SUSHIT KUMAR MANDAL

CREATIVE CHARADES

Real Impact

Digital Strategy & Integrated Marketing
10+ Years Across B2B & B2C

TIME IS PRECIOUS

So, let's keep it short and simple!

ABOUT ME

MY PROJECTS

MY CURRENT ENDEAVOURS

CONNECT WITH ME

ABOUT ME

Thinker. Maker. Storyteller.

I'm a creative thinker and digital strategist with a strong passion for building engaging, insight-driven campaigns that connect brands with people. I enjoy turning simple ideas into impactful storytelling across platforms, blending creativity with purpose.

Name Sushit Kumar Mandal

Education MBA [Marketing]

Website www.sushitkumar.com

Professional Experience 12 Years

Age 39 Years

LinkedIn /in/sushitkumar

Agencies DIGIVAASI, Sapient Razorfish, Digitas

Brands Assisted PepsiCo, LOCTITE, Nestlé, Orient Electric, OLX India, SpiceJet, Spawake, Jeep, Nissan, Delhi Daredevils, Tupperware, Hamdard Laboratories

For more detailed information, please refer my LinkedIn profile or my resumé available on my website.

My PROJECTS

- LOCTITE — *TryLOCTITE Digital Video*
- LOCTITE — *Demand Generation Center*
- ORIENT ELECTRIC — *The Josh Squad*
- ORIENT ELECTRIC — *The League of Extraordinary Super-Coolers*
- OLX — *Republic Day Digital Parade*
- SPAWAKE — *Mermaid Friends of Spawake*
- SPICEJET — *Get Me This SpiceJet Flight*
- DELHI DAREDEVILS — *Dil Dilli Hai*
- OLX — *OLX Minimalist Filmy Ad Campaign*
- KURKURE — *Why So Sweet?*
- JIGREEN — *Jigar Matlab Liver*

2011 — **Creative Info Graphics**, *NOIDA*

2014 — **DIGIVAASI**, *New Delhi*

2017 — **Chimp&z Inc**, *Gurugram*

2022 — **Digitas**, *Publicis Groupe*, *Gurugram*

LOCTITE

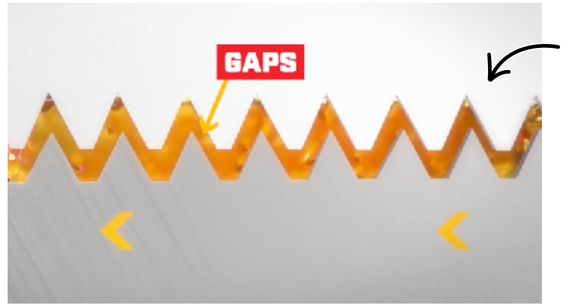
TRYLOCTITE DIGITAL VIDEO

To support LOCTITE's entry into the Indian market, we created a high-impact digital video tailored for B2B audiences.

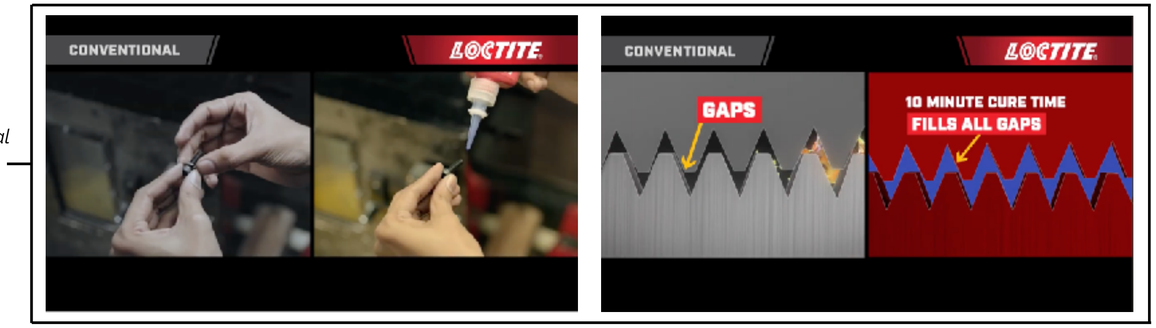
The film addressed the reliance on conventional repair methods by contrasting their inefficiencies with LOCTITE's advanced solutions. Using a narrative of chaos versus harmony, it demonstrated how traditional fixes lead to recurring machinery failures, while LOCTITE ensures reliability and performance.

The video combined strong visual storytelling with clear product benefits, capturing attention, shifting mindsets, and positioning LOCTITE as a smarter, long-term solution for industrial maintenance.

