AI Film Featured on *Sociapa News*

Link to the video on *Sociapa News* - [Click Here](#)

Link to the video featured by *Sociapa News* on LinkedIn - [Click Here](#)



Integrating AI - Indian nazar to western culture

Bluestone - Evil Eye



Link to video

[Watch here](#)

Why Axis®

BlueStone Evil Eye Film - Engagement on Instagram

Link to the video on Instagram - [Click Here](#)



AI and youth - Collage of different TG and situations led

Indian Terrain - Men's Day



Link to video

[Watch here](#)

Why Axis®

Integrating AI India art and culture-specific

Why Axis - A Bengaluru love story with Channapatna toys

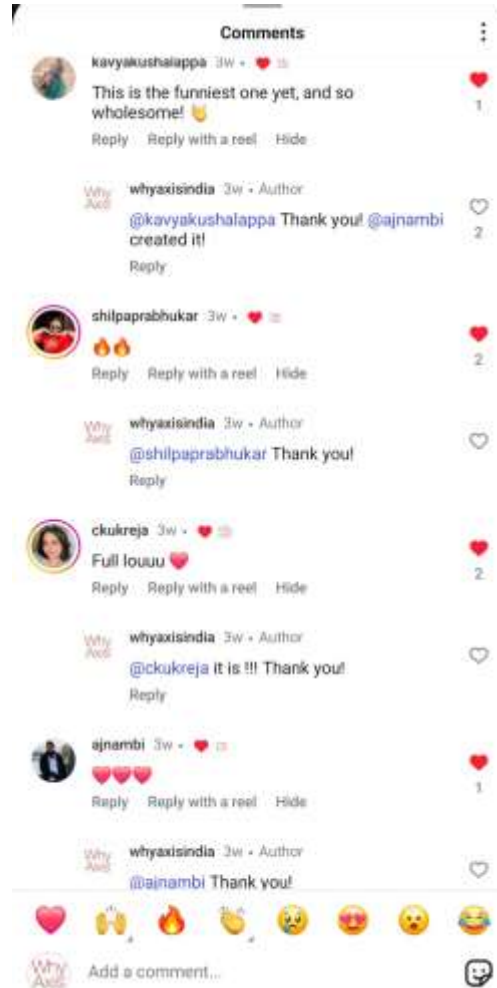


Makhan meets Benne

7.5k organic across platforms
Promoted 177k in three days

[Watch here](#)

Why Axis - A Bengaluru love story with Channapatna toys- Engagement



Occasions

BIAL - Earth Day



Link to post

[Watch here](#)

Why Axis[®]

BIAL - Earth Day



Link to post

[Watch here](#)

Why Axis®

BIAL - Earth Day



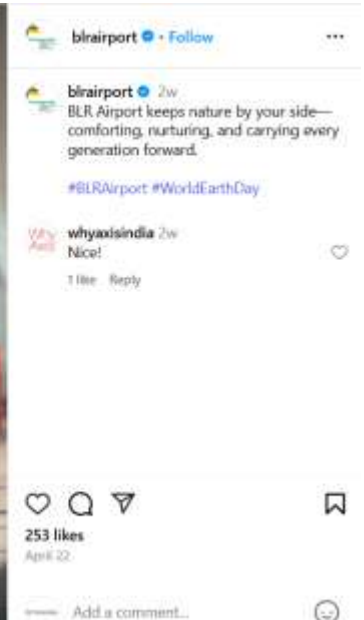
At BLR Airport,
nature is in bestie mode.
Happy World Earth Day!

Link to post

[Watch here](#)

