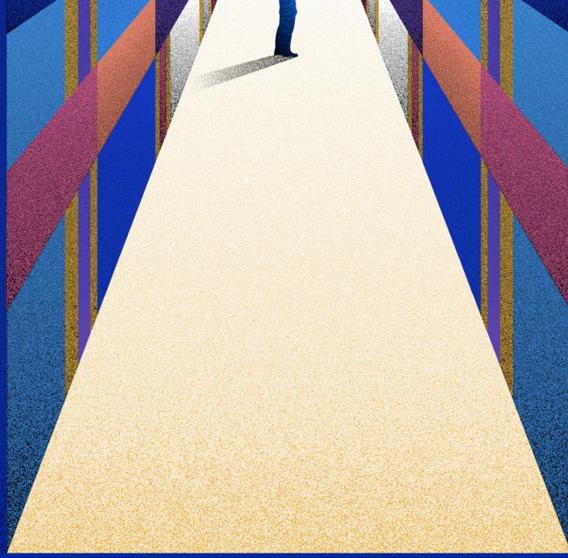


XPRESSO SCOOP

Edition 02

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Breaking Conventions

Afthab Shoukath P V · CEO



Collin Couture had an amazing welcome when it first launched in the market. They aspired to curate an identity on par with global innerwear brands like Calvin Klein, Allen Solly or Jockey. It was Xpresso Global that helped them achieve it.

Once Collin Couture was established as one among the top three international brands in inner wear today, we reached the second phase of the campaign.

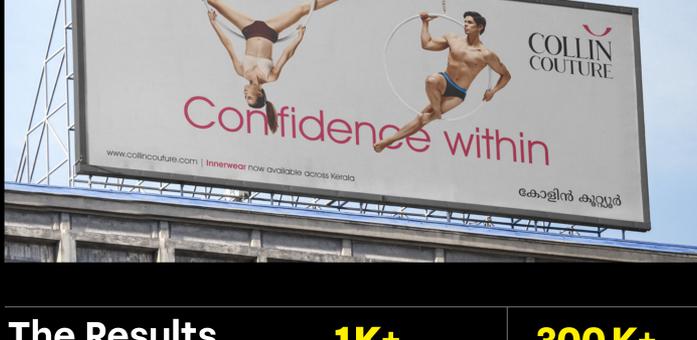
Brief

Collin Couture, a growing lifestyle brand that sells premium innerwear for men and women, asked Xpresso Global to brew ideas for a new marketing campaign. The tagline, 'Confidence Within', had to be reflected in both the models and the products featured. The challenge was, however, to not make the campaign look sensual.

Solution

We delivered Kerala's first-ever acrobatic-based fashion shoot for product marketing across multiple platforms, making Collin Couture campaign a treat for the eyes. We did everything including:

- / Concept Development
- / Storyboard Development
- / Planning Direction
- / Model Management
- / Production Design
- / Production Direction
- / Post Production
- / OOH Solutions
- / Social Media Management



The Results

1K+
Brand Placements in Retail Outlets

300 K+
Retailers for the Launch

50+
Print Media

15+
Online Media

50+
OOH Solutions

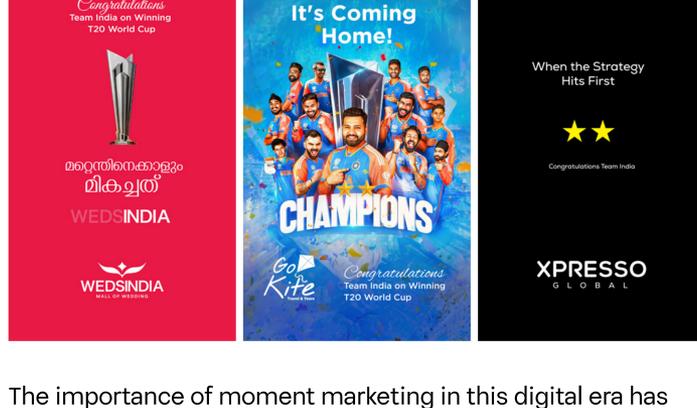
Moment Marketing Requires Preparedness and Agility

Hrithik · Digital Strategist



India lifted the T20 World Cup 2024, a victory that sent waves of jubilation across the nation. I was en route to Karunagappally for a crucial client meeting, and the news of India's win hit me in transit. I was ecstatic and my heart swelled with pride and joy for my country's achievement. It was a moment I knew I would remember forever.

However, amidst the celebration, a sudden realisation struck me – as a Digital Marketer, I had a responsibility that couldn't wait. The wish posts for my clients had not been published yet. My mood shifted dramatically as the weight of this oversight dawned on me. A rush of concern for my professional duties overshadowed the joy of victory.



