The idea behind the Sprite Xpress campaign was backed by a conscious decision to use outdoor innovatively. The novel aspect was the use of about 280 frames that were placed in a Delhi Metro tunnel. With the train passing by, people inside the train could see a short animation film on the walls of the tunnel which had the Sprite Xpress bottle skate boarding, surfing and breaking through glass panels.

- **Brand:** Sprite
- **Category** : Beverages Non-alcoholic
- **Product :** Sprite Xpress pack 350ml
- **Creative & Production:** Encyclomedia Networks Pvt. Ltd.

The Market Scenario

- Absence of on-the-move beverage culture in India
- Choice made by most Indians is to stop at a particular place for tea, coffee and carry out their snacks.

Sprite Xpress !!

- The Mobility factor of the product is the big Idea behind Sprite Xpress. It is more of a 'Package' communication, focusing on the new packaging.
- The Category context in which Sprite Xpress is rooted is that in India, while eating or snacking culture is rampant when individuals are travelling or on the move, the habit of moving around and consuming a beverage is largely under-developed. Sprite Xpress is the change catalyst that aims to open up this new space and provide consumers an opportunity to enjoy their beverages while they are on the move!!

- **Campaign Name: "Sprite Xpress Ghumo Ghumao!"**
- The word 'Ghumo' represents the take it anywhere quality of the product, and 'Ghumao' is an attribute of today's go-getter youth, which symbolizes clarity of thought and smartness

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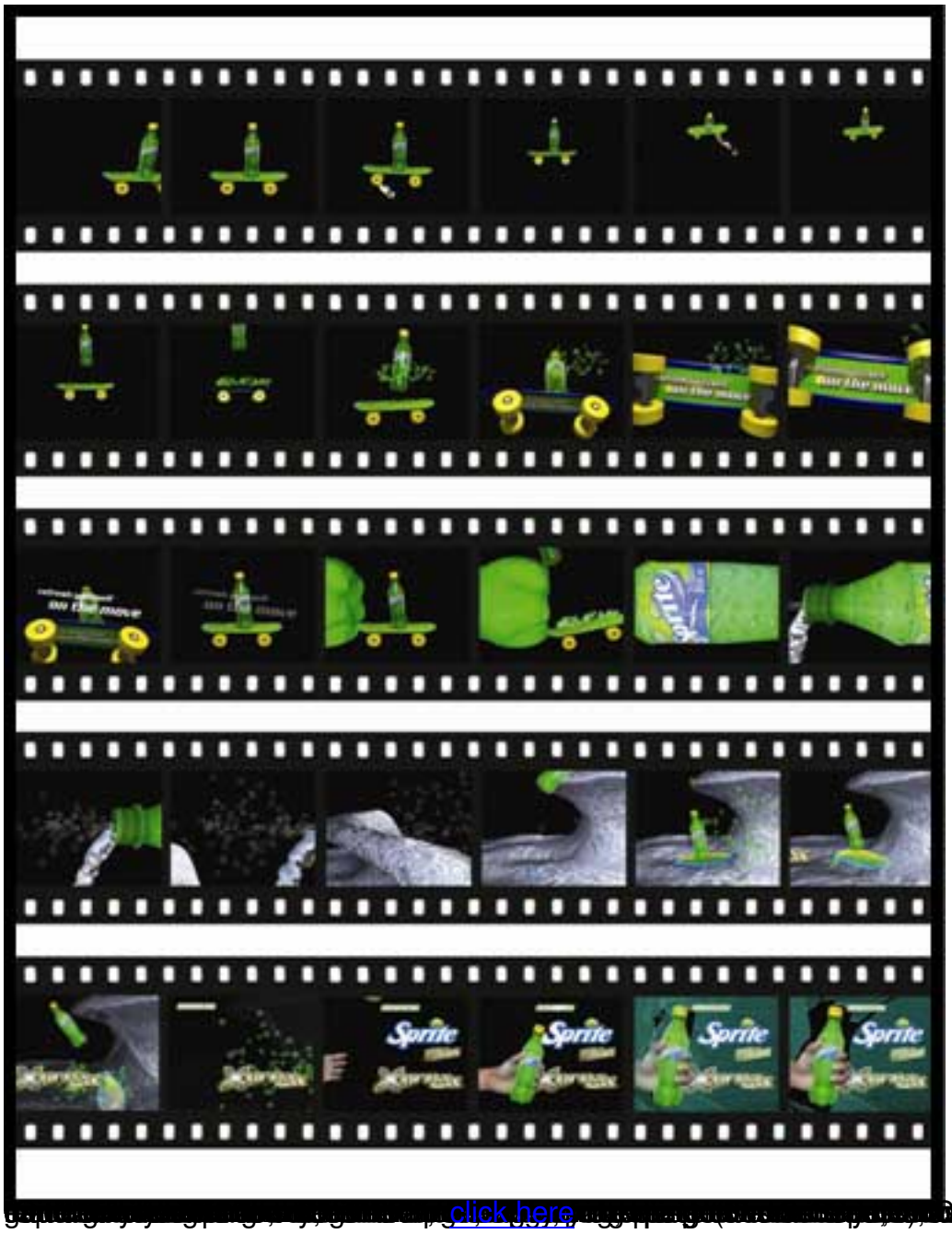

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