



METAPHOR

G R A N D F A T H E R

O R I G I N A L S T O R Y T E L L E R S

Individually, they wield immense power. Together, a force to reckon with. Introducing an entity that seamlessly integrates the best of all worlds: creativity, research, strategic branding, advertising, design, and mega experiences. From tailoring one-of-a-kind events to delivering out-of-this-world experiences. From doing the impossible to achieving flawless execution, we handle everything from a simple flyer to a grand-scale event, and everything in between.

METAPHOR GRANDFATHER



Adarsha Deshbhratar

CREATIVE HEAD



Sureshlal Mohanlal

HEAD OF EVENTS
& EXPERIENCES



Venkatraman NH

HEAD OF
ACTIVATION



Lavira Fernandes

REGIONAL HEAD



Sudhakar Tandalekar

CREATIVE HEAD



Ratheesh Pazhore

DESIGN HEAD



Suhas Ingle

BUSINESS STRATEGIST



Vishaka Iyer

DIGITAL STRATEGIST

SERVICES

HOLISTIC BRANDING SOLUTIONS

360° ADVERTISING

DIGITAL AND SOCIAL MEDIA MARKETING

WEBSITE & MOBILE DEVELOPMENT

STILL AND VIDEO PRODUCTION

EVENT MANAGEMENT

PROMOTIONS & ACTIVATIONS

PACKAGING DESIGN & PRINTING

PRODUCTION & FABRICATION

GIFTS & NOVELTIES

PUBLIC RELATIONS

BRANDS WE WORK WITH



ARMANI



Brand Films



Bella Casa



Zebronics

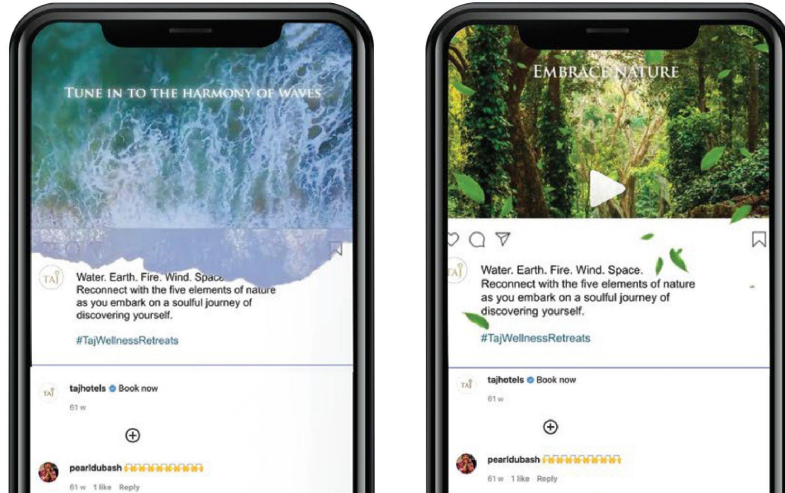


Treeview



Zebronics

Digital



3D DIGITAL EXPERIENCE

Not just any experience, but a 3D experience on your digital screens.



Magazine Filter

An instagram magazine filter to highlight the power of modest clothing during Ramadan.