Why Axis®

BIAL - Earth Day Posts Engagement



BIAL - Eid



Link to post

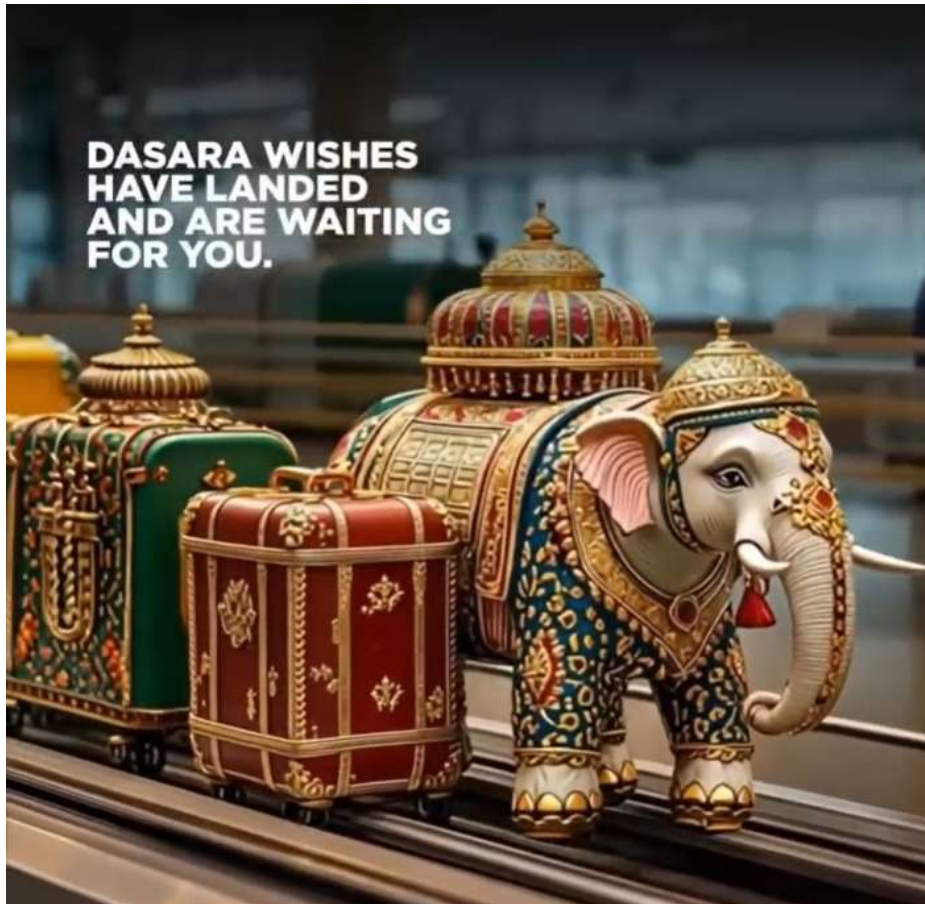
[Watch here](#)

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BIAL - Eid Day Post Engagement



BIAL - Dussehra



Link to video

[Watch here](#)

Why Axis®

Fruitoholic - AI Generated Event Creatives for SRH



Link to post

[Watch here](#)

Why Axis®

Fruitoholic - AI creatives for Event



Tickets



Backdrops

Sunbeam - Blue Dragon Event video



Link to video

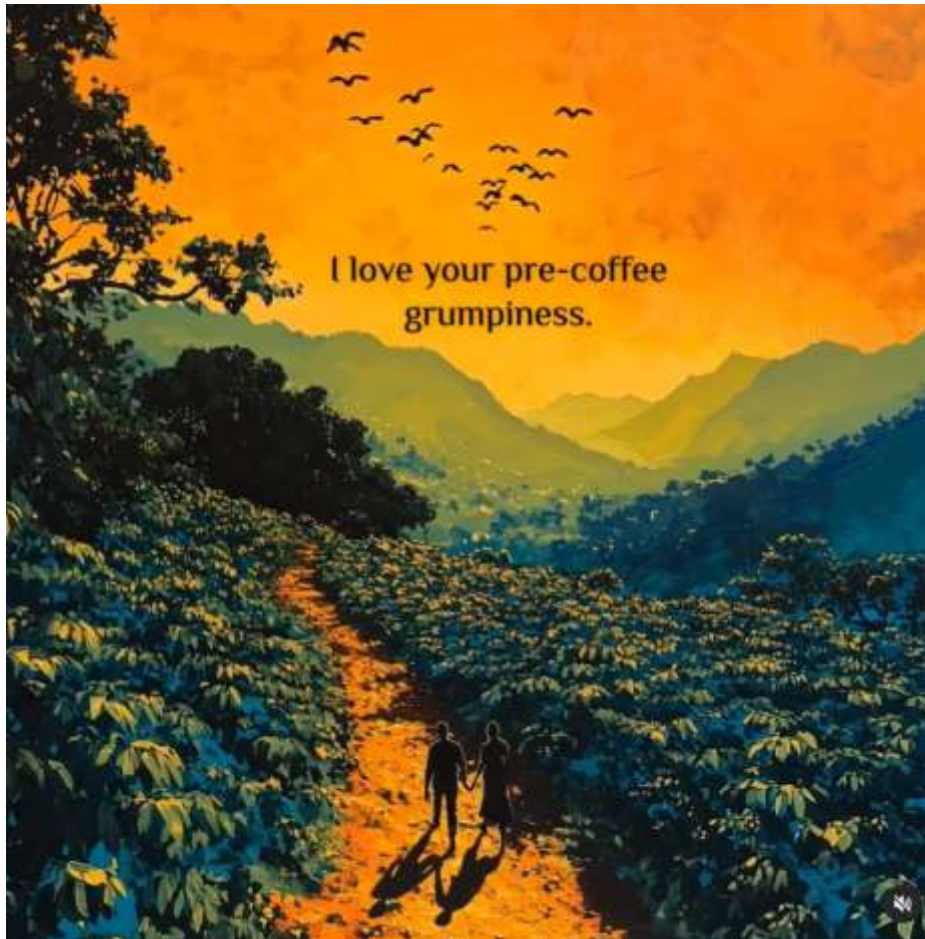
[Watch here](#)

