

# Dentsu Creative Impact appoints Anupama Ramaswamy and Akashneel Dasgupta as ECDs

[http://www.afaqs.com/news/story/48007\\_Dentsu-Creative-Impact-appoints-Anupama-Ramaswamy-and-Akashneel-Dasgupta-as-ECDs](http://www.afaqs.com/news/story/48007_Dentsu-Creative-Impact-appoints-Anupama-Ramaswamy-and-Akashneel-Dasgupta-as-ECDs)

Dentsu Creative Impact, the creative agency from Dentsu Aegis Network, has announced the appointment of Anupama Ramaswamy and Akashneel Dasgupta as executive creative directors (ECD). Both will report to Soumitra Karnik, national creative director, Dentsu India Group.

Prior to joining Dentsu Creative Impact, Ramaswamy worked as executive creative director at Cheil, Gurgaon, and handled the Samsung mobile account. She helped launch the Samsung Galaxy J series, Samsung Note 4, and Samsung Grand 2. She has also worked on the 'Fickle is Fun' campaign for Lavie handbags.

Commenting on her new role, Ramaswamy says, "I am very excited to join Dentsu Creative Impact. I have loved the vibe of the agency since the moment I walked in. (Soumitra) Karnik and (Amit) Wadhwa have been trying to get the best possible talent, and my mandate here is to have fun while building a vibrant and creative culture. This will involve less rhetoric and more hands-on hard work."

She further adds, "While it is important to win metals, it is also critical for us to glamourise our day-to-day business as well. It can never be an 'either/or' situation. I would really like to see the more difficult every day work which keeps the business ticking, to become more creative. We shall together try and build a creative culture, which for me are the 3 P's of advertising - 'People' with a 'positive' 'purpose'. Once these three come together, we have a winner in hand."

Among the agencies that Ramaswamy has worked with in the past include JWT, Lowe Lintas, Rediffusion-Y&R, Havas, and FCB. She has handled brands such as Nokia, Airtel, Woodland, Whirlpool, LG, Maruti, Lays, and Boost.

Dasgupta, on the other hand, joins from ADK Fortune Communications where he worked as the creative head.

Commenting on his appointment, Dasgupta informs, "It's an exciting time to join Dentsu Creative Impact where a young new team has taken shape and one cannot fail to notice the energy and enthusiasm. Moreover, I had a personal desire to work with

Karnik, and I am happy that an opportunity has presented itself. Hope you get to hear more from us soon."

Dasgupta began his career with DDB Mudra, as part of its strategic planning team. He later moved to copywriting within the same Group. In 2010, he joined Lowe Lintas as creative director, and then moved to ADK Fortune Communications as vice-president and creative head in 2013. He has worked across categories such as automobiles (both two-wheelers and four-wheelers), FMCG, media, online travel, fashion, real-estate, and food and beverages. He has handled brands such as Maruti Suzuki, Paras Pharma (Moov, Itchguard, Dermicool, Krack, and Livon), Rasna, Johnson & Johnson, Yamaha, Honda, Emami, Woodland, Expedia, DLF, and Wills Lifestyle.

Talking about the new additions to the team, Karnik says, "Great work happens when people commit to constantly raise the bar. We are young and tremendously hungry for qualitative growth. To satiate our appetite and to help us achieve our objective, people become easily our single most valuable asset and we cherry pick each one of them. Both Ramaswamy and Dasgupta are just the kind of people Dentsu Creative Impact needs to write its destiny. For me, they are our fantastic acquisitions."

Amit Wadhwa, branch head and senior vice-president, Dentsu Creative Impact, adds, "It's been great going for Dentsu Creative Impact, especially in the last year or so, and one way we can really continue this upward journey is by having the right people around. This holds true even more when it comes to the creative talent, since that is where the action is. I think in Ramaswamy and Dasgupta, we have two extremely talented, passionate, and at the same time, mature heads, who will take us where we intend to go."

In India, Dentsu Aegis Network is supported through its seven global network brands namely Carat, iProspect, Isobar, Posterscope, Vizeum, psLIVE, Amnet, and the Dentsu branded agencies -- Dentsu Creative Impact, Dentsu Marcom, Dentsu Communications, Dentsu Media, Taproot Dentsu, and Dentsu Webchutney. Also newly added to the Group are the recently acquired local brands of Milestone Brandcom, WATConsult, and Fountainhead.