

I still want to know how advertising can turn my brand around.

Assumptions:

Newly launched product, no website yet.

So creating awareness through traditional ad campaign – OOH, newspaper ad and TVC

Texts and the suggestive *image ideas (3 options given) for newspaper, OOH would be as follows...

*[The images are all copy pasted. I can't draw / paint. You designer would do a wonderful job with these ideas]

OPTION 1



Idea

Based on contrast and easiness. It's not always possible to keep fresh fruits or nuts in a handy box to be consumed at the hour of need. These are difficult to keep, especially while away from home- in office , business or elsewhere. A box of nutty Cocolot serves the purpose easily.

Text

1. If ALL these (show different variety of fruits / nuts) could be kept in the drawer- For Healthy, Handy Moments
2. Your supply of fruits and nuts for Handy Moments

OPTION 2



Idea

One needs to buy a variety of fruits or nuts which is cumbersome though healthy and essential. Easy way is just to get them from a box of Cocolot(a fine thread links the 2 images).

Text

1. Heading: Why Buy Many When You Get In Just One Box
2. Subheading: Healthy Food
3. Almond, Cashew, Lemon, Orange, Apple, Pinapple (show images of different variety of fruits and nuts)
4. Fruity, Nutty Cocolat

OPTION 3



Idea

To show that Cocolot has better way of doing same things (with love) differently. Instead of forcing only one big fruit inside a mud pot and breaking it in the process, Cocolot comes in a mix of variety of fruits and nuts, nicely packed (with emotion of love). That one emotion...Love, care (and not forcing things somehow for the sake of doing), that doesn't break.

The appeal here is love, care and need of healthy food (fruits, nuts)

Text

1. We DON'T do it this way
2. Fruity, Nutty Cocolat (in bold)
3. Your needs of fruits and nuts in one basket
4. Sealed with love
5. It doesn't break

STORY IDEA FOR TVC – HE LIKES! AND YOU??

A decorated serene temple of Lord Ganesha.
No one around except the idol of Ganesha and his vehicle the rat. The idol is garlanded with flowers. Lots of modak (sweet) kept in a plate in front of the idol.

Ganesha looks agitated. Flutters his big ears. Hits his head with both hands.

Rat - What’s up lord. You look disturbed.

Ganesha – am sick of eating modaks daily! Really sick!

The rat vanishes for a while leaving Ganesha alone with himself.

After a while we see the rat reappearing.

Rat – Here lord. Have this please for a change.

He puts a fruity, nutty Cocolot on Ganesha’s palm

Ganesha – Huh! What’s this

Rat – A chocolate stuffed with fruits and nuts. Humans call it Cocolot. I just stole one for you from the shop outside.

Ganesha eats. His eyes close in ecstasy.

Ganesha - GIMME MORE!

The rat looks puzzled.

Rat- (to himself) Steal More???

VOICE OVER - Not modak, carry a box of Cocolot when you visit HIM next and be blessed!

HE REALLY LIKES! AND YOU??