

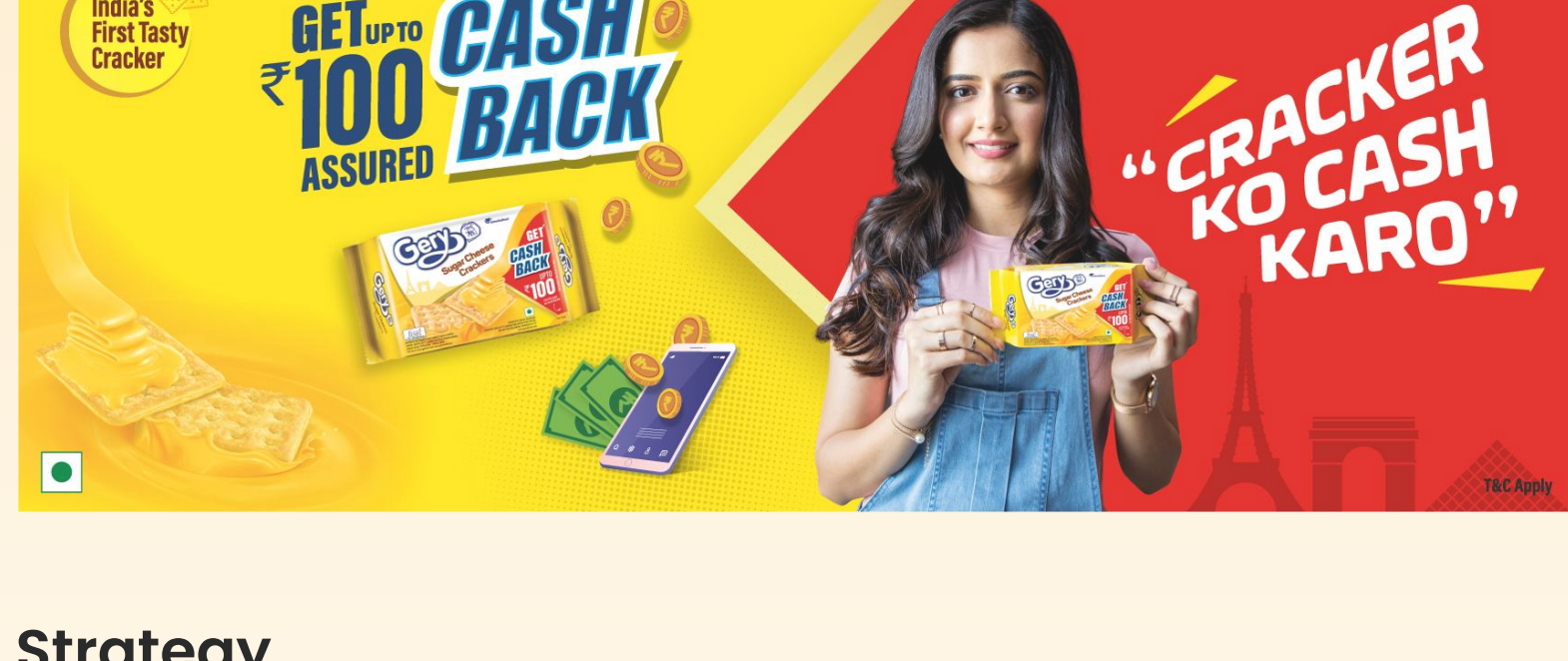
THE CAMPAIGN THAT CRACKED SOUTH INDIA

Objective

Make Gery Gone Mad a household name in South India and boost brand relevance among millennials.

Challenge

Despite great product reviews, brand awareness was low. Gery Gone Mad needed to stand out in the crowded FMCG space.



Strategy

We launched a quirky, youth-focused digital campaign – “Cracker Ko Cash Karo” – offering ₹100 assured cashback and a ₹50,000 grand prize on every Sugar Cheese Cracker pack.

Execution

- Influencer marketing
- Animated digital film
- High-reach social media ads

Results

- ✓ 10 Mn+ Views
- ✓ 2 Mn+ Engagements
- ✓ 10 Lakh+ Pack Sales in South India

Impact

Gery Gone Mad became the go-to snack for millions in the region.

BUILDING A FRESH BRAND FROM THE GROUND UP

Objective

Establish Nandu's Chicken as a trusted retail and digital-first meat brand in Bengaluru, with a focus on health-conscious consumers.

Challenge

New to retail, Nandu's faced tough competition and a weak digital presence. It needed to stand out and earn consumer trust.



Strategy

We positioned Nandu's as “The Healthiest Chicken in Bangalore” – hormone-free, steroid-free, and 100% fresh. Campaign tagline: “Committed to Deliver”

Execution

- Impactful digital films
- Social media campaigns
- Targeted print ads

Results

- ✓ Retail outlets grew from 4 to 20
- ✓ E-commerce sales jumped from ₹75K to ₹7 Lakhs in 6 months

Impact

Nandu's emerged as a health-first, trusted brand in Bengaluru's meat market.

FROM AISLES TO ONLINE: SPAR'S DIGITAL LEAP

Objective

Launch SPAR's online grocery store and drive awareness for sparindia.com.

Challenge

Convincing traditional offline grocery shoppers to shift online, while competing with major players and local stores.



Strategy

Leverage SPAR's global legacy and strong brand trust. Target existing customers using an integrated print + digital campaign to highlight ease, freshness, and value.

