

《Google印度感人广告：多年老友重逢》

With nearly a million YouTube views over two days, a new Google ad that tells the story of two old friends reuniting after six decades of separation following the creation of India and Pakistan in 1947 has touched a deep nerve for many South Asians – and has them reaching for the nearest tissue box.

YouTube????????????????????200????????1947????60??

The storyline is one that is familiar to an aging generation of Indians and Pakistanis who can remember the traumatic events that led to the uprooting of more than 10 million people and sent them moving to their new homes – whether in Pakistan or India.

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The ad – which was posted on Wednesday and is intended to promote Google Search and its ability to connect people – tells the story of childhood friends Yusuf and Baldev.

????????YouTube????????????????????????????????????Yusuf?Baldev????

Baldev recounts to his granddaughter his memories of kite-flying and stealing sweets with his friend Yusuf – until Baldev and his family are forced to migrate to Delhi.

Baldev????????Yusuf????????Baldev????????

Listening to her grandfather's story, the young woman does a bit of detective work using the Google Search function to find the park and the sweet shop that is now run by Yusuf.

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Phone calls are made, airline tickets are purchased, and a surprise reunion is arranged in time for Baldev's birthday – as the ad ends with the old friends being showered by a monsoon rain in Delhi.

??Yusuf????????Baldev????????