



MARCH 18

TITTLE TATTLE

TEMPEST
BANGALORE

THE WORKS

N9 Plastix Campaign
N9 Plastix Microsite
IFIM Pitch Presentation
OdorOut Packaging and Labelling
Liphue and Me! Corporate Branding

THE CLIENT

RESIL debuts on AV
IFIM

EMPLOYEE SPEAKS

FEATURING,
TATHAGATA MITRA (TOM),
COPYWRITER, BANGALORE.

NAMASKAR & NAMASKARALU

It's high Spring and we decided it's the perfect time to start something new.

Beginning with MARCH, we're going to create a newsletter every month, detailing out the good work that we do. We think it's the perfect way to let you know what we, at Tempest Bangalore are up to.

THE WORKS

N9 PLASTIX CAMPAIGN

Art: Abhijeet Mankar, Vijay Yrekar, Sruthi Nair-Isaac, Ramesh Kompelli
Copy: Abhijeet Mehta | Servicing: Sruthi, Abhishek Jana, Jyoti Banger

THE BRIEF: N9 Plastix had developed specialized antibacterial plastic products which is unknown in India.

THE OBJECTIVE: Create demand and interest in the market for antibacterial plastics.

TARGET AUDIENCE: Mothers+Fathers | Health conscious public | Plastic manufacturers & decision makers

SOLUTION: Make people ask for the "N9 Puresilver SEAL OF SAFETY". Establishing "SEAL OF SAFETY" will resonate when the end consumer is making his/her choices during purchase of antibacterial plastic items.

From the requirement of just an ad, we put forward quite a few suggestions to convert it to a complete 360° campaign- Giving out freebies | Setting up a consumer hotline + microsite | Reaching out via consumer magazines (Femina/Cosmopolitan) | Partnering with existing manufacturers by providing their vouchers.

www.n9world.com

N9 plastix

YOUR CHILD'S FOOD IS HEALTHY, BUT IS HER LUNCH BOX KEEPING IT HEALTHY?

N9 Plastix™ Antibacterial solution for safety

No doubt, you give your child healthy food for lunch. But do you think the food remains healthy for the entire duration while they are there? Presenting antibacterial plastic lunch boxes from the house of N9 World Technologies. The special N9 Plastix™ technology is tested for antimicrobial activity of plastics as per Japanese Industrial Standard protocol (JIS 2801:2010)* and prevents bacteria from contaminating the food, keeping it fresh, hygienic and healthy.

Now, every time you want to buy a lunch box for your child, always remember to ask for the 'N9 Plastix™ Seal of Safety.'

Safer Surface
Keeps the surface clean and reduces cross contamination.

Non-Leaching
Durable technology, tested safe for food and water contact applications.

Antibacterial
99%* effective against a wide range of bacteria.

N9 World Technologies Pvt. Ltd.
Scan the QR code or visit the link below, fill the form and get a chance to grab a free antibacterial lunch box from us.
www.sealofsafety.com

N9 plastix

DEAR MANUFACTURERS, IS YOUR PRODUCT GIVING YOUR CUSTOMERS THE SEAL OF SAFETY?

N9 PLASTIX™ Antibacterial solution for safety

As a water bottle and lunch box manufacturer, the safety of your customers is also in your hands. Presenting anti-bacterial plastic water bottles and lunch boxes from the house of N9 World Technologies Pvt. Ltd. The special N9 Plastix™ technology is tested for antimicrobial activity of plastics as per Japanese Industrial Standard protocol (JIS 2801:2010)* and prevents bacteria from contaminating the water and food items, keeping them fresh, hygienic and pure.

Partner with us and acquire the 'N9 Plastix™ Seal of Safety' before you produce your next water bottle and lunch box.

Safer Surface
Keeps the surface clean and reduces cross contamination.

Non-Leaching
Durable technology, tested safe for food and water contact applications.

Antibacterial
99%* effective against a wide range of bacteria.

N9 World Technologies Pvt. Ltd.
96864 43188 / 99005 58932
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www.n9world.com

N9 plastix

YOU GIVE YOUR CHILD PURIFIED WATER, BUT IS HER WATER BOTTLE KEEPING IT PURE?

