

# SPOT OF SUN

Depression poses a prominent mental health problem in present day India. Among its causes, the easiest one to fix is Vitamin D deficiency.

To help people do so, we created a print campaign that demonstrated the difference a little bit of sunlight, the primary natural source of the vital nutrient, could make. We got the ads printed partially in normal ink and partially in photochromic ink. So, at first glance, the stories seemed depressing.

But when held up against sunlight, new lines were revealed to give an unexpected positive and cheerful spin.

The ads caught people's attention, and we encouraged people to step out in the sun, even if just for a few minutes, to read the ads, and get their daily fill of Vitamin D.

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Nervous, shrouded in a blanket of darkness, she leaned over the terrace ledge.

Fifty storeys below, the city looked like a colony of ants marching in clockwork monotony.

This place had cradled and crumpled her tinsel-tainted dreams for eight excruciating long years.

Here she was at twenty eight, hideous glittery dress, unruly curls tamed in a bob - a joke in six-inch heels.

She tore the audition script and watched the wind scatter the pieces like a shower of confetti.

Standing on tip-toe she surveyed the distance between the skyline and the drop to the earth.

Eight years of ambition, struggle and hoping against hope had all come down to this.

A spot of sun makes all the difference.

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When read indoors.

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Nervous, shrouded in a blanket of darkness, she leaned over the terrace ledge.

It was the first take of the last scene of her debut film. Butterflies gnawed at the pit of her stomach.

Fifty storeys below, the city looked like a colony of ants marching in clockwork monotony.

She'd been there too not so long ago. But now, she wasn't just another face in the crowd.

This place had cradled and crumpled her tinsel-tainted dreams for eight excruciating long years.

Surprising her with an ad here, a play there, till one day, luck handed her a three film contract.

Here she was at twenty eight, hideous glittery dress, unruly curls tamed in a bob - a joke in six-inch heels.

And yet, she'd never been happier. This world of lights, camera, make-believe suited her well.

She tore the audition script and watched the wind scatter the pieces like a shower of confetti.

She'd rehearsed this scene so many times in the last seven years, she barely even had to act.

Standing on tip-toe she surveyed the distance between the skyline and the drop to the earth.

'Cut', yelled the director. 'You did it, kid', he said, walking over to congratulate her.

Eight years of ambition, struggle and hoping against hope had all come down to this.

She'd come a long way from being a starry-eyed struggler to being a star.



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When exposed to the sun.

