AI PACK

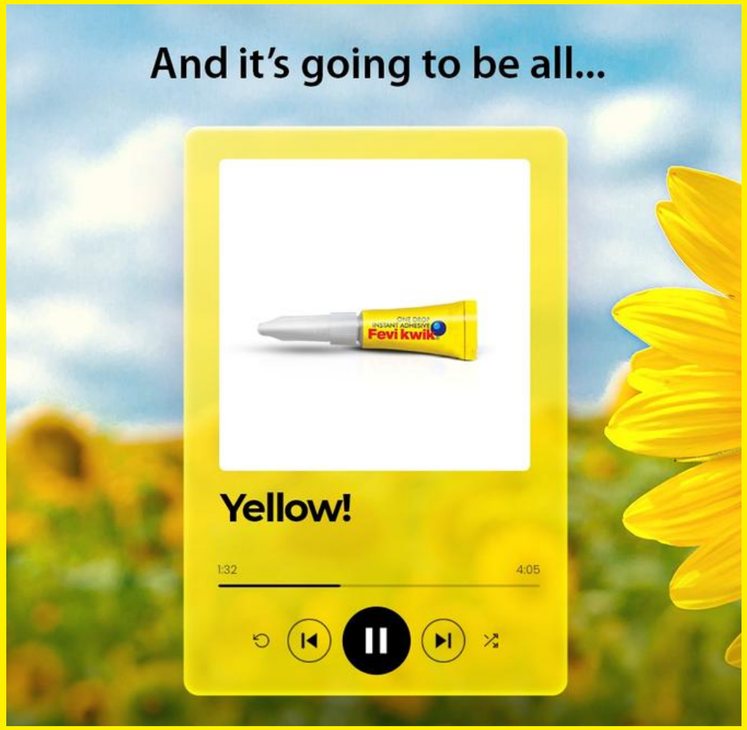


Sparking Creativity
with Technology

ONE DROP
INSTANT ADHESIVE
Fevi kwik®

Pidilite

THE CULTURAL *MOMENT*





- Iconic brand known for **instant fixes**
- Rising **DIY** and **hack culture** among younger audiences
- **AI** becoming mainstream but perceived as complex
- Opportunity to make AI **playful** and **accessible**

THE BRAND *SHIFT*

From **Chutki Mein Chipkaye** to

Chutki Mein KALAAKARI

- **Expanded meaning of instant bonding**



- **Creativity positioned as fast and simple**



THE BIG *IDEA*

- Fevikwik **AI Pack** powered by **KwikGPT**
- AI as a **co-creation** tool
- **Consumers** became **creators**