Chaos due to the Mechanical failure



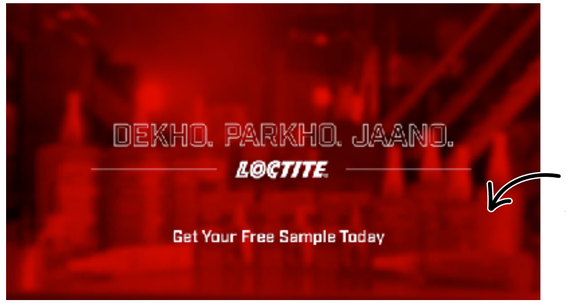
Root cause



Conventional solutions vs LOCTITE

Chaos due to conventional solutions' failure

Smoothly running machines with LOCTITE



CTA encouraging free sampling

Agency Digitas **Client** Henkel India **Platform** Facebook / YouTube

LOCTITE

DEMAND GENERATION CAMPAIGN

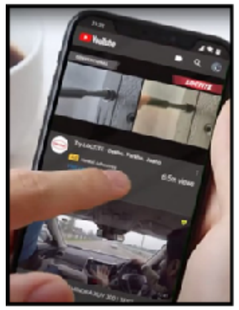
DEKHO. PARKHO. JAANO.

LOCTITE®

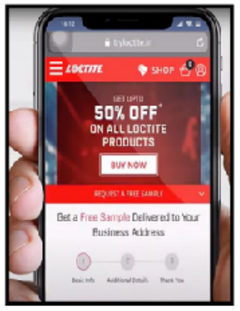
The LOCTITE® Demand Generation Campaign for Henkel addressed the challenge of reaching a vast, low-awareness industrial audience in India.

Moving beyond traditional sales methods, we built the LOCTITE® Demand Generation Center—a first-of-its-kind digital ecosystem for the category. It introduced a structured, step-by-step approach to educate users, nurture leads, and drive adoption.

By combining content, automation, and data-led journeys, the campaign created a scalable model for sustained demand generation while strengthening long-term customer relationships and brand value.

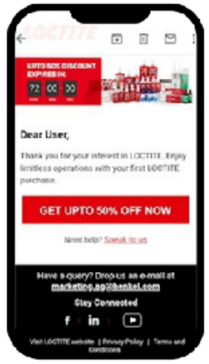


A prospect spots our ad



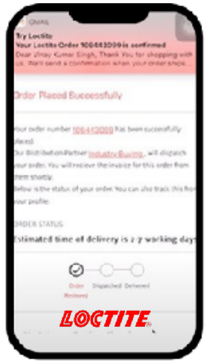
He registers for a free sample

Receives a special sample box to try LOCTITE



Prospects are encouraged to place their first order

They can browse and place order from tryloctite.in



Taking the first step towards becoming a LOCTITE customer

2400+ Mn	5 Mn	20%	8.5k	1100+
Direct audience reach	Website visits	Improvement in Cost Per Lead	Unique customers	Registrations for live webinar on machinery adhesives

In 2020, the campaign exceeded order targets by 41%, improved CPO by 60%, and was later adopted in markets like China as a company-wide case study.

Agency Digitas **Client** Henkel India **Platform** Multiple

ORIENT ELECTRIC

THE JOSH SQUAD INSTAGRAM ACTIVITY

To amplify excitement during IPL 2019, we created the “Josh Squad” Instagram activity for Orient Electric, tapping into the passion of cricket fans.

Audiences were encouraged to share high-energy photos showcasing their “Josh” while watching matches. In real time, we responded to key match moments by posting Instagram Stories featuring these fan images, celebrating their reactions to fours, wickets, and milestones.

This dynamic, participative approach turned viewers into active contributors, boosting engagement, fostering community spirit, and aligning the brand with the thrill and emotion of live cricket.

Announcement post

Insta story featuring fan selfies

Insta stories featuring fan selfies

Closing post

Agency Digitas **Client** CK Birla Group **Platform** Instagram

ORIENT ELECTRIC

THE LEAGUE OF EXTRAORDINARY SUPER-COOLERS

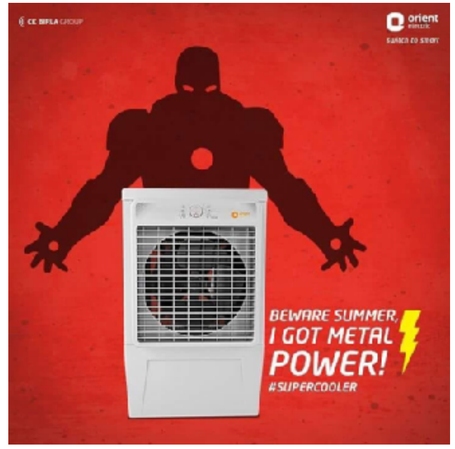
The brief was to relaunch Orient Electric's advanced air-cooler range in a bold, high-impact way for the summer of 2018.