Sunbeam- AI digital assets for Blue Dragon Event



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Timbertales - Valentine's day

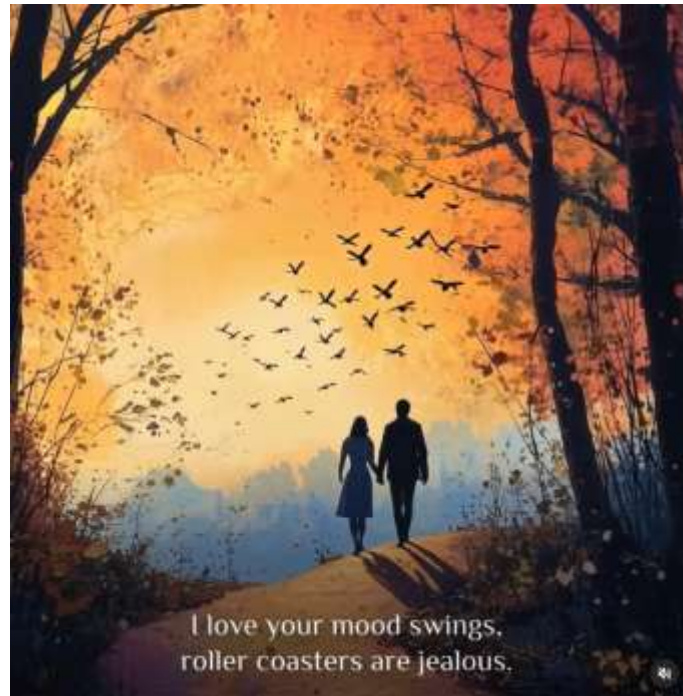
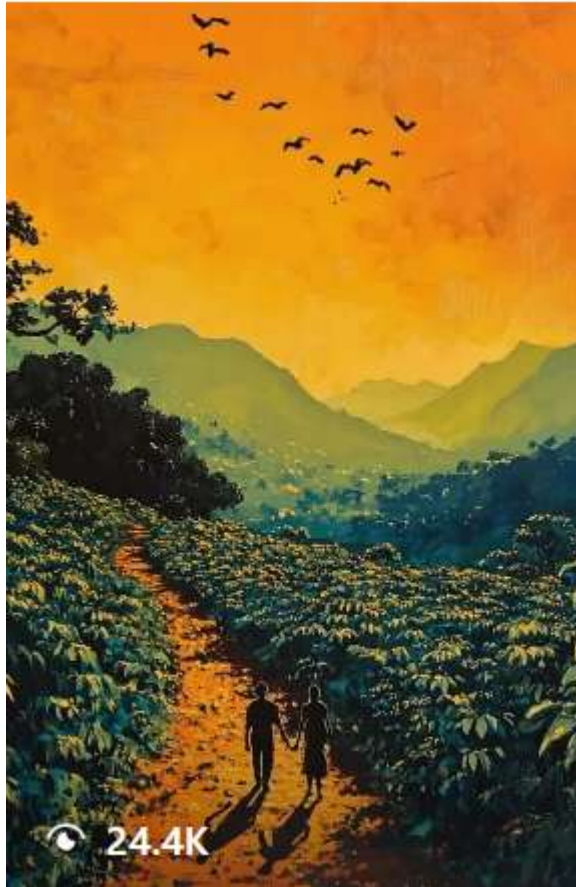


Link to video

[Watch here](#)

Why Axis®

Timbertales - Valentine's day Reel Engagement



timbertalesofcoorg
Original audio

timbertalesofcoorg Love isn't found in perfection. It's in the quirks, the little storms, and the everyday chaos that makes a person truly lovable. Because imperfect love is real, unfiltered, and unforgettable.