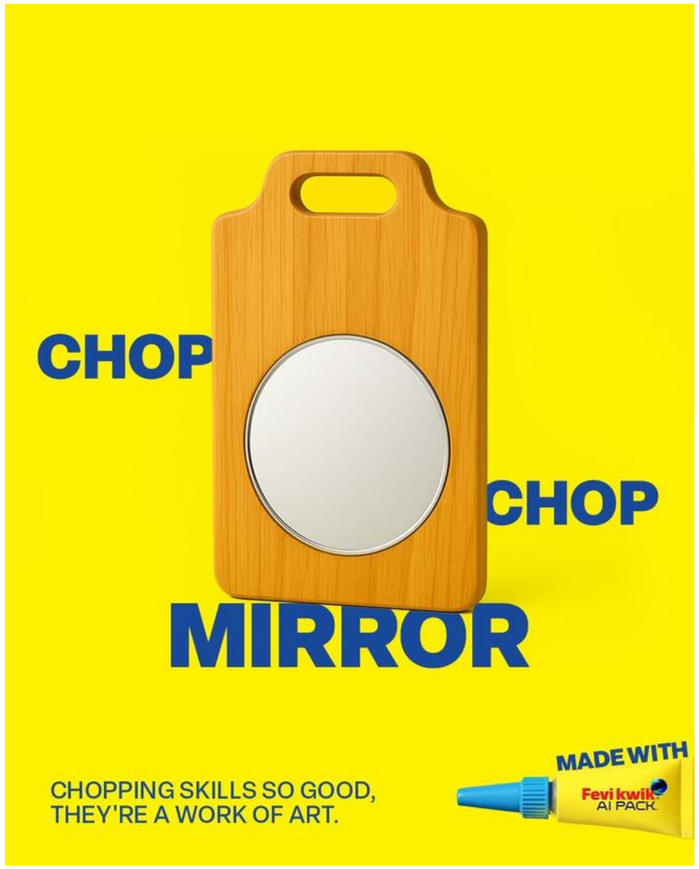


HOW THE *AI EXPERIENCE WORKED*

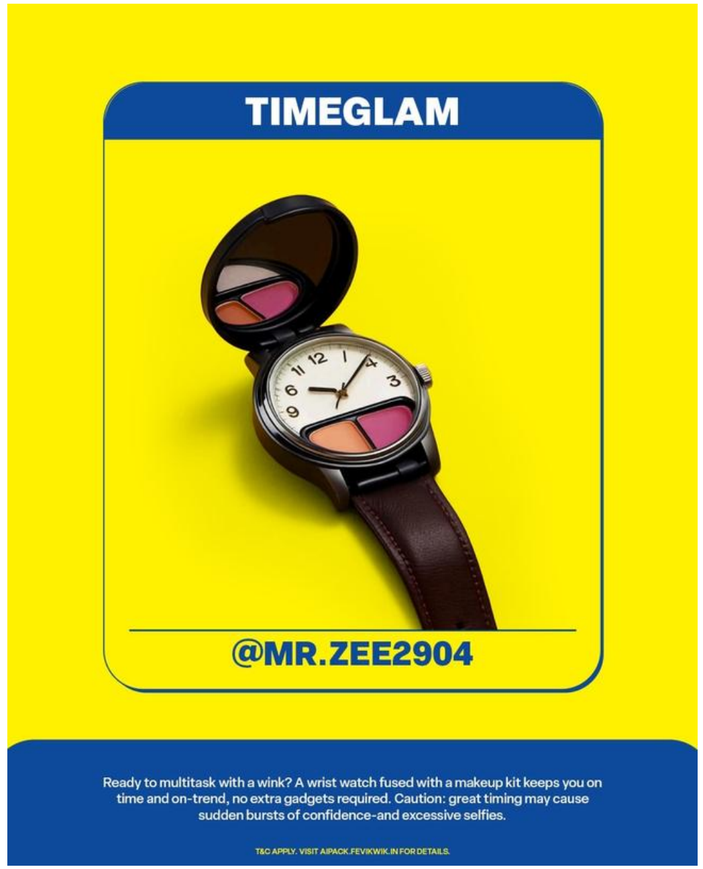
- Visit **aipack.fevikwik.in**
- **Enter** two objects
- **Instant AI-generated** mashup and name
- **Leaderboard**-based visibility



CREATIVITY *IN ACTION*



Chopping Board + Mirror = Cute Chops



Watch + Makeup = Timeglam



Umbrella + Headphones = Headbrella



PR-FIRST *CAMPAIGN DESIGN*

- **AI** positioned as **newsworthy innovation**
- UGC drove **storytelling**
- **Earned media** at the core



MEDIA AND INFLUENCER *ACTIVATION*





- **Mega** and **regional** influencers
- **Participation-led** content
- **Expanded** regional reach

PARTICIPATION AT *SCALE*

- 1 M+ UGC entries
- High repeat engagement
- Strong youth traction



EARNED MEDIA *IMPACT*

26+
Media Coverages

₹16.2M
(AVE)

