



**Cheil**

## **CheilEnters Strategic Partnership with Sniper and Sooperflyfor Digital ContentProduction & Distribution**

*~Sniper – The 120 Media Collective’s multi-platform commercials & content brand –has already executed the first project for Cheil~*



**Mumbai, 12<sup>th</sup> August 2015:**The 120 Media Collective and Cheil Worldwide have entered into a strategic partnership for multi-platform video content starting July 2015. Its brands Sniper and Sooperfly will produce and distribute a wide range of Digital Content for Cheil’s clients.

Speaking about the development, **Roopak Saluja, Founder & Chief Executive, The 120 Media Collective**, said, *“Producing content in various formats over the past nine years has armed us with a deep understanding of the audience and what strikes a chord with them. Our brands, Sniper and Sooperfly come together to seamlessly provide what is needed to engage at scale with digital-first audiences in 2015. Cheil’s trust in us is testimony to our expertise.”*

**Shiv Sethuraman, Group President - South West Asia, Cheil Worldwide**, added, *“Video content is the fastest growing area within the Digital play. Not just the creation but, equally importantly, the distribution of content. Clients are tired of agencies offering them TVCs disguised as Video content and this is because many of them haven’t yet understood that the business model requires significantly different capabilities, resources and platforms. The partnership with The 120 Media Collective is designed to bring speed, economies of scale and quality – yes, all three – to Video Content. We believe they are the right partners and that the market is ripe for such an offering.”*

### **About The 120 Media Collective**

The 120 Media Collective is a digitally-inclined company that creates, produces, distributes, monetizes, creates engagement around and promotes multi-platform content for audiences and brands globally. Declared as the Content Marketing Agency of the Year at Content Marketing Summit Asia 2015, the company comprises subsidiary brands, **Jack in the Box Worldwide**, one of South Asia’s leading agency brands in the digital space; **Bang Bang Films**, South Asia’s largest commercials production company; **Sniper** that aims to redefine commercials and



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content production in the digital age and **Sooperfly**, a digital video network that will arm the group with the ability to build content brands direct-to-audiences. With the highest level of credibility and relationships with brands and superlative multi-platform content creation capabilities, The 120 Media Collective is pushing the boundaries and blurring the lines between communications, entertainment and technology.

Website [www.the120mediacollective.com](http://www.the120mediacollective.com)

Twitter @The120MC | [Facebook.com/The120MediaCollective](https://www.facebook.com/The120MediaCollective)

### **About Sniper**

Sniper- Lean. Agile. Amplified. - is a brand launched in April 2015 by Roopak Saluja's The 120 Media Collective that aims to redefine the production of commercials and content with a hybrid production model augmented with best-in-class amplification capabilities. Building on the credibility of its precursor, Bang Bang Films, and capitalizing on the strong digital content production credentials of The 120 Media Collective, Sniper exists to address the rapidly changing needs of an evolving marketing and content paradigm.

More at [www.snipershoots.com](http://www.snipershoots.com)

Twitter @sniper\_shoots

### **About Cheil Worldwide**

Headquartered in Seoul, South Korea, Cheil Worldwide is one of the fastest growing agency networks in the world and is the 15th largest agency group in the world by revenues (Ad Age, 2014). It operates in over 40 countries with more than 5000 employees. Cheil and its affiliates including McKinney, Beattie McGuinness Bungay, The Barbarian Group, Iris Worldwide and Bravo Asia have won major international awards including Cannes Lions, CLIOs, Spikes and others.

With nearly 500 employees across 5 offices, Cheil is one of the largest and fastest-growing marketing communication networks in India.

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