**A Brief Note**

**DEBU PURKAYASTHA**
**Founder & Chief Creative, RUBBERSTAMP**

Started his career in the August of ’92, as a Jr. Visualiser with **TRITON COMMUNICATIONS**. Was hired as an Art Director, a year later, with **HTA** in Bangalore (now JWT).

Returned to Bombay and joined **Saatchi & Saatchi**. In the formative years of Saatchi in India the team consolidated the agency winning many clients and growing the business.

This bug made him start **DIGITAL NIRVANA**, as a partner, dabbling in new media. It was one of the first digital studios in India (1995), providing design solutions. Some of the projects involved designing a restaurant, a fitness gym, even an interactive presentation for Mercedes Benz.

**RKS BBDO** asked him to come onboard to improve the creative process. But the agency inertia made him move onto a fast paced **CHANNEL [V]**, as Head of Design. Out there, he not only served the channel’s advertising and promotional needs, but was also the Design consultant for on-air shows. The channel outpaced MTV moving onto first slot. The resultant success made the network offer him a position at its very base, **STAR TV**, Hong Kong, to help them out on all their channels (STAR PLUS, STAR WORLD, STAR MOVIES, CHANNEL [v], STAR NEWS, NATIONAL GEOGRAPHIC, STAR PHOENIX and STAR TAIWAN). *He won the Silver BDA PROMAX for the Best Consumer Promo for Star Movies.*

Back in India, leaving the world of television behind, he experimented with art directing television commercials. Soon though, he was consumed by the endless possibilities of the Direct Marketing world and joined **Theory M** to try his hand on BTL and CRM.

But the advertising bug never really left his system and sooner than he anticipated he was working with **JWT** Mumbai as a Senior Creative Director. He handled accounts like- (DTC) Diamond Trading Corporation, DIAGEO - Smirnoff, Godrej Appliances, Tata Starbucks, Johnson & Johnson, Ireland Tourism, Life Insurance Corporation, Monsanto, BIG FM, Sri Lanka Tourism, Times Of India, Reliance Money, Hindustan Petroleum, Shapoorji Pallonji Builders (Imperial Heights), Ahuja Builders, Tata Housing, Unilever (Sunsilk, Rin, OMO, Knorr), UTV (Hungama TV), Standard Chartered Marathon, Philips CTV, SBI Mutual Funds, Godrej Sara Lee, Philips Televisions, Wonder Cement, Reliance Capital, UTI Mutual Funds among others. He quit from being the **Executive Creative Director & Vice President** to start working for his own vision.

***He is a much-awarded Creative Professional.*** *He has been a* ***Finalist at Cannes*** *for Print Craft, One Show,* ***ADFEST AsiaPac****, Silver at Ad Club Mumbai, AAAI, Featured in The Work for the Ideator. Awarded Silver (TBA) at Asian Travel & Tourism Awards, Singapore for Sri Lanka campaign and at the Colombo adclub.* His pack designs for The Smirnoff Trail was a finalist at Adfest and was so loved by the client that it was introduced in various other regions in the world. His most celebrated work has been the LEAD INDIA Campaign for the Times of India, which **won India’s first ever GRAND PRIX and the Integrated Lion at CANNES 2008** in the Direct Marketing Category. The campaign was one of the most talked about and highly awarded pieces of work at award shows locally and internationally. Besides Cannes, it picked up **3 Golds and a Grand Prix at Goa Fest, a Gold at Asian Marketing Effectiveness, 3 Golds at the Indian Effies, Best Of Show** in two categories (360 and Direct) at WPP Whipped Crème, NY, a Jay Chiat Planning Gold, a Finalist at Ad Fest. He won another **Grand Prix at Goafest** for the TEACH INDIA campaign, a finalist at the **Cannes and 2 Emvies** in Hong Kong. The MUMBAI CARE campaign got silver and a bronze at GOAFEST and **finalist at the Cannes**, so on and so forth.

**He was ranked at 10th among the best creatives in India and 110th in Asia by Campaign Brief Asia.**

His design was chosen for the cover of the 3rd Anniversary issue of the Rolling Stone magazine. His cover art is included in the Rolling Stone 4th, 5th & 6th Annual Issues.

He was on the panel of judges in two categories (Design & Print Craft) at the ADFEST
ASIAPAC 2008. He is a judge at various college level competitions. He also has been a guest lecturer at the Bombay University and has helped in creating a new Post Graduate Diploma Course in Management. He did a round of lectures in Sri Lanka Adclub. He continues to be on various Juries at various Advertising & Design Awards.

**RUBBERSTAMP – Helping Clients solve issues using Design thinking!**

A Brand Design and Innovative Solutions shop! Creating content and communication as Solutions, is what he does. The roster of clients who have come on board is truly eclectic. **Godrej Appliances, Garodia International School, ArcelorMittal India now STEEL1 , Illumine - a knowledge based company, Shakti Tours and Travels, SmileBar, in8motion, FourthAmbit, Chandon, KMG Robust, ZICOM Securities, McDonalds, The Social Loan Company, IL&FS, InnateMotion, Foo- Asian Tapas RestoBar, GrainSpan** and more. For **Garodia**, he designed the entire communication package comprised everything from the school’s logo down to the uniform the kids will wear. He designing the franchise model of the school- **BEEHIVE**. The project began with the name, identity, uniform to the interior and the exterior of the franchise school model. The commitment even extends to putting a system of teaching that takes into account, a modern environment. Rubberstamp also has the proud distinction of designing the entire Brand Identity for PDM (Percept D’Mark), which in itself boasts of a large agency set-up. He has created content for Godrej Appliances on YouTube and Facebook as a campaign for their various products.

*He is currently the guest lecturer at Symbiosis Institute of Media Communications in PUNE.*

He has always focused on the brand and moved beyond the brief. Looking for answers to solve issues that clients are plagued with. However small the communication objective, it must have a lasting impression on the brand. He has worked out successful alternate campaigns on facebook and twitter. He is currently working on several ideas with the mobile platform and some disruptive activation ideas with radio.

His first web-series has been commissioned with TIMES MX Player and is currently in the screenplay stage. Two films and the second crime web-series are currently under process. The latest is a series of detective mysteries as a web series.

In his spare time, he doodles and is working on the idea of launching an e-comm site that spans out into accessories and merchandise with his quirky brand of humour. Five short stories have been waiting for his time to convert them into short films. He has written and illustrated short stories for little children and hoping to publish them soon. He is focused also on creating content with the Brands.

He was developing the design and communication for a high end Resort in Udaipur. He designed the Branding for a swish Asian Tapas Resto Bar- **FOO** in Phoenix, Lower Parel. Currently is working on the Brand Design and Behaviour mapping of a period Indian Restaurant in Mumbai.