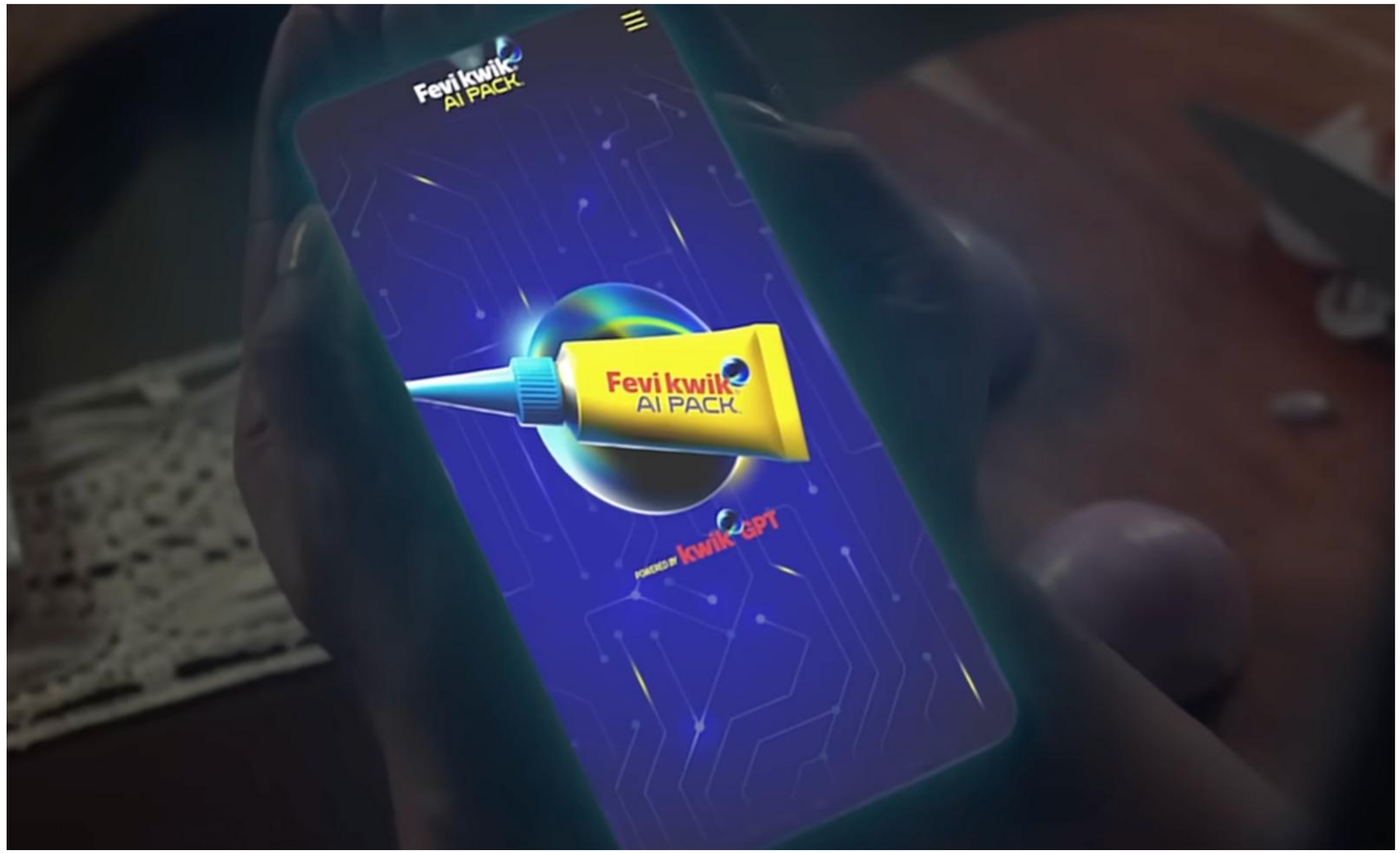
₹4 Crores
PR Value

196X
ROI



SENTIMENT AND *RECEPTION*

- 96% positive tonality
- Strong audience endorsement
- Brand-aligned AI usage



FINAL *TAKEAWAY*

Humanised AI through play

Turned PR into experience

Set benchmark for AI-led engagement

KEY COVERAGE

mint Premium | OPINION

Glues, Gags and GPT: Fevikwik sticks itself into India's AI moment



Fevikwik, known for its witty one-liners and memorable films like Todo Nahin Jodo, and the iconic fishing spot, has always excelled at making humour its adhesive.

SUMMARY
Fevikwik's latest campaign blends AI humour, interactive play, and gamified rewards, extending its legacy of witty advertising into a new cultural moment.

