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Ipca Laboratories appoints CreateID8 for brand strategy and design

June 28, 2017 By expressbpd

Tag: Ipca Laboratories , CreateID8



CreateID8, a strategic brand design agency and a division of WITS Interactive (a leading Mumbai-based DesignTech agency) have bagged the creative strategy, communications design and execution mandate for Ipca Laboratories. 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 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 standardise and align them with the recently laid guidelines by The Ministry of Health and Family Welfare.

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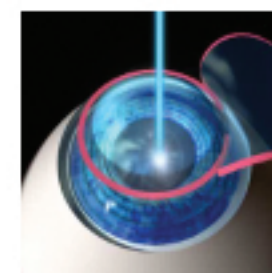
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