

NIRMAL PULICKAL

Nirmal Pulickal is the ECD of DDB Mudra North & East India, handling Philips, Wrigleys, HBO, ITC, PepsiCo & Dabur among others. He has been working in advertising since 1998 with a number of agencies in Bangalore, Delhi and Singapore. He has a total of 13 One Shows with two pencils among them; apart from a Silver Lion at Cannes and numerous mentions in the D&AD, CA, Graphis to his credit.

Curriculum Vitae

Born September 15, 1976
nirmal.pulickal@mudra.com
nirmal.pulickal@gmail.com

Portfolio

www.nirmalpulickal.com

Work Experience

Mudra DDB
ECD - North & East
Sep 2010 to present

Wieden + Kennedy, Delhi
Associate Creative Director
Feb 2008 – Aug 2010

Young & Rubicam, Singapore
Senior Copywriter
July 2005 – Jan 2008

David, New Delhi
Associate Creative Director
June 2001 – July 2005

Ogilvy & Mather, Bangalore
Creative Consultant
December 2000 – May 2001

McCann-Erickson, Bangalore
Creative Consultant
July 2000 – December 2000

Contract Advertising, Bangalore
Copywriter
April 1999 – July 2000

Bates Clarion Advertising, Bangalore
Junior Copywriter
July 1998 – April 1999

Education

Bachelor of Arts ~ *English Literature*
Fergusson College, Poona
1995-1998

ISC *Indian School Certificate*¹
The Frank Anthony Public School,
Bangalore
1993-1995

ICSE *Indian Council School Examinations*²
St. Joseph's Boys' High School,
Bangalore
1984-1993

¹
*Higher Secondary School
Certificate (the equivalent of
GCSE)*

²
*Std X, or
The Secondary
School Certificate*

Brands

Philips

Sep 2010 - present

In 2010, launched Philips Home Decorative Lights, revitalization of Philips Steam Irons with One Stroke Ironing.

ITC

Sep 2010 - present

In 2010, launched Vivel anti-dandruff shampoos with the 'Fight Dandruff. Fight Hairfall' campaign.

Wrigleys

Sep 2010 - present

In charge of revitalizing Boomer bubblegum

Dabur

Sep 2010 - present

The office had a few brands of Dabur when Nirmal joined. But hadn't made further headway into expanding the business. Within six months of his joining, the office saw the addition of Dabur Oxy and Dabur ThirtyPlus to the agency roster.

PepsiCo

Sep 2010 - present

Worked on the launch of Chusti biscuits – a special non-profit initiative by PepsiCo to market iron-fortified biscuits to iron-deficient adolescent girls in India.

Twinings

Dec 2010 - present

Pitch won under Nirmal's leadership.

Sunday Guardian

Jan 2011 - present

Pitch won under Nirmal's leadership.

Volkswagen

Sep 2010 - present

Worked on the launch of the Passat, Jetta in addition to creating an award-winning print campaign for VW Touareg.

HBO

Sep 2010 - present

Oversees day-to-day work on the account - movie announcements. Created several high profile campaigns to launch the movie 2012, Hangover, Transformers and the tv series Entourage and Hung.

Nokia

Feb 2008 - Sep 2010

Key man on the account in India. Coordinates between global team at W+K London and has responsibility for all local briefs. Has worked on 5 phone range launches so far – Duckie, Recordable Radio, two Priyanka Chopra based campaigns as well as being part of the team on MFN (My First Nokia) and One Nokia for SSA, South Asia, Africa and India.

Nike

Feb 2008 - Sep 2010

Involved in helping the global team prepare its India-specific campaigns.

Royal Enfield

Feb 2008 - Sep 2010

Responsible for maintaining the continuity of the successful 'trip' campaign and the launch of Bullet Thunderbird as well as supervising work for its overseas market. Conceptualised and developed the launch strategy and creatives for the retro Bullet Classic 500.

General Motors

Sep 2009 - Sep 2010

Pitch win. Lead creative on the launch of the Cruze and the Beat. He also helped plan the revival of the Chevy brand following the bankruptcy in 2009.

Brands

IndiGo Airlines

Feb 2008 – Sep 2010

Plays an important role in shaping the image of the airline as a sophisticated, urbane, postmodern airline. The controversial 'Sleep With Your Wife' hoarding for same-day return flights and the entire 2008/09 campaign was his creation.

