

BRIEF OVERVIEW
GRADUATION PROJECT

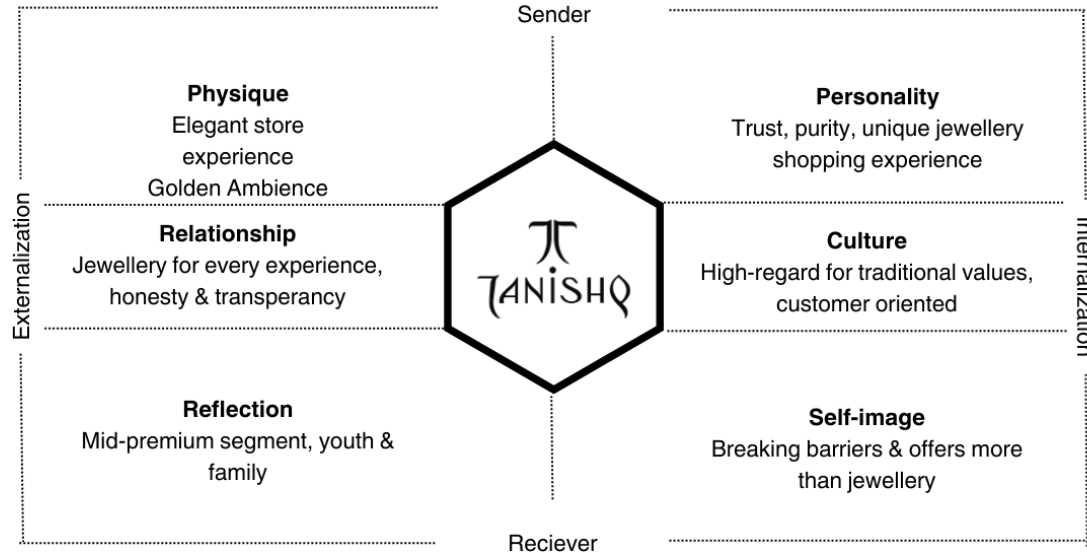
LOWE LINTAS

SNEHA KRISHNAN
B.DES FASHION COMMUNICATION STUDENT
NIFT CHENNAI

TANISHQ REBRANDING:
COLOUR PALETTE

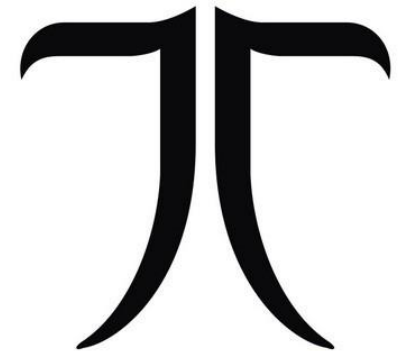
- Client Brief: To refresh the colour palette of Tanishq, not straying too away from the existing one, and show at least one application of the same on collaterals.

Initial Study



Tanishq = Tan (body) + ishq (love)

- *Indian*
- *Love*
- *Elegance*
- *Wealth*
- *Feminine Strength*
- *Nature*
- *Royalty*