The importance of moment marketing in this digital era has become crystal clear. As celebrations continued around me, I pondered how clear it is to seize such moments to connect with the audience. Moment marketing is about tapping into current events and trends to create relevant and engaging content. It is about being timely, authentic, and responsive.

Executing moment marketing effectively requires a blend of preparedness and agility. One must have a content strategy that allows for flexibility and quick responses. It is essential to stay attune to the pulse of social media and have a team ready to act instantly. Automation tools can help schedule posts, but tacking human oversight is crucial for contextual and timely adjustments.

As I sat in the car, the joy of India's victory mingled with my reflections on the digital marketing world. The experience was a powerful reminder of the balance we must maintain between personal joys and professional responsibilities, and the ever-present need to stay ahead in the digital marketing game.

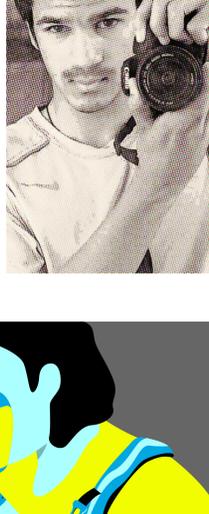
Discovering the Creative Space

Anas Rahman · Art Director



I wasn't pushed to study hard or pressured to become a doctor or engineer as I discovered the creative space much earlier on. I was lucky to have my father, who is from the Branding Industry (Design, then), gift me a computer when I was 6. He ran an institute where students came to learn designing tools after school. It was a booming industry back then. There, I was introduced to Adobe & Corel Draw. My father's best friend, an artist, a painter, and a photographer, covered my parent's wedding. He gave them a beautiful album where he cut out printed photographs, pasted them together, and painted with acrylic over it, creating interesting compositions. Photoshop wasn't introduced at that time. He introduced me to paints, colours, and SLR cameras back when we still used film.

When I was in 7th standard, the smartphone revolution hit hard, and digital cameras were all over. I still remember my first pocket-friendly camera, a "Panasonic Lumix," that I used as my daily driver. I would spend hours experimenting with it, capturing everything from nature to everyday objects, trying to see the world from different perspectives. I remember the days when I would go to the beach, place objects in the foreground to focus, and try to get the waves blurred in the background. These early days of experimentation taught me about composition, focus, and storytelling through visuals.

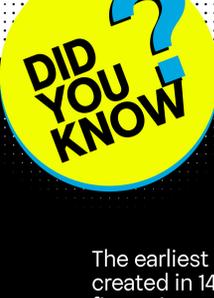


By the time I reached 11th standard, I was given my first DSLR. I was over the moon, even sleeping with it by my side. This camera opened up a whole new world for me. Facebook was flooding with aspiring models, and I was part of the backend process in these model shoots. I would shoot my friends and make these photographs look surreal with changed eye colour, high HDR contrast. Those early days of experimentation and learning were crucial. They were all hits and misses, but each attempt taught me something new. The feedback I received, be it praise or criticism, helped shape my skill and understanding of visual storytelling.

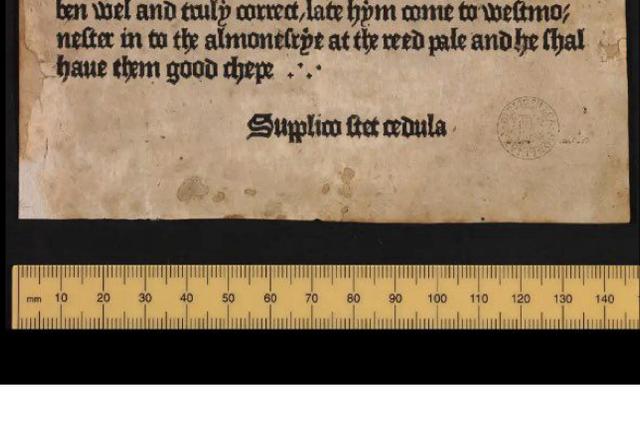
When I went to learn Photography and Cinematography (inspired by cinematographer Jomon T John) the environment there was stimulating. I was surrounded by like-minded individuals who were as passionate about the visual arts, just as I was. This was where I truly began to appreciate the depth and breadth of the creative industry.

Soon enough, I learnt that the creative space is about embracing your unique experiences and influences. Whether it is through early exposure to creative tools, learning from artists and mentors, or exploring new technologies and trends, your journey is your own.