At Timbertales, we celebrate love in all its imperfect glory. Escape to a romantic getaway where every moment becomes a tale, and every tale is perfectly yours.

Come write your story—one beautiful imperfection at a time :)

#TimbertalesOfCoorg #LuxuryResortCoorg #NatureAndLuxury #CoorgEscape #LuxuryRedefined #CoorgRetreat #CoorgResort #NatureMeetsLuxury #HiddenParadise #ValentinesDay #Valentines #RomanticRetreat #Love #LoveInLuxury

11w

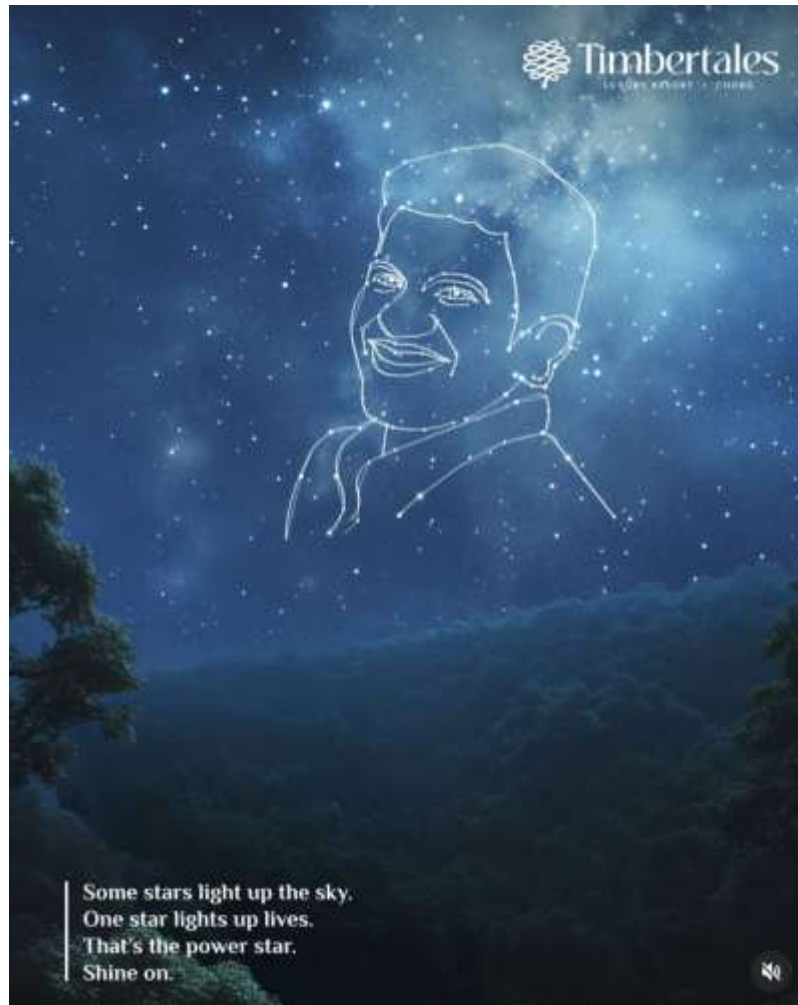
reen_theswag Beauty 🍷🍷
11w · 1 like · Reply

View insights [Boost reel](#)

139 likes
February 14

Add a comment...

Timbertales - Puneeth Rajkumar GIF (animation more than AI)



Link to video

[Watch here](#)

Timbertales - IPL Posts for RCB vs DC (The sound of the Cicada is the hallmark of the Timbertales resort. We made a mascot out of the cicada for a series of match day static posts)



Link to post

[Watch here](#)

❤️ 124 💬 1 📌 5



Liked by manmohan_anchan and others

timbertalesofcoorg I'm Royalus Cicada Boldness (RCB Maximus). Like my namesake, I've spent 17 years unde... more

Why Axis®

Timbertales - IPL Posts for RCB Vs Rajasthan Royals



❤️ 80 💬 1 📌 1



Liked by z.suhhhh and others

timbertalesofcoorg Hi again. It's me, the made-up species with the truest tales - Royalus Cicada Boldness (or just RCB Maximus, if you're in a cheering... more

