

Dentsu Creative Impact strengthens its creative leadership

http://www.exchange4media.com/advertising/dentsu-creative-impact-strengthens-its-creative-leadership_64494.html

Dentsu Creative Impact, the creative agency from Dentsu Aegis Network that went on to win 23 metals at the Goafest this year, has made two major senior appointments in an attempt to further strengthen its creative product.

The agency has roped in Anupama Ramaswamy and Akashneel Dasgupta as Executive Creative Directors. They will report to Soumitra Karnik, National Creative Director, Dentsu India Group.

Prior to joining Dentsu Creative Impact, Ramaswamy was Executive Creative Director at Cheil, Gurgaon and was in-charge of the Samsung Mobile account. In the recent years, she has worked on the launch of the Galaxy J series, Note 4, Grand 2 and Fickle is Fun' campaign.

Commenting on her new role, Ramaswamy said, "I am very excited to join Dentsu Creative Impact. I have loved the vibe of the agency since the moment I walked in. Soumitra and Amit 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."

Some of the agencies that Ramaswamy has worked with include JWT, Lowe, Rediffusion, Havas and FCB. She has worked across a gamut of brands such as Nokia, Airtel, Woodland, Whirlpool, LG, Maruti, Lays and Boost. In her kitty are a number of AdFest Golds, Spikes, Effies, New York Festival and a number of Abby's.

Dasgupta's last assignment was at ADK Fortune where he was heading the creative function. He started his career in advertising with strategic planning at Mudra. After spending a good five years in planning, he decided to venture into copywriting within the DDB Mudra group. In 2010, he joined Lowe Lintas as a creative director and then moved to ADK Fortune 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, food and beverages, etc. Some of the brands that he has worked on are Maruti Suzuki, Paras Pharma (Moov, Itchguard, Dermicool, Krack, Livon, etc) Rasna, Johnson and Johnson, Yamaha, Honda, Emami, Woodland, Expedia, DLF and Wills Lifestyle amongst others.

Commenting on his new role, Dasgupta said, "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. Also, it was a personal desire for some time to work with Soumitra and I am happy that an opportunity has presented itself."

Talking about the exciting new additions to the team, Karnik said, "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 Anupama and Akash are just the kind of people Dentsu Creative Impact needs to write its destiny."

Echoing a similar sentiment Amit Wadhwa, Branch Head, Senior Vice President, Dentsu Creative Impact said, "I think in Anupama and Akash, we have two extremely talented, passionate and at the same time mature heads that will take us to where we intend to go."