N9 Plastix™ Antibacterial solution for safety

It's a known fact that you drink purified water, but are you sure the bottle you are carrying it in is keeping it pure? Presenting anti-bacterial plastic water bottles from the house of N9 World Technologies. The special N9 Plastix™ technology is tested for antimicrobial activity of plastics as per Japanese Industrial Standard protocol (JIS 2801:2010)* and prevents bacteria from contaminating your water, keeping it fresh, hygienic and pure.

Now, every time you want to buy a water bottle, always remember to ask for the 'N9 Plastix™ Seal of Safety.'

Safer Surface
Keeps the surface clean and reduces cross contamination.

Non-Leaching
Durable technology, tested safe for food and water contact applications.

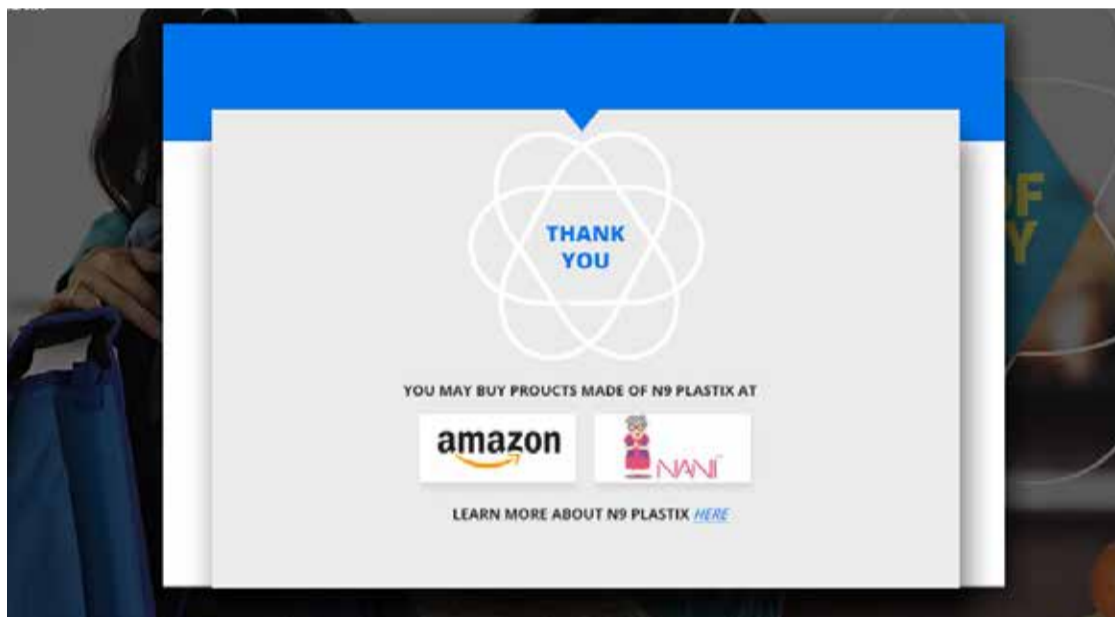
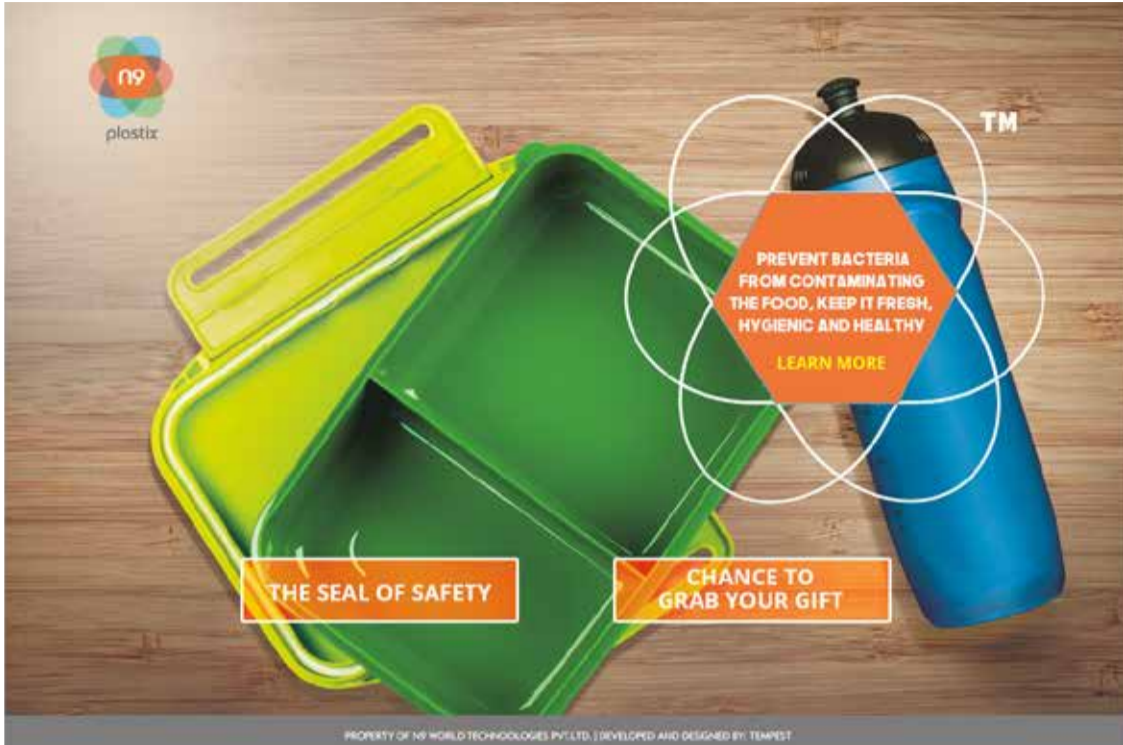
Antibacterial
99%* effective against a wide range of bacteria.

