

**CREATOO  
OOOONS.**

# About Us

Creatoons is a branding company that is passionate about its work and optimistic about the world. We live and breathe creativity, collaboration, and a relentless pursuit of excellence.

Our mission is to partner with exceptional individuals and create impactful brands, designs, and experiences.

# Brand Strategy

Brand Positioning, Brand Personality, Brand Differentiation, Voice and Tone, Brand Promise, Naming, Brand Messaging, Brand Narrative and Brand Story

# Brand Design

Identity Design, Visual Strategy, Visual Elements, Iconography, Illustrations, Branded Collateral and Brand Guide Book

# Brand Building

UX/UI Design, Packaging Design, Photography, Advertisements, Campaign Marketing, Social Media Marketing and Digital Marketing

**WE'RE PROUD OF THE  
WORK WE'VE DONE**

But we believe that our best is yet to come!

Brand Refresh

Spicta



Spicta created a range of oral health care products that are non-toxic, safe for both the users and the environment, extremely refreshing because of their unique ingredients, and above all - far far away from boring. They're on a mission to create awareness around safe and clean oral care routines, and we were excited to be a part of it!

The challenge? To hit refresh on their brand strategy and packaging.



Old logo

**spicta**

New logo



From consumer insights we discovered that consumers were enjoying the uniquely-flavoured oral healthcare products offered by Spicta.

So, we made sure that this “experience” stayed with the consumer throughout the day. And well, also the night.

How, you ask? By highlighting the name of the ingredient and combining it with a subtle illustrative presentation of the same ingredient. We skipped the word “flavour” and went ahead with the word “experience” because that is what Spicta represents at the end of the day. Oh, and at the start of it too!



All our efforts to brush off the mindless choosing of oral healthcare products paid off!

Here's what happened: The rebranding charmed the existing users AND attracted a new group of oral hygiene enthusiasts.







**spicta**  
dark walnut bark  
experience!  
TEETH WHITENING DUST  
mint + orange  
non-abrasive formulation  
no harsh chemicals | no peroxide  
net wt. 30g

**spicta**  
cucumber  
experience!  
nano-hydroxyapatite  
TOOTHPASTE  
mint + pink salt  
freshens breath  
strengthens gums  
fluoride free | GLS free  
net wt. 100gm

**spicta**  
ginger  
experience!  
nano-hydroxyapatite  
TOOTHPASTE  
mint + thyme  
freshens breath  
prevents cavities  
fluoride free | GLS free  
net wt. 100gm

**spicta**  
lemongrass  
experience!  
TOOTH FOAM  
mint + lemon  
freshens breath  
prevents plaque  
net wt. 100gm

**spicta**  
peach mint  
experience!  
alcohol free  
MOUTHWASH  
powered by  
fitkari (alum)  
freshens breath | prevents plaque  
net wt. 200ml



Rebranding

**Pause**

The 'care' in skincare had started taking a backseat. With people blindly following trends and social media recommendations, there was a dearth of a skincare brand that actually wanted you to STOP AND REFLECT. And so, emerged **Pause** - a skincare range that embodies mindful and gentle self-care routines.





