



Client Briefing:

Tea category has been flat for years and Taj Mahal took the responsibility to grow the category. As a result HUL decided to launch new variants in Pyramid form. The packaging is unique and needs to be stacked well to attract shoppers. Also, that, this is totally upmarket stuff and hence needed classy unit to display the skus to bring the brand alive at POP.

Our designing team swung into action and created a unique design in the shape of the Pyramid tea, wherein all the elements of the unit looked a pyramid. The brand ambassador "Saif Ali Khan" was given prominence and the unit looked a silent salesman in itself.

The materials used were MS Wire, 3/4" Pipe, Off-set print on 3mm sun-board.

Results:

The units were sent to top 7 Metros in India and the initial response was astounding.