

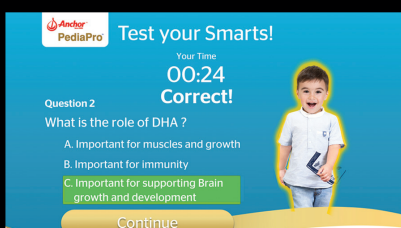
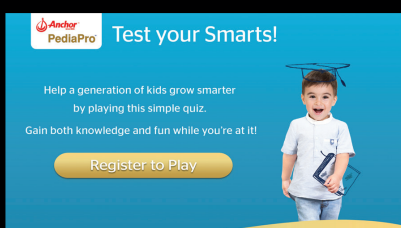
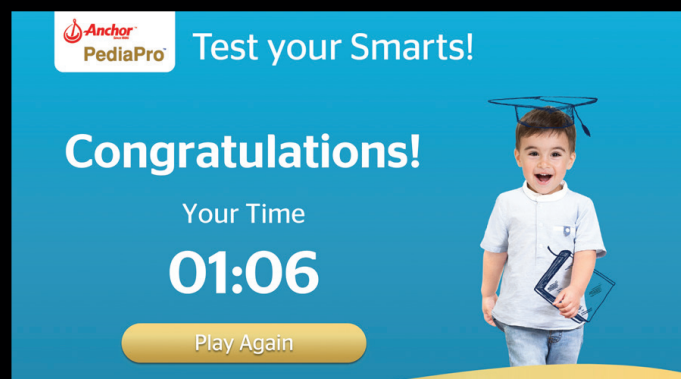
Spectrum

The Prism Newsletter

ISSUE 3

It's the end of the year, and as we bid goodbye to what has been a challenging year, we welcome 2019 with a healthy dose of renewed optimism. We would also like to thank you, our clients, in presenting us with opportunities. Like our latest case history for PediaPro. Do give it a read and let us know what you think. Also joining us on our journey into 2019 are 3 new entrants. Happy 2019 in advance!

Building a smarter child in minutes!



How it works:

For every correct answer, a book and a graduation cap slowly appears in stages - indicating the 'growth of a smarter child' in minutes.

Objective:

To educate doctors/health professionals on the benefits of the newly-launched **Anchor PediaPro** during the 4th Annual International Paediatric Medical Congress 2018.

Challenge:

Anchor is a top-of-mind brand that's widely available and affordable. Its new **PediaPro** entry, however, has to compete against established premium brands like Nido 1+, Nuralac, Similac 3, and Bebelac, that promise similar 'nutrient' benefits.

Idea:

Most trade stands are design-oriented, jargonized and sales-driven. To drive engagement and footfall to our stand, we created a gaming platform that highlighted **Anchor PediaPro's** key emotional differentiator: 'for growing smarter children.' This would, in turn, make way for word-of-mouth recommendations to patients and end-customers.

Execution:

Our interactive game featured 5 product-focused, multiple-choice questions. The participants first had to register with their key details, creating a strong potential database. Then, they had to answer the multiple-choice questions against a timer. Every correct answer gradually 'created' a 'growing smart child' complete with a graduation cap, book, etc.

THE PRISM FAMILY JUST KEEPS ON GROWING!



Niell

A fresh graduate of Media and Communication from Manipal Academy of Higher Education. At just 21, Niell joins as an Account Executive, applying her fresh learnings to client presentations and strategy. A self-proclaimed foodie with an equally strong appetite for singing, swimming and travelling.



Simran

Simran is our newest Account Executive, up-to-date on trends, and projects. Our stylish 21-year-old just graduated in Media and Communication from Manipal Academy of Higher Education with a wide range of interests in travelling, designing and gaming.



Reghu

Our new Art Director and former Senior Art Director of Sutramagnus has more than 23 years of advertising experience. He started his career in painting and went on to receive awards by Organic BPS India (Gold, 2011), K3A (Gold, 2012) and Cochin Ad Club (Gold and Silver, 2012). Reghu loves movies, is a newshound, up-to-date with advertising trends.