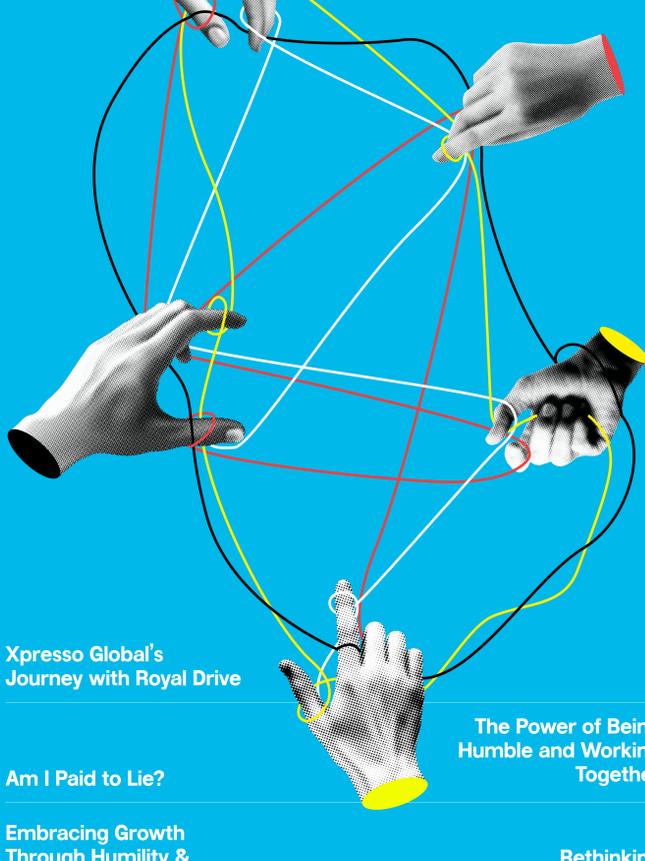


XPRESSO SCOOP

Edition 01

June 2024



Xpresso Global's Journey with Royal Drive

The Power of Being Humble and Working Together

Am I Paid to Lie?

Embracing Growth Through Humility & Collaboration

Rethinking Auteur Theory

Question Like a Child

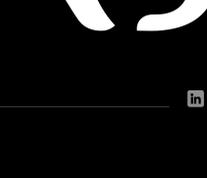
Planning is a Wrong Process

We are proud to present to you a glimpse into Xpresso's world through our very first newsletter, Xpresso Scoop!

We at Xpresso Global believe in the power of collaboration and the creative prowess our team brings forth. We were sure the contents of our newsletter needed to substantiate these qualities. And here we are, presenting the philosophies of six of our team members, each standing out in their own regard while accentuating the ethics of the organisation we represent.

As we step into the second half of this year, we are excited about our upcoming projects and we hope to share news of our in-house activities, thereby building community and showcasing our team. We are thrilled to launch this first newsletter and we look forward to making many more. Thank you for being a part of our journey!

Xpresso Global's Journey with Royal Drive



Afttab Shoukath P V • CEO



Royal Drive holds a special place in my heart as a milestone project for Xpresso Global. Our involvement in curating its brand identity, creating its logo and tagline, along with the launch of its Calicut showroom, solidified our growth as a leading Integrated Communication Agency.

Brief

Royal Drive's vision was to redefine the pre-owned luxury car market in India, partnering with Xpresso Global. Xpresso Global's strategic redesign aimed to increase Royal Drive's visibility, refine its target audience, and position the brand for a successful entry into the Calicut market and beyond.

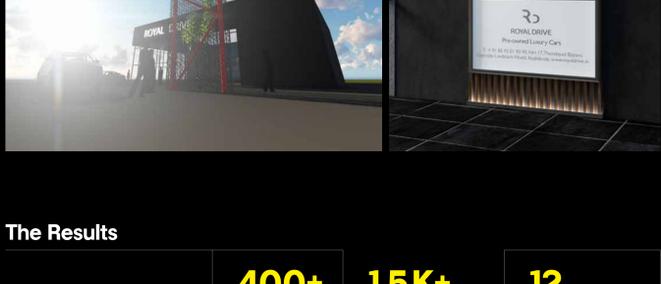
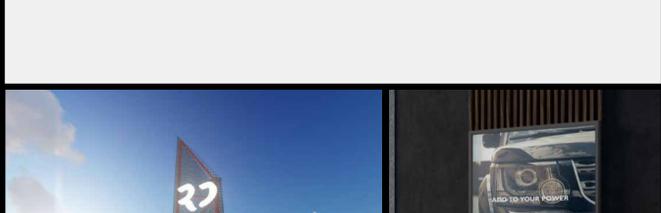
Solution