Before

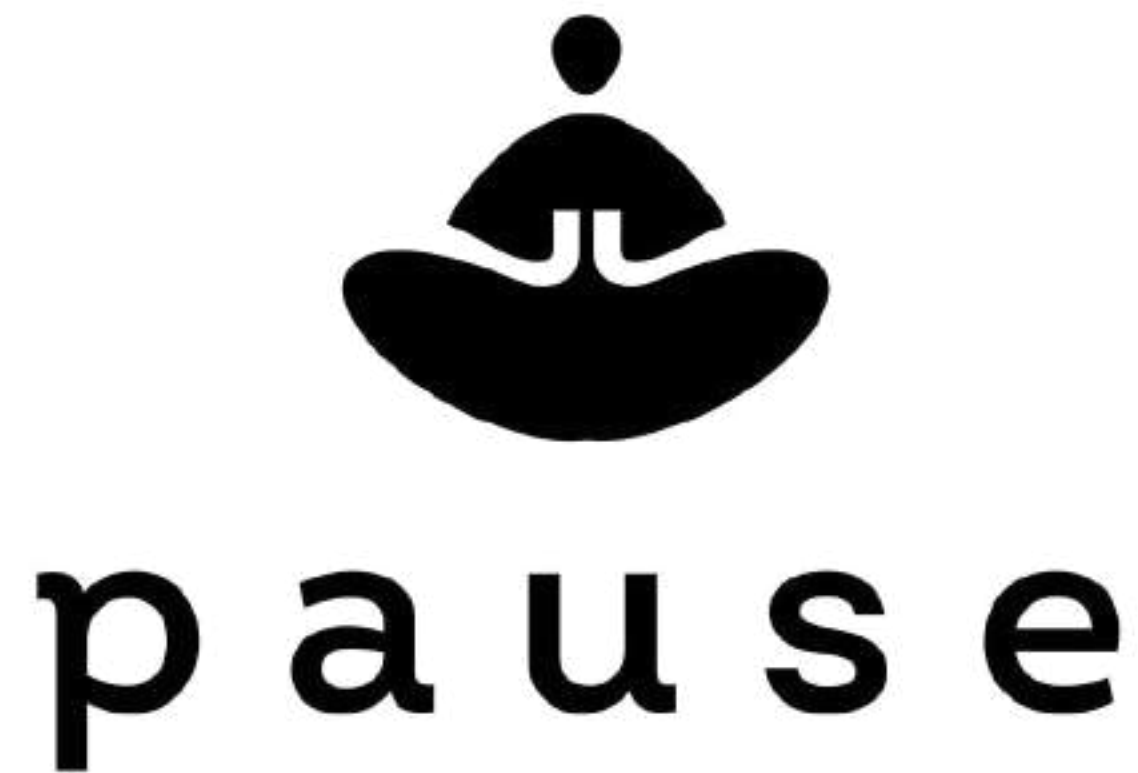


After

## The saga of the **Sage**

We defined the brand archetype as Sage. As it is all for mindful skincare over uninformed, reckless buying.

Keeping this in mind, we designed a logo depicting a sage sitting cross-legged to promote calmness, mindfulness, and insightfulness. With the hands of the sage together in front, it also forms the pause icon that ultimately promotes the brand philosophy to TAKE A PAUSE.





Have you ever wondered why being outdoors makes you feel calmer than being indoors?  
Because that is when you can connect with nature in more ways than one.

Therefore, every Pause product package was designed to represent a different element  
combined with an earthy colour palette that promotes a sense of ease and gentleness.

Sounds soothing, right? Well, that was our aim!



