

Ipca Laboratories Appoints CreateID8 for Brand Strategy and Design

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CreateID8, a strategic brand design agency and a division of WITS Interactive (a leading Mumbai based DesignTech agency) has bagged the creative strategy, communications design and execution mandate for Ipca Laboratories Limited. Ipca is a pharmaceutical company manufacturing over 350 formulations and 80 APIs for various therapeutic segments in India and internationally.

Under the mandate, CreateID8 will work with the product and marketing teams across the various SBUs to not only construct an effective and engaging brand communication strategy that will fuse Ipca's innovative and diverse portfolio, but also redesign all their product packaging across the various product lines to standardize and align them with the recently laid guidelines by The Ministry of Health.

Speaking on the win Hitesh Jain, Founder & CEO - CreateID8 and Group CEO of WITS Interactive said, "As a group, WITS Interactive has been associated with Ipca Laboratories for almost a decade now, working closely with them in creating effective brand communication solutions across medium. When CreateID8 was given the responsibility of standardizing the product packaging as per the stringent guidelines, we welcomed the opportunity as it was both a challenge and a natural extension of our rebranding mandate to create product packaging which are not only in sync with the set guidelines but also adhere to the brand philosophy"

Prashant Godha, Executive Director - Ipca Laboratories Limited said, "Our association with the WITS Interactive group spans over a decade where not only have they been instrumental in rebranding the Ipca brand to be in sync with our business objectives and growth strategies, but through their division terrawits, they also extended the brand philosophy to our corporate office by redesigning it to be in sync with our brand identity. Recently we decided to extend our association with CreateID8 to redesign our entire product packaging to be in sync with our brand positioning. CreateID8 are the custodians of our brand philosophy and their expertise in the pharma branding domain enables them to understand and execute the requirements accurately."

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