From storyboard to VR

ADVERTISERS ARE INCREASINGLY USING PROGRAMMATIC TOOLS AND AI TO REDUCE AD WASTAGE

CHRISTINA MONIZ

TWO YEARS AGO Godrej Consumer Products (GCPL) set up Lightbox, an in-house design and creative lab to drive creative campaigns for all its brands across various categories. Since then it has added a media planning platform called Media Allocation and Spends Harmonisation, or MASH, to roll out campaigns and cut costs, keeping sales objectives at the centre. It will soon add an AI lab and a content factory, launching first in South Africa to churn out influencer content in a matter of hours.

Not just GCPL. In an economy plagued by the challenges of tight money and geopolitical tumult, smart marketers are increasingly falling back on AI and programmatic tools to extract more bang for their marketing buck. Pidilite, for instance, has deployed AI to transform its marketing and media strategies through a platform called Sangam that streamlines media planning and buying. At AdTech Delhi this year, HUL's head of media and digital marketing Tejas Apte said the company uses Sangam to significantly reduce its media planning turnaround time from 25 days to just five.

These companies aren't just making decisions faster, the decisions themselves are better.

A case in point is Pidilite's new KwikGPT campaign for fevikwik that aims to tap into interactive experiences for consumers during the festive season. At the core of the campaign is a microsite (aipack.fevikwik.in/) where users can pick any two everyday objects, combine them virtually, and let AI generate quirky, innovative products in a jiffy.

"We are not thinking the size of the ad advertising spending you could've got more wrong.

For one, GCPL says the company is not cutting back on spending but is being more judicious. Harshdeep Chhabra, global media head at GCPL says using MASH, the company is able to run media operations across 20 countries with a three-member programmatic team, reducing time and manpower. The company's AI-led content factory launching in South Africa can churn out influencer content in a matter of hours. This definitely speeds up the creative process to a few hours at a time when brand and creator collaborations take weeks.

HUL's Sangam platform has also enabled the company to allocate spends more efficiently across mediums. While its TV investments have dropped from 60% to 39%, digital investments have increased from 29%. Social media and OTT ad spending has also increased, taking investments on digital platforms to 45% of HUL's total ad expenditure.

Standing apart

The real question is, if everyone's using more or less the same suite of tools, what will set one apart from the other?

Early adopter Mondelez is trying to create differentiation through more immersive consumer experiences. "The boundaries between media and technology are increasingly blurred, and by pushing these limits we've been able to deliver breakthrough campaigns," says Nitin Saini, vice-president of marketing at Mondelez India.

A strong example is Cadbury Silk's 'Story of Us', where the brand used generative AI to create over 5,00,000 personalised videos in under 90 minutes, a scale that would have been impossible with traditional production methods.

Integrating technology in the creative process is not new for Mondelez though. The Cadbury Celebrations "Shah Rukh Khan – MyAd" campaign of 2022 was a hyper-personalised piece that used generative AI to create custom ads featuring Shah Rukh Khan for thousands of local businesses. The campaign allowed small business owners to flaunt Khan as their own brand ambassador. Khan's digital avatar promoted their stores to local customers through Facebook and YouTube.

Sandeep Tanwani, chief marketing officer, Pidilite, concurs. The company has been leveraging AI tools to enhance marketing efficiency across the entire gamut – from content creation to media buying and campaign measurement. "AI tools have helped us streamline processes and unlock new creative possibilities, while programmatic buying has improved our media spend effectiveness," remarks Tanwani. The result: Shorter creative cycles and sharper targeting.

GCPL will continue to double down on tech deployment. "We plan to continue to invest in our brands but in a way that ensures the lowest possible cost per attentive reach," says Chhabra.



AI Tracker: From YouTube's secret video editing and 'halal chatbots' to temples turning smart

The latest AI developments highlight its pervasive influence across various sectors.