Link to post

[Watch here](#)

Why Axis®

Timbertales - IPL Posts for RCB Vs PBKS



❤️ 266 💬 1 🚩 2



👤 Liked by z.suhhhh and others

timbertalesofcoorg Royalus Cicada Boldness, beating my own drum — and around here, that drum is the dollu... more

Link to post

[Watch here](#)

Why Axis®

Timbertales - IPL Posts for RCB Vs PBKS



Link to post

[Watch here](#)

❤️ 60 💬 1 🚩 1



Liked by z.suhhhh and others

timbertalesofcoorg Royalus Cicada Boldness, reporting in.

Part myth, part mascot, full-time believer... more

Why Axis®

Timbertales - IPL Posts for RCB Vs Rajasthan Royals



❤️ 66 💬 2 📌 2



Liked by z.suhhhh and others

timbertalesofcoorg I'm Royalus Cicada Boldness - the mythical storyteller of true stories... [more](#)

Link to post

[Watch here](#)

Why Axis[®]

Timbertales - IPL Posts for RCB Vs DC



Link to post

[Watch here](#)

❤ 313 💬 1 🚩 1



Liked by whyaxisindia and others

timbertalesofcoorg I'm Royalus Cicada Boldness — myth, mascot, and matchday storyteller... more

Why Axis[®]

Timbertales - IPL Posts for RCB Vs CSK



Link to post

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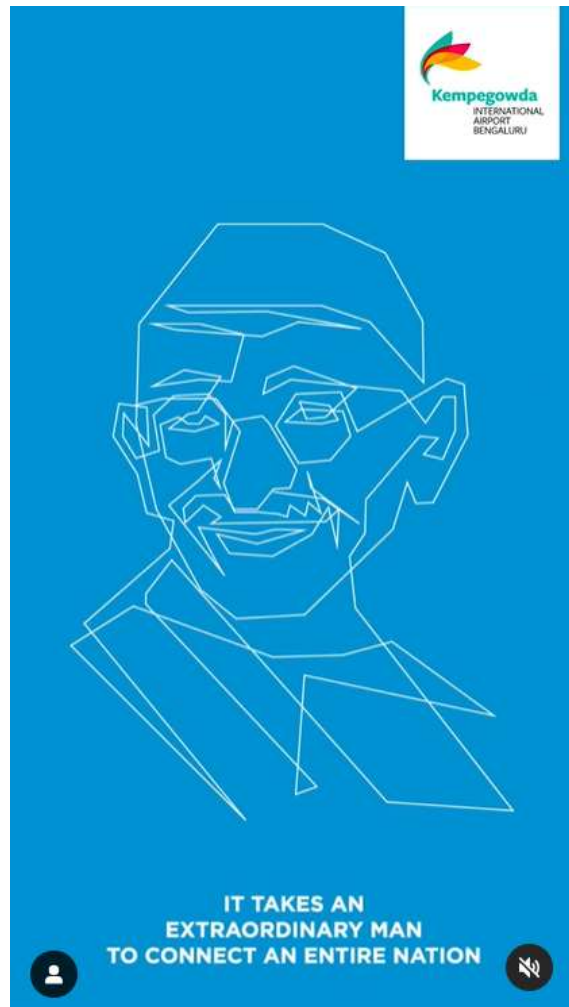
❤️ 405 💬 1 🚩 2 📌

👤 Liked by whyaxisindia and others

timbertalesofcoorg This is Royalus Cicada Boldness (but you can call me Max... [more](#)

Why Axis[®]

BIAL - Gandhi Jayanti (animation more than AI)

