

‘To be truly powerful, a brand must express itself not just in terms of a product benefit, but in terms of a greater socio-economic truth. Apple told a brave new world to reject big blue IBM and “Think Different”. Nike told flabby, procrastinating city-dwellers everywhere to stop making excuses and “Just Do It”, following it up with the brilliant “swoosh” icon, a graphic device that expressed energy and inspired sport without a word.

The “Incredible India” campaign belongs to this generation of branding. Visually, it uses the “!” Symbol to convey the mind-boggling depth and intensity of the Indian experience. Every aspect of India – be it its ever-accelerating GDP, extreme geography, kaleidoscopic culture, deep-rooted spirituality or even photogenic chaos, even – is summed up by the simple yet profound exclamation mark.



The campaign is also noteworthy in terms of tone. Headlines such as “Not all Indians are polite, hospitable and vegetarian” are more than just witty advertising copy. They are symptomatic of a much bigger social phenomenon – an optimistic and extroverted new India, eager to make its presence felt in the global community. This India is a far cry from the meek, tentative, “offshore” destination of the last decade. It is this sub-text that transforms “Incredible India” from a mere branding exercise into a pop culture milestone, denoting a turning point in the evolution of one of mankind’s greatest civilizations.’

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