Written by Sugandha Mukherjee
August 30, 2025 21:38 IST

As Trusted Source on



Fevikwik's AI pack

Fevikwik has launched a playful new campaign called 'Fevikwik AI Pack', powered by its custom engine KwikGPT. Instead of focusing on repairs, the campaign embraces AI-generated mashups of random objects to spark creativity. Examples include an umbrella with headphones (Monsoon Beats), a waist belt with a watch (Time Waist), and a chopping board with a vanity mirror (Cute Chops). The quirky pairings showcase Fevikwik as more than just an adhesive brand, it's repositioning as a symbol of imagination and spontaneity. Aimed at younger audiences, the campaign blends humour, creativity, and AI experimentation, encouraging people to see fixes as opportunities for fun.

Why Pidilite can't stop creating new categories and great brands

CMO Sandeep Tanwani provides insights into how this homegrown company continues to create huge brands like Fevicol, Fevikwik, Dr Fixit, M-Seal, Fevicryl and Roff.

Sreekant Khandekar
11 Sep 2025 05:30 IST

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Pidilite Industries is one of the most unusual Indian companies that you can find. Set up in 1959 as a small enterprise by BK Parekh to make and market white glue, it has grown into a respected Rs 13,000+ crore giant.

What's more, instead of being a faceless company that sells adhesives and construction chemicals, it has an array of brands led by one of India's most loved names, Fevicol.

How has Pidilite managed to keep creating this marvellous cocktail of product innovation mixed with great advertising? Sandeep Tanwani, the company's CMO, reveals what makes Pidilite tick.

Here are the excerpts. To watch the complete interview, visit YouTube.

Sreekant Khandekar: You have just completed a year at Pidilite after more than 20 years at Unilever. What struck you the most about this company when you moved in?

Sandeep Tanwani: Pidilite has always been about creating categories and then, within those categories, creating iconic brands. Two things which struck me were the innovation potential and the ability to create iconic brands in mostly underserved categories, which is, I think, a capability worth admiring anywhere.

It also hit me that there has to be a cultural recipe which has allowed Pidilite to do this again and again. Clearly, it is in the company's DNA.

KEY COVERAGE

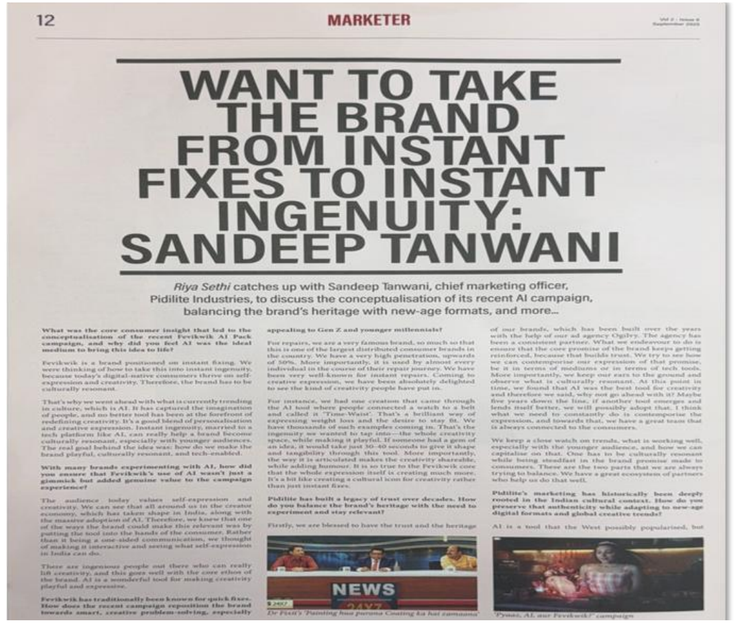
Fevikwik Enters The Cultural Dialogue With AI-powered Campaign

BW Online Bureau | Aug 20, 2025

Sandeep Tanwani, Chief Marketing Officer, Pidilite Industries, says, "The Fevikwik AI campaign is our endeavour to spark action through instant ingenuity and imagination, especially amongst the younger audiences. Traditionally known for quick fixes, Fevikwik is now evolving into a symbol of spontaneous ingenuity. It's entering a broader cultural dialogue that celebrates originality, self-expression, and the joy of making things happen in the moment, all infused with the signature wit and humour that Fevikwik and Pidilite are loved for."

The campaign features mashup products such as Monsoon Beats (an umbrella with headphones), Time Waist (a waist belt with a watch), and Cute Chops (a chopping board with a vanity mirror).