HealthAssure   
Good Life

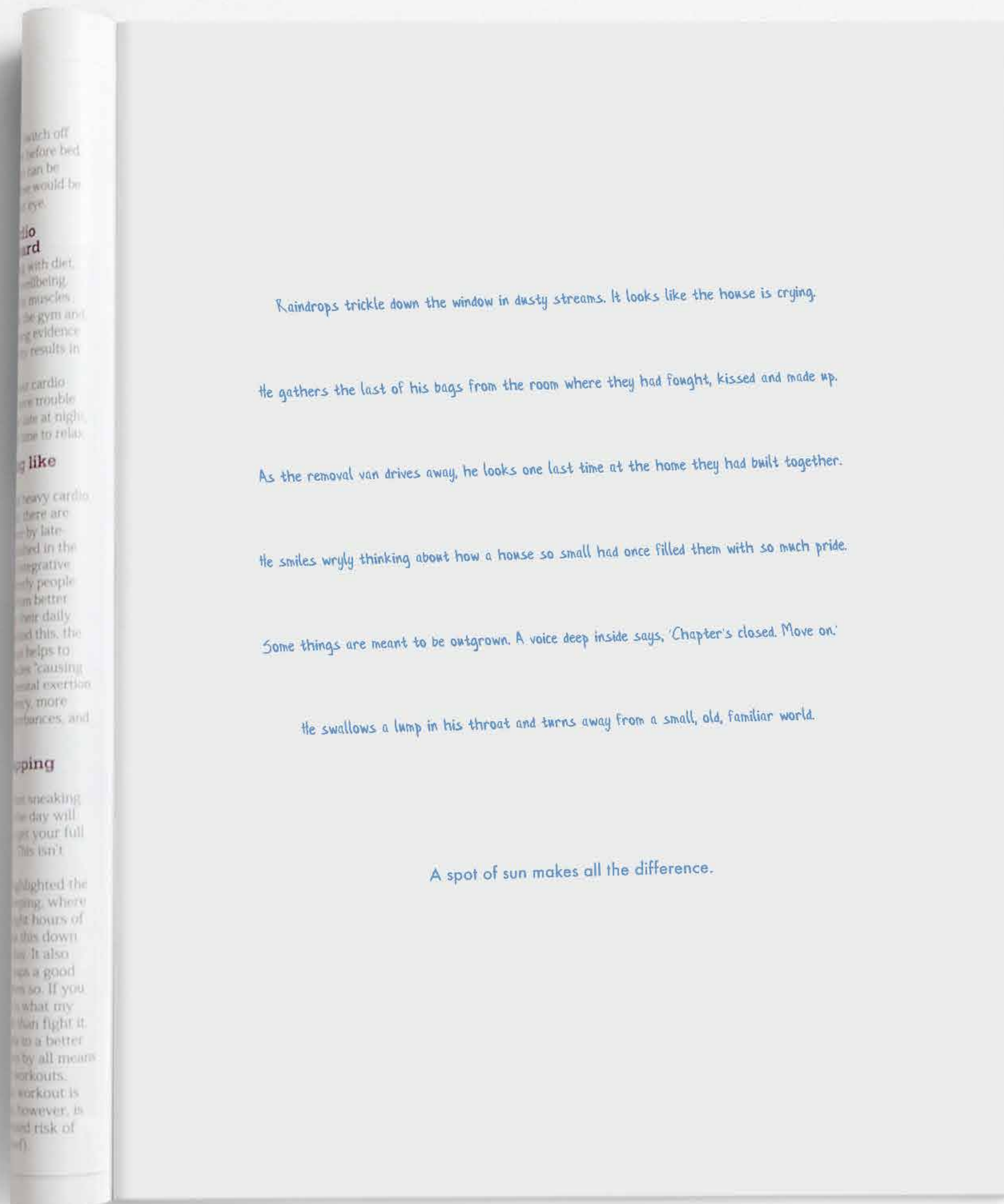
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