

# No stopping Shoppers Stop



This campaign was done by Encyclomedia Networks Pvt. Ltd. for Shoppers Stop.

The objective was to create a buzz about the launch of the new Logo and identity of Shoppers Stop. The retail chain is now making changes to cater to younger consumers.

The significant changes include alterations to their logo, baseline, uniforms, shopping bags, and looks. However, it will not change its black and white colours.

Encyclomedia Network's task was to create a billboard to inform the consumer of the logo change in a creative manner. The change in logo is to emphasize that the positioning of the brand has been upgraded from a "bridge to luxury" store. They came up with an attractive creative of two men scrupulously painting over the old logo and another man drawing attention to the new one. All together the billboard's simple elegance is irresistible. The campaign was executed in Mumbai and Delhi.

## Mighty bone



Saatchi & Saatchi came up with this amazing creative to create awareness about Calcium Sandoz. Though it's already a very famous brand, the parent company Novartis wanted to create a buzz about the product. Calcium Sandoz makes bones stronger and it is especially meant for growing children. The idea of camouflaging a flyover pillar with fibre-reinforced plastic in such a manner that it resembles a bone was brilliant. The 'bone' supports an enormous flyover thus driving the point home that Calcium Sandoz is what kids need for strong bones. The words 'Calcium Sandoz, Strong Bones' is seen on the bone. This concept would be appealing both to children and adults.

The campaign was executed at the Eastern Express highway near Sion in Mumbai. Here the massive flyover had only one supporting pillar for a long stretch.



This fell right in place with the concept. Saatchi & Saatchi has definitely succeeded in creating a buzz with this unique 'bone'.