Speaking about the approach, Anurag Agnihotri, Chief Creative Officer at Ogilvy India, expresses, "We live in a world where AI enables everyone to become creators overnight. With Fevikwik AI Pack, we tapped into this cultural moment to spotlight Fevikwik's playful personality and clever utility. This is not just about a drop of glue; it is about sparking a world of possibilities. The campaign allows people to build, remix, and laugh along the way just as the brand has always done."



12 MARKETER

WANT TO TAKE THE BRAND FROM INSTANT FIXES TO INSTANT INGENUITY: SANDEEP TANWANI

Riya Sethi catches up with Sandeep Tanwani, chief marketing officer, Pidilite Industries, to discuss the conceptualisation of its recent AI campaign, balancing the brand's heritage with new-age formats, and more...

What was the core consumer insight that led to the conceptualisation of the recent Fevikwik AI Pack campaign, and why did you feel AI was the ideal medium to bring this idea to life?

Fevikwik is a brand positioned on instant fixing. We were thinking of how to take this into instant ingenuity, because today's digital-native consumers thrive on self-expression and creativity. Therefore, the brand has to be culturally resonant.

That's why we went ahead with what is currently trending in culture, which is AI. It has captured the imagination of people, and no better tool has been at the forefront of redefining creativity. It's a good blend of personalisation and creative expression. Instant ingenuity, married to a tech platform like AI, can really help a brand become culturally resonant, especially with younger audiences. The real goal behind the idea was: how do we make the brand playful, culturally resonant, and tech-enabled.

With many brands experimenting with AI, how did you ensure that Fevikwik's use of AI wasn't just a gimmick but added genuine value to the campaign experience?

The audience today values self-expression and creativity. We can see that all around us in the creator economy, which has taken shape in India, along with the massive adoption of AI. Therefore, we knew that one of the ways the brand could make this relevant was by putting the tool into the hands of the consumer. Rather than it being a one-sided communication, we thought of making it interactive and seeing what self-expression in India can do.

There are ingenious people out there who can really lift creativity, and this goes well with the core ethos of the brand. AI is a wonderful tool for making creativity playful and expressive.

Fevikwik has traditionally been known for quick fixes. How does the recent campaign reposition the brand towards smart, creative problem-solving, especially appealing to Gen Z and younger millennials?

For repairs, we are a very famous brand, so much so that this is one of the largest distributed consumer brands in the country. We have a very high penetration, upwards of 50%. More importantly, it is used by almost every individual in the course of their repair journey. We have been in this space for a very long time. Through our creative expression, we have been absolutely delighted to see the kind of creativity people have put in.

For instance, we had one creation that came through the AI tool where people connected a watch to a belt and called it 'Time Waist'. That's a brilliant way of expressing weight loss and the desire to stay fit. We have thousands of such examples coming in. That's the ingenuity we wanted to tap into—the whole creativity space, while making it playful. If someone had a gem of an idea, it would take just 30–40 seconds to give it shape and tangibility through this tool. More importantly, it is also helping them share it with the world at large while adding humour. It is so true to the Fevikwik core, that the whole expression itself is creating much more. It's a bit like creating a cultural icon for creativity rather than just instant fixes.

Pidilite has built a legacy of trust over decades. How do you balance the brand's heritage with the need to experiment and stay relevant?

Firstly, we are blessed to have the trust and the heritage of our brands, which has been built over the years with the help of our ad agency Ogilvy. The agency has been a consistent partner. What we endeavour to do is ensure that the core promise of the brand keeps getting reinforced, because that builds trust. We try to see how we can be relevant in the current times. That can mean be it in terms of mediums or in terms of tech tools. More importantly, we keep our ears to the ground and observe what is culturally resonant. At this point in time, we found that AI was the best tool for creativity and therefore we said, why not go ahead with it? Maybe five years down the line, if another tool emerges and lends itself better, we will possibly adopt that. I think what we need to constantly do is contemporise the expression, and towards that, we have a great team that is always connected to the consumers.