Spatial Design

Ultrapop

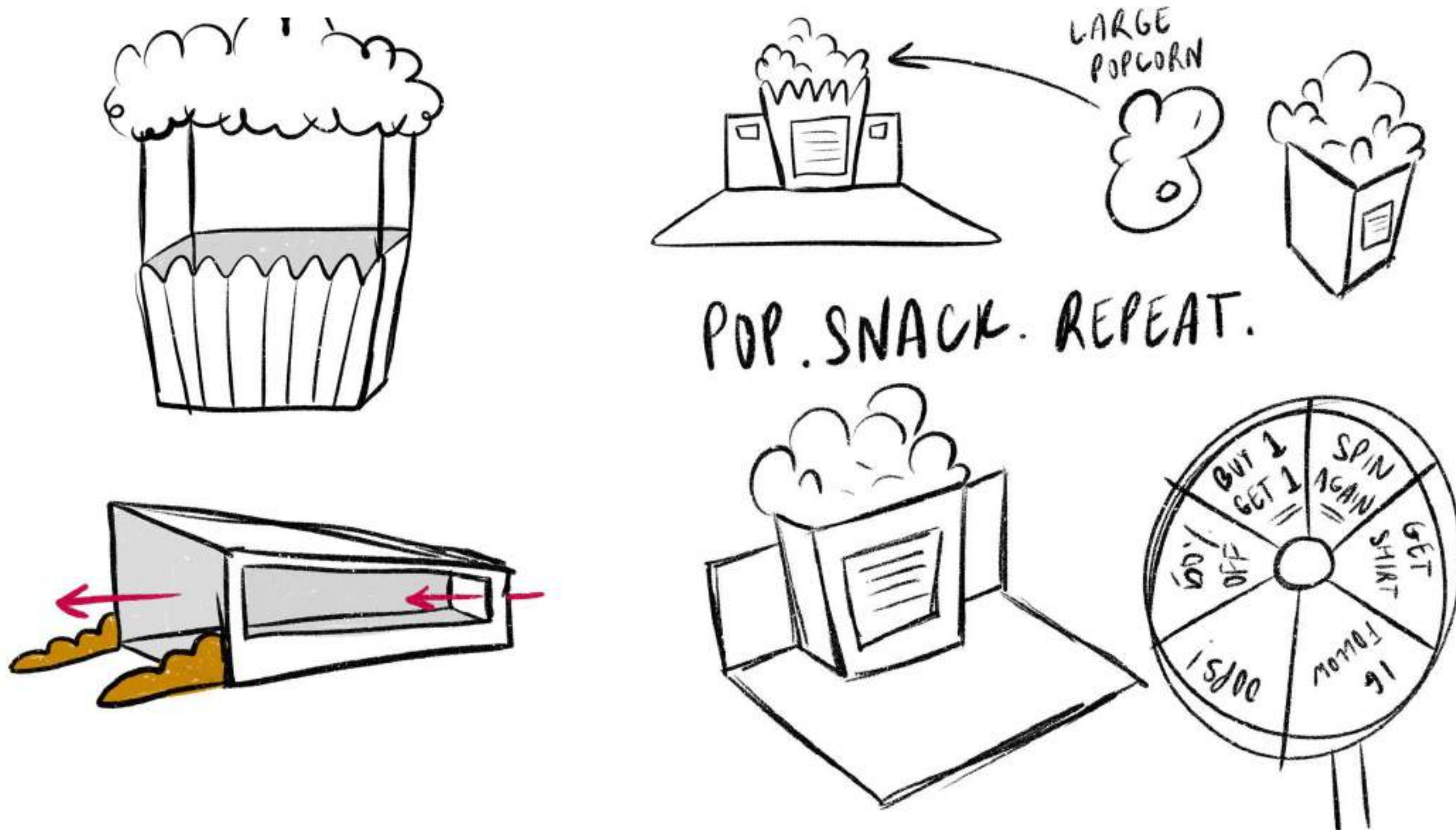


When they said “Baap baap hota hai!” they weren't lying. Because UltraPOP is literally the father of all POPcorn innovations out there. From bringing you drool-worthy flavours to providing you with a non-fried munching option that is good for your gut, it makes for the perfect snack for all you snaccs out there!

So, when we got a chance to help them make their booth pop out, we started jumping up and down just like those tiny ready-to-burst kernels!



We started having corn-versations around designing a booth that's both; huge enough to spot from afar, and attractive enough to make the customers want to get in and check out all the yummy things that Ultrapop has to offer.





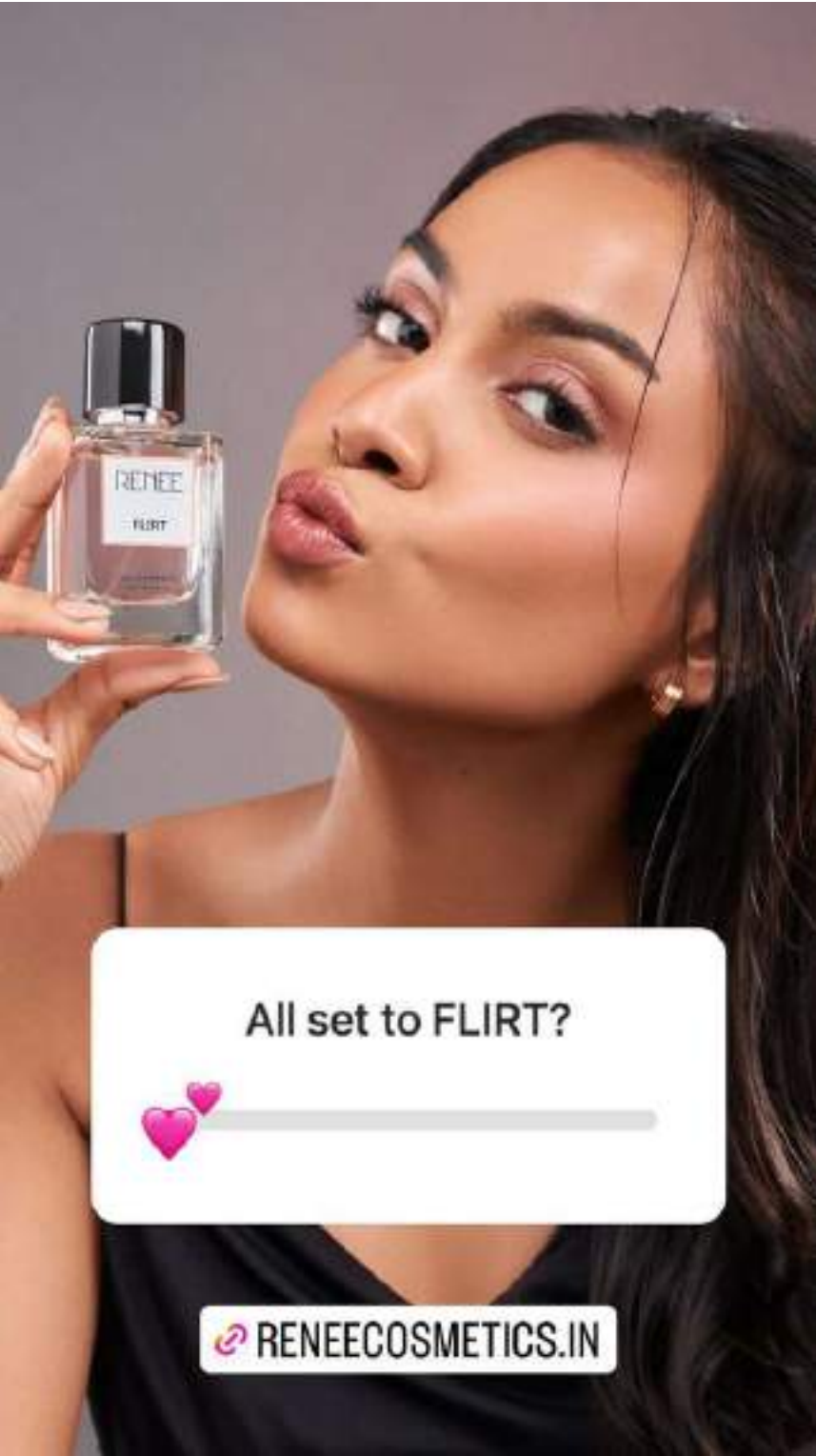
FROM CORN-VERSATION TO DESIGN





Social Media

**RENÉE**



RENÉE  
FLIRT

All set to FLIRT?