To achieve this, we reimagined the entire launch as a blockbuster superhero movie campaign, positioning the air-coolers as powerful, larger-than-life heroes designed to combat extreme heat.

From teaser visuals that built intrigue to dramatic reveals that showcased their strength, efficiency, and smart features, every touchpoint mirrored the storytelling style of a cinematic universe.

Teaser post

Promoted posts



Intro post

Posts showcasing coolers as superheroes

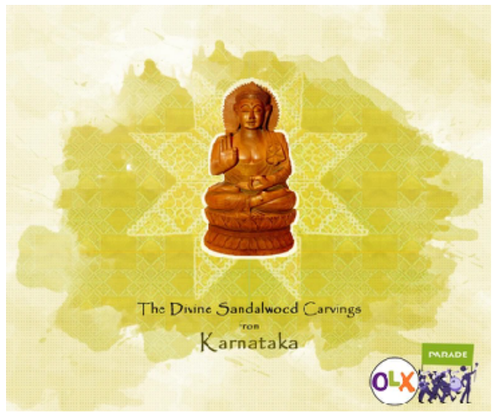
Agency Digitas **Client** CK Birla Group **Platform** Facebook

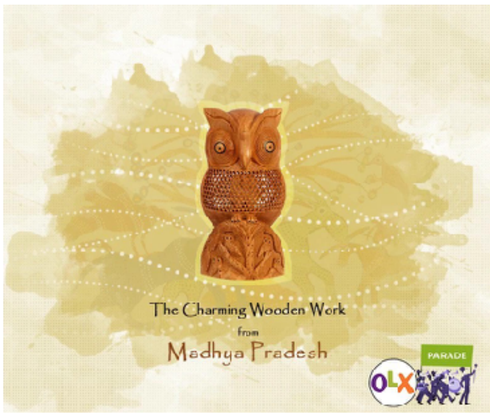
OLX

REPUBLIC DAY DIGITAL PARADE

OLX India's 2016 Republic Day Facebook campaign themed an "OLX Republic Day parade," showcasing cultural products on its platform tied to India's heritage.

Using the hashtag **#OLXparade**, it featured creatives highlighting regional crafts—like Tamil Nadu's metal idols—encouraging users to discover such items on OLX.