Execution

- Print ads to create hype
- Digital content to drive engagement and web traffic

Results

- ✓ Online reach grew by 10+ lakh in just 6 months
- ✓ Strong traction and citywide brand visibility for SPAR's e-store

Impact

SPAR made a successful digital leap, blending legacy with convenience.

ALL ABOUT MILK: PREMIUM BY DESIGN

Objective

Create premium, ethical packaging that reflects All About Milk's purity and quality.

Challenge

Stand out in a crowded market while showcasing ethics, transparency, and premium quality in a clean format.



Strategy

We blended storytelling and design to build trust. “Colly the Cow” added warmth, while a minimalistic, premium design highlighted quality. Clear packaging and a practical gable top ensured strong shelf presence.

Execution

Create a concise brand story with minimalistic design across all mediums, ensuring consistency and clarity for strong, relatable brand identity.

Results

- ✓ Strong brand recall through storytelling
- ✓ Clear product differentiation & consumer trust
- ✓ Positive reception from clients and the market

Impact

Helped All About Milk carve a niche as a premium, ethical dairy brand in Bangalore.

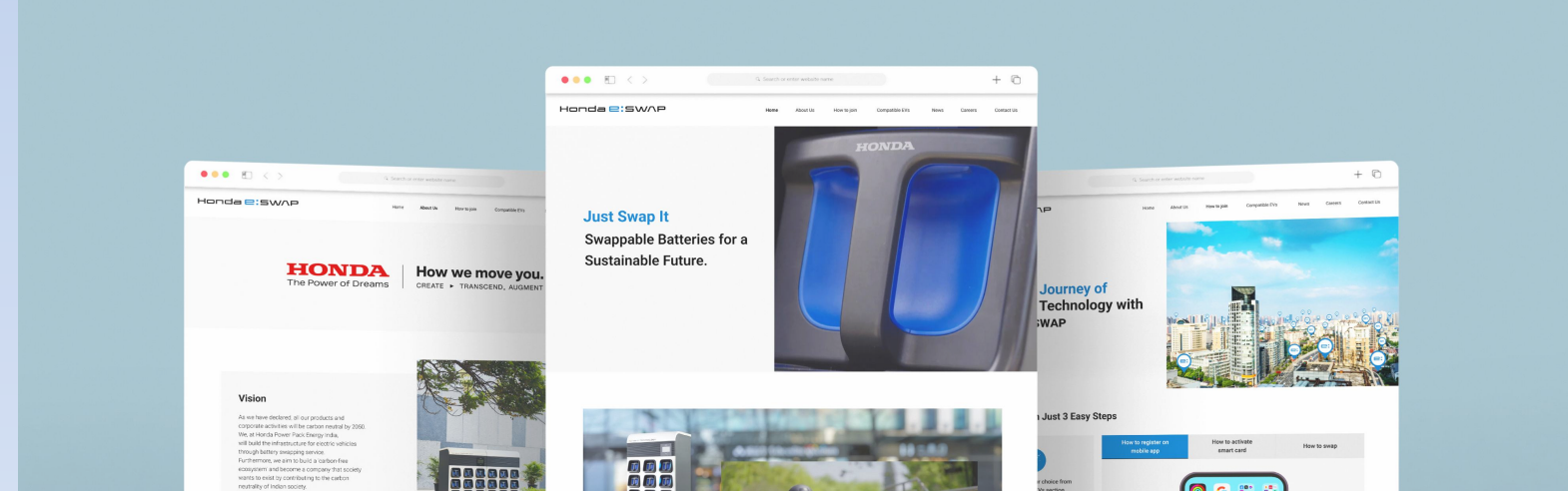
HONDA SIMPLIFIES E-MOBILITY: A WEBSITE FOR INDIA'S EV FUTURE

Objective

Launch a responsive website to showcase Honda's battery swapping solution and boost awareness.

Challenge

Simplify a complex new technology for a broad audience in a market still adapting to electric mobility.



Strategy

The website offers a clean, futuristic UI/UX with engaging visual storytelling to explain battery swapping. Built with a mobile-first approach, it ensures SEO optimization and accessibility for a wider reach.

Execution

Developed a fast-loading, interactive site with animations and multilingual capability to support engagement and future expansion.

Results

- ✓ Strong digital presence for Honda's EV initiative
- ✓ Clear communication of the battery swapping model
- ✓ Positioned Honda as an EV infrastructure leader

Visit: honda-mpp.com/in

Impact

Honda's EV vision, delivered through design and clarity.

CRAFTING IDENTITY FOR A CULTURALLY INSPIRED BRAND

Objective

Build a premium, culturally rooted brand identity that reflects North Eastern heritage, modern luxury, and design versatility.

Challenge

Blend rich textile traditions like Muga silk with a contemporary, global brand image.



Strategy

The identity features a custom wordmark with inverted “A”s for a futuristic touch, an “O” emblem inspired by cocoon, weave, and compass to reflect heritage and global vision, and a deep plum and warm beige palette for a luxe, organic look.

Execution

Created a versatile visual system and brand icon adaptable for digital, print, packaging, and merchandise.

Results

- ✓ Unique, emotion-driven identity rooted in Assamese heritage
- ✓ Strong visual recall across platforms
- ✓ Positioned AADORNLY as a curator of culturally inspired, premium living

Impact

A premium brand identity that honors tradition with a modern edge.