

The advertisement is split into two main visual sections. On the left, a man in a white short-sleeved shirt and white shorts stands on a wooden pier, looking down at his red Mochi shoes. He is holding a large, inflatable red and white shoe with a blue stripe. The background shows a blue sky and a body of water. On the right, a woman's legs in a blue skirt and blue Mochi high-heeled sandals are shown. She is standing on a large, inflatable pink and black shoe. The background is a light blue sky and water. The word 'MOCHI' is written in large, bold, blue letters at the top right. Below the woman's feet, the text 'SHOES & ACCESSORIES' is written in a smaller font, preceded by a small circular logo. At the bottom, there is a list of store locations across India, including Crawford Market, Grant Road, Bandra, Andheri, Malad, Kandivalli, Dadar, Vile Parle, Kurla, Phoenix Market City, Ghatkopar, Vashi, Mulund, and Thane. The text 'Awesomeness now in 100+ stores across India.' is followed by social media icons for Facebook, Twitter, Instagram, and YouTube. The website 'www.mochishoes.com' is listed at the bottom right.

MOCHI

#StayAwesome

SHOES & ACCESSORIES

Crawford Market: L.T. Road. Tel.: 22072977/68 • **Grant Road (E):** Opp. Novelty Cinema. Tel.: 23885655 • **Bandra:** Linking Road. Tel.: 26049666 • **Andheri (W):** Infiniti Mall. Tel.: 26341385 • **Malad (W):** Inorbit Mall. Tel.: 28784784 • **Kandivalli (E):** Growel's 101 Mall, Akurli Road. Tel.: 28873315 • **Dadar:** 170/C, Empress Mahal, Dr. Ambedkar Road, Dadar T.T. Tel.: 24142164 • **Vile Parle (E):** Parle Square Mall, Mongibhai Road. Tel.: 26194266 • **Kurla (W):** Phoenix Market City. Tel.: 33401360/61801360 • **Ghatkopar (W):** R-City Mall. Tel.: 25173844 • **Vashi:** Inorbit Mall. Tel.: 27810998 • **Mulund:** R-Mall. Tel.: 21640595 • **Thane (W):** Korum Mall. Tel.: 25374345, R-Mall. Tel.: 25896263

Awesomeness now in 100+ stores across India. | www.mochishoes.com



The advertisement is split into two main visual sections. On the left, a man in a light blue shirt and white shorts sits on a large, bright yellow inflatable duck on a wooden pier. He is smiling and looking down at the duck. The background shows a clear blue sky and a body of water. On the right, a close-up shot shows a woman's legs in a red skirt and red sneakers with white laces and colorful accents. She is standing on a wooden pier next to a yellow inflatable. The word "MOCHI" is written in large, bold, blue capital letters across the top right of the image.

#StayAwesome

MOCHI

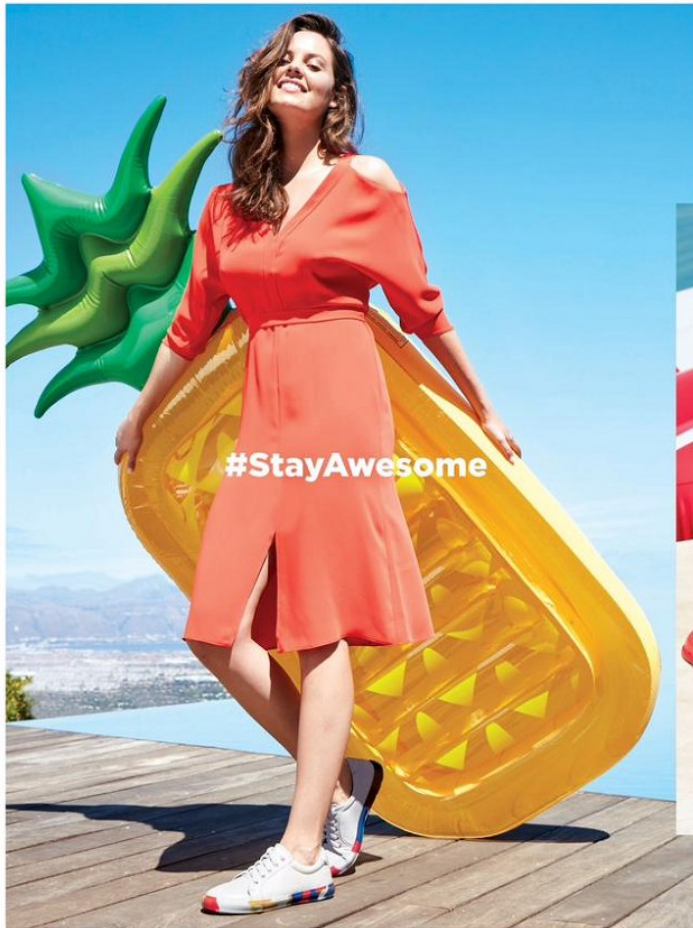
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