Agency DIGIVAASI **Client** OLX India **Platform** Facebook

SPAWAKE

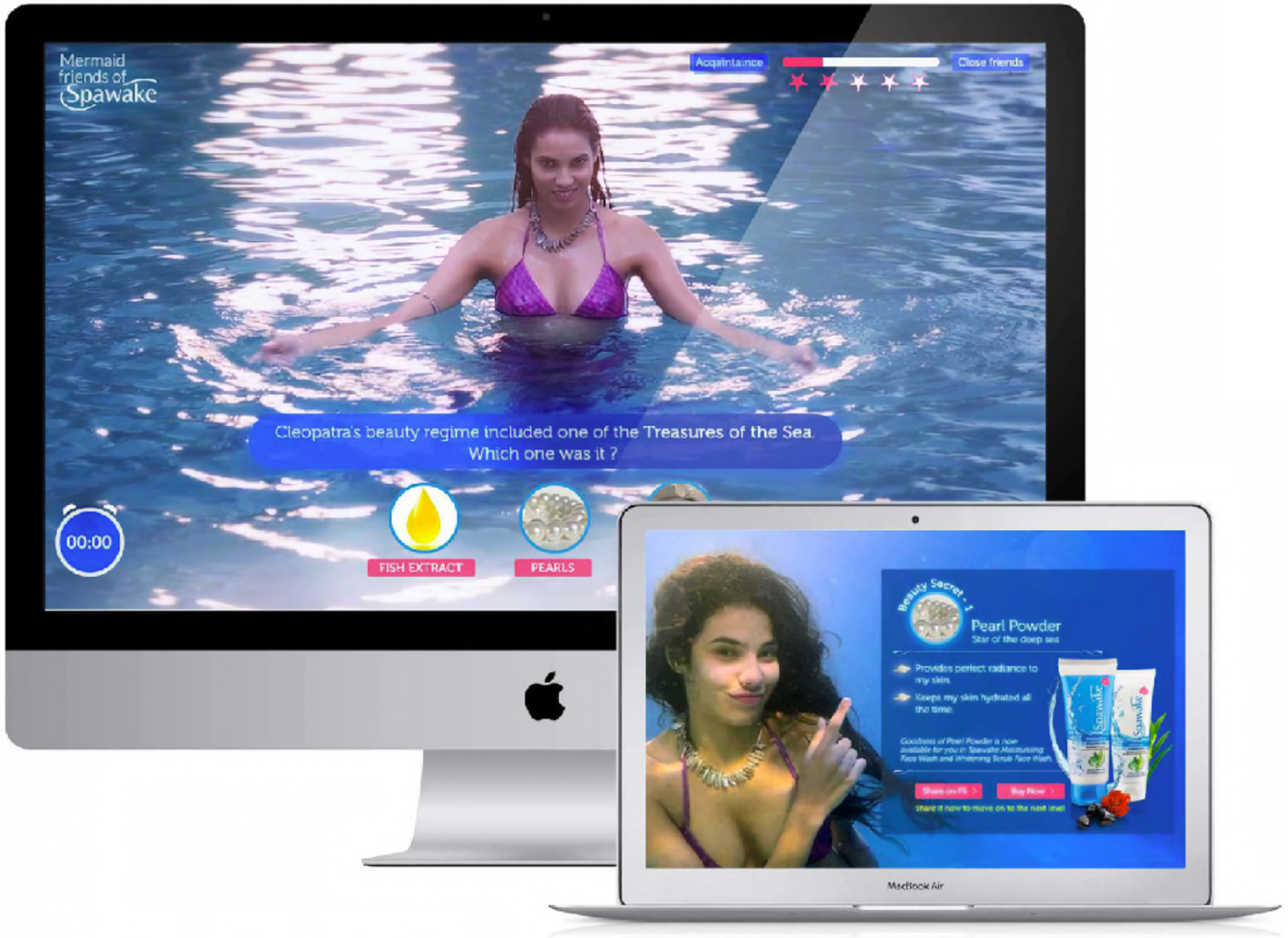
MERMAID FRIENDS OF SPAWAKE

For Spawake, we created an interactive video-led digital experience that brought the brand's ocean-inspired philosophy to life.

The platform invited users to engage with a mermaid character, who revealed beauty secrets through a series of questions and choices. This gamified journey helped users discover product benefits in an immersive, story-driven format.

By using the mermaid as a symbol of natural, sea-based beauty, the campaign reinforced Spawake's core theme of Sea Spa, making the experience both engaging and informative.

The interactive video-led website



Agency DIGIVAASI **Client** KOSE Corporation India Pvt. Ltd. **Platform** Dedicated Microsite

SPICEJET

GET ME THIS SPICEJET FLIGHT

This digital campaign for SpiceJet was designed as an engaging referral-led initiative to drive app downloads and user participation.

The idea centred on giving users a chance to win free flights to their favourite destinations by inviting friends to download the SpiceJet app. Participants could create and share their own ‘dream flights’, turning aspiration into a fun, interactive experience. Each successful referral increased their chances of winning, boosting the virality and organic reach.

The campaign combined gamification, social sharing, and personalised journeys to boost engagement. My contribution was at the conceptualisation stage, where the core idea and user experience were shaped.

Agency DIGIVAASI Client SpiceJet Ltd. Platform Dedicated Microsite

DELHI DAREDEVILS

#DILDILLIHAI CAMPAIGN

To energize fans and strengthen team spirit, we created the #DilDilliHai campaign for Delhi Daredevils during IPL 2017.

The idea celebrated the unwavering passion of Delhi and its fans, positioning the team as a true reflection of the city's heart and resilience. Through bold visuals, powerful messaging, and player-led content, the campaign brought alive the team's fighting spirit.

It successfully boosted fan engagement, built a stronger emotional connection, and amplified the team's presence across social media platforms.

Agency Chimp&z Inc **Client** JSWGMR Sports Pvt. Ltd. **Platform** Facebook / Instagram

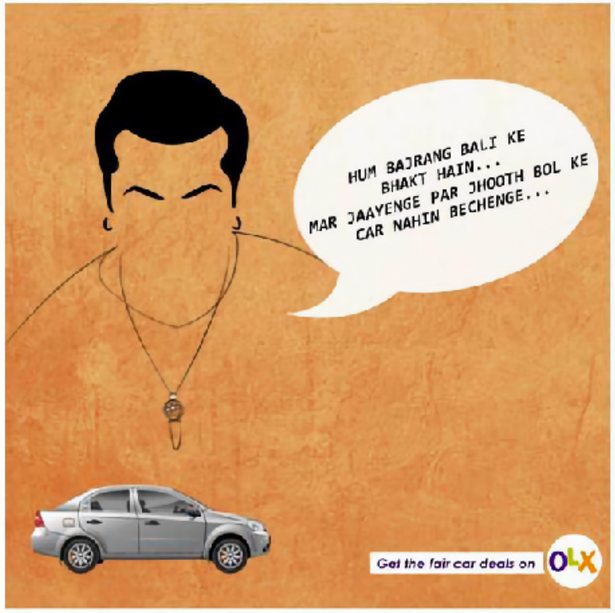
OLX

MINIMALIST FILMY AD CAMPAIGN

To promote the benefits of selling cars on OLX, we created a series of minimalist, filmy Facebook ads that blended humour with relatability.