To support Royal Drive's ambitious vision of a nationwide expansion, we crafted a brand identity that exudes elegance, class, and richness, all within a sleek and minimalist aesthetic. Our approach included the development of a multi-layered tagline, 'Add to Your Power,' expounded to resonate with the target audience. Xpresso Global provided comprehensive support, from brand redesign and enhanced visibility to a successful launch in Calicut, propelling Royal Drive towards its goals.



"Six years back, we blindly trusted Xpresso Global, and they proved us right. Even today, we have not compromised on the brand guideline Xpresso developed for us."

- **Mujeeb Rahman** • Chairman and Managing Director, Royal Drive



The Results

400+ Potential Customers	1.5K+ VIP Guests	12 Premium Car Deliveries
3M+ Online Reach	02 Premium Bike Deliveries	10+ PR Activities



The Power of Being Humble and Working Together

Shilpa Chandran PK • Project Manager



As a Project Manager at Xpresso Global, I learnt something important: being humble and working together are keys to success. At first, this was hard for me because I thought I knew everything. But I realised that when you are open to learning, there is also growth.

In my job, I am always learning, just like in every project where we try to do our best. A friend once shared a story of his interaction with the people in a faraway village. He told me that the best part wasn't just the work; it was making friends with the people there. Even simple exchanges with them taught him a lot. It was about being open to new things.

This story reminds me time and again that everyone teaches us something, no matter who they are. It's important for us to keep learning and growing.

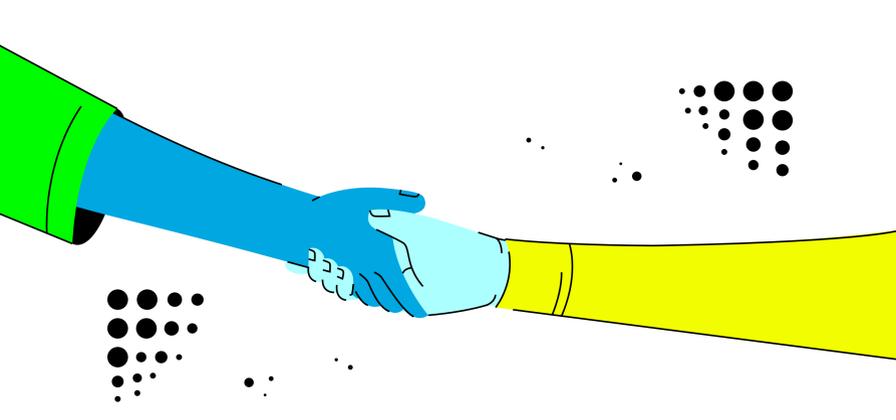


From a Project Manager's perspective, there are a few key thoughts I'd like to share:

- **Value Every Voice** : In every project, every team member's input is valuable. Listening to different perspectives often uncovers innovative solutions that one person alone might not think of.
- **Adaptability is Key** : No project goes exactly as planned. Being flexible and open to change ensures that we can navigate challenges effectively and keep the project on track.
- **Continuous Improvement** : Reflecting on each project, both successes and setbacks, is crucial. It helps us learn and improve our processes, leading to better outcomes in future projects.
- **Building Trust** : Trust within the team is fundamental. When team members trust each other, collaboration is smoother, and the quality of work improves. Trust is built by being credible and consistent in our actions.
- **Celebrating Successes Together** : Recognising and celebrating team achievements boosts morale and encourages a culture of collaboration and mutual respect.

At Xpresso Global, we believe that success is built on a foundation of credibility, collaboration, and insight. Our team's dedication to these principles drives us to create innovative solutions that stand out. We thrive on working together, valuing each team member's unique ideas, and fostering an environment where creativity can truly flourish. This collective effort enables us to achieve remarkable outcomes that exceed individual capabilities.