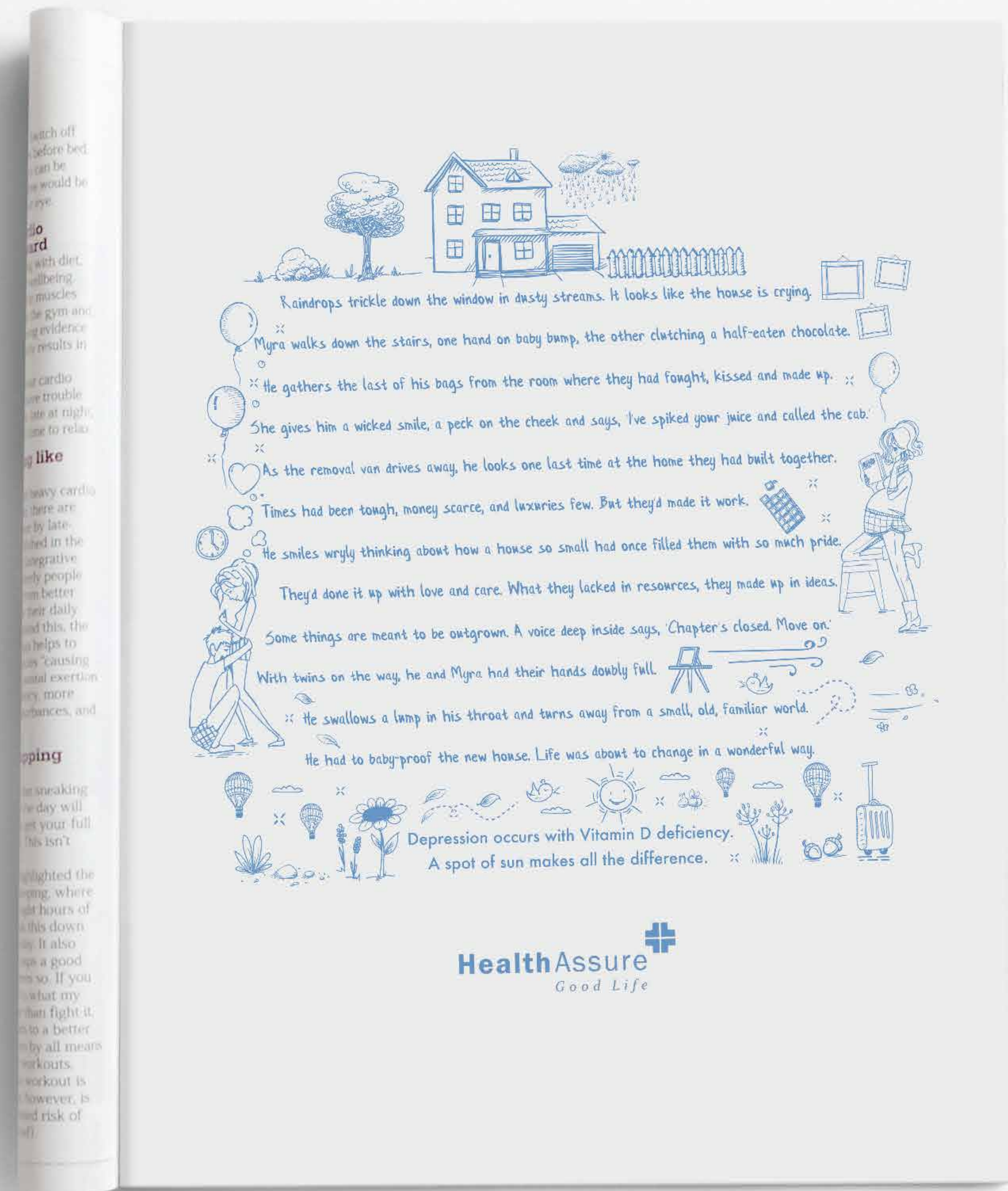
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When read indoors.