The campaign reimagined iconic Bollywood dialogues using simple, character-driven illustrations, making the content instantly recognizable and engaging. By pairing these nostalgic references with clear value propositions, the ads highlighted ease, transparency, and better pricing on OLX.

The minimalist design ensured strong visual impact, while the witty storytelling captured attention, drove recall, and encouraged users to consider OLX for selling their cars.



Agency DIGIVAASI **Client** OLX India **Platform** Facebook

KURKURE

WHY SO SWEET?

This was a nationwide digital campaign for Kurkure designed to add a playful twist to festive greetings.

The idea encouraged users to break away from overly polite wishes and create cheeky, naughty messages for friends and family. We built an engaging user journey that made it easy to customise and share these greetings, supported by witty, irreverent lines.

The campaign struck a chord with audiences, driving massive participation and resulting in over 116,000 user-generated greeting cards across digital platforms.

Agency DIGIVAASI **Client** PepsiCo India **Platform** Dedicated Microsite

FACEBOOK CAMPAIGN

JIGREEN

JIGAR MATLAB LIVER

This was a quirky Facebook campaign for Hamdard's Jigreen, aimed at making liver health more engaging and memorable.

Playing on the dual meaning of 'Jigar' (emotionally as courage, literally as liver), the campaign reinterpreted popular Bollywood songs and dialogues with a humorous twist. This fresh, entertainment-led approach helped simplify a serious health topic and made it relatable for younger audiences.

By blending pop culture with product messaging, the campaign stood out in the category and received an overwhelmingly positive response online.