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The advertisement is split into two main visual sections. On the left, a man with light brown hair, wearing a bright orange t-shirt and light grey trousers, is sitting on a green inflatable slide. He is smiling and looking towards the camera. He is wearing brown, textured, slip-on shoes. On the right, a woman's legs are shown as she is sliding down a red and green inflatable slide. She is wearing orange strappy sandals with a thick white platform sole and a colorful, patterned insole. The background for both scenes is a clear blue body of water. The word 'MOCHI' is written in large, bold, blue capital letters in the upper right quadrant. The hashtag '#StayAwesome' is overlaid on the man's image.

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#StayAwesome

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The advertisement features a man and a woman standing on a wooden pier overlooking a lake and mountains. They are holding a large, inflatable donut ring with pink frosting and colorful sprinkles. The woman is wearing a bright orange blazer and gold sneakers, while the man is wearing a white patterned t-shirt and blue sneakers. The hashtag #StayAwesome is visible on the left. On the right, a close-up shows the lower legs and feet of the couple, highlighting their footwear: the woman is wearing colorful, high-heeled sandals, and the man is wearing green sneakers. The word "MOCHI" is written in large, blue, sans-serif capital letters above the close-up. Below the close-up, the text "SHOES & ACCESSORIES" is displayed next to a circular logo featuring a stylized 'M'.

#StayAwesome

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HERITAGE
New for longer

PROTECT THE **POWER**
OF *colour*





A woman with long, dark, curly hair and red lipstick is wearing a vibrant red coat. She is looking off to the side with a slight smile. The background is a solid, deep red. In the top right corner, there is a small logo for 'skip' with a heart icon. In the bottom right corner, there is a bottle of 'skip' laundry detergent. The word 'PASSION' is written in large, white, bold letters across the center of the image. Below it, the hashtag '#Newforlonger' is written in a smaller, gold, cursive font. At the bottom right, near the detergent bottle, the text 'PROTECT THE POWER OF COLOUR.' is written in white, with 'COLOUR.' in a gold, cursive font.

skip

PASSION
#Newforlonger

PROTECT THE **POWER**
OF *COLOUR.*

skip






A full-page advertisement for Skip laundry detergent. The background is a solid, vibrant yellow. In the center, a Black man is walking towards the left, wearing a matching vibrant yellow long-sleeved shirt and a long, flowing yellow skirt. He is wearing white socks and white sneakers with yellow and blue accents. In the top right corner, there is a Skip logo featuring a heart with a woven pattern. In the bottom right corner, there is a bottle of Skip laundry detergent. The word "VIBRANT" is written in large, bold, white capital letters across the middle of the image. Below it, the hashtag "#Newforlonger" is written in a smaller, cursive font. At the bottom right, near the detergent bottle, the text "PROTECT THE POWER OF colour." is written in a small, sans-serif font.

VIBRANT
#Newforlonger

PROTECT THE POWER
OF *colour.*




A woman with short dark hair, wearing a large purple wide-brimmed hat and a matching purple double-breasted coat with gold buttons, is looking upwards and to the left. She is holding a small object near her chin. The background is a solid purple color.

