

Tirupati Group appoints CreateID8 for brand repositioning

10 May, 2017

By A Correspondent

CreateID8, a strategic brand design agency and a division of WITS Interactive, has bagged the creative strategy, communications design and execution mandate for Tirupati Group. Tirupati Group is a global provider in pharmaceuticals, nutraceuticals, sports nutrition and ayurvedic formulations based out of Himachal Pradesh.

Under the mandate, CreateID8 will construct a brand communication strategy that will fuse Tirupati's 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."

Added Ashok Goyal MD – Tirupati Group of Companies: "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."



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