



Techno Imagination Specialists

Project Smile TV



The Company

Zee Network unveiled Smile TV, a 24-hours fun and entertainment niche channel that aimed to provide novel entertainment to all age group audiences.

The Challenge

To provide a sales tool that took the grind out of making an effective sales presentation. To present Smile in a bright and vibrant manner to advertisers through an interactive Sales Kit. The service was required to complement the style, attitude and content of the brand.

As part of its marketing initiative, Purple Image was commissioned to develop a sales kit to promote the new release. The main goal of the kit was to get potential customers excited about the brand and the benefits of advertising/ sponsoring on the channel.

The Solution

Purple Image developed the Smile TV 'Interactive Sales Kit', a comprehensive audio-visual presentation to showcase its programmes and the brand attributes of the channel

To achieve a contemporary design, software's such as Photoshop, Flash and Director were combined to give the presentation a trendy and upbeat look-n-feel by the visual design team. Video footage was edited and compiled on the DPS Velocity System. A professional voice over artist was used to narrate the highlights. The interface design was made intuitive with practical functionality that made the sales call easy to control for both new as well as seasoned sales personnel. The entire experience was designed for grabbing attention and retaining it throughout the sales presentation.

Testimonials



Zee Network set an ambitious brief within a challenging timescale to produce a Sales Kit for the promotion of Smile TV.

Purple Image has exceeded expectations on this challenging project and I have been extremely happy to work with the team & undoubtedly will work with them again going forward. They have been thoroughly professional, focussed on our key goals & I am sure the delivered content will have tremendous impact in driving awareness & creating anticipation for the channel throughout our domestic and international markets.



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