

Tirupati Group Appoints CreateID8 for Brand Repositioning

By AdAge India Bureau, Published on May 10, 2017, 08:00 AM IST



CreateID8, a strategic brand design agency and a division of WITS Interactive (a leading Mumbai based DesignTech agency) has bagged the creative strategy, communications design and execution mandate for Tirupati Group.

Tirupati Group is a leading global provider in Pharmaceuticals, Nutraceuticals, Sports Nutrition and Ayurvedic formulations based out of Paonta Sahib, Himachal Pradesh.

Under the mandate, CreateID8 will construct an effective and engaging brand communication strategy that will fuse Tirupati Group's innovative and diverse portfolio, with a promise to make healthcare offerings and choices, better.

Speaking on the win Hitesh Jain, Founder & CEO - CreateID8 said "CreateID8 welcomed the opportunity and set out on rebranding the corporate identity of Tirupati Group. We conducted a comprehensive research process that included questionnaires for the company stakeholders to understand their work culture and ethos, while also focusing on obtaining clarity on new strategic business initiatives. After evaluating the company's brand and business objectives, CreateID8 fashioned a brand identity and philosophy based on the core competencies, unique offerings, and essence of Tirupati's foundation."

Ashok Goyal MD - Tirupati Group of Companies said "After multiple rounds of discussions and due diligence, we decided to go ahead with the CreateID8 team because of their scientific and data-driven approach to creating brand identity and strategies which are in sync with our business requirements. Not only did they invest time in understanding about our business, but also did a consumer insight study amongst our clientele to understand how they, the clients, perceive the brand and what do they expect from it. Very rarely do you see an agency with such a combination of creativity, innovation and data-backed solutions."

Tirupati Group will be launching its line of products and brands very soon across India, starting with major metropolitan cities.

In this article:






[Tirupati Group](#) [WITS Interactive](#) [Hitesh Jain](#) [CreateID8](#)








MORE FROM AUTHOR - ADAGE INDIA BUREAU

 The Consumer has Moved Online Quickly, Auto..	 Republic Crosses A Million Views on Hotstar..	 Patanjali Targets Rs 1 Lakh-Crore Turnover ..	 Online Gaming Industry in India Expected to..
--	--	--	---

From the WEB

-  Is it legal to claim multiple Life Insurances after a death
TomorrowMakers
-  Leave these 5 habits if you want to be rich
Scripbox
-  Promote content on Times of India network
Colombia
-  Watch blockbuster film Bahubali online on Amazon Prime Video
Amazon Prime Video
-  Rainwear customised with your brand logo
By Workstore.in

More from ADAGE

-  HDFC Bank's CMO Kartik Jain Quits
-  Top 3 Ads of the Week: Tanishq, Pulse Candy, Pepsi
-  Pinterest Poaches Top Talent From Mondelez, Ford Agency GTB
-  Indigo iStrat Bags Digital Mandate for Indepay Networks
-  GE Wants You to Say Goodbye to 'Useless Productivity Tools'

SUBSCRIBE US
FOR LATEST STORIES

enter your e-mail address


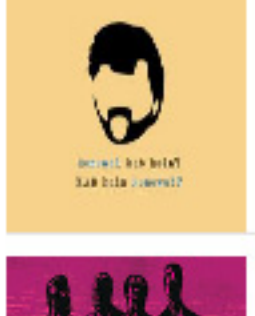
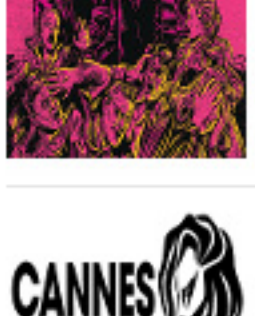

GOAFEST 2017 [more](#)

- 
- 
- 
- 

BLOGS





-  It's Easy to See Why Patanjali is Successful...
-  Watch a Virginia Democrat Crush an Ambulance to Make a Point Abo...
-  Could Coke Still Teach the World to Sing?...
-  How Masculinity has Evolved Through the Ages...

TRENDING ON SITE

-  Here's How Arnab Goswami's Republic is Gearing Up for Its Mega Launch
-  Your Body is the Only Place You Have To Live...
Ad: Bajaj Allianz Health Insurance
-  Creeping on Agencies' Tuft, Consultancies Are Shaking Up the Marketing Industry
-  12 Indians Set to Be Part of Cannes Lions 2017 Jury

TIMES GLOBAL PARTNERS

Times Global Partners is an initiative focused on partnering with Established and Emerging Global Digital Companies for growing their presence and business in India through growth in their Brand, audience, adoption, distribution and monetization.

 The Best Identity Management Solutions of 201... Ping Identity PingOne Okta Identity Management Microsoft Azure Active Directory Read More	 Lucideus launches AI-based cybersecurity plat... Nvidia demonstrates multi-user VR system at G... Amazon unveils Alexa-powered, touchscreen-equ... Austrian court orders Facebook to remove hate... Read More	 Daily Dream Home: West Lake Hills Ermenegildo Zegna Launches Asola Moccasins Co... Here's What a \$300,000 Rolls-Royce Was Like... Porsche 911 GT3 Sets New Lap Record At Nurbur... Read More	 Tesla just opened up orders for its Solar Roo... Johnny Depp made \$650 million but couldn't pa... Rep. Maxine Waters' confusing interview on Ja... 'Outside the realm of normal,' 'crazy': James... Read More
---	--	---	---