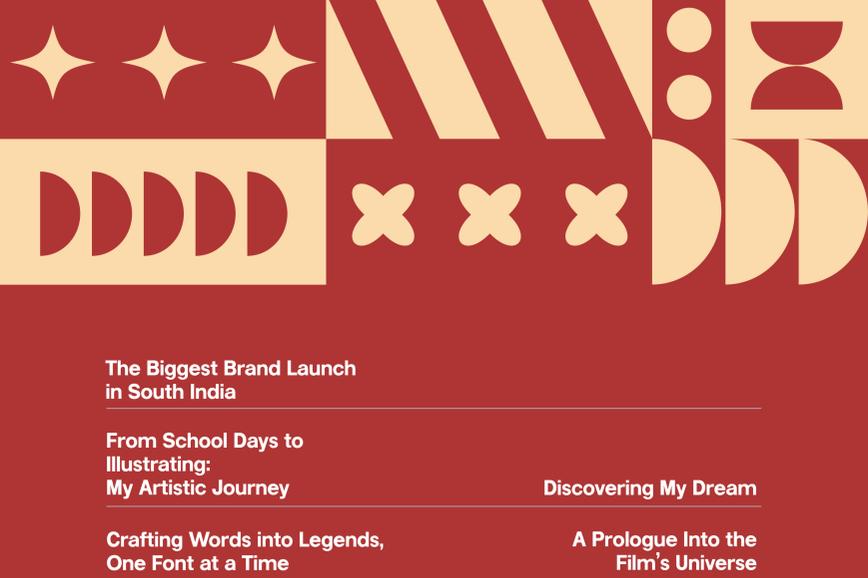


SCOOP



The Biggest Brand Launch in South India

From School Days to Illustrating: My Artistic Journey

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Crafting Words into Legends, One Font at a Time

A Prologue Into the Film's Universe



The Biggest Brand Launch in South India

Afthab Shoukath P V · CEO



When it came to the grand launch of Wedsindia Mall of Weddings, we dreamt bigger than the client's brief.

This is a project that showcased how Xpresso Global as a Strategy First Integrated Communications Agency approached an experiential retail marketing and launch event to engage and mesmerise the audience.

Brief

The initial brief was straightforward: branding, marketing, and planning the grand launch event. However, we saw an extraordinary opportunity to elevate this into something truly remarkable.

We shifted our focus to positioning Wedsindia as South Kerala's largest wedding mall, aiming to create an unprecedented launch experience.

Solution

Bringing a pan-Indian superstar to Karunagappally!

To achieve our ambitious goal, we crafted a multi-phased strategy. We initiated a buzz around Karunagappally with a teaser campaign asking, "Rshhhhhh, ഒരു രഹസ്യം പറയട്ടെ?" (Can you keep a secret?). This sparked intrigue and widespread speculation among localities.

We partnered with macro and micro-influencers to amplify the mystery and build anticipation. Their engagement with the public for social media fueled the conversation, drawing more attention to Wedsindia.

The crescendo of our strategy was the unveiling of Rashmika Mandanna as the star attraction, coupled with the tagline "മരുന്നിനേക്കാളും മികച്ചത് കരുതാതെപ്പള്ളിയിൽ" (The best is in Karunagappally). This created a wave of excitement that resonated across the region.

To counterbalance Rashmika's busy schedule, requiring a shift of the grand launch from morning to late afternoon, we introduced Karunagappally's first-ever Midnight Shopping Festival, timed with the inauguration. This bold move proved immensely successful, with locals even hailing it as the beginning of Karunagappally's nightlife.



The Results

25M+ social media reach	3M+ SM interactions	42K+ followers in 3 months	50K+ footfall on the day of inauguration
200+ wedding purchases on inauguration day	100+ OOH	100+ influencers present	30+ media presence

From School Days to Illustrating: My Artistic Journey

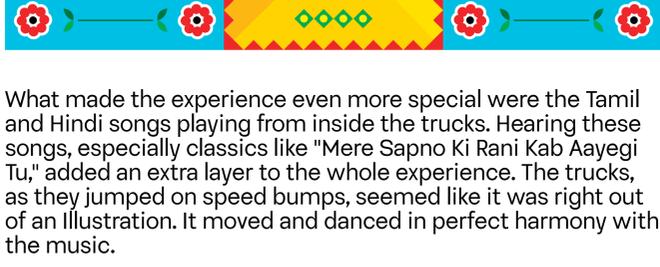
Jyothish · Illustration Artist



I wasn't set on becoming an artist, but being around spectacular creatives all around inspired me to pursue it as a career option.