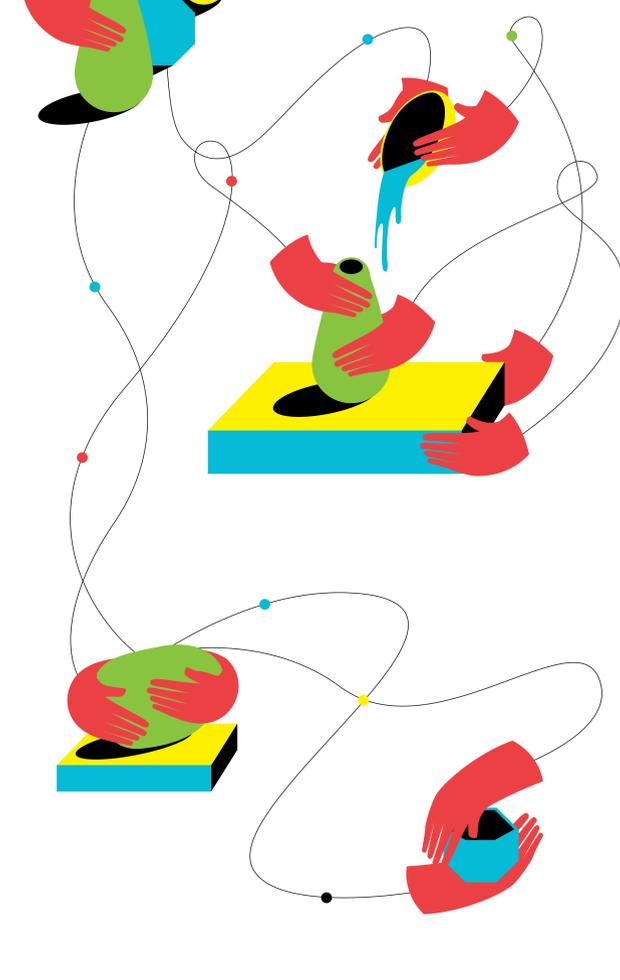
Embracing Growth Through Humility & Collaboration: Reflections on Learning and Creativity

Anas Rahman • Art Director



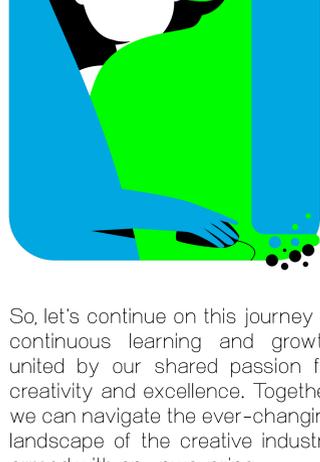
I've always pondered the quote, 'If you're the smartest person in the room, you're in the wrong room.' As a creative individual and a leader, I initially struggled with this notion. After all, isn't experience valuable? However, I couldn't shake off the idea and decided to approach it from a different angle.

Believing that I'm the smartest person in the room could hinder my ability to learn and grow. We all know that learning is a continuous process, much like striving for perfection in our creative endeavours. It became clear to me that it's all about attitude.



I recalled a story shared by a friend, an avid traveller, who participated in the Fjällräven Polar Expedition. During a fireside chat, he emphasised that the journey is just as important as the destination. An 8-year-old buying milk in the morning may have a richer experience than someone embarking on an epic adventure.

It's all about the attitude we bring to the table. We must be open to learning from everyone, regardless of their background or experience. This is how we evolve and grow.



At our agency, we believe in the power of collaboration and diversity. By fostering an environment where every voice is valued and respected, we create the perfect breeding ground for innovation and creativity to thrive. This spirit of openness and teamwork fuels our success, propelling us to achieve remarkable feats that surpass individual capabilities. Together, we harness the collective wisdom and expertise of our team members to create something truly extraordinary.

So, let's continue on this journey of continuous learning and growth, united by our shared passion for creativity and excellence. Together, we can navigate the ever-changing landscape of the creative industry, armed with an unwavering commitment to innovation and collaboration. After all, in every room we enter, there's an opportunity to learn, grow, and create something truly extraordinary.