N9 World Technologies Pvt. Ltd.
Scan the QR code or visit the link below, fill the form and get a chance to grab a free antibacterial water bottle from us.
www.sealofsafety.com

The N9 Plastix Campaign rolled out on 15th March, 2018 the magazine ads have been published in Femina in the Bombay & Pune circle. We have the Pune team to thank for the art & Sruthi from the Bangalore branch for servicing this particular campaign, without whom this project could not have completed this soon. Our client, RESIL, were massively impressed by the art-work.

N9 PLASTIX MICROSITE SEALOFSAFETY.COM

Art: Sruthi Nair | HTML: Santhosh Kumar, Rajesh Pandilla | Copy: Tathagata Mitra | Servicing: Abhishek Jana, Rekha Oswal



Stage 2 of the N9 Plastix Campaign- Digital. As of 8th March, the microsite is live, ready to dole out free lunchboxes and water bottles to the potential customers of RESIL. We have the **Hyderabad digital team to thank for making the microsite come alive.**

Stage 3 Coming Soon...

THE PITCH

IFIM PITCH PRESENTATION

Art: Abhijeet Mankar, Vijay Yrekar | Copy: Abhijeet Mehta, Ninad Patkar | Servicing: Abhishek Jana, Benitta Jacob, Turab Lakdawala

The IFIM Business School just got accredited by AACSB and made it to the **Top 6 Elite Club** of Business Schools in India. They didn't hesitate to let the word out and they chose Tempest to be their messenger. Once again, thank you Pune team for your contributions. Spearheaded by Benitta, the pitch presentation was a success.




THE RELEASES

ODOROUT LABELLING

Art: Vijay Yrekar, Abhijeet Mankar, Sruthi Nair-Isaac | Copy: Abhijeet Mehta | Servicing: Abhishek Jana, Jyoti Banger, Sruthi



MARKETED BY



world technology

N9 WORLD TECHNOLOGIES PVT. LTD.
Plot No.55-07, 14th Phase, KIADB Industrial Area, Yandahalli, Of Jigani Road, Bommasandra, Bangalore-560 099, India.