At one point, I realised how much I was drawn to vibrant colours and eye-catching illustrations. Evenings spent waiting for my school bus became the most formative days for me as an illustrator. As I stood waiting for my bus, I was captivated by lorries and trucks passing by, especially those from North India. Those were decorated with elements that connected with me on a deeper level.

The colours on them were incredible. There were vivid reds, yellows, greens, blues, and solid whites. The illustrations of flowers and leaves to gods and religious symbols were all brought to life with these bright hues. It was hard not to be mesmerised by such artistry.



What made the experience even more special were the Tamil and Hindi songs playing from inside the trucks. Hearing these songs, especially classics like "Mere Sapno Ki Rani Kab Aayegi Tu," added an extra layer to the whole experience. The trucks, as they jumbled on speed bumps, seemed like it was right out of an illustration. It moved and danced in perfect harmony with the music.

These visuals that came to life with the vibrant blend of colours, illustrations, and music, left a lasting impression on me. It was a unique kind of magic that brought joy to my everyday routine and sparked my love for dynamic, colourful art.

During my time at design school, I picked up the basics of illustration, which got me into sketching on my phone everyday. I started posting my work on social media for fun. One day, one of my sketches got featured on a celebrity's Instagram story. This was the exact moment I decided to focus my attention on becoming an illustration artist.

More recently, I've been trying out motion graphics, and it's been a lot of fun. When I see my illustrations move, blink, and jump, it is almost like time travelling back to my childhood.

Discovering My Dream

Sandyowski • Content Writer

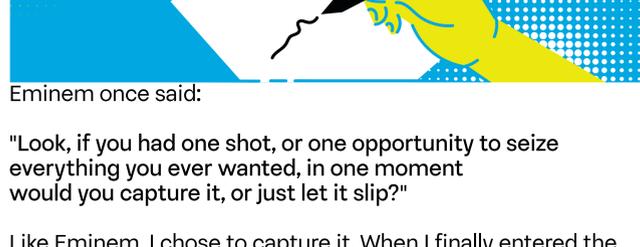
I'm proud to say that I was the first creative soul in my family. But the journey to becoming one came with sacrifices, including losing the love of my life. Through the pain, I grew. I may not yet be the man I once dreamed of becoming, but I am on the path, and today, it makes me genuinely happy.

My father was an officer in KSEB, and my mother was a respected teacher in our hometown, which meant I had to live up to the reputation of being the teacher's son. Not just a good student, but the best in school—and the entire town. I still remember people's expectations of me from "He's so talented; he'll become a doctor" to "Look at him, he's going to be an engineer." These words made me believe that people truly cared about me, that they loved me, and so I felt obligated to pursue those dreams others had for me. I studied hard, not just to prove my worth but to show everyone that I was the best kid in town. Until my 10th grade, studying was easy. I got good grades, and I felt proud when people said, "Everyone should be like Sandeep."

But those good grades turned into a curse after high school. I got admission in the Science stream at a reputed school. I was always passionate about art, but in Science, there was no room for creativity. I struggled to keep up, and my school days became a nightmare. The title of "best kid in town" slowly slipped away. I thought everyone loved me, but when I faltered from getting good grades, I realised that their love was conditional. They only admired me because I came from a family of high achievers — engineers, army officers (a lot of them), teachers, and government officials. I became the black sheep of the family.