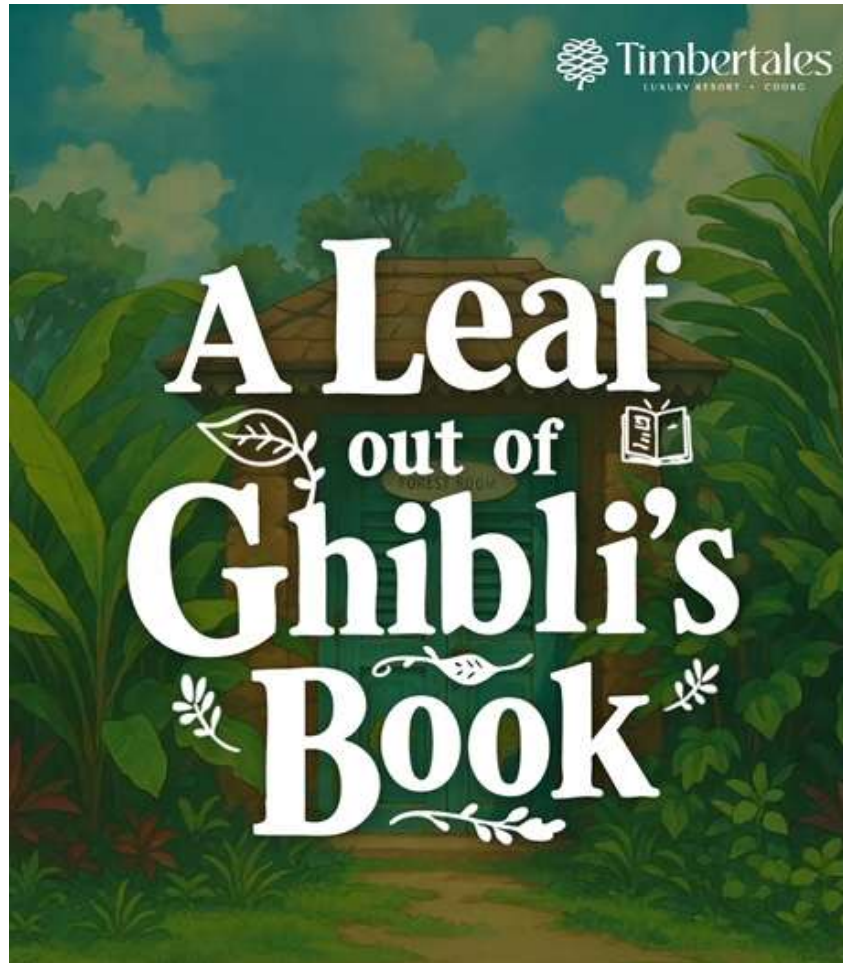


Link to video

[Watch here](#)

Trending

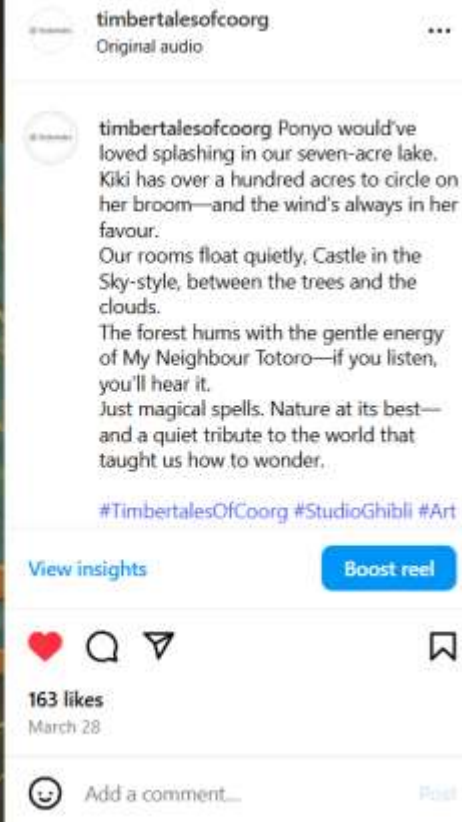
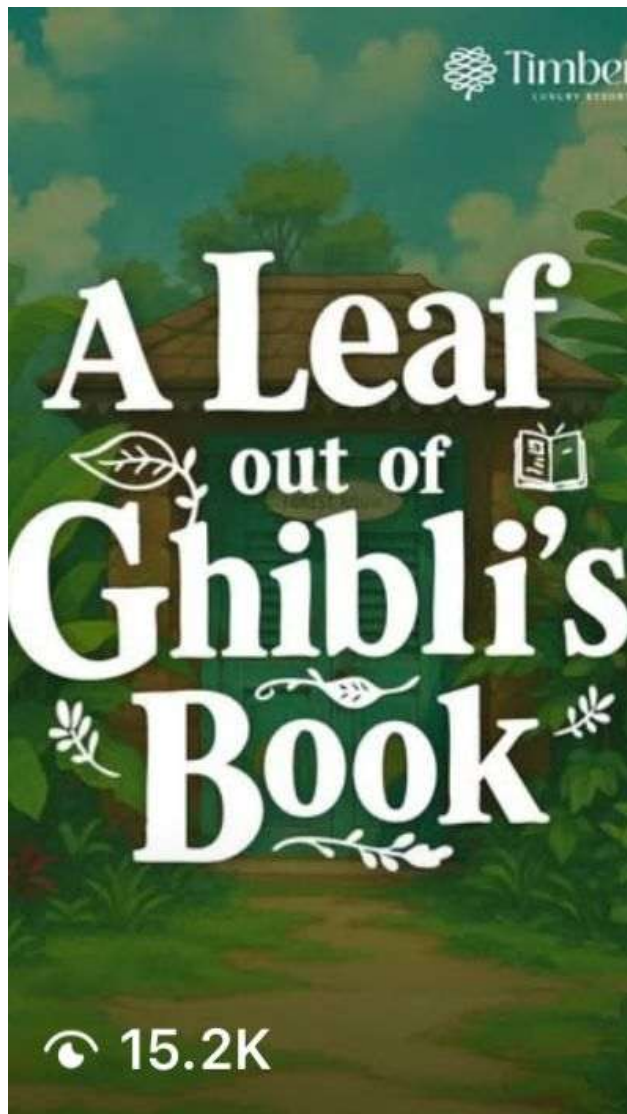
Timbertales - Ghibli Effect Reel



