

/ˈpræksɪs / n. the practising of an art or skill. [med. L f. Gk, = doing, f. prassō do]

praxis advertising po box 62134 dubai united arab emirates • phone +971 (4) 32 84 84 3 • fax +971 (4) 32 84 84 9 • www.praxisadvertising.com

To Whom It May Concern:

I write this letter of recommendation for a person whom I believe will play a significant role in the future of advertising. Parichay Swarup worked under my supervision during his internship of eight weeks.

What caught my attention was the clarity of thought that this young man brought to the table. Unlike others his age, who are bubbling with random ideas, Parichay chose to focus on solutions. His observant nature and interest in research are catalysts to his ability to identify insights; and his simple, yet effective, communication ensures that he is able to sell his thoughts.

Unlike fresh faces in advertising – who are either eager to learn and have a question about everything or those who are too awestruck to even move a finger – Parichay chose to discover things by himself first and then ask questions about what he couldn't decipher. He would often pop in to my office to talk about something he had heard or seen; and then move on to de-construct those concepts and come up with ideas on how it could be improved.

From what I have seen, for him, advertising is not just a career option, but a world he lives in and wants to own. People of his age, and even some of us spend years trying; but I believe this young man has already found his ikigai.

I would be delighted to talk to you further if you have any further questions about Parichay.



Shyam Vipin
Executive Creative Director
shyam@praxisadvertising.com