

WITS Interactive's CreateID8 Bags Creative Mandate of Proburst

By AdAge India Bureau, Published on Jul 14, 2017, 07:00 AM IST



CreateID8, the strategic brand design agency and a division of WITS Interactive, a Mumbai-based DesignTech agency, has won the creative mandate of Proburst.

As part of the mandate, the agency will redesign the product packaging for the entire Proburst range of products and build an effective and engaging brand communication strategy to be in sync with Proburst's marketing and distribution plans.

Speaking on the win Hitesh Jain, Founder & CEO - CreateID8 and Group CEO of the WITS Interactive Group of companies said, "It was an interesting challenge for the CreateID8 team to create a positioning for the product range to break free from the clutter. We welcomed the opportunity and worked closely with the Proburst team to redesign their brand positioning to be in sync with their growth strategy."

To which, Anubhav Goyal MD - Famcare added, "Our product range, though not a very mass market, FMCG product, caters to a very niche audience of people interested in making fitness an integral part of their life. Hence, for any agency who was going to work on this account, it was critical to understand the psyche and the DNA of the fitness enthusiast."

"Not only did the CreateID8 team invest time in understanding about our business, but also did a consumer insight study amongst our target audience to understand how they, the consumers, perceive the brand and what do they expect from a fitness enabling product," he added further.

For the record, Proburst is currently available on e-commerce platforms such as Paytm, Flipkart, Shopclues, 1mg, Trzan.com, and Amazon. The brand is planning to make it available offline in 60 stores all across India within a span of 2 months with the new positioning and a promotional marketing campaign.

In this article:

WITS Interactive Group Proburst Hitesh Jain Founder & Ceo CreateID8



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