

## Social Throwback 2022: Top 50 Indian ad campaigns

Indian Social Media | #SocialThrowback | Campaign Spot | Dec 27, 2022



Indian advertisers took a big swing towards embracing technology in creativity this year. Social Samosa speaks to NCDs and CCOs to curate a list of the top Indian ad campaigns that stood out.

The Indian advertising industry is a hotbed of ideas. It is rich in culture, full of humour and is known for its creativity. This year, we saw many creative campaigns that made use of technology to make a difference. On the other hand, a few brands also took a much-needed step forward towards inclusivity.

After the year 2020 turned the marketing world upside down, brands and businesses of all sizes had to reimagine their communication strategies and evolve with the rapidly changing times. So, when we look back at 2022, we see a theme of togetherness, resuming life after the pandemic, love and unity emerging on the canvas of advertising. Some of these excellent campaigns will stay relevant for decades to come, while others make a topical point.

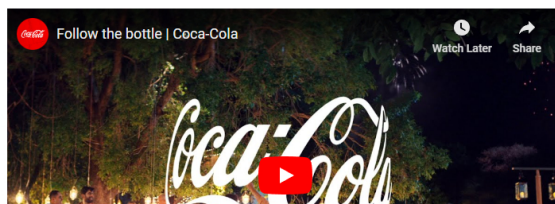
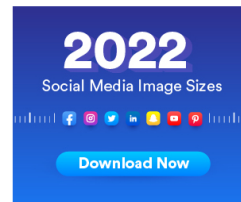
We spoke to Raj Kamble, CCO, Famous Innovations, *Dhruv Warrior*, National Creative Director FoxyMoroN, Aalap Desai, Chief Creative Officer, Creative Experience, West, Dentsu Creative India, Rahul Mathew, CCO, DDB Mudra Group and Vikash Chemjong, CCO, Cheil India to find out their favourite campaigns from 2022. The rest of the campaigns are put together by Social Samosa after a thorough discussion with the entire team.

Here are the top 50 Indian ad campaigns of 2022 in no particular order:

### Ariel #CelebrateEqual



### Coca-Cola Follow the Bottle – Diwali ad


 Search


#### Subscribe to our Newsletter

Email  
Please enter your email address

First Name  
Please enter your first name

Last Name  
Please enter your last name

Daily Newsletter  
 Weekly Newsletter  
 Events, Awards and Promotions

Your information will be safe with us!

Subscribe

#### INDIAN SOCIAL MEDIA

- Meta's new Rights Manager website helps curb copyright infringement  
Jan 30, 2023
- Opinion: With changes at Twitter & Facebook, how to approach social media marketing  
Jan 25, 2023
- Instagram updates: Quiet Mode, personalization & more  
Jan 23, 2023
- Social Samosa Superwomen 2023: Nominations open now!  
Jan 18, 2023
- Road to 2023: AI, social commerce & regional content – How Social Media will shape up  
Jan 17, 2023
- Opinion: Social change led by MarTech & the way forward  
Jan 10, 2023
- Road to 2023: Blogging trends to look out for  
Jan 5, 2023
- [Download] Social Samosa unveils Social Media



### Colgate #SmileOutLoud



### Cossouq #SamjhaKar



### Tanishq Marriage Conversations



### The Man Company - Celebrating the making of Gentlemen



### KreditBee #KhushiyonKaLoan