REGAL *#Newfor/onger*

skip

PROTECT THE POWER OF *COLOUR.*





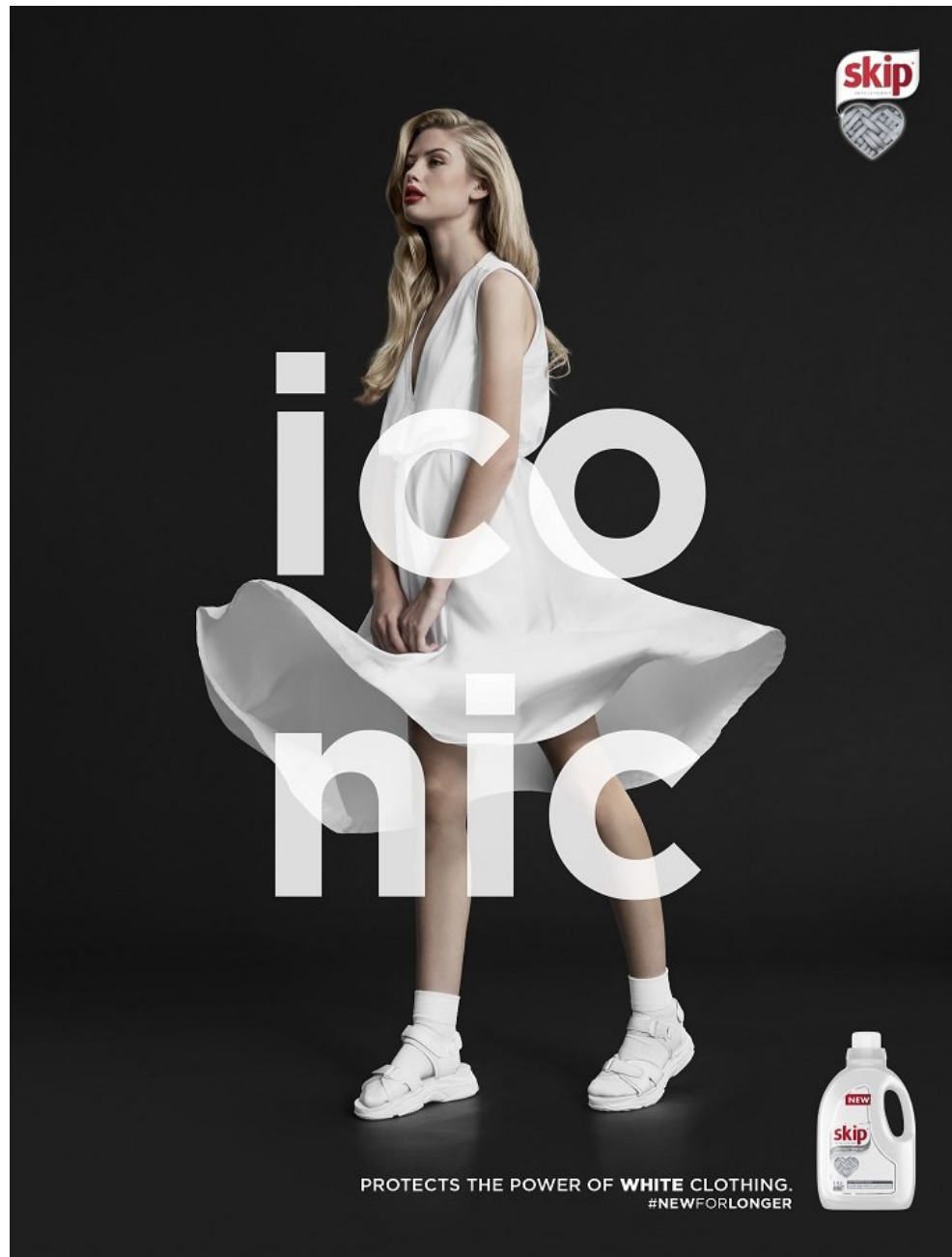
A black and white advertisement for Skip laundry detergent. A man and a woman are standing close together, wearing monochrome clothing with bold geometric patterns. The woman is wearing a white dress with a black geometric pattern and white sneakers. The man is wearing a white shirt with a black geometric pattern and black sneakers. The background is a simple white wall with a black diagonal line. The Skip logo is in the top right corner. A bottle of Skip detergent is in the bottom right corner. The text "tired of it from" is written in large, white, lowercase letters across the middle of the image. At the bottom, the text "PROTECTS THE POWER OF MONOCHROME CLOTHING. #NEWFORLONGER" is written in black.

