



J. WALTER THOMPSON WORLDWIDE

THINK LIKE A MURDER MYSTERY WRITER WORKSHOP

By Ankur Kalita

All of us sit on the edge of the seat while watching murder mysteries. Or sit up straight while reading one of them. Murder mysteries are perhaps the most gripping form of fiction. But, do they have a secret formula for our industry? Yes.

Have you ever wondered how a murder mystery writer decides when and how to kill the victim?

That's the wrong question. Because a murder mystery writer begins with the murder.

Not ending with it. First comes the murder and the murderer, and then the backward journey. Which for readers is the beginning. So, the mystery writer begins where the reader ends. And that's a great lesson for us ad folks. We need to start at the end too, to begin making more of a difference in the lives of the brands we work on.

ABOUT ANKUR KALITA

Ankur Kalita, Vice President/Senior Creative Director, J. Walter Thompson, Delhi

Ankur Kalita is a copywriter by trade and creative director by function. He started his career as a journalist, then dabbled in agriculture consulting and finally landed up in advertising. Beginning his ad innings at Contract Delhi (part of JWT), he has worked in some of the more familiar agency names like Euro RSCG (now HAVAS), Grey, McCann and JWT among others. Working on stellar brands like Honda, Coca-Cola, MasterCard, Domino's Pizza, Whirlpool, The Times of India, ITC, Franke Faber and Facebook, he has won numerous industry accolades. Multiple trophies at ADFEST, Spikes, India's Abby Awards as well as the credit rolls at Cannes Lions and the One Show, find his name etched on them. He has also been a juror and speaker at advertising conclaves like AdStars, Busan. But, his biggest achievement is that he still beats procrastination to meet deadlines.

DATE & TIME

Date: Friday 22nd March 2019
Time: 14.30 – 16.00
Venue: Room PATTAYA 6, Mezzanine Floor, PEACH
Remark: Pre-registration is required

ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2019
- Reservation is strictly first-come-first-served & seats are limited to only 28 delegates only
- Registration is not confirmed until you receive a confirmation notification from ADFEST
- To register, please click [here](#) and complete the online registration form