




TODAY'S NEWS




IAMA devises four-step precautionary plan to tackle ransomw..



Rolls-Royce India awards PR and communications responsibilit..



Anushka Sharma plays over 5-second interest span in new Nive..



Yahoo Mail introduces new interface making it cleaner, faster..

Home > Marketing > Ipca Laboratories appoints CreateID8 for brand strategy and design

Ipca Laboratories appoints CreateID8 for brand strategy and design

Author | exchange4media News Service | Wednesday, Jun 28,2017 12:29 PM



A-

AA

A+



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. 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 and CEO - CreateID8 and Group CEO, 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 mediums. When CreateID8 was given the responsibility of standardizing 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 said, “Our association with WITS Interactive 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.”

Tags: Ipca Laboratories | CreateID8 | WITS Interactive | Hitesh Jain | Prashant Godha

RELATED STORIES

- Span Communications bags creative mandate for Alkem Laboratories
- Jyothy Laboratories Q3 FY16 Net Profit increases by 47.4% to Rs 38.99 crore
- Hamdard Laboratories launches ‘#ExpectMore’ campaign for Roghan Badam Shirin
- Hamdard Laboratories initiates creative pitch
- Jyothy Laboratories hands creative duties of Margo to DDB Mudra Group

MOST READ

- Talk show *No.1 Yaari with Rana Dag...
- 11 BBC First shows to air on Zee Ca...
- Cannes Lions 2017: Wieden+Kennedy b...
- POKKT appoints Abdul Wahab as Vice ...

READ MORE

Event Blog

Unsubscribe

Download event calendar

HOME	ADVERTISING	MARKETING	MEDIA	EVENTS	COMPANY DIRECTORY	PEOPLE DIRECTORY
News	Advertising News	Marketing News	Television	e4m Events	Flipkart News	Anil Ambani
Jobs	Advertising Interviews	Marketing Interviews	Digital	Golden Mikes 2016	Snapdeal News	Amit Agarwal
About Us	Advertising Creative Picks	Campaign of the week	Out of Home	Media ACE Awards	Amazon News	Arnab Goswami
Contact Us	Advertising Industry Briefing	Industry Briefing	Radio	Our Tour & Travel Operator	Myntra News	Barkha Dutt
Directory	Advertising Videos	Marketing Videos	Print	SITEMAP	Nestle News	Bhavish Aggarwal