Agency Chimp&z Inc **Client** Hamdard Laboratories **Platform** Facebook

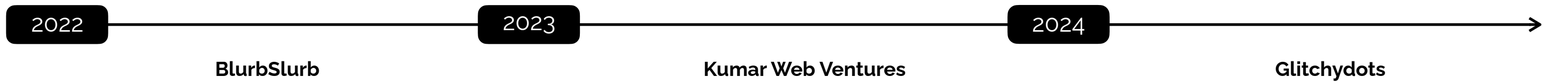
My CURRENT ENDEAVOURS

BLURBSLURB *Minimal Bollywood Posters*

GLITCHYDOTS *eStore Website Design*

GLITCHYDOTS *T-shirt Designs*

KUMAR WEB VENTURES *Website Design*



BLOG QUIZ

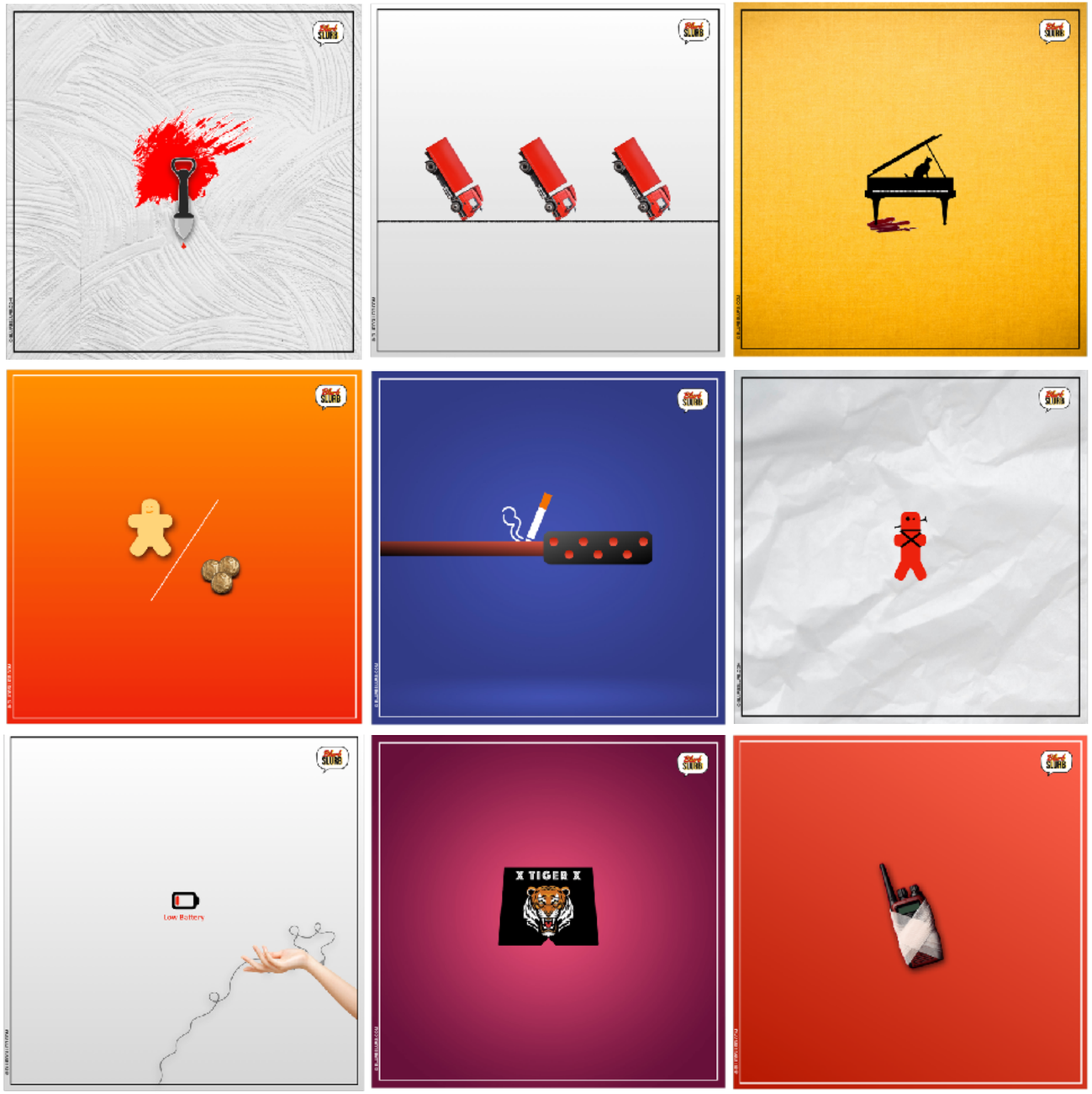
BLURBSLURB

MINIMAL FILMY POSTERS

This was a creative exploration in visual storytelling using the least possible elements. Each poster distilled a Bollywood film into simple, symbolic cues—challenging viewers to guess the movie through subtle hints rather than obvious references.

Designed as part of a puzzle-led blog on BlurbSlurb.com, the series encouraged interaction and tested audience knowledge in a fun, engaging way.

The project combined minimal design with pop culture insight, turning familiar films into clever visual riddles that sparked curiosity, participation, and share-ability.