RENEECOSMETICS.IN

Obsessed  
with filters?  
Try this one!



Blurred Filter

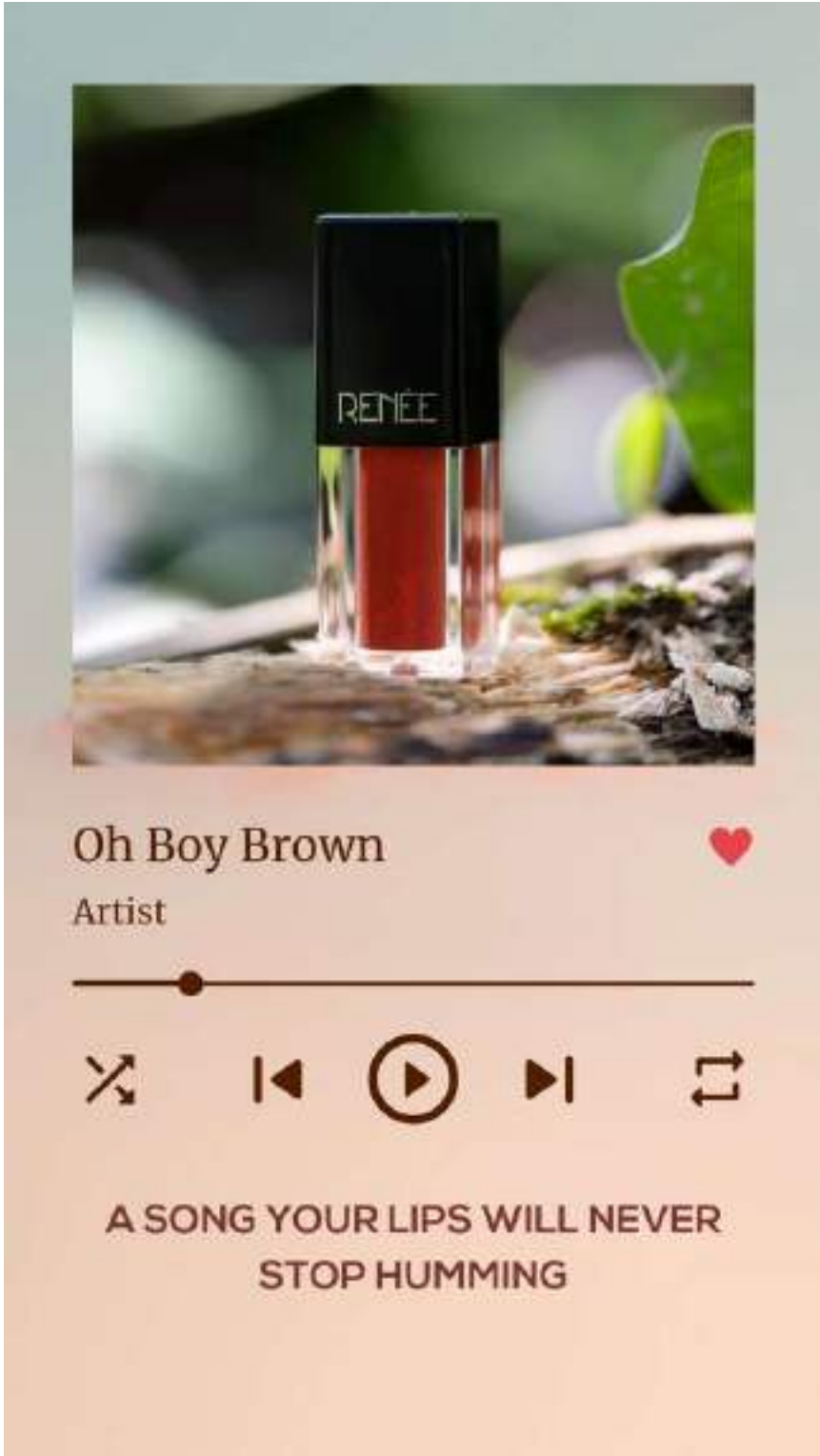
RENÉE

Enhances  
natural tone  
of lips

Gives a  
natural  
colour

Madness

VEGAN & PARABEN FREE FORMULA



RENÉE

Oh Boy Brown

Artist

A SONG YOUR LIPS WILL NEVER  
STOP HUMMING



## SPILL YOUR BEAUTY SECRETS

International Makeup  
Day edition!



