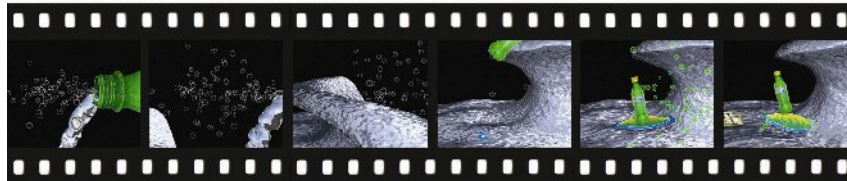
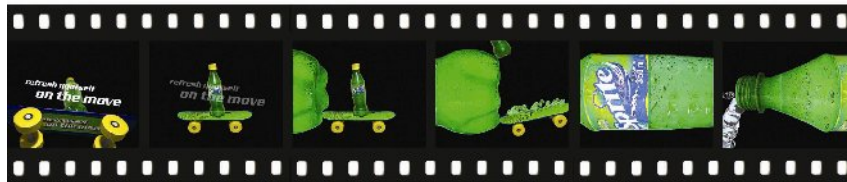
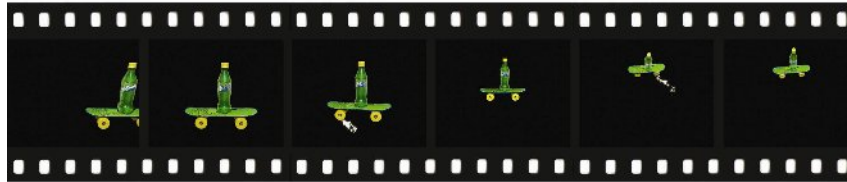


Sprite Xpress – Metro Tunnel Advertising Mumbai, India; Oct-Nov 2008



After a successful outdoor campaign for the launch of Sprite Xpress, Encyclomedia in collaboration with Delhi based Sub Media India has come up with and executed a cracker of an innovation for the new 350ml packaging initiative for Sprite Xpress of Coca Cola India.

It is common experience for most of us traveling in a lift or bus or a train to stare out of the window, at nothing. In a confined space, where people are forced to concede personal spaces, their discomfort makes them avoid looking at each other. Capitalizing on this fact Encyclomedia has come up with a media first - an innovation in the Delhi Metro for the brand.

The Dark Tunnel through which the train passes is the place where this innovation is executed.

The technology consists of two sets of processes – one a specially designed display box, which houses the images, frame-by-frame placed next to one another; and -the other process consists of changing images in such a manner that when installed in the displays and watched by a moving audience, they appear moving without any blur, any distortions.

The design of the boxes incorporates variables like speed of the train, distance of the viewers etc. The ‘software’ consists of modifying the images in manner consistent with the above variables. Both these together along with the moving audience creates the ‘motion picture’ effect.

The technology in question is used essentially used play television commercial films but Encyclomedia took this innovation to another level when they designed and rendered a 15 second animation for Sprite Xpress .This animation had the new and improved 350ML bottle doing all sorts of outdoor sports such as skate boarding, surfing etc. accurately conveying the message that the new pack is for on-the –move consumer.

The animation was then broken frame by frame thereby making 280 frames which were then used for the innovation. This being achieved, when the train passed through the tunnel, the people inside the train could see a short animation film on the walls of the tunnel which had the new and improved 350ML bottle skate boarding, surfing and breaking through glass panels.