

HOW TO MASTER DURATION: 6 seconds to 600 seconds



ABOUT HOW TO MASTER DURATION. 6 SECONDS TO 600 SECONDS

Overview:

With the rise of diverse media platforms, the ability to tailor stories for different timeframes has become essential. This workshop is designed to help creatives master the craft of writing ad films for various durations—from 6-second bumper ads to 600-second branded content.

The workshop will feature case studies from iconic campaigns, practical exercises, and real-time discussions and feedback. By the end, attendees will be equipped with strategies to adapt their ideas for any screen or duration, making their work versatile and impactful.

Objective:

- How writing changes from a 6 seconder to a 10 minuter?
- Construction of story for various duration lengths
- Understanding the dynamics that duration brings to a story

ABOUT THE SPEAKERS

This workshop will be hosted by **Vishal Sagar**, Director, from Black White Grey, Gurgaon.

Vishal Sagar has spent 16 years in advertising across mainline, digital, and in-house agencies. He firmly believes that advertising thrives on understanding people deeply. The better you understand people, the better the work you create.

He champions the idea that great work is rooted in courage, not just talent. According to him, it is brave ideas that disrupt culture, and push creative boundaries. This belief has earned him accolades including Cannes Lions, Spikes Asia, The One Show, D&AD, ADFEST, The Webby Awards, and more.

He made history by writing and directing BYJU'S ad film, which became the first-ever Indian commercial to win at the Filmfare Awards—India's equivalent to the Oscars. He is also credited with pioneering India's maiden AI-crafted music video. He also integrated live shoots with AI & CG in a campaign that was born at the intersection of culture, craft and technology.

Recently, Vishal wrote and directed India's second longest ad film, clocking in at 24 minutes and 25 seconds. In an era marked by fleeting attention spans and bite-sized formats, this monumental project underscores his dedication to reshaping the advertising landscape through enduring storytelling and impeccable craft.

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SCHEDULE

Date: Saturday 22nd March 2025
Time: 10.00 – 13.00
Venue: Room Pattaya 3, Mezzanine Floor, PEACH
Remark: Pre-Registration is required

ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2025
- To register, please click [here](#) and complete the online registration form
- Registration is not confirmed until you receive a confirmation notification from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to only **30 delegates only.**

For more information, contact Workshop@ADFEST.com