TANISHQ REBRANDING :
COLOUR PALETTE

Proposed colour palette

Derivation

PANTONE 281C
#0a0258

+

PANTONE 188C
#6e0a1e

=

Trust
Stability
Reliability
Loyalty

Passion
Sophistication
Timelessness
Luxury

Primary Colour

PANTONE 2627C
#3e063c

Wealth
Elegance
Femininity
Strong personality

Secondary Colours

PANTONE 617C
#bb9f52

PANTONE 168C
#71392e

Prosperity
Luxury,
Optimism
Grounding

Warmth
Familiarity
Security
Grounding

Supporting colours

PANTONE BLACK C
#080808

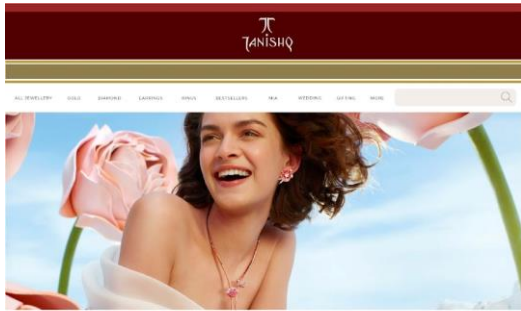
PANTONE 9043C
#f8f6f0

Shade of black

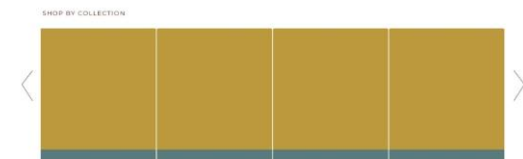
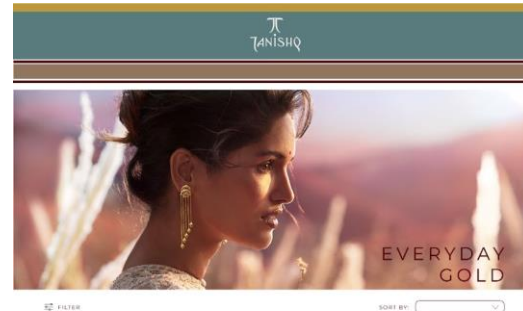
Pearl white

TANISHQ REBRANDING:
COLOUR PALETTE

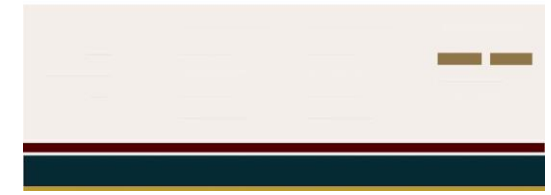
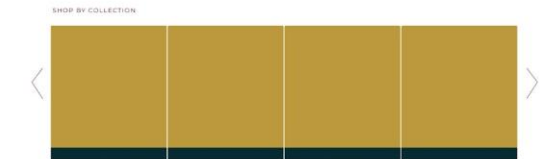
Finalised colour palette application



Suggested landing page



Suggested page for Everyday Gold



Suggested page for high-value Gold

TANISHQ AKSHAYA TRITIYA
GLAMDAYS COLLECTION
CAMPAIGN

Client Brief: To come up with a creative approach to the campaign with deliverables including 5 key-visuals and the related product images which are variants of the key-visuals.



LAYOUT 1



LAYOUT 2

THIS EXECUTION DONE FOR THE CAMPAIGN IS A HYPOTHETICAL PROJECT.

TANISHQ AKSHAYA TRITIYA
GLAMDAYS COLLECTION
CAMPAIGN

A TATA PRODUCT

TANISHQ
PRESENTS
GlamDays

GET **100% OFF***
Exchange value on your old gold bought from any jeweller

UP TO **20% OFF***
On the making charges of gold jewellery and on diamond value

MAKE EVERYDAY SPARKLE

www.tanishq.co.in

LAYOUT 3

A TATA PRODUCT

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GlamDays

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LAYOUT 4

THIS EXECUTION DONE FOR THE CAMPAIGN IS A HYPOTHETICAL PROJECT.

TANISHQ AKSHAYA TRITIYA
GLAMDAYS COLLECTION
CAMPAIGN

A TATA PRODUCT

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LAYOUT 5

THIS EXECUTION DONE FOR THE CAMPAIGN IS A HYPOTHETICAL PROJECT.

TANISHQ AKSHAYA TRITIYA
GLAMDAYS COLLECTION
CAMPAIGN



INDICATIVE MOCKUP OF THE LAYOUT (ATL ADVERTISING)

THIS EXECUTION DONE FOR THE CAMPAIGN IS A HYPOTHETICAL PROJECT.

I K S U B Y L I F E S T Y L E
R E A C T I V A T I O N C A M P A I G N

Client Brief: To create campaign layouts for Iksu, Lifestyle's in-house beauty brand in order to reposition themselves in the beauty industry.



L A Y O U T 1



L A Y O U T 2

THIS EXECUTION DONE FOR THE CAMPAIGN IS A HYPOTHETICAL PROJECT.

IKSU BY LIFESTYLE
REACTIVATION CAMPAIGN



LAYOUT 3



LAYOUT 4

THIS EXECUTION DONE FOR THE CAMPAIGN IS A HYPOTHETICAL PROJECT.

