

*The Color of Emotions & The
Beauty of Words*



BENNY ALEXANDER

Ad Film Director

ACCOMPLISHMENTS

- Shoot 'em up,



ACCOMPLISHMENTS

- Compaq series – SRK, “The Entertainment Hero’s Number Game”.



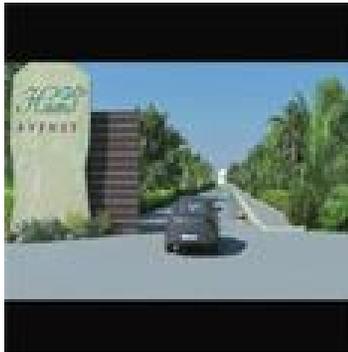
ACCOMPLISHMENTS

- MetLife Monthly Income TVC, “Money for Nothing”



ACCOMPLISHMENTS

- Hamd Avenue Real Estate Film, "To Live or not to Live",



ACCOMPLISHMENTS

- Reebok Promo TVC with Avengers, "We count on them, so let our Super Heroes Better Smell Good"



ACCOMPLISHMENTS

- Coca Cola Promo TVC series, "Drink & Drive, Thrive & Survive"



ACCOMPLISHMENTS

- Odonil Demo Film, "Let your guests feel good in your house"



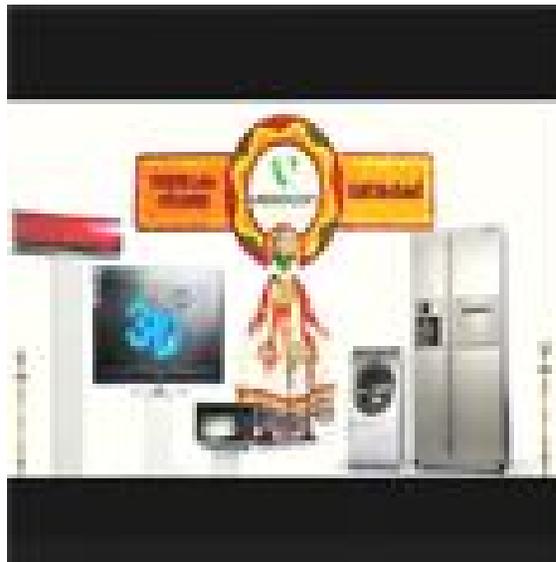
ACCOMPLISHMENTS

- Chlormint Tactical – Salman Khan, “Being irreverently human”



ACCOMPLISHMENTS

- Videocon Promo TVC, “All that Jazz, for what? For a better prize”



ACCOMPLISHMENTS

- Airtel 'Endless Goodbye' campaign – Creative Director - Agency Producer 2010, JWT New Delhi Airtel other campaigns, "Love, the Sophisticated Version of Hollywood"



ACCOMPLISHMENTS

- Nokia Campaign for (IPL Series Few Ads) 2011.
- MasterCard Campaign (Sachin Tendulkar, Bhajji, Zaheer)
– Supervising Creative – 2010 McCann Erickson New Delhi, “The national Heroes, trying to entertain us in an international style”



ACCOMPLISHMENTS

- HappyDent Citylight Campaign McCann Erickson 2006
Cannes Lions – Agency Producer - Supervising Creative –
Films Head, “We now know what to do when there’s no
electricity supply in our homes”



ACCOMPLISHMENTS

- Coca Cola Aamir Khan Campaign – Films Head - Supervising Creative.
- Gujarat Earthquake Public Service Message for support 2001 – Everest Advertising. “Life’s too short for whining”
- Everest Advertising - elevated as Films Head at the age of 24 in the year 1999 for excellent work on films & handling the department (Films).



WORK EXPERIENCE

Currently freelancing as Director-Producer-Writer for advertising agencies, Directing-Producing Promos/ Audio-Visuals.

Catering Client's & Agency

MasterCard Promo McCann (Delhi), Audio-Visual (Dentsu Delhi), Dabur Odomos Two 5 Sec Tag CG – McCann Delhi, Reebok Avenger Deo's TVC 30 sec CG & Footage from Avenger Film McCann Delhi, Coca Cola Radio in Tamil – McCann Delhi, LAVA Mobile Brand AV in 2D animation – McCann Delhi, HAMD Avenue Real Estate for Glue Advertising Delhi, Odonil Room Freshening Gel Demo Film McCann Delhi, Lava Mobile Demo Film McCann Delhi, all the above executed from November 2011 to June 2013.