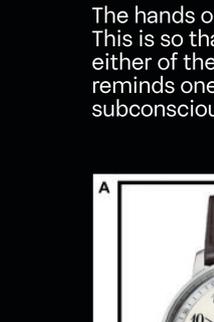
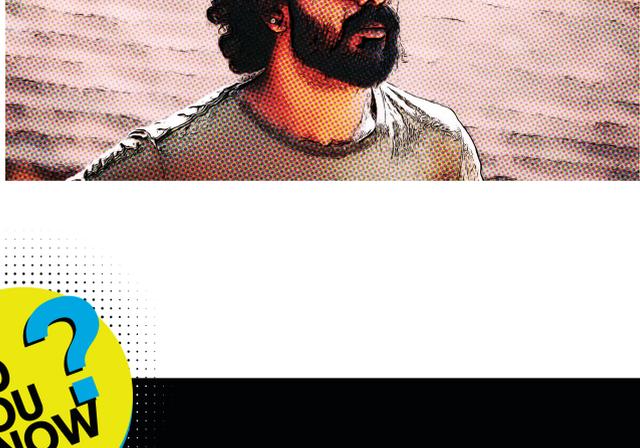
After college, I got a job with the Kerala Forest Department. My family was happy, my relatives were happy, society was happy—but I wasn't. I knew something was missing, but I couldn't put my finger on it. I struggled through each day until I got the opportunity to write for the Kerala Forest Department's magazine, Aranyam. Seeing my articles published brought me a joy I hadn't felt in years. That's when it hit me—I needed to pursue writing full-time. I resigned from the Kerala Forest Department, even though it meant facing personal upheavals. I decided to become my own hero, my own Batman. I was prepared to lose everything in pursuit of my dream, and in the process, I did. I lost my love, my family's respect, and financial stability. But I believed in myself when no one else did.



Eminem once said:

"Look, if you had one shot, or one opportunity to seize everything you ever wanted, in one moment would you capture it, or just let it slip?"

Like Eminem, I chose to capture it. When I finally entered the advertising industry after all the struggles I'd been through, I felt the rush, the thrill, the excitement. I am a slow learner, but I am growing every day. And this, without a doubt, is the most amazing chapter of my life. There are miles to go before I sleep, but I keep moving forward, happily each day. Today, I can say with clarity that I found the dream I was searching for.



The hands on watches are always set at either 10:10 or 8:20. This is so that the brand's name on the dial is not covered with either of the watch's hands. Another reason for 10:10 is that it reminds one of the shape of a smile, thereby causing a subconscious positive reaction in consumers.



Crafting Words into Legends, One Font at a Time

Rajkumar • Senior Graphic Designer

Every new typography project feels similar to King Arthur trying to pull Excalibur from the stone—except instead of a mystical sword, I am wielding fonts and typefaces. The excitement is palpable, and the stakes, while not world-altering, feels monumental. I am standing at the precipice of a creative journey, ready to dive into a new design that promises to be as majestic as a legendary sword in the hands of a King.

When I first encounter a typography project, there's a thrilling moment of discovery when I sift through fonts like a treasure hunter. Each typeface is a potential hero, ready to step into the spotlight and make a statement. The process is invigorating—akin to finding the perfect sidekick for an epic adventure. I imagine the fonts are eager too, itching to showcase their personalities in order to bring a unique flair to the design.

As I begin sketching out ideas, the feeling of being in an artist's studio arises. There, I am surrounded with a thousand colours and shapes, each one brimming with untapped potential. The fonts seem to have their own energy and quirks, almost like they're whispering their stories and begging to be part of the narrative. It is a bit like being a conductor orchestrating a symphony, where every letter and curve must play its part harmoniously.

The challenge is always in finding the perfect balance. There is a moment when everything clicks into place, similar to the high from solving a puzzle. The typeface and its application come together seamlessly, and it feels like I've struck gold—or perhaps pulled the sword from the stone. It is a euphoric moment when the design is not just good, but feels like a triumph.



Typography, at its heart, is a dance between creativity and precision. Each project is a new adventure, a fresh chance to blend artistry with functionality. And in those moments of clarity, when the perfect typeface aligns with the message and its tonality, it feels like I am standing on top of the world, basking in the glory of a job well done.



SPILLED

— SERENE SOUL —

He must be a Don around here.

Meanwhile, Sandy @ Xpresso.



Sandy smiles as he tends to his plants.



