



Back To Basics With CEAT | Carpediem

A theme that was bandied around during one's management education, the campaign trio uses simplicity in its communication style; viewers are sure to 'get it.' One of the reasons it is a breath of fresh air in an [Employer Branding](#) space that tends to be loaded with messaging around careers, ambition, vision, impact and the like. Here is a style that is in sync with that of product brand communication; but more on that later.