Your signature  
lip look?

Matte Lipsticks 🍷

Glossy Lipsticks 🍷



Never leaving the  
house without?

Hard Black Kajal 🍷

Madness PH Lipstick 🍷



Can't-Do-Without  
Renée product for you?

FAB5 🍷

Bollywood Filter 🍷

Madness 🍷





Social Media

# Princess by Renée

Princess products as emojis

  
Brilliant

  
Cutest

  
Playful

  
Peppy




Icecream


Lightweight lip gloss


Glossy sheen  
Pink hue  
Nourishment


Swipe. Shine. Show off

Her lips need	Try this
Care	 softy for lips
Colour	 treat for her lips
Sparkle	 light 'em up gloss



 Lights

 Camera

 Candy

playdates 🏠 parties 🎉

eyes		
lips		



Cool girls wear  
Rainbow  
Sunscreen!



How will 🍊 get to Blossom?

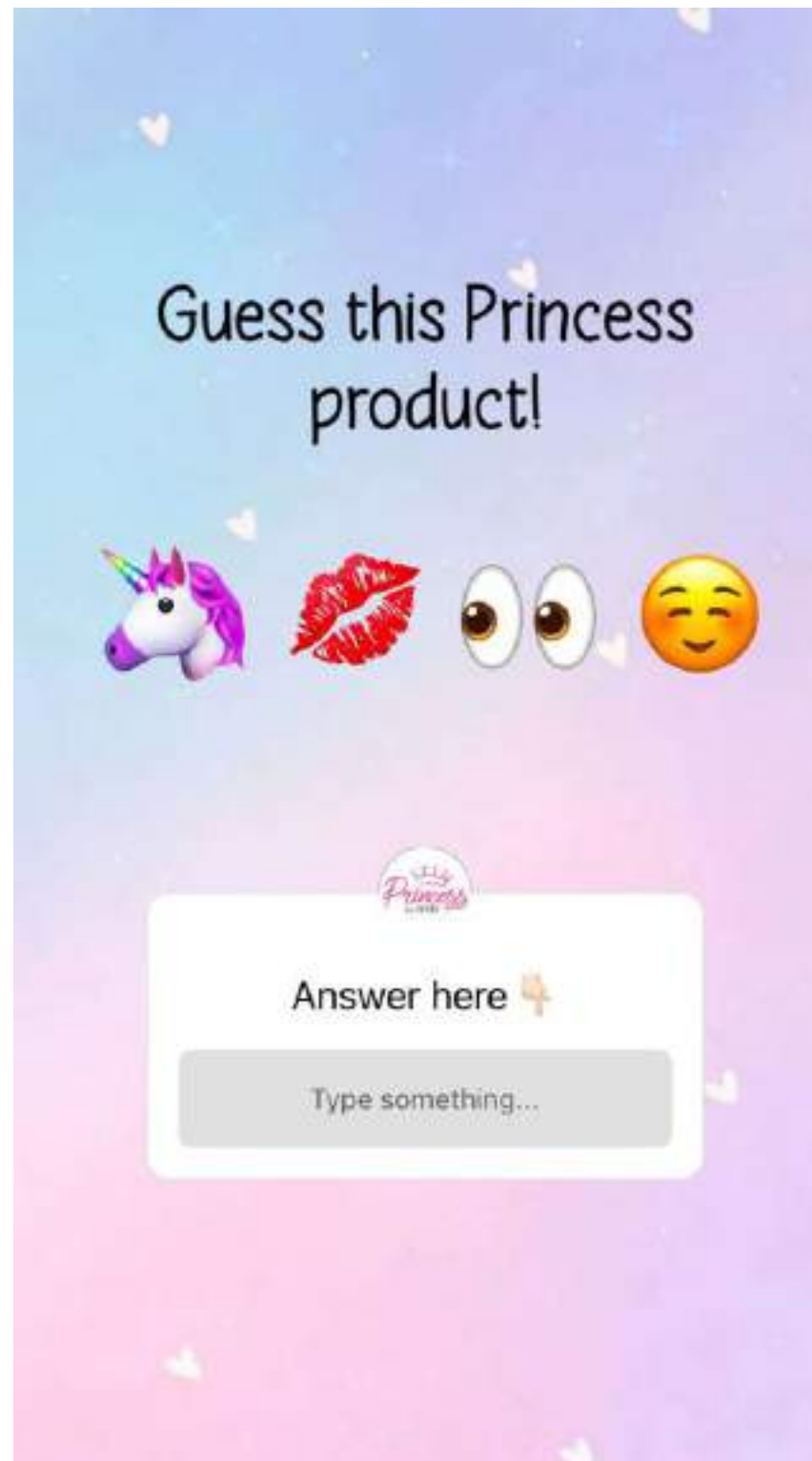
A 

B 

Pick your favourite day of the week!