MANUFACTURED BY
Real Chemicals Private Limited #29 & 30, BOE, Old Madras Road, Bangalore-560 016



MARKETING & CUSTOMER SUPPORT: #40, Gundachampalya Goshala Road, Mahadevapura Post, Bangalore-560 048

FOR ANY TECHNICAL ASSISTANCE OR COMPLAINTS
Helpline: +91 60 43496200
Email: info@n9world.com
Web: www.n9world.com


NET CONTENT: 100ML

Lot No. :
Month/Year :
MRP : ₹
(Incl. of all taxes)



ODOROUT
Odor control shoe spray



100ml **Odor control & >99% bacterial reduction**

Odorout is an antibacterial odor control shoe spray. This unique formula works instantly in removing unpleasant odor at their source and eliminates bacteria that can cause bad odors, leaving shoes fresh and hygienic. This also works for other gears where moisture and perspiration is present.

Direction for use:

- Shake well before use. Use with adequate ventilation.
- Hold the can upright, bring it close to the shoe and spray directly into it.
- Spray everywhere inside the shoe.
- Allow the article to dry completely before wearing.
- Ideally, you can use it each time you wear your shoes.

Ingredients:
Zinc salt, Organostane, Isopropyl alcohol, Siloxane fluid, Fragrance oil.

Caution:

- Store in cool and dry place.
- Contents under pressure. Do not puncture or incinerate.
- Protect from direct sunlight.
- Do not expose to heat or open flame or store at temp above 50°C.
- Keep out of reach of children.
- Avoid inhalation, contact with eyes and do not spray directly to human body & skin. In case of eye contact rinse thoroughly with water.
- Seek medical attention if any discomfort persists.
- Use only as directed.

RESIL is on fire with N9 World Technologies. This month they also printed the labels we had designed, which we all saw in the market.

LIPHUE AND ME! CORPORATE BRANDING

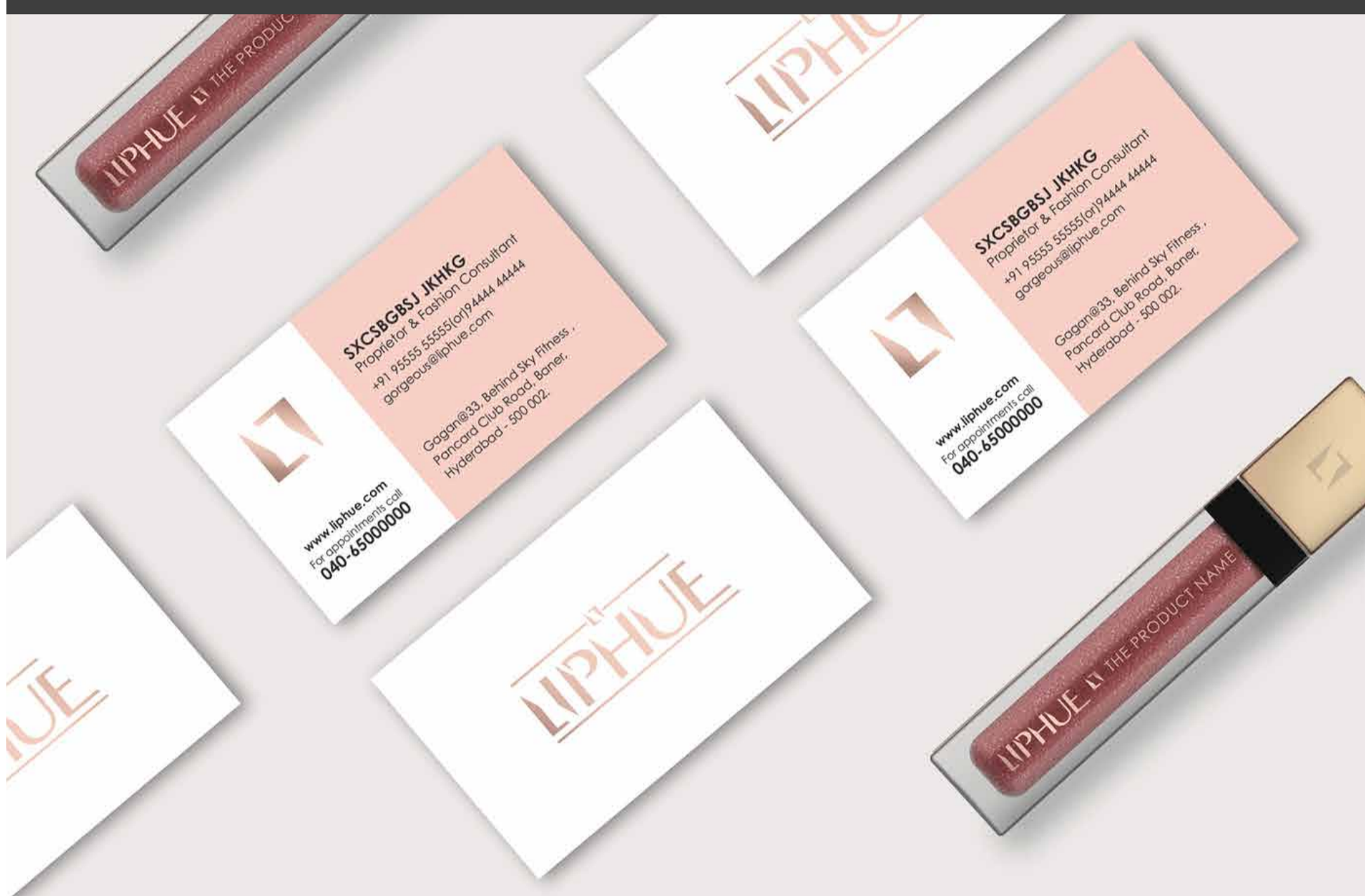
Art: Sruthi Nair-Isaac | Servicing: Rekha Oswal, Abhishek Jana, Clement Pinto