Sandy hands out stickers.



Sandy gifts plants to people.

A Prologue Into the Film's Universe

Afsal · Senior Graphic Designer



Movies have always been my sanctuary, a retreat from all the chaos. No matter the language, I dive into the stories on screen, seeking that fleeting yet profound joy that cinema brings. It's more than just entertainment for me; it's a powerful escape from the struggles, pressures, and stressors that life throws our way.

But there's another side to my love for cinema that is just as significant: my passion for design. And within that intersection of film and design lies something truly special — movie posters. These aren't mere promotional tools. For me, they are the first gateway into the film's world. A well thought out poster can stir excitement, curiosity, and even the decision to watch the movie itself.

Riding through the streets on my Royal Enfield, traveling on a bus, or just strolling on the road, I find my attention drawn to the public walls adorned with countless movie posters. Their vibrancy, their detail — whether bursting with details or stripped down to minimalism — film posters always catch my eye. It doesn't matter what language the movie is in; what captivates me is the artistry and the hidden details carefully planned and executed by the promotional team.

Movie posters have a language of their own. They convey the mood, tone, and genre of a film in a single glance. But here's the thing — a poster must get it right. If it sends the wrong message, the impact on the audience can be devastating. A poster is often the first thing people see, the first update from the film's world. It is a crucial piece of the puzzle in building anticipation and setting expectations. The colors, the typography, the imagery— they all need to fit seamlessly into the genre and essence of the movie.

I am excited to share some of the posters that have struck a chord with me. Each one tells its own story, not just of the movie, but of the artistic vision that brought it to life.

1. The Social Network



The Social Network made the "Big Letters On A Face" poster trend iconic. The tagline in Fincher's favorite Futura font captures the film's essence, while the title mimics Facebook's logo, showcasing Fincher's signature style in marketing.

2. Little Miss Sunshine

This poster uses the yellow colour scheme from the film for its marketing, conveying motion, humor, and the film's warm family vibe.



3. Pulp Fiction



This 1994 poster, styled like a worn pulp fiction cover captures the film's cool vibe. The image became such a mid-90s icon that Uma Thurman's face found its way into student rooms everywhere around the world.

4. The Silence of the Lambs

This chilling poster of Jodie Foster, featuring the death's head moth with a skull made of nude figures (inspired by Salvador Dali), is more iconic than the red version. The moth's symbolism and detail added to its impact.

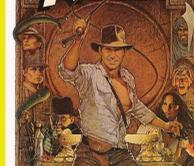


5. The Jaws



The iconic Jaws poster, showing a massive shark about to devour a swimmer, is a simple yet powerful image that scared swimmers and kept people off beaches for years.

6. Raiders of the Lost Ark



Raiders of the Lost Ark poster shows Indiana Jones with his whip, capturing the film's adventurous spirit and becoming a classic symbol of 80s Hollywood cinema.

7. Super Deluxe



This poster is one of my favorite Indian film posters. It blends the film's mood and tone with an artistic design, making it a valuable collectible.

LJP movie posters are always clever, and this one effectively blends the film's surrealism with its geographical significance.

8. Amen



9. Jallikkattu



Another LJP film poster beautifully captures the film's essence artistically, conveying its context without showing any actors

AD OF THE MONTH



“Why Should Boys Have All The Fun?”

Overview

Until Hero Honda forayed into the light weight, 100cc, two-wheeler market by the name Pleasure, the most catchy and inclusive line that Indians grew up with was “Hamara Bajaj”, that positioned Bajaj scooters as a vehicle for everyone. A long standing campaign conceptualised by FCB Ulka Bangalore, “Why Should Boys Have All The Fun?” resounded with young women growing up in the early 2000's. Tapping into the rising awareness of women's rights in the country, combined with the awareness that women were an untapped market pool, Hero Honda also launched 21 'For Her' showrooms, operated and managed by women, furthering the campaign. Within a year of its launch, Pleasure touched the sales figure of 92,000 and captured a market share of 7.5%. It was also termed the fastest growing scooter in the 75-125cc category.

Agency

FCB Ulka, Bangalore



XRESSO

G L O B A L