Mon 	Tue 	Wed 	Thu 
Fri 	Sat 	Sun 	





Social Media

# Bare Body Essentials







STEP 1

## Cleanse

to remove dirt, oil & other impurities



STEP 2

## Hydrate

to add freshness to the skin.



STEP 3

## Treat

to smoothen your skin.



STEP 4

## Moisturise

to avoid skin breakouts



STEP 5

## Protect

to add a layer of safety



Branding & Social Media

**WishMeal**

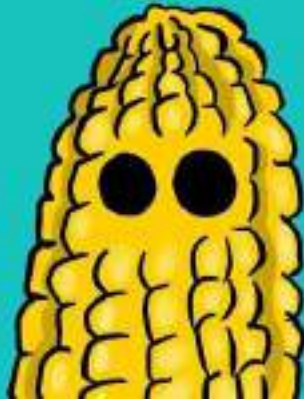
When eating healthy can be made fun, why can't your brand?

Driven by this thought, Creatoons partnered with WishMeal and provided them with brand solutions that were as thoughtful as their personalised meal plans!



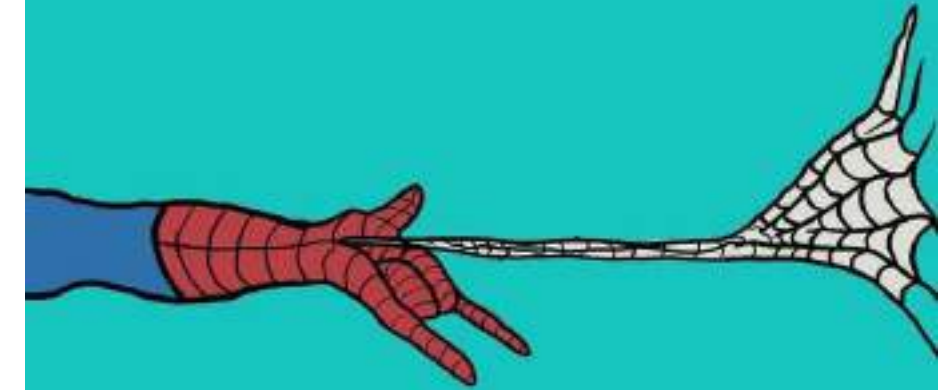


Corn  
Appreciation  
Post



~~CORN~~  
~~Interstellar~~  
season is here.

When Spiderman said  
"everywhere I go,  
I see his face,"  
every corn was offended.



Nothing to see here,  
just a corn sunbathing.



Corn hu main,  
mujhe khud nahi pata.

Can we lose weight by  
running away from Mondays?



