

## Sending Out A Pulpy Message



This eye catching hoarding for Minute Maid Pulp Orange in Bangalore is both innovative and relevant. In keeping with the brand communication "Refreshingly Orange, Surprisingly Pulpy," Encyclomedia Networks used the creative to represent refreshment, excitement and fun. The 3D imagery helps the hoarding stand out from the clutter.

COLOUR BLIND? really ?

See through



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