Platform BlurbSlurb Blog Website

GLITCHYDOTS

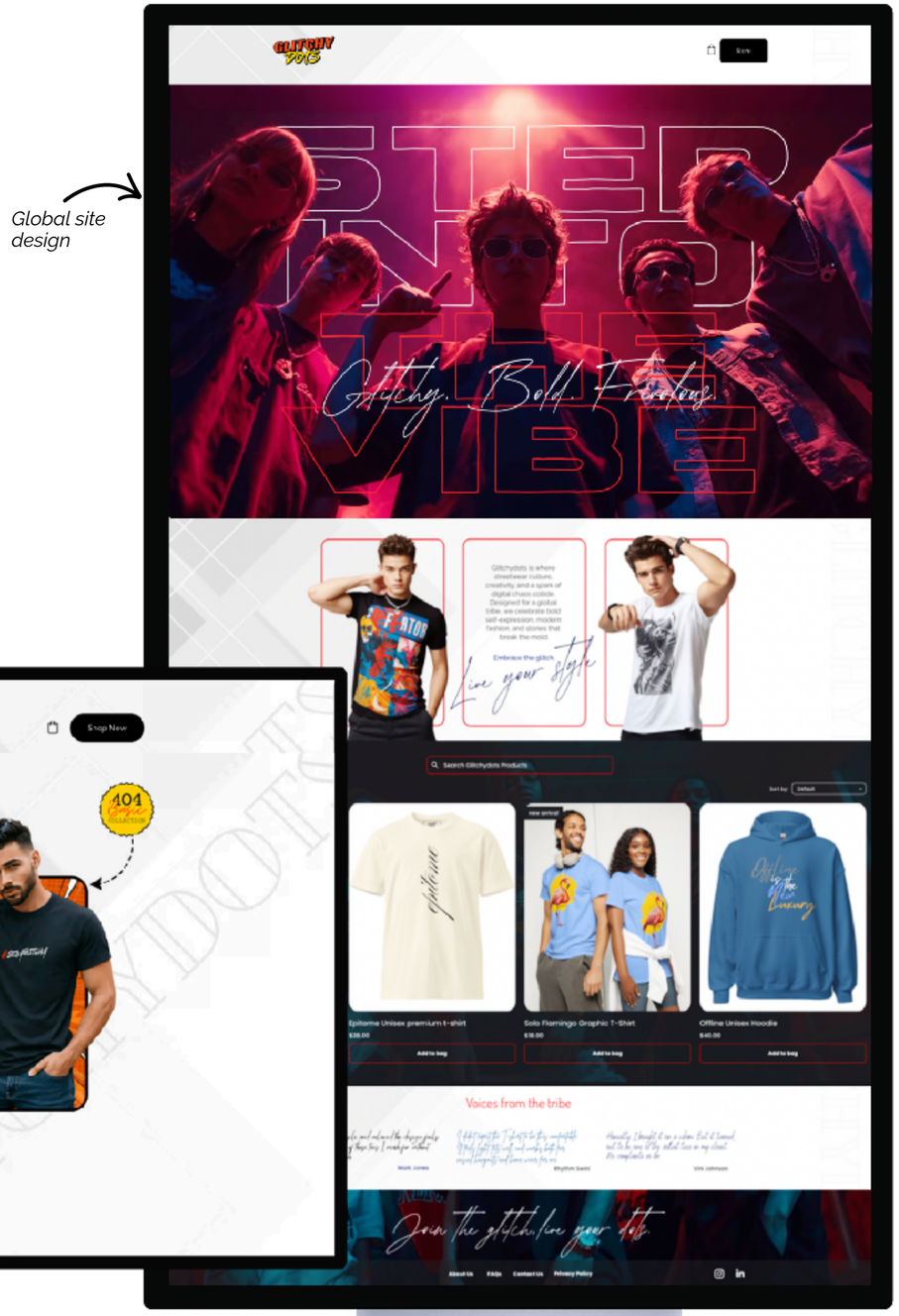
GLOBAL + INDIAN TEE ESTORES DESIGN

Glitchydots was envisioned as a bold, youth-centric apparel brand, for which we designed both global and Indian e-commerce experiences.

The project focused on creating a distinct visual identity rooted in glitch aesthetics, expressive typography, and high-energy visuals. From logo design to website interfaces, every element was crafted to reflect individuality and attitude. The platforms balanced style with usability, ensuring seamless browsing and shopping.

By combining strong branding with intuitive design, the project brought the brand's edgy personality to life across digital touch-points.

Platform Website



GLITCHYDOTS

CASUAL TEE DESIGNS

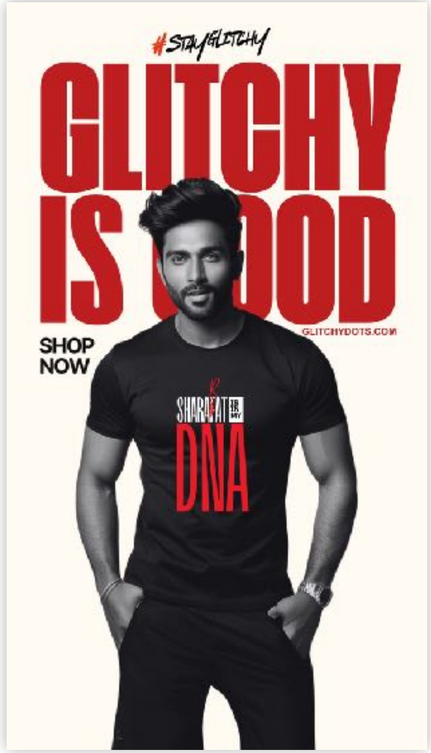
For GlitchyDots, I designed a range of casual tee graphics that captured the brand's bold, youthful, and expressive personality.

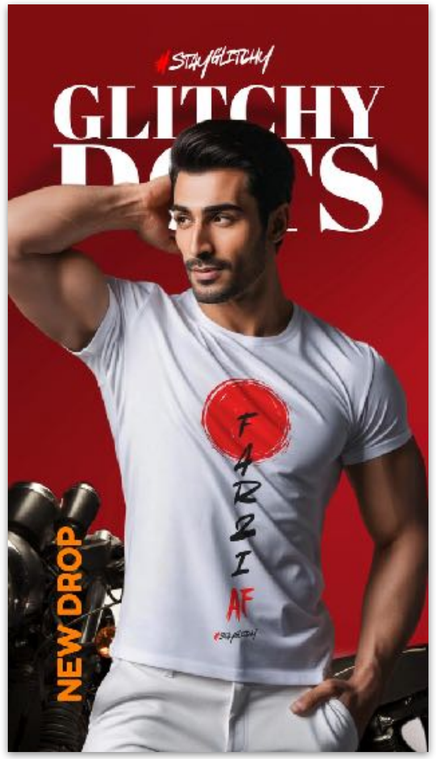
The designs combined striking typography, pop-culture cues, and a distinct glitch-inspired aesthetic to create visually arresting statements. Each piece was crafted to resonate with a style-conscious audience seeking individuality and attitude.

Beyond aesthetics, the focus was on creating wearable conversations—designs that felt relatable yet edgy.

