



AGENCY



PAWAN BHATT
Executive Vice President,
Ogilvy India

"Butter and Cheese are some of the most exciting categories within the Mother Dairy Brand portfolio. This gave us the opportunity to setup a narrative that is rooted in the brand's core value of stimulating togetherness."

CLIENT



SANJAY SHARMA
Business Head - Dairy
Products, Mother Dairy

"By releasing a digital film, we intend to reach out to the new-age consumers, encouraging them to use the layer of love and goodness which relates to the goodness offered by a layer of butter and/or cheese in one's diet."