JWT, DECEMBER 2010 TO AUGUST 2011

Job Profile:

*Associate Vice President/Senior Creative Director
(Creative Films Cell) Delhi Branch*

Ideating, Writing, Directly involved in the script, execution of the script

- Involved in the direction of the film
- One to one interaction with the client, management, creative & client servicing
- Had a team of 3 people
- Campaigns worked on, clients for TV / radio:
Airtel, Nokia



MCCANN ERICKSON INDIA PVT. LTD.

JUNE 2005 – NOVEMBER 2010

Job Profile: *Creative Films Head, Delhi Branch*

- Ideating, Writing, Directly involved in the script, execution of the script
- Involved in the direction of the film
- One to one interaction with the client, management, creative & client servicing
- Had a team of 5 people
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- Campaigns worked on, clients for TV / radio:
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- Coke
- Microsoft Global & Local
- LG Appliances
- Nestle Foods
- Perfetti India
- Reebok
- Monstor.Com
- MasterCard
- Dabur
- Balsara



MCCANN ERICKSON INDIA PVT. LTD.

JUNE 2005 – NOVEMBER 2010

Other Campaigns for:

- Parle Products Ltd. (Brands)
- Parle-G, Monaco, Marie Choice, Parle-G Magix- Kaajoo& Cocoa, Nimkin, Jeffs, Poppins, Mangobite, Kismi Toffee Bar.
- Herbertsons Ltd.
- Bagpiper Whisky – Sunny Deol, Shahrukh Khan, Akshay Khanna.
- Bombay Chemicals Ltd. (Brand)
- Tortoise Mosquito Coil – 13 Tvc's.
- Hindustan Pencils Ltd. (Brands)
- Natraj 621 Pencils, Natraj Sharpener & Eraser, Apsara Platinum Dark Pencils.
- Emirates Airlines – Radio only
- K. Girdharilal Diamond Merchants
- Parle Agro Ltd.
- Frooti- involved in 'Digen Verma' Campaign
- Kellogs
- Vaseline petroleum jelly
- Stay Free
- Bank of India
- Godrej refrigerators
- IDBI Flexibonds
- Rotomac Pens
- Produced & Involved in Direction of AVs- Godrej, Parle Marie Choice, Close-up
- Produced film for Gujarat earthquake Relief Fund Aired on Sony TV.



UTV SOFTWARE COMMUNICATIONS FROM NOVEMBER 2004- MAY 2005

Job Profile: *Executive Producer*

- 'Shararat' (aired weekly) and 'Bhabhi' (daily soap) on Star Plus
- Interacting with the client (Star Plus) on ideas, look & treatment of the show
- Getting the ideas, screenplay & dialogue from the writer
- Budgeting with the production team
- Finalizing artistes
- Crafting sets with the art director
- Finalizing the execution of the show with director
- Briefing the music director
- Supervising the edit & deliveries of the masters for telecast



FREELANCING FROM OCTOBER 2003 - OCTOBER 2004

Job Profile:

Freelancing for Ad films & Documentary films as Pre-Production, Production & Post-Production Supervisor.

Recce for locations, sets, organizing shoots, direction, editing et al.



EVEREST ADVERTISING FROM MARCH 1995- SEPTEMBER 2003

Job Profile: *Creative Films Manager*

- Junior Creative Films Executive. (1995-1997)
 - Pre-production: organizing shoots, interaction with camera crew and Art Directors along with Production Designers
 - Post Production: Briefing the music director on the kind of music required for a particular script, audio editing and mixing, video editing, upgrading, special effects, mastering.
- Senior Creative Films Executive (1997-1999)
 - Direct Interaction with the client on a one on one basis
 - Interaction with the producers/directors for execution of the script
 - Overall supervision of the ad film right from conception, budgeting to the final execution of the project
 - Provide assistance in the direction of the film
 - Intermediary between client servicing, creative, studio and media



EVEREST ADVERTISING FROM MARCH 1995- SEPTEMBER 2003

- Creative Films Manager (1999-2003)
 - Entrusted with the duties of a manager and was directly reporting to the Executive Director of the company
 - In addition to duties fulfilled as a Senior Audio Visual Executive, started to direct Ad Films independently



THANK YOU