Website

**Ridham**





UX and UI

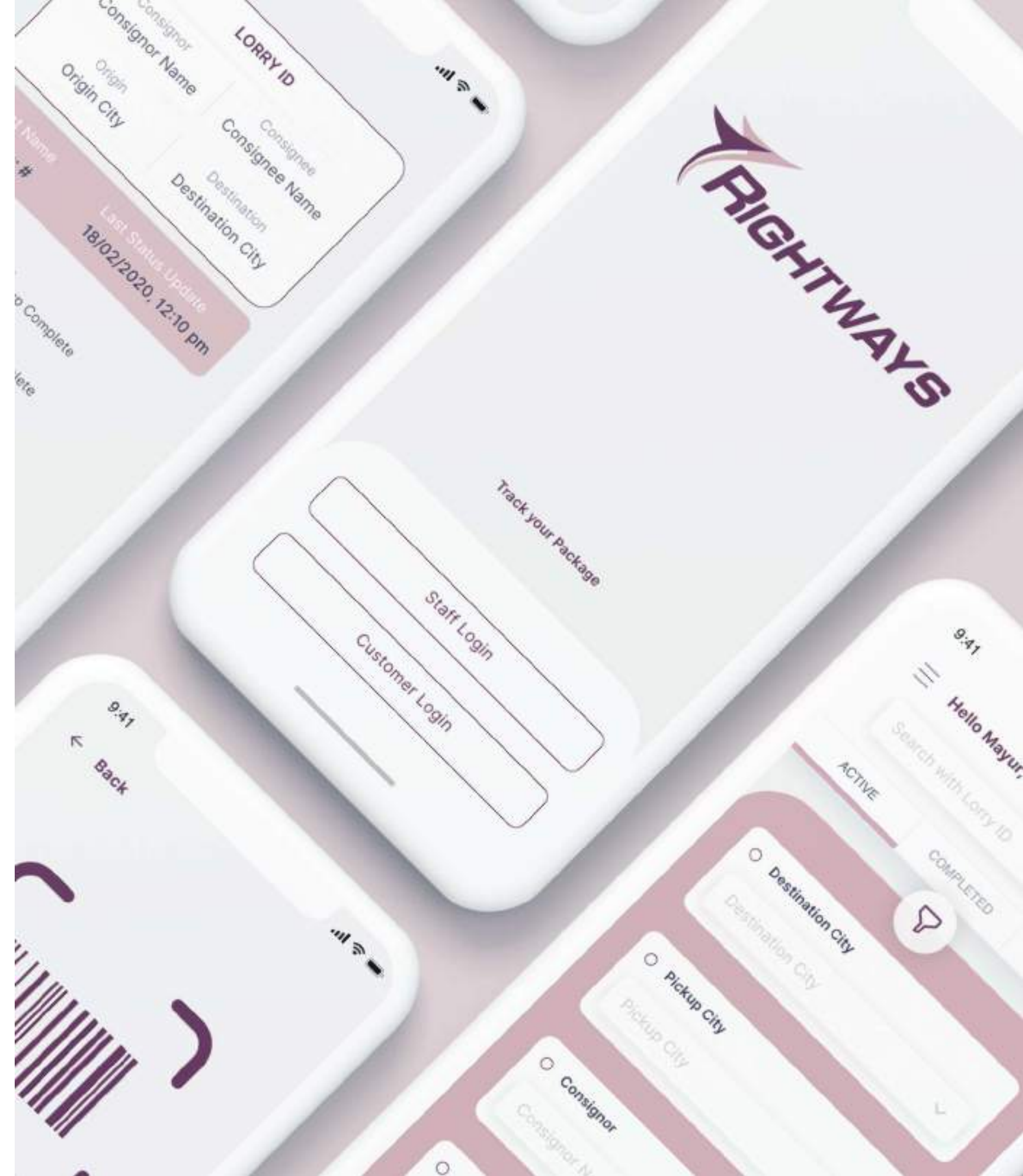
# Rightways



When you ask, Rightways delivers. So, when Rightways asks, you deliver too, right?!

A 23 year old company, Rightways Air Logistics Pvt. Ltd. is the maestro when it comes to delivery management.

We partnered with them to develop a user-friendly application that would update both the parties involved about the movement of their goods. From research to development, we at Creatoons, perfectly integrated all features as requested, and built an app as smooth as the Rightways' style of working!



