

A Mirror That Changes Its Colour

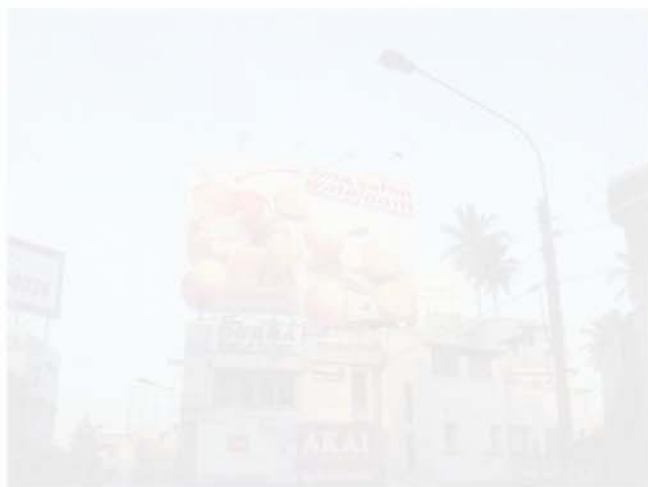


The task was to create awareness and generate curiosity amongst consumers about the newly launched product: Vaseline Healthy White. Encyclomedia Networks implemented the creative in an innovative manner with the help of this magic mirror. It looks like a backlit static branding unit but changes into a mirror if a person moves in front of it. This highly interactive and engaging medium was strategically installed above hand driers in the washrooms of all PVR and R Adlabs Multiplexes in the country. The activity was not only successful but also created a benchmark for other brands thinking of bringing innovation into their media plans. The media agency behind the creative is Mindshare Fulcrum.

Experiencing The Mango Taste

The brief given to Encyclomedia Networks was to create impactful, clutter breaking signage for the "Bina Guthli Wala Nam" campaign for this year.

The communication initiative was to make a design in order to convey the idea about the experience of tasting a mango, but without its seed. To get across this message, Encyclomedia came up with this striking execution of the campaign on high impact billboards across Bangalore and Hyderabad.



The media agency behind the Maza creative is Muzs Outdoor Media Solutions. With reference to the response the campaign has received, Anand Pant Director Marketing - S&B Beverages, Coca-Cola India says, "It's not to be seen and difficult to miss as we are doing a 360 degree activation by tapping various media vehicles like outdoor, TV, internet, etc. Our initial response is extremely positive."