When exposed to the sun.

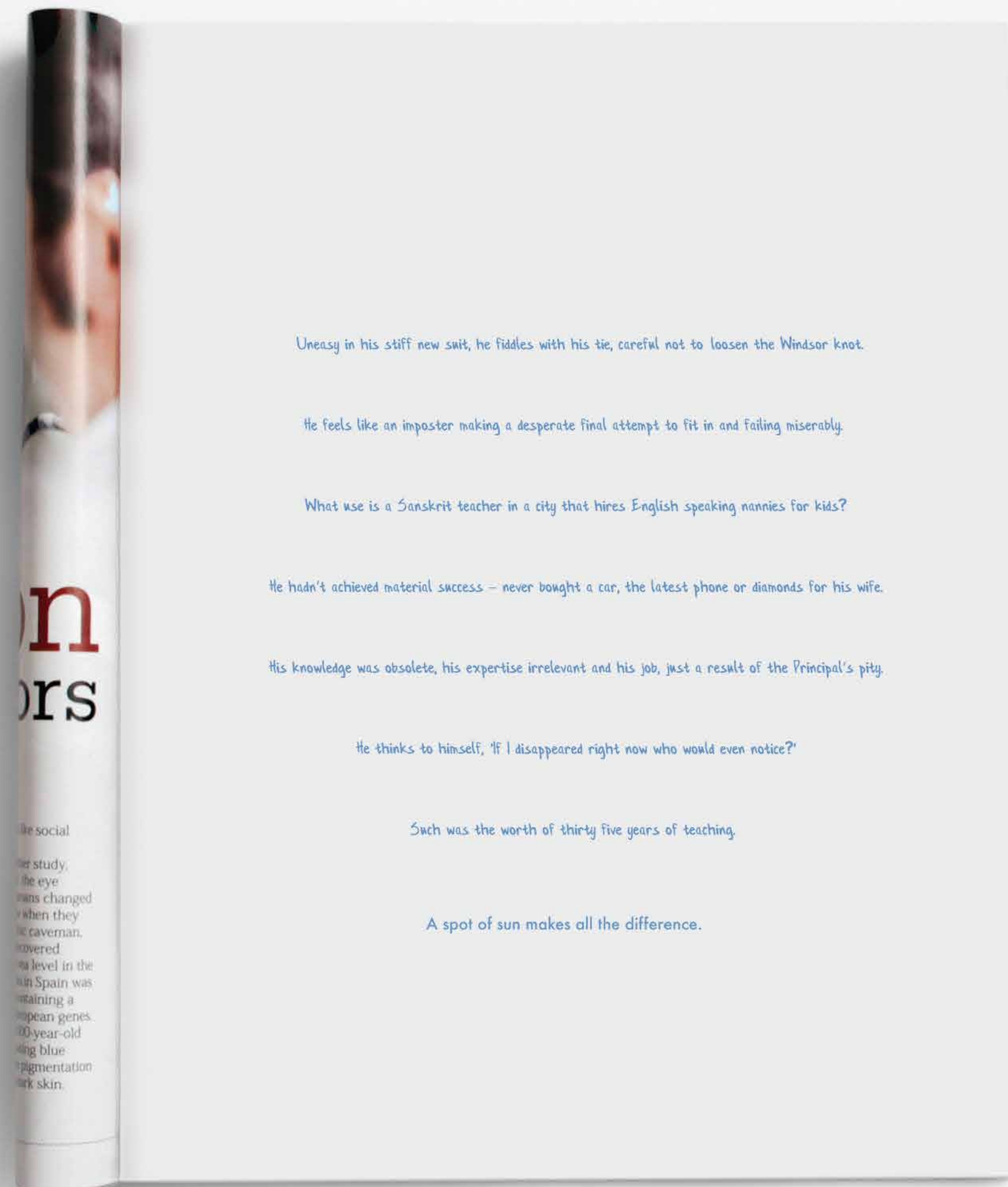
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When read indoors.

Uneasy in his stiff new suit, he fiddles with his tie, careful not to loosen the Windsor knot.

He feels like an imposter making a desperate final attempt to fit in and failing miserably.

What use is a Sanskrit teacher in a city that hires English speaking nannies for kids?

