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CreateID8 wins the mandate for creating and executing brand re-positioning and strategy for Proburst, a fitness enabling range of products.

By *Bureau* on July 11, 2017

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CreateID8 wins the mandate for creating and executing brand re-positioning and strategy for Proburst, a fitness enabling range of products.

Under the mandate, CreateID8 will build an effective and engaging brand communication strategy along with redesigning the brand identity for the entire Proburst product range.

Mumbai, 11th July 2017: 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. From the house of Famcare, Proburst, are the new generation of Fitness enablers who believe that fitness is not just an activity, but a way of life, an irreplaceable lifestyle and a perfect fashion statement. Proburst has a range of products for people who believe in being fit, and being Pro at whatever they do!

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 Mr. Hitesh Jain, Founder & 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."

Proburst is currently available on all e-commerce 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 2 months with the new positioning and a promotional marketing campaign.

About Proburst

We, at Proburst (www.proburst.com), are the new generation of Fitness enablers and we wish to partner with people who believe that fitness is not just an activity, but a way of life, an irreplaceable lifestyle and a perfect fashion statement; people who believe in being fit, and being Pro at whatever they do!

We are here to stand for those who believe that high quality can come with the best of taste, we are for the "youthful and passionate" who believe that they can have it all!

Whether you're an athlete, a dancer, a fitness enthusiast or a sports buff, we are here for the determined, motivated and focused who know what is best for them.

We bring for you, Proburst, from the house of Famcare. We believe in the consumption of health supplements that are made with some of the best raw materials from around the world and manufactured with world class facilities.

About CreatID8

CreateID8 (www.createid8.com) is a strategic brand design agency focused on creating unique possibilities through specialized branding, design and design strategies which inspire brands to move forward through lasting user experiences. CreateID8 has been incubated by WITS Interactive, a Mumbai based DesignTech agency with offices in Munich and London.

About WITS Interactive

WITS Interactive (http://www.wits-interactive.com) is a DesignTech Agency working across digital, print, film and offline medium to provide integrated communication strategies to its clientele. The WITS Interactive Group through its divisions; WITS Interactive Technology (Mobile app and web development services), Black Pepper (Exhibitions, Events & Retail Design), Terrawits (Spatial and Environmental Design Solutions), GoPhygital (Experiential solutions through AR, VR, MR) and CreateID8 (Strategic Brand Design Agency) works across the entire spectrum of brand communication and engagement right from brand identity creation to brand engagement and evolution.

With 80 people across 3 offices in Mumbai, Munich, and London, WITS Interactive has worked with companies across verticals like media & entertainment houses, publishing, pharma and healthcare, manufacturing, gaming and advertising agencies to effectively deliver the right communication solutions since its inception in 2000.

Warm regards

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Rajendra Ganotra is the Editor of Spicy Stars Mumbai

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