AD OF THE MONTH



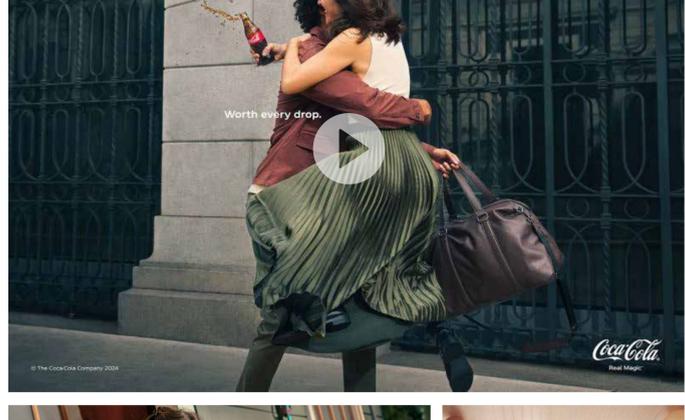
Spills - Coca-Cola

Overview

Coca-Cola's new campaign celebrates the spontaneous yet joyous moments people forget all about their drink, spilling it as they embrace a loved one. "Spills" comes to life in three creative executions, each illustrating a someone holds tight to friends, family or a beloved pet. The campaign features the tagline, "Worth every drop," embodying Coca-Cola's Real Magic ethos and celebrating unexpected but heart-warming moments of human connection.

Agency

WPP Open X led by Ogilvy Miami



Rethinking Auteur Theory

Lakshmi Marikar • Content & Media Head



As the daughter of a woman who grew up on second wave feminism when it seeped down from post-war feminist thought to a random college newsletter in St Dominics College Kanjirappally in the 80s, dejection and heartbreak from being left out of the creative world earmarked especially for men, was a feeling I inherited.



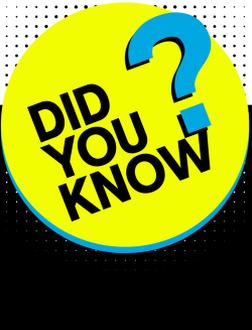
Hence, as a student of film, going French was my first instinct. Because who does film better than the French, right? I had to be an auteur myself. Auteur Theory is a way of looking at films that reiterates that the director is the author of the film. An auteur establishes herself into her filmography by including tropes that emphasise her cinematic vision thereby maintaining a consistent cinematic identity. But a subjective and 'affective' auteur is not considered an effective auteur, especially if you are a woman.

At such a crossroads, I came across the question - Why are artists abandoning their traditional methods of making art and clamouring for attention amongst multitudes of ever growing visual stimuli? From an ardent believer of making art for everyone, the journey I went through involved detachment from identity based discourses. The answer became clearer. Subjective values had little to no importance, while objective values were understood by more people.



I was exposed to the world of advertising. It led to an un-learning of method. I learnt that content should be psychologically vital in the context of a potential customer making up their mind. As Bruno Munari writes in Design as Art 'Culture today is becoming a mass affair, and the artist must step down from his pedestal and be prepared to make a sign for a butcher's shop (if he knows how to do it).'

In the process of re-establishing contact between art and larger society, as a writer I had to have the ability to respond to demands made of me from the society that I was part of. In advertising, it meant being part of a larger team, each individual responding to requirements they concern themselves with, without any conception of schisms of the art. Functionality had to precede form.



JUST DO IT

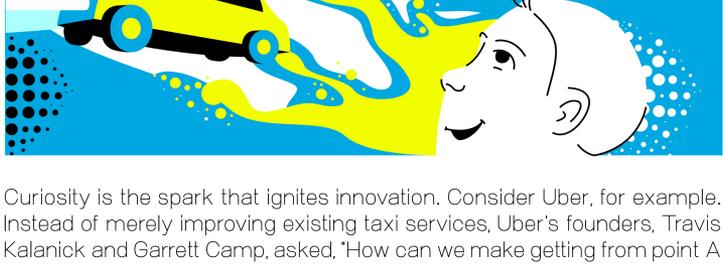
Nike's **'Just Do It'** is one of the most repeated and identified slogans in advertising history. Founder of advertising agency Weiden+Kennedy, Dan Weiden credits the inspiration for it from the last words of Gary Gilmore, an American serial killer before being executed in 1977.