PACKAGING DESIGN FOR
ITC AASHIRVAD MITHAAS

Client Brief: Create a packaging design for ITC Aashirvad Mithaas' Motichoor Laddoo, taking inspiration from the saris of the origin state of the sweet, Rajasthan.



- **Main inspiration:** Motifs and weaves of authentic saris from Rajasthan, the origin state of **Motichoor Laddoos**.
- A modern play on the traditional patterns of:
 - Ghatchola Bandhani
 - Leheriya
 - Gota Patti+ colour blocking
- A more vibrant and fresher approach with the customary colours of Rajasthani saris.



PACKAGING DESIGN FOR
ITC AASHIRVAD MITHAAS

AASHIRVAAD
mithaas
**MOTICHOOR
LADDOO**

Sweet Servings of Legacy

A royal sweet from the land of kings, the Motichoor Laddoo is Rajasthan's crowning confection that graced all our childhood festivals and functions. Fried pearls of besan meld together with a kesar sugar syrup that brings to your tastebuds, a celebration of traditional flavours.

As we grow older the onus is on us to become the custodians of tradition, while adding our own practical spin to it. It's on us to make the special effort to ensure the flavours of tradition keep getting passed on.

Now, incorporate tradition into your modern lives, the easy way. Presenting unforgettable favourites in a convenient format with Aashirvaad Mithaas- that fits into your bag, schedule, and your heart, ready to be taken on the go.

₹249 mein 250g

ITC
Enduring Value

UNIT DESIGNING:
LIFESTYLE'S 25 YEARS ANNIVERSARY

Client Brief: To come up with a unit design incorporating the 25 anniversary unit. Also to depict the units in layouts with the anniversary offer copy and mid-season sale copy.



Chosen option by client

UNIT DESIGNING:
LIFESTYLE'S 25 YEARS ANNIVERSARY



Collateral 1

Logo unit + anniversary sale offer unit

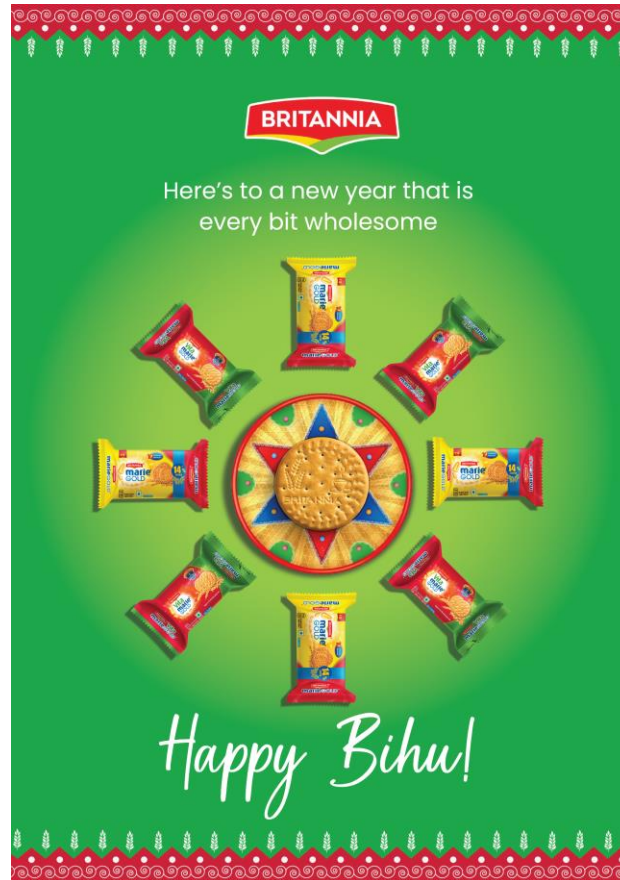


Collateral 2

Logo unit + mid-season sale offer unit

BRITANNIA CORPORATE FESTIVE CREATIVES
FOR BIHU

Client Brief: To come up with A3 sized corporate festive creatives for Britannia with their Marie Gold packs, revolving around the Assamese festival Bihu.



OPTION 1



OPTION 2