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CreatelD8, 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, a range of products for people who believe in being fit.

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 & CEO – CreatelD8 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.”

AnubhavGoyal, 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 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.”

Proburstis currently available on all ecommerce platforms such as Paytm, Flipkart, Shopclues, 1mg, Trzan.com and Amazon. Proburst will soon be available offline in 60 stores all across India within a span of two months with the new positioning and a promotional marketing campaign.

Tags: CreatelD8 | Proburst | brand communication | brand identity

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