Digital



Music video



International Men's Day



Women's Day



Banners

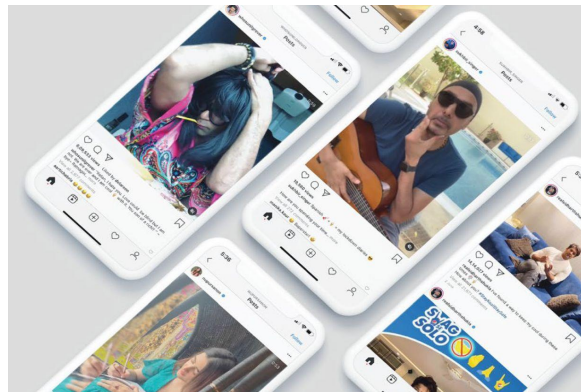
Integrated campaign



PHASE ONE

Challenge

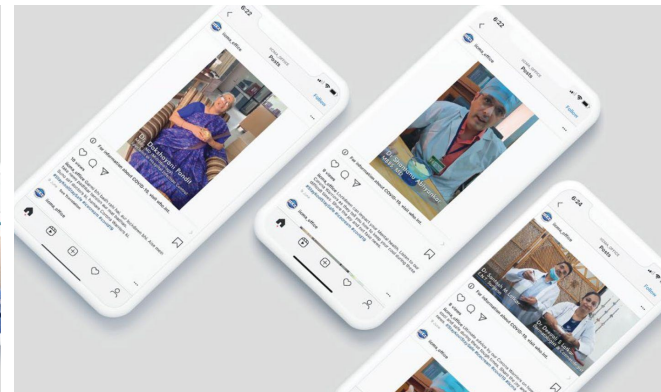
People began avoiding ice cream, during peak summer, during covid, leading to a drastic drop in sales and negative sentiments among the public. IICMA's challenge was to shift this negative perception. What then, did we do to overcome this challenge?



PHASE TWO

Concept

#StayKoolStaySafe was born out of the insight that the more you focus on a negative sentiment, the more you actually strengthen it. So instead of focusing on the negative, we set out to reconnect people to ice cream, by reminding them of all the things ice cream means to them - joy, indulgence, and happy memories. And then, share verified, credible news about COVID-19. With #StayKoolStaySafe, we spread cheer instead of fear, with ice cream as an enabler.



PHASE THREE

Impact

#StayKoolStaySafe created quite the stir, across all media. It was evident from the collective 22 million reach we garnered from all social media platforms. It was also organically picked up by PR and media houses such as Times of India, Republic World, Navbharat Times, Delhi Times, Dainik Bhaskar, and many others, nationwide. It became one of the most read WhatsApp forwards and we succeeded in encouraging people to #StayKoolStaySafe, and make ice cream their favourite again.

Packaging Design



Packaging Design



Print



**LOOKS SHARP.
FEELS SOFT.**

Insulin delivery with
Japanese care



DESIGNED FOR A PAIN-FREE EXPERIENCE.
100 YEARS OF TRUST | UNIVERSAL FIT | MAXIMUM FLOW RATE

TERUMO

FINEGLIDE™
SURPRISINGLY SOFT



**LOOKS SHARP.
FEELS SOFT.**

Insulin delivery with
Japanese care



DESIGNED FOR A PAIN-FREE EXPERIENCE.
100 YEARS OF TRUST | UNIVERSAL FIT | MAXIMUM FLOW RATE

TERUMO

FINEGLIDE™
SURPRISINGLY SOFT



**LOOKS SHARP.
FEELS SOFT.**

Insulin delivery with
Japanese care



DESIGNED FOR A PAIN-FREE EXPERIENCE.
100 YEARS OF TRUST | UNIVERSAL FIT | MAXIMUM FLOW RATE

TERUMO

FINEGLIDE™
SURPRISINGLY SOFT

Print



Christmas song



Click to listen
HAMLEYS

World's longest Iftar table



We made a Guinness world record by seating 2000 people across a 1003.9m table, having them break their fast together at the same time.

World's Largest Charity Box



We made our second Guinness world record by organising a nation-wide donation drive where all the residents of UAE donated their clothes, toys, shoes, and books to the needy.

Grand Kerala Festival UAE



We attracted 1.3 million Malayalis to a star-studded three-day event filled with celebrations, contests and authentic Kerala cuisine.

Sharjah Exports Development Center Launch Ceremony



We launched Sharjah Chamber of Commerce and Industry's (SCCI) initiative to encourage, support and develop Sharjah's domestic exports.

