***Hercules MTB Cycle***

This ad campaign was designed by keeping a thought of western taste that is felt in Indian brand, the picture of horse behind the cycle shows the strong personality of brand and strength of the cycle in rough terrains, that Hercules MTB bicycle is built for any terrain. The catch phrase put above the logo of vocal for local shows that it’s a budget cycle so as to attract India’s cost centric population, vocal for local logo is used to signify the India is in an infinity loop of innovation and can compete over any other foreign big brands.

Overall, the campaign is designed to change the mentality of public who feels local brands are in no were around the sophisticated foreign brands.

**Submission by: Vaibhav Sheth**

**177 from Div. C**