In today's world, where the creative industry is ever-evolving, staying curious and open-minded is key. Seek inspiration from everyday life, be willing to experiment, and don't be afraid of failure. Each setback is a learning opportunity, and each success is a stepping stone. Your creative space is where your passion and skills intersect, and it is up to you to nurture and expand it. Because remember, creativity is not bound by a medium or a style or template.



The earliest surviving advertisement known to mankind was created in 1476. This piece was made by William Caxton, the first printer from England. It promoted a manual, "Sarum Ordinale," focused on priests. It also contained a footnote in Latin, "Supplico stet cedula," which means "Please do not remove this notice," showing that it was put on display somewhere. It has been suggested that it was perhaps pinned up in a church porch. This groundbreaking piece of marketing highlights Caxton's pioneering role in using print media to reach a broader audience, setting the stage for the evolution of advertising.



The Curious Currencies of Creativity



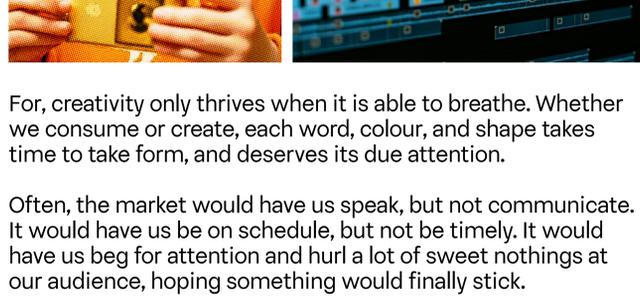
Ramees Abdurehim · Video Editor



I've lived around art for as long as I can remember. Often it was a book I sneaked in under the covers to read after dark, or it was those long walks I took to get to that one friend with access to the latest mp3s. Looking back, that drive to find pockets of creativity around me slowly, but surely, nurtured the artist in me today.

But something still felt off. While, on the surface, I was investing a lot of myself in the simpler pleasures of creativity, the time has made me realise an incomprehensible chasm like an outsider, a pretender pretending to fit in. My hyperactive mind wasn't quick enough to understand the sanctity of a creative correspondence.

In the commodified world of creativity we now inhabit, where the moment marketer is deemed the smartest of the bunch, time is a fairytale. The need to punctuate calendars with 'timely' creations has us all rushing, as we drag along an attention deficit audience to dance to our attention-deficit tunes.



For, creativity only thrives when it is able to breathe. Whether we consume or create, each word, colour, and shape takes time to take form, and deserves its due attention.

Often, the market would have us speak, but not communicate. It would have us be on schedule, but not be timely. It would have us beg for attention and hurl a lot of sweet nothings at our audience, hoping something would finally stick.

So it's up to each of us, as individual thinkers, to let others in on what we think about, for without communication there is no beginning. It's up to us to find the time to create with purpose, for the absence of purpose only creates more lost time. And it is up to us to be attentive with our art, because after all, attention is all we ask for from our audience.

And as we try to work with these currencies of creativity, our art might start to speak. And the audience might start to listen again.

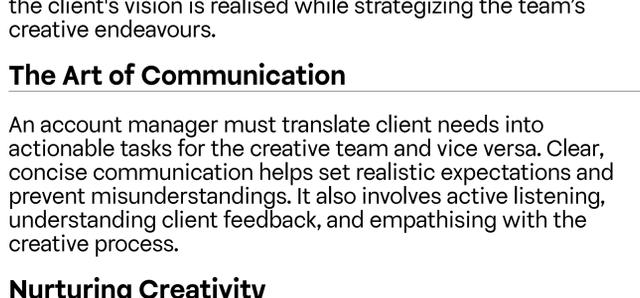
Bridging Creativity and Client Satisfaction

Fathima Parveena · Account Manager



My passion for photography ignited my journey as a freelance photographer, and it was through this path that I discovered my strength in managing and leading a team of creative minds. For those with an eye for creativity and leadership, excelling in an agency environment is a natural fit.

Whenever we think about managerial posts, we have a certain picture in mind, but this picture changes when it comes to an advertising agency.



Juggling Multiple Hats

An Account Manager must wear many hats. They act as the bridge between clients and the creative team, ensuring that the client's vision is realised while strategizing the team's creative endeavours.

The Art of Communication

An account manager must translate client needs into actionable tasks for the creative team and vice versa. Clear, concise communication helps set realistic expectations and prevent misunderstandings. It also involves active listening, understanding client feedback, and empathising with the creative process.

Nurturing Creativity

In a creative agency, ideas are the lifelines. Account Managers play a pivotal role in creating an environment where these ideas can grow. This means understanding the creative process, providing the space for innovation, and acting as a sounding board. Balancing structure with flexibility ensures deadlines are met without compromising the creative process.