FIFA World Cup 2022 Marriott Bonvoy

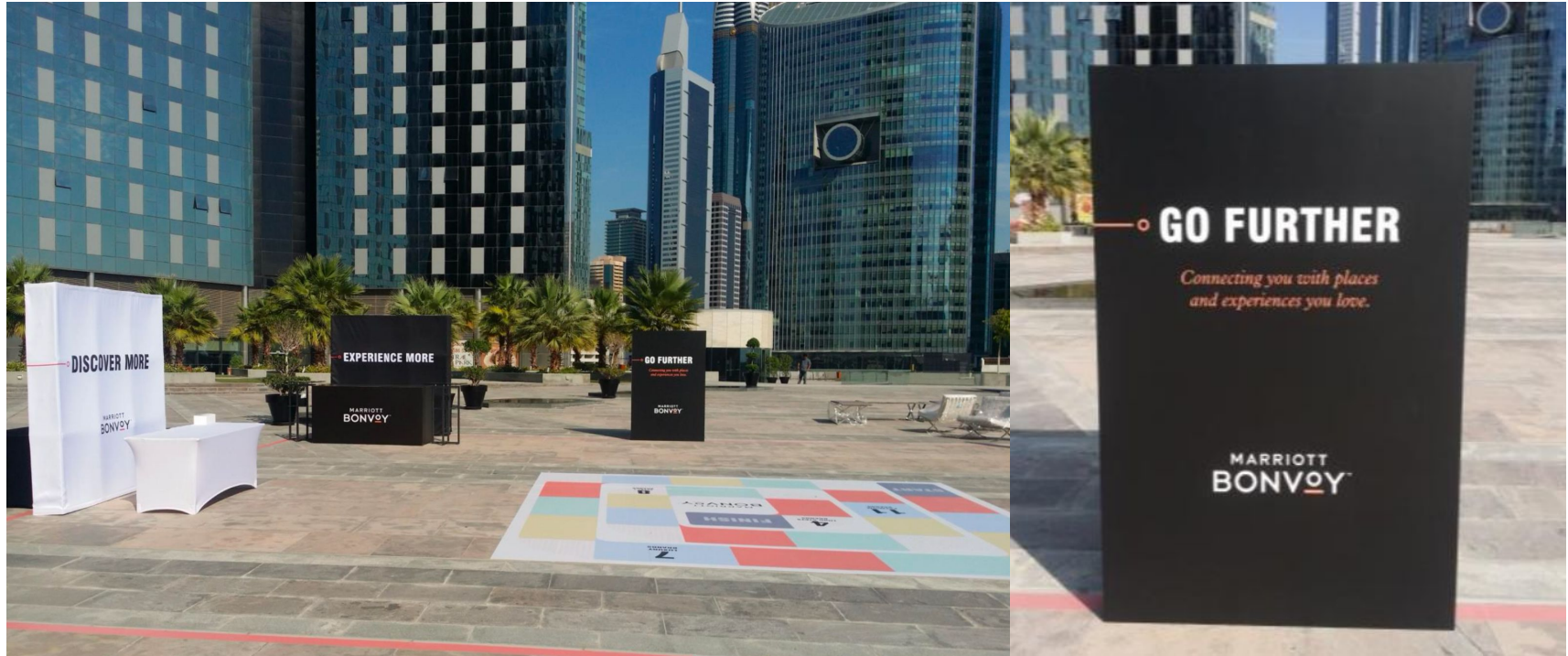


We gave Marriott in Doha, Qatar a FIFA themed makeover complete with a mini stadium and nation flags, welcoming customers and associates to reap benefits of the Marriott Bonvoy loyalty programme.

Direct mailer



Brand activation



Giveaways



THANK YOU

Let's connect!

Adarsha Deshbhratar

+971 52 610 2691

adarsha@sograndfather.com

Venkatraman N H

+971 50 278 8504

venkat@metaphormind.com

Sureshlal Mohanlal

+971 56 679 2605

suresh@metaphormind.com

sograndfather.com | metaphormind.com

METAPHOR GRANDFATHER