



PURPLEIMAGE
TECHNOLOGIES PVT LTD

Techno Imagination Specialists

Project Cadbury Heroes



Cadbury

Cadbury Schweppes is one of the leading global companies in beverages and confectionery businesses. It has operations in over 190 countries. Incorporated in 1948, Cadbury India is the market leader in the chocolate confectionery market with a 70% market share and ranked number two in the total food drinks market.

The Challenge

To encourage sales officers and dealers to improve performance and not only achieve targets but exceed them. The presentation aimed at daring the employees to want to be a part of the exclusive club initiated by Cadbury's for outstanding accomplishments.

The club provided various benefits and endeavored to motivate the officers and dealers to achieve their goals as well as those of the company. The service was required to inform, inspire and accomplish.

The Solution

Purple Image established a designated team to focus on Cadbury's specific requirements. A complete branding solution was developed for the club, which included the Logo, Strategy, Concept, an Audio Visual presentation, Apparel and Print material consisting of brochures, posters, membership and invitation cards.

Content in sync with the requirement to motivate employees was developed and instances of successful individuals in various fields were given to excite them about the rewards of being part of this elite club. The presentation used design software such as Flash, Director and Photoshop and incorporated customized 3D Animation that was used in creating the logo. All audio visuals were edited and compiled on the inhouse DPS system. The end product was a rousing presentation that eggs on employees to give their best!

What the Client Had to Say



We have worked with Purple Image on several projects and are constantly amazed with the professionalism and work ethic from everyone there. They will not rest until you are 100% happy with their work. We have enjoyed working with this company and we would be happy to work with them in the future.

The presentation has brought a renewed sense of pride and motivation for the employees working with Cadbury.

After several months of working together with Purple Image, I am happy and proud to say that not only was it a perfect business relationship, but we have made some great new friends as well.



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