LIPHUE

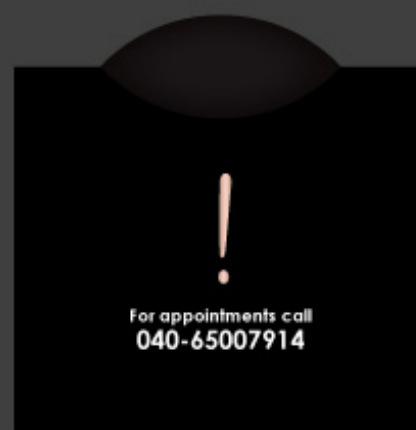
This logo is inspired from the Millennials. The sharp font depicts the personality of the uber chic crowd, (the target), also the brand's main asset its state-of-the-art customized lipsticks.

The stamp (Mnemonic) is a stylized 'L' in the shape of a snapshot/view finder to also convey the selfie-perfect look one will achieve with LipHue Cosmetics. The color used is Rose gold as it is trendy yet very classy.

Time to rejoice ladies!
"Liphue" and its in-house brand, "Me!" offer an innovative and interactive lipstic buying experience to all women.
Liphue is soon to launch and Tempest had created the identity and branding for the two.



The black and rose gold coloring of this logo speaks volumes about the personality of the target audience. The casual squiggly cursive font will give a very casual feel for the brand, also keeps it youthful yet strong.



THE CLIENTS

RESIL DEBUTS ON AV

Elated with our performance with print and web, the chemical giant decided to try their hand at Audio-Visuals. And we at Tempest Bangalore, with a little help from our National Creative Director (Copy), came up with a handful of scripts which they absolutely loved.

IFIM

Sanjay Padode, a former Symbiosis alumni, who is the Secretary of the Centre of Developmental Education Society has been in the education sector for decades. As an MBA graduate himself, he understands the importance of taking IFIM to the next league of business schools. And he chose Tempest to do just that.

EMPLOYEE SPEAKS



“Tempest is my third organization, and while I have learnt a lot in the previous two, I have always felt my skills could be used better. I am loving the philosophy of Tempest – of only working for brands that help people’s lives. To work for environment friendly chemicals, or educational institutions is a rare opportunity, and I am enjoying the added responsibility in this new job. The team is great to work with, here at Bangalore.”

**TATHAGATA MITRA (TOM),
COPYWRITER, BANGALORE.**



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