India Tourism

Feb 2008 – Sep 2010

Is part of the primary creative team for the 2008 campaign. Also created campaigns for LA, Russia and Scandinavia markets in 2008-09.

Singapore Tourism

2005-2008

Was part of the primary team on Singapore Tourism, an account that Y&R handles across the world. Responsibilities include an involvement in all major campaigns for Business, Education and Healthcare tourism. Citibank (2007) Worked on theme campaigns for the Live Richly campaign.

SingTel

2005-2008

Worked on every aspect of the brand on a day-to-day basis for 3 years.

Asahi Glass

2002-05

Pitch win. His script, presented at the pitch, was shot and aired within the month. The haunting melody and the dreamy blue imagery remains the hallmark of every Asahi ad made ever

since. Spent four years overseeing all major activity on the account.

Produced two more commercials and extensive work in print and below-the-line. Coordinated the re-branding of Asahi as AIS. Gained a practical knowledge of the glass industry and has even published articles in leading Indian trade magazines.

Stronglas

2004-05

Played a key role in establishing Stronglas as the new face of Asahi.

LG Electronics

2003-05

Pitch win. It opened the door for Ogilvy's entry into LG. Organised systems and coordinated hiring to set up a 24-hour quick-response team for LG in Delhi.

Videocon NEXT

2005

Pitch win. Another electronics giant. Nirmal was given complete charge of this one.

David

2002-05

Responsible for the corporate identity of RMG David, the launch of its website and the design of the office in Delhi.

Benetton

2001-02

Helmed all promotional activity in India for their Fall/Winter 01 and Spring/Summer 02 collections.

Hutch

2001

Handled regular day-to-day tariff campaigns for 6 months.

Castle Beer

2001

Responsible for the 'Ubuntu' campaign that won the pitch for Ogilvy.

Oracle

1999-2000

During the internet boom, recruitment advertising was very big in Bangalore. Oracle was one of the biggest companies in the market and was very keen on maintaining that position. Conceived and executed their very results-focused recruitment advertising over a period of two years at Contract.

Goa Tourism

2000

Responsible for McCann winning the account. The baseline that won the account, 'Deep down everyone is Goan' was his creation.

Denon Stereos and Amplifiers

2000

Worked on the launch of the brand in India.

Cornetto Walls

2000

Was the key creative person on the account for six months.

Awards

2003	One Show Merit 2003 for 'Dating'	2005	Merit Award 2005 for 'Fatso'	One Show Bronze Pencil 2006 for 'Russian dolls'
	Graphis Annual Winner 2003 for 'Finger'		WPP Annual Merit Award 2005 for 'Mullet'	Cannes Finalist 2006 for 'Egg'
2004	Red Hot Ogilvy Asia Winner 2004 for 'Pakistan'		Red Hot Ogilvy Winner 2005 for 'Fatso'	Communication Arts Winner 2006 for 'Egg'
	Red Hot Ogilvy Winner 2004 for 'One inch book'		One Show Interactive Merit 2005 for 'RMG David Website'	
	One Show Merit 2004 for 'Childhood'		D&AD In-Book 2005 for 'Fatso'	
	One Show Merit 2004 for 'Pakistan'		CCA Winner 2005 for 'Egg'	
	London International Winner 2004 for 'Empty Rooms'	2006	One Show Merit 2006 for 'Egg ~ Print Ad'	
	Limca Book Of Records 2004 'Smallest Book'		One Show Merit 2006 for 'Egg ~ Design'	
	WPP Annual			

Awards

2006	WPP Annual Merit Award 2006 for 'Sunset'	CCA Gold 2006 for 'Russian Dolls Mailer'	2011	Goafest 2011 24 Nominations 3 Bronze 2 Silver
	London International Awards Winner 2006 for 'Russian Dolls'	2007		One Show Merit 2011 for 'Flipped City'
	London International Awards Winner 2006 for 'Forklift'			One Show Merit 2011 for 'Cornering Lights'
	London International Awards Winner 2006 for 'Sunset'			One Show Merit 2011 for 'Freezes Evenly'
	CCA Silver 2006 for 'Forklift'			One Show Merit 2011 for 'Hung'
	CCA Silver 2006 for 'Truck'	2009		Cannes Shortlist 2011 for 'Shredders'
				Cannes Silver Lion 2011 for 'Freeze'