Ensuring Client Satisfaction

Clients are essential to any agency's success, and delivering a professional experience is primary. This goes beyond delivering promises; it involves building and maintaining a rapport. Regular check-ins, transparent updates, and a commitment to exceeding expectations help make clients feel valued and understood.

The Balancing Act

The successful completion of a project is a testament to the importance of the Account Manager. Finding a balance between the client's objectives and the creative team's capabilities requires flexibility, quick thinking, and problem-solving skills. Account Managers ensure projects run smoothly, deadlines are met, and satisfaction is achieved on all fronts.

SPILLED

— VISHNU, THE WANDERER —



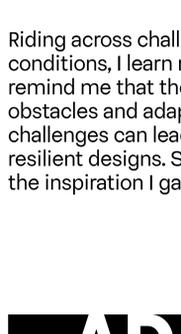
Design is in Nature

Vineeth • Senior Graphic Designer

When my mind feels stagnant and creativity uninspired, I know it is time to travel and seek new horizons. Travel experiences are more than just a physical escape for me. It is a quest for inspiration. Riding through diverse landscapes and small towns, I find inspiration in unexpected places.

I feel a sense of liberation, the moment I start my bike. The open road stretched ahead of me, promising new experiences. The feeling of freedom and the ever-changing scenery teach me the value of fluidity in design, and how moving from one idea to another without constraints can lead to innovative creations.

Riding through lush forest, golden fields, and along towering peaks, nature's diverse colour palette always reaches out to me. The vibrant greens, warm earth tones, and serene blues of the water and sky offer a rich source of inspiration. And this is the case with any journey I have been on.



I take time to observe patterns, textures and rhythmic flows of both animate and inanimate objects I see around. The patterns remind me of the importance of texture and details in design. Integrating these natural elements into my work always brings new depth and authenticity to my creations.

On the open road, life becomes beautifully simple. The essentials are reduced to the basics, the bike, the road, and the journey. The simplicity these journeys entail teaches me to strip away the unnecessary in my design and focus on what truly matters - clean lines, functional forms, and purposeful elements.

Riding across challenging landscapes and unexpected weather conditions, I learn resilience and adaptability. These experiences remind me that the design process often involves overcoming obstacles and adapting to new situations. Embracing such challenges can lead to innovative solutions and stronger, more resilient designs. Such amounts of quiet time allow me to process the inspiration I gathered so it can be translated into my work.

AD OF THE MONTH

Everyone Wants a Pair - NIKE

Overview

During the 2024 Copa America match between Argentina and Chile, Nicolás González of Argentina grabbed the foot of Mauricio Isla of Chile wearing Nike. The moment was seized, creating an ad suggesting the Argentine player's envy for a pair of Nike. The clever ad went viral, garnering praise for its innovative marketing approach. Nike sponsors four teams at Copa America 2024, proving their significant presence in the tournament.

Agency

It was a viral LinkedIn post by Jaime Muñoz, a Design Coordinator.



Employee Retention: An Integral Part of Business Development

Kavya P • HR

People often assume being an HR professional means marking attendance at an organisation. In reality, it is quite the contrary. Satisfying both management and employees is a challenging affair. My HR career began as an administrator, and at the time, I thought it was an exciting job. But that was just a stepping stone. Over the past six years, I worked in the IT sector. I transitioned to the advertising industry with Xpresso Global.

My former employer, Mr. Shaneesh Ismail, director at Prvak Technology Solutions, told me that I have to be like a mother in the company. I needed to oversee everything from cleaning to employee well-being. This is how HR professionals contribute to business development with the support of the administration.

I learnt many valuable lessons from all my employers, but especially employee retention through fostering strong internal bonds. Employee retention is a critical focus for any organisation. Some strategies for employee retention I personally adhere to, are as follows :

Offer Competitive Compensation and Benefits:

Competitive salaries and benefits that cater to diverse needs, such as health programs, retirement plans, and remote work allowances.

Promote Work-Life Balance:

Flexible working hours, remote work options, and encouraging employees to take time off of work.

Invest in Employee Development:

Provide opportunities for professional growth, such as learning programs and skill development training.

Provide Clear Career Paths:

Regularly discuss career goals, offer mentorship, and outline career trajectories within the company.

Encourage Autonomy and Flexibility:

Empower employees to function within their roles, provide resources for the same, but also allow experimentation.

Support Employee Well-being:

Offer health (both mental and physical support) and wellness programs, thereby creating a supportive work culture.

Build Strong Leadership:

Invest in leadership development programs to ensure managers can lead, motivate, and retain their teams.

Promote Diversity, Equity, and Inclusion (DEI):

Implement DEI initiatives, reduce unconscious bias, and celebrate diverse perspectives.

