

## Goldmedal's save water Holi campaign

Coverage: **Adgully**

Date : March 2020

<http://bit.ly/3u1E2yE>

The screenshot shows a webpage from Adgully. At the top, there is a navigation menu with categories: ADVERTISING, MARKETING, MEDIA, EXCLUSIVES, ENTERTAINMENT, and EVENTS. The main heading is "Brand Moments 2020: Holi campaigns". Below this, a red bar highlights the "MARKETING" category, with a sub-heading "A compilation of brand creatives for Holi." and "Max Fashion". The article is dated "MAR 11, 2020" and is from the "ADGULLY BUREAU" (@adgully). The main content is a video advertisement for Max Fashion. The ad features the Max logo in blue and red, with the text "होली आओ वाली" (Holi Aao Wali) in Hindi. Below the logo, it says "SHOP AND GET EXCITING GIFTS\*" and "Shop Online maxfashion.com | Amazon Fashion". The background of the ad shows people celebrating Holi. A "Copy link" button is visible in the top right corner of the ad.