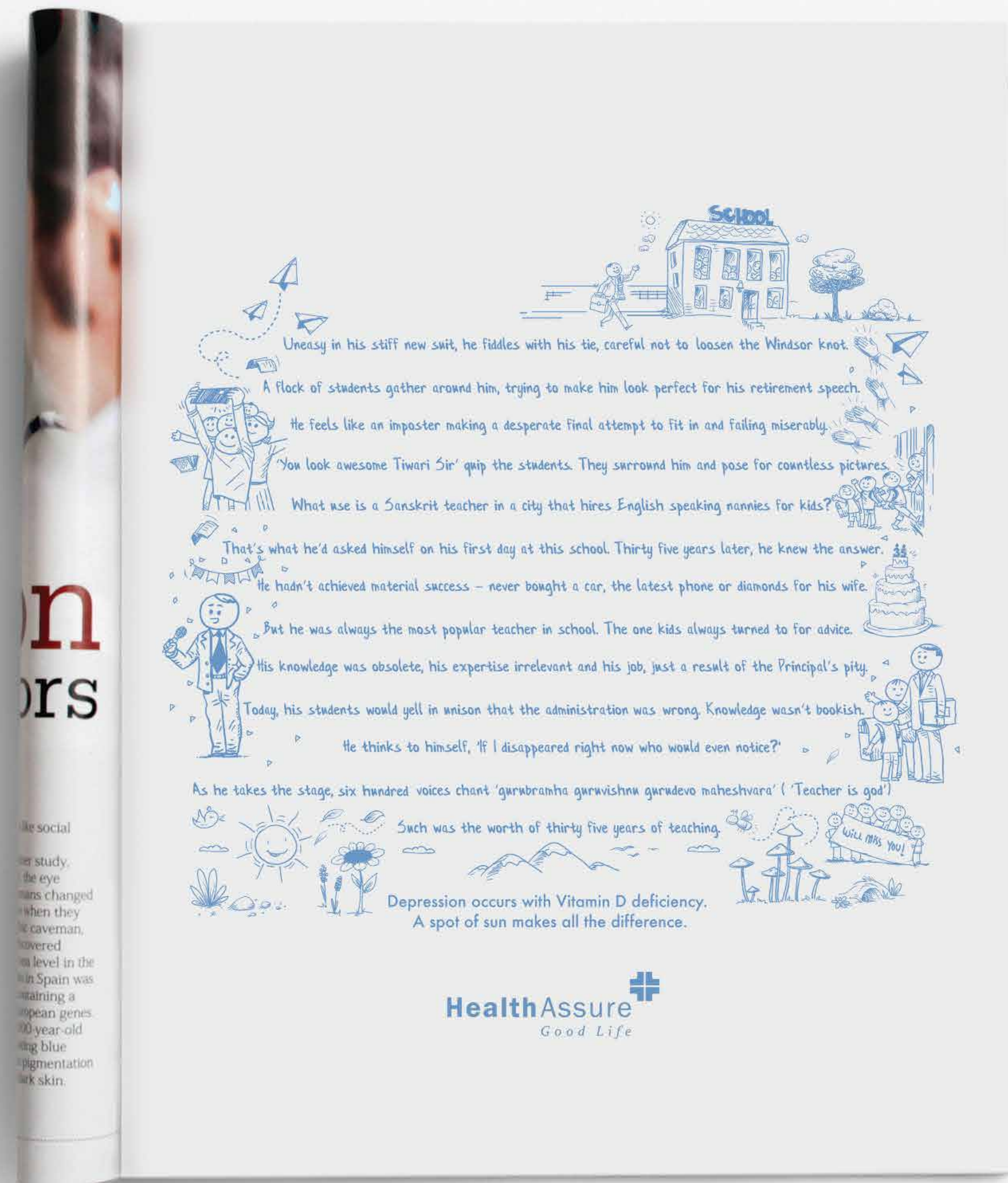
He hadn't achieved material success – never bought a car, the latest phone or diamonds for his wife.

His knowledge was obsolete, his expertise irrelevant and his job, just a result of the Principal's pity.

He thinks to himself, 'If I disappeared right now who would even notice?'

Such was the worth of thirty five years of teaching.

A spot of sun makes all the difference.



When exposed to the sun.

Uneasy in his stiff new suit, he fiddles with his tie, careful not to loosen the Windsor knot.

A flock of students gather around him, trying to make him look perfect for his retirement speech.

He feels like an imposter making a desperate final attempt to fit in and failing miserably.

'You look awesome Tiwari Sir' quip the students. They surround him and pose for countless pictures.

What use is a Sanskrit teacher in a city that hires English speaking nannies for kids?

That's what he'd asked himself on his first day at this school. Thirty five years later, he knew the answer.

He hadn't achieved material success – never bought a car, the latest phone or diamonds for his wife.

But he was always the most popular teacher in school. The one kids always turned to for advice.

His knowledge was obsolete, his expertise irrelevant and his job, just a result of the Principal's pity.

Today, his students would yell in unison that the administration was wrong. Knowledge wasn't bookish.

He thinks to himself, 'If I disappeared right now who would even notice?'

As he takes the stage, six hundred voices chant 'gurubramha guruvishnu gurudevo maheshvara' ('Teacher is god')

Such was the worth of thirty five years of teaching.

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**HealthAssure**   
Good Life