
Dil Maange More Marathi Movie Download Hd

Yeh Dil Maange More! is one of the few cases in Indian advertising where the slogan was successfully adopted by all TV channels. The campaign was followed by several other similar campaigns from Pepsi such as Nachna Tha, Dil Jaan Kuch Nahi, Raja Janam Ka Saath, and Singh Pehli Baar. Shabana Azmi, Saeed Jaffrey, Irrfan Khan, Shriya Saran, Prem Chopra, Paresh Rawal, Akshay Kumar and Diljit Dosanjh have appeared in Pepsi advertisements. The latest blockbuster ads include Papon, Dilwale, Beko, Chotu, Johnny Bravo. History The slogan "Yeh Dil Maange More!" was first coined in mid 1990s as a part of Pepsi advertising jingle by creative head Anuja Chauhan for the launch of Pepsi Max. The campaign was launched in June 1996 as an international campaign under the global brand name 'Pepsi Max' and Pepsi Max (India) Pvt. Ltd. went on to generate immense interest from Hindi film actors, media and audiences. A memorable TVC featuring Anupam Kher and Shivani played a pivotal role in redefining the perception of the product by making it a 'collective emotion' for all the people irrespective of gender, age and race. Pepsi had the privilege of signing the most desirable of all Bollywood actors, Anupam Kher to endorse the product. The first TVC was shot in the deserts of Rajasthan with Anupam Kher and an unknown hand waving a can of Pepsi Max. The brand had in its inventory a hand that had been burned by a fallen match. For this reason, Anupam Kher chose the hand to be the visible symbol of the product. The TVC that has come to be considered a classic won a gold for Anuja Chauhan at the Cannes International Advertising Festival in 1997 and a bronze at the Clio Awards. It was featured in the book 'The Art of Advertising' by veteran advertising consultant Colin Stokes in 2001 and the CD 'Famous global campaigns' by marketing communications expert Jagdish Sheth in 2000. The campaign also won the award for 'Best TVC of the Year' at the Imagen Awards for 1998. The campaign was also the first in the history of advertising in India to have gone around the globe to USA, Canada, UK

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