# Approach

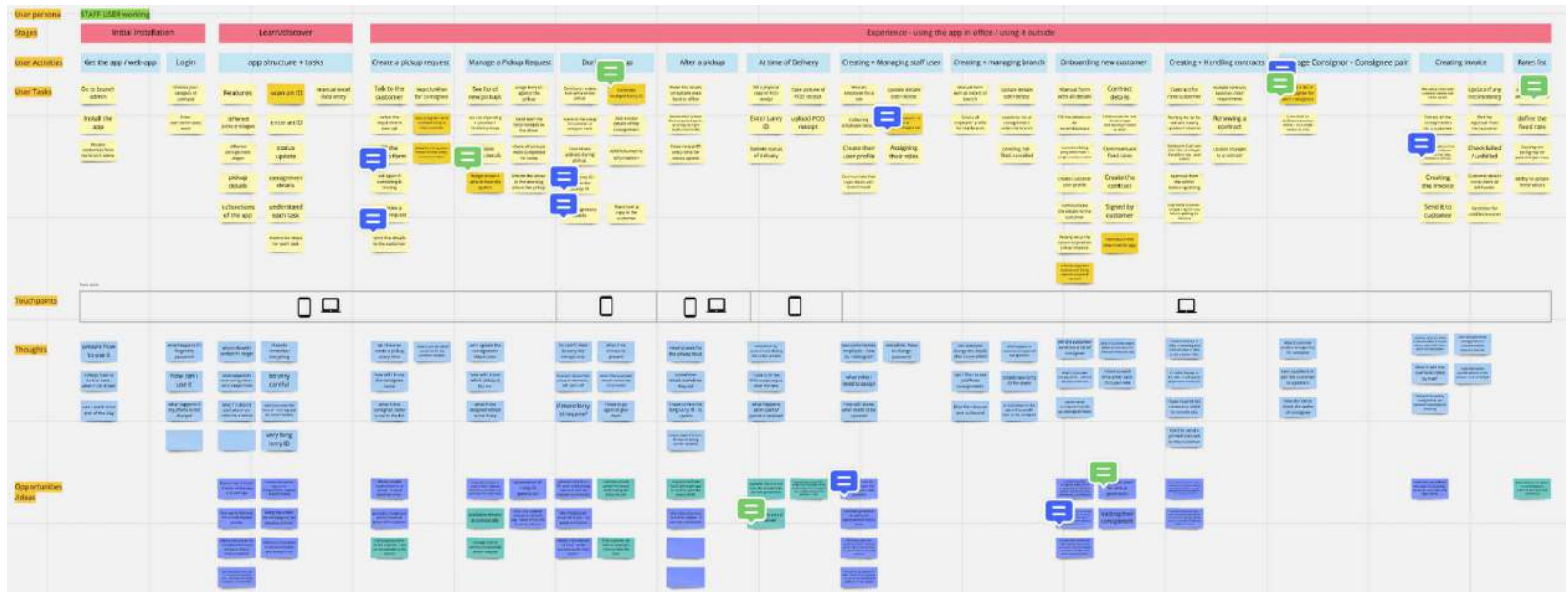
Find, Form, Execute, and Add





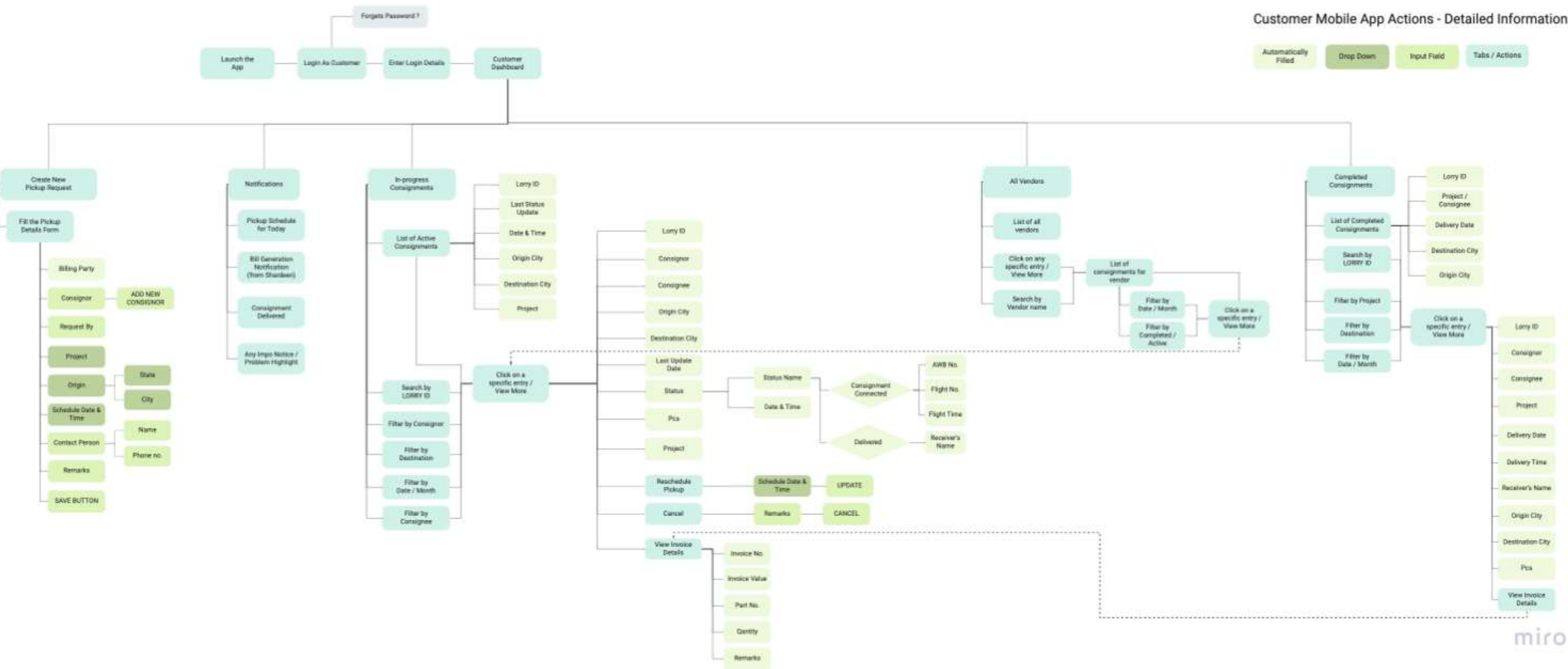
# Card Sorting & Customer Journey Map

We organised all observations and categorised them using a customer journey map. This helped identify pain points and areas of improvements along the entire user journey.



# Information Architecture

Our focus was on simplifying the steps involved in the central day to day tasks to bring value and easy transition to the mobile system. By boiling down our research into these goals, it helped us make sure the design decisions are grounded in user research.





# UI Design

During the ideation and testing stage, a vast quantity of low-fi prototypes, such as sketches, wireframes were shared with users and employees of Rightways to prove different solutions right or wrong, and iterate quickly over the winning ones.



## Rightways App Link

Web App: <https://xd.adobe.com/view/4ea6e878-4bbc-445a-92d4-50b533f043b5-1bf5/grid/>

Mobile App: <https://xd.adobe.com/view/de6e1d62-1587-49a9-81a9-aa9d2f51427c-8b3d/flow/>



**Let's chat over a virtual coffee  
and brainstorm some epic ideas!**

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