The collection brought together creativity and commercial appeal, helping shape a strong and recognizable visual identity for the brand.

Platform Website + Instagram





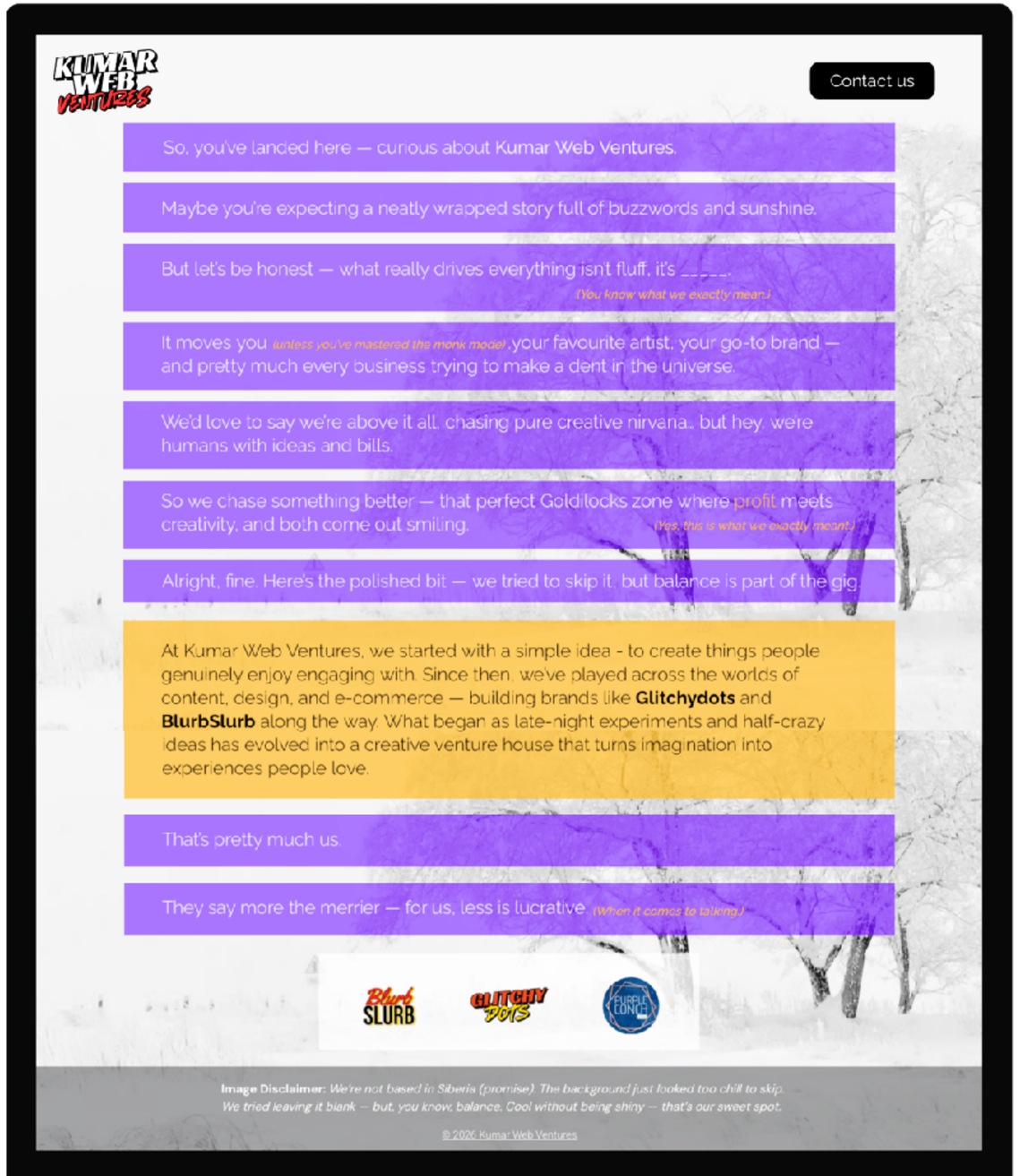
KUMAR WEB VENTURES

MINIMALIST BRAND WEBSITE

This was designed as a minimalist brand website that broke away from conventional, buzzword-heavy narratives. Instead of a typical corporate tone, the site used honest, witty copy and a stripped-down visual style to reflect the brand's personality and philosophy.

Layered text blocks and bold colors guided users through the story in an engaging, unconventional format. The project focused on clarity, authenticity, and creative expression, turning a simple website into a distinctive brand experience that felt both personal and memorable.

Company site design



Brand logo design

KUMAR WEB VENTURES

Platform Website [www.kumarwebventures.in]

THAT'S IT FOR NOW

thanks for your time.

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