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ADVERTISING

## 4700BC introduces whacky and eccentric gifting ambassador Mr. BC

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*Mr. BC is a fresh, humorous, tongue-in-cheek character all set to rock the floors with his wit, charm, and dynamism.*

In a world cluttered with celebrity-led announcements, here comes an exciting innovation from India's Premium Snacking Brand, 4700BC. In its first-ever digital

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uptown & whacky fellow who has a love for novelty experiences, is forever disrupting parties and gatherings, and is always spotted with a 4700BC tin in his hand. The character personifies the brand's love for disrupting the category since its inception and this latest offering is their unconventional style of pepping up the gifting season.

The campaign aims to establish a strong connection of the brand, 4700BC with innovative gifting offerings for the consumers and urges them to - 'Make the most of the present.' Engaging anecdotal scenarios about gatecrashing will be introduced as part of the campaign. Heralded by Mr. BC who chose a gangster's retirement party to make his unpredictable, yet grand entry in a unique attire and swag. The film spotlights different scenarios of the party where Mr. BC is constantly involved in madcap acts - either calling out 'I-Spy' to a guest wearing an eye patch or using a mirror for showing a guest's card to the other members playing poker. Throughout the party he remains unobjected by the host for his

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