tired of it from

PROTECTS THE POWER OF **MONOCHROME** CLOTHING.
#NEWFORLONGER



PROTECTS THE POWER
OF **BLACK** CLOTHING.
#NEWFORLONGER



skip

iconic

PROTECTS THE POWER OF **WHITE** CLOTHING.
#NEWFORLONGER

NEW
skip

The advertisement features a woman with long blonde hair, wearing a white sleeveless dress and white sneakers, standing against a black background. The word 'iconic' is written in large, white, lowercase letters, with the woman's dress acting as the letter 'i'. In the top right corner, there is a small 'skip' logo. In the bottom right corner, there is a bottle of Skip laundry detergent. At the bottom center, the text 'PROTECTS THE POWER OF WHITE CLOTHING. #NEWFORLONGER' is displayed.



A black and white advertisement for Skip laundry detergent. The central image shows a Black woman in a white wedding dress and veil, holding a bouquet of flowers, standing against a dark background. The word "grace" is written in large, white, lowercase letters across the middle of the image. In the top right corner is the Skip logo, which includes the word "skip" in red and a shield emblem. In the bottom right corner is a bottle of Skip laundry detergent. At the bottom center, the text reads: "PROTECTS THE POWER OF **WHITE** CLOTHING. #NEWFORLONGER".

faith

PROTECTS THE POWER OF **BLACK CLOTHING.**
#NEWFORLONGER















Africa,
**LIVE WITH
CONFIDENCE**

www.sanlam.co.za
Sanlam is a Licensed Financial Services Provider

 **Sanlam**
Live with confidence



Science for a **better** life

Will old age stop us seeing our grandkids?

80% of visually impaired
people are over the
age of 50

80% of all visual impairment
can be prevented
or cured

CanWeLiveBetter.com

Source 1: GBVI – Global Disaggregation of Numbers for Gender and Age. IAPB Vision Atlas, 2017
Source 2: Vision Impairment and Blindness. World Health Organization, 2017



NEVER HIDE



ottokern-fragrances.com

OTTO KERN
FRAGRANCES

#okneverhide



NEVER HIDE



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METRO
S H O E S

SHOP AT OVER 200 OUTLETS IN INDIA OR AT WWW.METROSHOES.NET |    



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**Für Margrit,
die abends
zur Italienerin
wird.**

**Finde aus über 1'000 italienischen
Spezialitäten genau deine.**



coop

Für mich und dich. Und Margrit.

A woman with long brown hair, wearing a black hat, a light-colored shirt, a dark blazer, and a bright blue coat, is walking on a city street. She is carrying a large, white, multi-pack of Coop Prix Garantie toilet paper under her arm. The background is a blurred city street with a car and trees.

**Für Anna,
die lieber bei
Toilettenpapier
als bei Fashion
spart.**

Finde aus über 500 Prix Garantie-Produkten genau deins.

coop
Für mich und dich. Und Anna.



**Für Sophia,
die im gleichen
Dorf wohnt wie
ihr Pausenapfel.**

 Finde aus über 3'200 Miini Region-
Produkten genau deins.


Für mich und dich. Und Sophia.

Für Napoleon, der teilen hasst.

Finde aus über 150 Hundefutter-
sorten genau seine.

coop

Für mich und dich. Und Napoleon.



**Für Rahel,
die den Cake
nicht gebacken
bekommt.**

Finde aus über 1'200 fertigen
Backwaren genau deine.

coop
Für mich und dich. Und Rahel.



**Für Tim haben wir
noch 109 andere
Suppen.**

Finde aus über 110 Fertigsuppen
genau deine.

coop
Für mich und dich. Und Tim.





























MADE IN ITALY



**SUGAR
&
SPICE**