Link to video

[Watch here](#)

Timbertales - Ghibli Effect Reel Engagement



Fruitoholic - TinyWorkers



Link to video

[Watch here](#)

Fruitoholic - TinyWorkers



Link to video

[Watch here](#)

Fruitoholic - TinyWorkers



Link to video

[Watch here](#)

Sunbeam - Moccona Coffee



Link to video

[Watch here](#)

Static AI Generated Creatives for Social Media

Fruitoholic - AI Generated SM Post



Link to post

[Watch here](#)

Why Axis®

Fruitoholic - AI Generated SM Post



Link to post

[Watch here](#)

Why Axis®

Fruitoholic - AI Generated SM Post



Link to post

[Watch here](#)

Why Axis®

Fruitoholic - AI Generated SM Post



Link to post

[Watch here](#)

Why Axis®

Saka Organics - Promotional Campaign



maze - world of personal care can be confusing with complicated products & ingredients

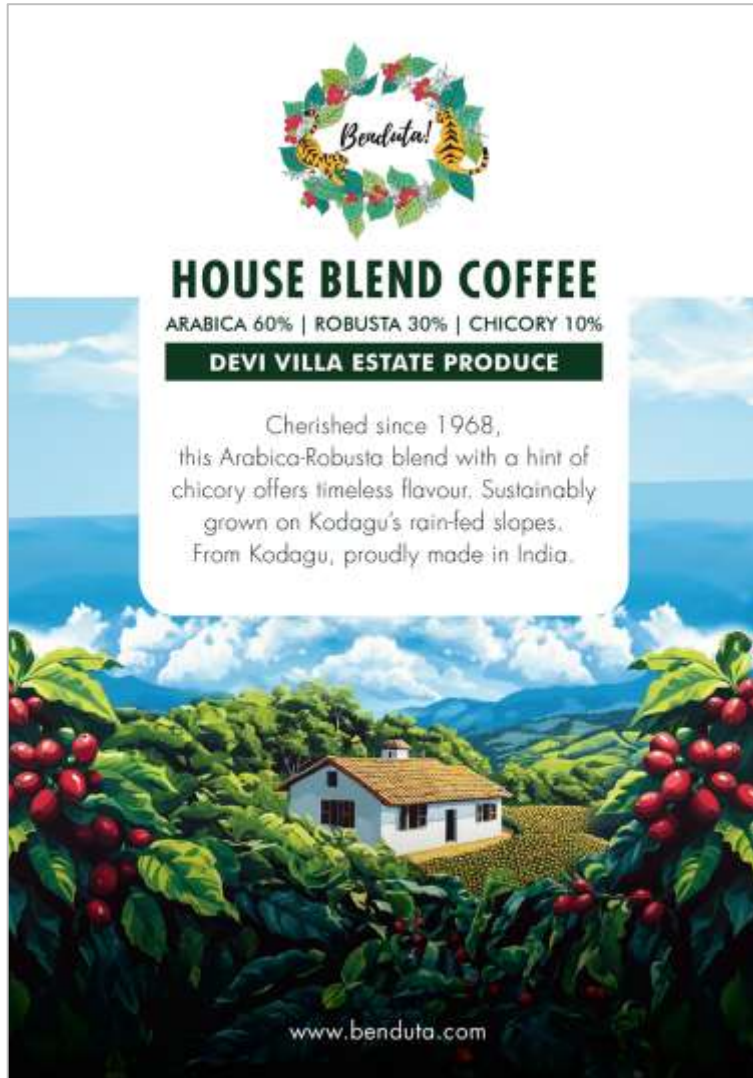
amaze - there is simpler way with Saka

AI led Packaging Designs

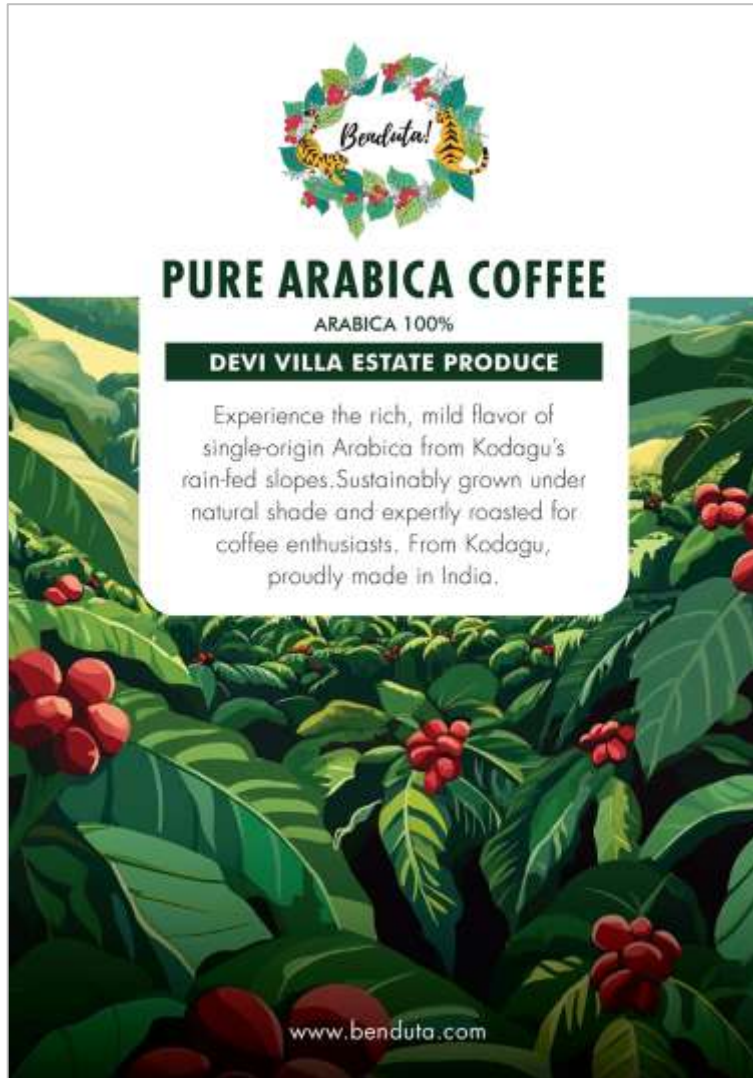
Devi Villa Package Designs



Devi Villa Package Designs



Devi Villa Package Designs



Devi Villa Package Designs

NUTRITIONAL VALUE	
Total Fat	0
Saturated Fat	0
Trans Fat	0
PUFA	0
MUFA	0
Unsaturated Fat	0
Total Carbohydrate	81 g
Fiber	0
Total Sugar	81 g
Added Sugar	0
Protein	0
Energy	327 kcal
Sodium	0



WILD FOREST HONEY
DEVI VILLA ESTATE PRODUCE

A taste of misty mornings. Hand-harvested in Kodagu's forests, this golden honey is pure, rich, and full of nature's goodness.

www.benduta.com

Made in India. Best enjoyed within 6 months of packing.
Call Ponnappa at **+91 99010 64054**.

NET WEIGHT :
PRICE (INR) :
PACKED ON :

 21223110000093

Processed and Packed at:
Devi Villa, P B 59, Kutta - 571250,
Kodagu, Karnataka



AI Generated images for Sunbeam Calendar



**Sip perfection,
go Dutch**

From the quiet village of Dordrecht in the Netherlands, from the world's best hazelnut trees.

Muccona
HAZELNUT

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- AI Snake Oil by Arvind Narayanan and Sayash Kapoor

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