

Mr. Pavan Padaki *Director - Insights & Creative, brand-comm*

A founder member of brand-comm, popularly known as the Insight Guru amongst his colleagues and clients, Pavan practices the fine art of integrated marketing communication.

He has rich experience of over two decades with hands on skills in client management, research, account planning, creative and public relations. He has engineered more than 35 brands and scripted and executed over 40 TV commercials on air.

He started his career in the Servicing Department at Clarion Advertising, Bangalore in 1987. He later moved to Mudra Communications in 1988. The Research Wing at Bangalore that caters to the research needs of all the Mudra branches in the south, was one of his marked initiatives at Mudra. Advertising Research and Qualitative Research was a major strength.

Pavan took up the role of an Account Planner in 1992 at Mudra Communications, Bangalore and has worked on national brands like BPL, HMT Watches, Van Heusen, Deepam Silks, Nutrine Confectioneries, Wilman Shaving Systems & Toiletries, TI Cycles and Weekender Kids.

He joined Pratibha Advertising in 1994 as National Creative Planner. He worked on brands like AT&T Cellular Services, Kenstar Kitchen Appliances, Finolex Pipes, Bajaj M80, UB-Kalyani Black Label Lager Beer, Nutrine Confectioneries, Karur Vysya Bank, TVS Tyres, BPL Refrigerators and Knockout Strong Beer.

Pavan moved to R.K. Swamy/BBDO, Bangalore, as Creative Director in 1997. Worked on Wrigley's Spearmint & Juicy Fruit Gum, Kurl-on Mattresses, Dalmia Cement, Corporation Bank, Bambino Pasta and Indian Express.

His latest venture has been a website (www.insightsinsight.com) where you can share your insights on successful Business, Branding and Creativity.