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*IF I WERE  
MARKETING @...*

JINAL SHAH- SERIAL IDEATOR

## 3 Clever Print Innovations- A Curated List

**JINAL SHAH, *Serial Ideator***



### 3 Clever Print Innovations- A Curated List

www.ifiwere marketing.com

# TATA TIAGO- Virtual Reality Test Drive In Newspaper

## Why I Like It-

- Company did not spare any expense in execution
- Seamlessly marries Print with Digital
- Increases the life of the ad

Brand- Tata Motor's Tiago  
Agency- LodeStar Universal



TATA MOTORS



# A CAR LIKE NO OTHER DESERVES A TEST DRIVE LIKE NO OTHER.

2.3 Million\* people will virtually test drive the new Tiago, using the Tiago VR Gear, in a single day. Join the movement that will help create a new record.

## FANTASTICO GIFTS\*\*

Bring along the Tiago VR Gear to a Tata Motors showroom near you, and test drive a real Tiago. You could win amazing prizes!

10

Brand new Tiago

25

People watch Lionel Messi play in Barcelona\*\*

ALL

Get Lionel Messi merchandise



### STEP 1

Raise the panel to its upright position and attach the flap into the notch below.

### STEP 2

Open the Tiago Virtual Drive content on your mobile phone in headset mode. Place your mobile phone and adjust bands to secure. Plug-in your earphones.

### STEP 3

Close the flap and look around through the lens for a Fantastico experience.

### STEP 4

Visit the showroom to get a real drive experience of the new Tiago.

Watch Tiago Virtual Drive on

Available on the iPhone

App Store

Available on Google play

Download the app on your mobile phone and connect it to the VR headset.

Let's start the Fantastico experience!



# HelpAge India- Cataract Awareness and Donation

## Why I Like It-

- Minimal cost of execution
- Customer experience

**Brand- HelpAge India**

**Hold this plastic sheet in front of your eye and count to 10.**

**You have just looked at life through the eyes of someone almost blinded by cataract.**

Now imagine this: For lakhs of our elderly, this is not a 10-second experience, but a round-the-clock ordeal. Poverty makes it worse, as these destitute elderly cannot afford the very simple and low-cost surgery which can help them see clearly again. And those who need to work to earn a living cannot do so in their current plight.

65-year old Gouramma  
Rs. 14.50 a day  
struggle after  
working. Imagine  
operation? Try  
again!

With the help of  
better vision  
each year. In  
wherein she  
and opera

A mere  
see w  
sum

erly person  
such a small  
er day after day?



of India's elderly population is from the unorganized sector without any support, even from their own families.  
**22 million** are widows, a majority are destitute with no income or support.

**No pension, no provident fund, no gratuity, no medical facility**

Less than **10%** out of the estimated 90 million\* elderly have some kind of pension or financial support. The rest are dependent upon family or government/social support.

**30%** of elderly deaths are on account of lack of medical care.

\* current estimate

For online donation please visit:  
[www.helpageindia.org](http://www.helpageindia.org)

For 2015-16, please ensure that your donations are received at our Head Office not later than 31st March 2016.

**Tax Exempt under section 35AC and 80GGA of Income Tax Act, 1961 for projects covering medical care, provision of homes to old persons, rehabilitation of destitute old women and**

HelpAge India for the Cataract programme. Please accept my contribution of:

Rs. 1,000

☐ Rs. 7,500

☐ Rs. 10,000

☐ Others Rs. ....

Date..... in favour of **HelpAge India**

Address.....

Nationality—Indian/Others Tel.....

**(Please note that tax exemption as per law is only available if PAN is quoted)**

Birth..... E-mail.....

Payment by Credit Card\*

Credit Card No.

\_\_\_\_\_

Valid upto.....

Signature.....

**HelpAge India Cataract Awareness and Donation Print Innovation**

# Dove Intense Repair Shampoo- Live experience of frizzy hair via Newspaper

## Why I Like It-

- Minimal cost of execution
- Customer experience

Brand- Dove Intense Repair Shampoo  
Agency- O&M



BE CRUSH  
shill is my summer  
because he is  
ted - he is the  
crush!  
BY THE BEACH  
Jones's Diary  
ADGET  
He is indispensable  
BEAR  
t discovering One  
n! I listen to a lot of  
and Coldplay as well

Planet

ALL  
RAIN  
DES

AND  
MORE

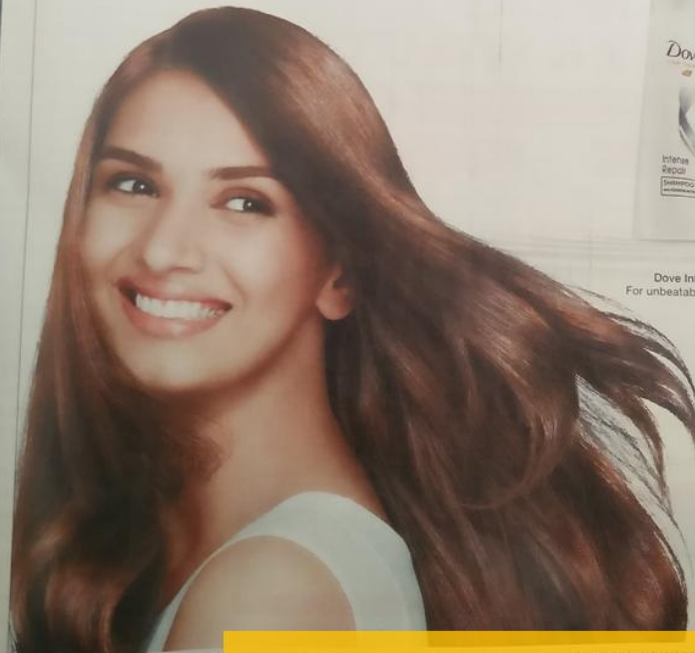
00-103-3445

Dove

Monsoons can damage your hair, making it frizzy.  
Dab some water on this hair strand and see for yourself.



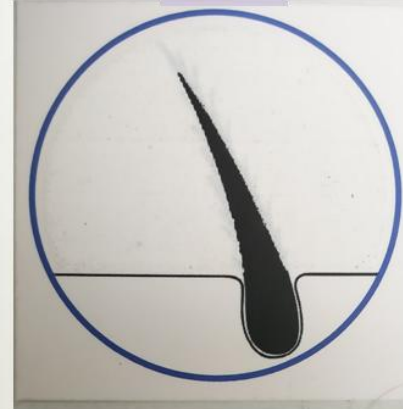
Get unbeatable damage repair\* with Dove.  
Give a missed call on 1800 266 1252 and get special offer news on  
Dove shampoo and conditioner.



Dove Intense Repair  
For unbeatable damage repair\*.

QPM 5307

BEFORE



AFTER



\*Creative dramatisation. Unbeatable damage repair refers to repair of surface damage. Based on lab test on hair breakage and smoothness.  
evaluation on Dove system vs. Ma

Dove Intense Repair Shampoo Live Experience of Frizzy Hair Print Innovation



**Read the rest of the article  
here**

**<http://ifiweremarketing.com/3-clever-print-ad-innovations/>**



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