PLAYBACK



DRiV and MS Dhoni: Built on Trust

Balancing Act brought the DRiV x MS Dhoni event to life end-to-end, marking his appointment as the brand's National Brand Ambassador. Rooted in performance, precision and reliability, the evening connected DRiV's engineering legacy with Dhoni's enduring reputation for discipline, composure and trust.

A special shoutout to the DRiV team: Chintan Sopariwala, Sanjeev Kumar Singh, Anshul Sharma, Anukrati Ruhela and Vikram Kataria, and to Ogilvy's Krunal Bhatt and Anchit Khurana for shaping an association grounded in strong strategic clarity.

Top Secret, Festive Edition



There's a set we can't show you. A story we can't tell you. But the cameras are rolling, the festive lights are waiting in the wings, and when this one drops, you'll know exactly why we kept it a secret.

Max Urbn Finds a New Rhythm



The best fashion brands don't just sell clothes, they build culture around them. With Naya New, Max Fashion India tapped into the intersection of streetwear, music and self-expression, brought alive through Ogilvy's creative vision.

Produced by Balancing Act, the film transformed a paddle court into a high-energy rap arena, creating a visual world that carried the raw spirit of the track. With Dub Sharma shaping the sound, Reble bringing lyrical depth, and Siddhant Chaturvedi writing and performing his own rap alongside Alaya F, the campaign found an authenticity that audiences could connect with. From IYKYDK and How New Is Your New to Naya New, Max Fashion continues to take fashion beyond product and into cultural & expression. A big shoutout to Sumit Chandna, Pallavi Pandey, Sandeep Shah, Shraddha Gupta, Khyati Garg and Gulsan Prarup for the trust and ambition behind the work.



A Story That Gives You a Reason to Smile

With The Boy Who Learnt to Smile, Colgate-Palmolive India trades product-first messaging for something deeply human: emotion, vulnerability and quiet transformation. At Balancing Act, we brought Prateik Smita Patil on board to shape a story that doesn't just communicate, it stays with you.

A heartfelt shoutout to Pranav Shah, Arpit Jaiswal, Samir Singh, Gunjit Jain, Akash Parekh, Ruchi Sethi, Anagha Bhojane, Callista Fernandez and Rahul Yadav for championing storytelling beyond the expected.

A Luminous Trio!



Three faces, one glow: Reem Shaikh, Parul Gulati and Niki Mehra front our new NIVEA Luminous 630 film, championing Thiamidol, the patented ingredient that takes on dark spots at the source. Easily one of the most fun sets we've been on!

A big shoutout to Shweta Dalal, Ankur Chaudhary and Writabrita for keeping the energy on set as luminous as the film itself. And that's not all! Another NIVEA project drops in the next edition.



Binge Sized Balancing Act

Micro dramas are having a moment, so naturally, we made our own. 8 episodes of fun, drama and pure logistics, straight from our page.

Season 2 loading!

Spreading Love, One NGO at a Time



Team BA visited Bai Sakarbai Petit Hospital for animals & Hindy Women Welfare Society, taking the film's message beyond the screen and into spaces where meaningful conversations and real connections could take shape.