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Video Exclusive: Brands on campaign overdrive to celebrate Diwali

On the eve of Diwali marketers pull all the stops to devise the most ingenious campaigns that will resonate with audiences and tap into their generous spirit during the festivities. In this video exclusive feature, we will showcase all the exciting campaigns that made the rounds this festive season.

New online campaign from Greenply - #WontHideFromDiwali



The trend of bursting fire crackers has been around for a long time but apart from affecting the environment gravely over the last several years, it brings with it a disturbing experience for the animals around us.

Greenply thus urges people to go noise free this Diwali so that the joyous festival doesn't turn into a cause of trauma for the creatures around us. Unlike us, they do not have voices to express their distress.