

Marketing & Advertising News / Latest Marketing & Advertising News / Advertising

Advertising >WITS Interactive GroupProburstHitesh JainFamcareCreateID8Anubhav Goyal

# Proburst awards its creative mandate to CreateID8

Under the mandate, CreateID8 will build an effective and engaging brand communication strategy to be in sync with Proburst's marketing and distribution plans

ETBrandEquity | Updated: July 14, 2017, 15:49 IST

Share0



(Thinkstock Images)

CreateID8, a strategic brand design agency and a division of WITS Interactive, a Mumbai-based DesignTech agency, has won the mandate for creating and executing a creative, communications design and execution strategy for [Proburst](#).

Under the mandate, CreateID8 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 and CEO, CreateID8 and group CEO of the [WITS Interactive Group](#) of companies, said "The fitness enabling product space is a rapidly growing and fiercely competitive segment. Moreover, with Proburst as a product range being already out there in the market with an established brand identity, 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."

[Anubhav Goyal](#), MD, [Famcare](#), said, "After talking to several agencies, we decided to go ahead with the CreateID8 team because of their structured and balanced approach to creating brand identity and strategies which are in sync with our business requirements. 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. Using these insights, they have been successful in creating a strategy which is aligned with our business objectives. Very rarely do you see an agency with such a combination of creativity, innovation, and data-backed solutions."

Share0

0 CommentsETBrandEquity.comLogin

RecommendShareSort by Best

Start the discussion...

LOG IN WITHOR SIGN UP WITH DISQUS

DfTwitterg

Name

Be the first to comment.

ALSO ON ETBRANDEQUITY.COM

## Health and Wellness Lions: India adds three bronzes to its kitty, Marketing & ...

1 comment • a month ago•

Sahil Aggarwal — O@m - i think this is not the good strategy u have used in your campaign as most of the students eat ...

## Bata: Bata's fourth-gen scion wants the company to embrace the digital ...

1 comment • a month ago•

lucifer\_\_sam — Its funny how Bata is seen as an Indian brand in India. People are unaware that Bata is an international ...

## Nokia: The return of Nokia: The story continues..., Marketing & Advertising ...

2 comments • 2 days ago•

Boogieman — funny thing. Everyone wants vanilla android since you are not force fed some crap addon app that ...

## The Roda I know - blogs by Divya Karani | ET BrandEquity

1 comment • 2 days ago•

sumitroy — Thank you for capturing the quintessential Roda, Divya.Hope to see you at St. Regis at the event felicitating ...

SubscribeAdd Disqus to your sitePrivacyDISQUS

## People who read this also read



Morphy Richards appoints J Walter Thompson its creative agency



Here's what Ogilvy India's new creative leadership looks like



The Flipkart Fashion kids are back to teach you how to 'Be trendy always'



Havas Media Group strikes a strategic partnership with IMC Advertising

Associate Partner:  
**TOPIER**  
Business Research Platform

ETBRANDEQUITY  
An initiative of The Economic Times

Follow ETBrandEquity /

### NEWS

Business of Brands  
Digital  
Media  
Bawdy Copy

Advertising  
Marketing  
The People Report  
The Pitch Report

### RSS

Top Stories  
Business of Brands  
Digital  
Media  
Bawdy Copy

Recent Stories  
Advertising  
Marketing  
The People Report  
The Pitch Report

### WIDGETS

Top Stories  
Business of Brands  
Digital  
Media  
Bawdy Copy

Recent Stories  
Advertising  
Marketing  
The People Report  
The Pitch Report

### “

#### About ETBrandequity

From the newsroom of The Economic Times

### Trends >

GST | Sonal Dabral | Snapdeal | Uber | Flipkart | Media News | Advertising News | Digital News | Marketing News | Ola Cabs

### From BE's News Desk >

Sumanto Chattopadhyay appointed as chairman and chief creative officer of Soho Square, India | Here's what Ogilvy India's new creative leadership looks like | Sumanto Chattopadhyay appointed as chairman and chief creative officer of Soho Square, India | Watch the spot Medulla creates a robust ad campaign for MuscleBlaze | Budweiser gives out handy tips on how to perfect your craft in the brand's latest ad campaign | Apps Discover Technologies gets a new logo | The Flipkart Fashion kids are back to teach you how to 'Be trendy always' | Morphy Richards appoints J Walter Thompson its creative agency | BMW Motorrad ropes in DigitalF5 as its creative marketing agency in India | Proburst awards its creative mandate to CreateID8

### Other B2B News Sites >

Retail News | Auto News | Health News | Telecom News | Energy News | IT News | Real Estate News | Technology News | CFO News | IT Security News | Masterclass News