Question Like a Child

Suhail Kalliyath • Brand Strategist

Imagine a child wandering through a bustling marketplace, eyes wide with wonder, questioning everything around them. "Why is the sky blue? How does this machine work?" This relentless curiosity can transform your business, sparking innovation and growth. Embracing this mindset is essential for entrepreneurs today.



Curiosity is the spark that ignites innovation. Consider Uber, for example. Instead of merely improving existing taxi services, Uber's founders, Travis Kalanick and Garrett Camp, asked, "How can we make getting from point A to point B easier and more efficient?" This curiosity led them to create a new market space by leveraging technology.



Uber didn't just compete with taxis; they created a ride-sharing platform that appealed to a broad market of users who avoided traditional taxis due to inconvenience and lack of transparency. Using a smartphone app, Uber provided real-time tracking, electronic payments, and customer reviews, revolutionising urban transportation.

Leading with curiosity means encouraging your team to think like explorers. When leaders model curiosity, they create an environment where innovation thrives. Encouraging your team to ask questions and explore new ideas boosts growth and morale. Embrace failures as learning opportunities, and create a safe space where your team feels comfortable sharing ideas.

To cultivate curiosity in your daily work, start by asking more questions. Like a child, constantly question everything. Set aside time to explore new ideas, even if they seem unrelated to your current work. In the hustle and bustle of daily work, it's easy to lose sight of curiosity. Taking a moment to slow down and ask "Why?" can lead to unexpected insights and breakthroughs.

Child-like curiosity is a powerful tool. It drives innovation, enhances leadership, and fosters personal growth. By nurturing a curious mindset, you can unlock new possibilities and achieve lasting success.

So, go ahead—ask that next question, explore that new idea, and let your curiosity lead you to new horizons.

Planning is a Wrong Process

Nihlas Abra • Director of Marketing & Sales

We've all been there. We spend hours meticulously crafting the perfect to-do list, envisioning a clear path to success. But as time passes, our initial excitement fades, replaced by feelings of overwhelm and the looming threat of missed deadlines.

What if there was a better way? What if I told you that traditional planning, something that starts at the beginning and marches forward, was actually holding you back?



Enter reverse planning, a strategy that flips the script entirely. Instead of starting from the very beginning, reverse planning starts with the desired outcome and works backwards, identifying the steps needed to get there. While it might sound illogical, this approach offers a surprising set of advantages, making it a powerful tool for individuals and businesses alike.

Imagine you are planning a dream vacation. The traditional approach might involve listing all the places you want to visit and researching flights and hotels chronologically. Reverse planning, however, starts with your return date. For instance, if your vacation ends on a Sunday, you may start reverse planning with the day you rejoin your office, Monday. Working backwards means booking a return flight that permits you proper sleep on Sunday night, scheduling must-see attractions, and securing accommodation within your budget. This ensures you prioritise your experiences so you don't miss out on anything due to a rigid itinerary.

Imagine a complex marketing campaign. Traditionally, you'd break down the project into smaller tasks and assign deadlines. Reverse planning starts with the successful launch date, the final triumphant moment. Work backwards by identifying key milestones like content creation, social media engagement strategies, and budget allocation. This ensures a more realistic timeline and avoids last-minute scrambling.



Let's say you want to become an entrepreneur in two years. Traditional planning might involve listing skills to acquire and courses to take within the time frame. Reverse planning starts with you in the desired position. Research the skills and experience required by people for that role. Work backwards by identifying professional development opportunities, projects to help showcase your skills, and potential networking events. When we work backwards, it is easier to identify flexibility points and adjust our approach based on new information or emerging opportunities. This targeted approach keeps your career goals in focus and maximises your effort.

When starting with the end goal, you gain a clear vision of what you want to achieve. This eliminates distractions and helps you prioritise tasks that truly matter. Reverse planning forces you to consider potential roadblocks and adjust your timeline accordingly. This leads to a more realistic and achievable plan. Seeing the smaller steps that lead to your desired outcome can be incredibly motivating. Knowing you're steadily progressing towards your goal keeps you engaged and energised.

Reverse planning isn't magic, but it is a powerful tool that can be applied to various aspects of your professional and personal life. So, the next time you're faced with a challenge or a goal, ditch the traditional to-do list and embrace the power of reverse planning. Start with the finish line in sight, and watch your productivity and success soar.