We keep a close watch on trends, what is working well, especially with the younger audience, and how we can capitalise on that. One has to be culturally resonant while being steadfast in the brand promise made to consumers. These are the two parts that we are always trying to balance. Whatever a great ecosystem of partners who help us do that well.

Pidilite's marketing has historically been deeply rooted in the Indian cultural context. How do you preserve that authenticity while adapting to new-age digital formats and global creative trends?

AI is a tool that the West possibly popularised, but

Da Vinci's 'Painting less paroma Creating ka hai zamaana

'Paaso, AI mat Fevikwik!' campaign

भारत के लिए लॉन्च किया एआई पैक

NEW DELHI (12 Sep.): पिडिलाइट इंडस्ट्रीज के ब्रांड फेविक्विक ने भारतीय उपभोक्ताओं, खासकर युवाओं के लिए एक नई एआई-संचालित पहल 'फेविक्विक एआई पैक' लॉन्च की है. यह 'क्विककजीपीटी' इंजन पर आधारित है, जो उपयोगकर्ताओं को दो अलग-अलग चीजों को जोड़कर मनोरंजक और अनोखी creations बनाने की सुविधा देता है. ब्रांड का उद्देश्य अपनी छवि को केवल चीजों को 'जोड़ने' वाले उत्पाद से आगे बढ़ाकर 'रचनात्मकता' और 'तत्काल निर्माण' के प्रतीक के रूप में स्थापित करना है.



उपयोगकर्ता ब्रांड की माइक्रोसाइट पर जाकर कोई भी दो वस्तुएं चुन सकते हैं, जैसे हेडफोन वाला छाता, और एआई तुरंत उसका एक मजेदार विज़ुअल और नाम Generate कर देगा.इसके साथ ही, एक प्रतियोगिता का आयोजन किया गया है, जिसमें साप्ताहिक विजेताओं को 10,000 रुपये और ग्रैंड पुरस्कार के तौर पर 5 लाख रुपये का इनाम दिया जाएगा. यह कैंपेन ओगिल्वी इंडिया द्वारा तैयार किया गया है और इसका प्रचार डिजिटल प्लेटफॉर्म्स और इन्फ्लुएंसर्स के माध्यम से किया जाएगा.

फेविक्विक का एआई पैक भारत के सबसे क्रेजी आइडियाज को जोड़ता है



भास्कर समाचार सेवा

आगरा। भारत में एआई का जादू हर जगह चल रहा है-फिल्म के सीन बदलने से लेकर फैंटेसी क्रिकेट टीम बनाने तक। अब, इस मजेदार दुनिया में फेविक्विक भी शामिल हो गया है। उसने "फेविक्विक एआई पैक" लॉन्च किया है, जो "क्विककजीपीटी" नामक एक खास इंजन से चलता है। यह इंजन आश्चर्यजनक रुप से तीव्रगति से चीजों को मिलाकर मनोरंजक व बिलकुल अनोखी चीजें बनाता है। फेविक्विक को हमेशा टूटी हुई चीजों को जोड़ने के लिए जाना जाता था, लेकिन अब उसने अपनी पहचान बदल दी है। अब यह सिर्फ जोड़ने की बात नहीं है, बल्कि कल्पना से परे चीजें बनाने की बात है। इस कैंपेन के लॉन्च पर श्री संदीप तनवानी, मुख्य मार्केटिंग अधिकारी, पिडिलाइट इंडस्ट्रीज लिमिटेड ने कहा, फेविक्विक एआई कैंपेन का हमारा मकसद, खासकर युवाओं में, तुरंत कुछ नया और रचनात्मक करने की सोच जगाना है। यह कैंपेन क्रिएटिव एजेंसी ओगिल्वी ने तैयार किया है। इस क्रिएटिव डायरेक्शन के बारे में बात करते हुए श्री अनुराग अग्निहोत्री, मुख्य क्रिएटिव अधिकारी, ओगिल्वी इंडिया ने कहा, "हम एक ऐसी दुनिया में रहते हैं, जहाँ एआई हर किसी को रातों-रात

THANK YOU



ONE DROP
INSTANT ADHESIVE
Fevi kwik®

Pidilite