

Being a family-run dry fruit business in the B2B segment, Hira Dryfruits was now expanding in the B2C retail market.



Client Challenge

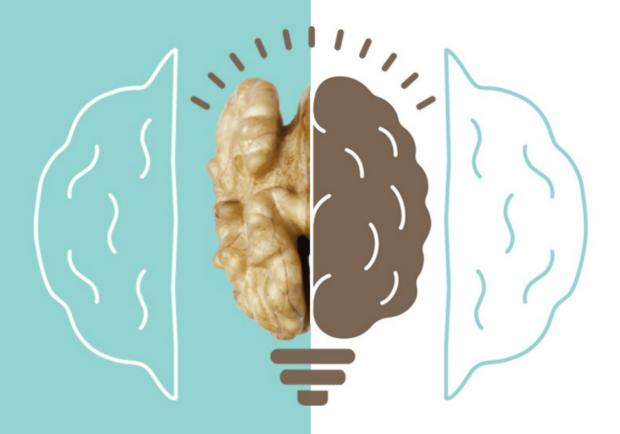
How can we differentiate us in the market place when the product hits the shelf?



Creative Solution

We did not just focus on design aspect but rather we created a concept for the walnut that can really help us build a story around the product.





"A genius in a nutshell"





Genius in a nutshell really did fit in the minds of the consumers, making Hira Walnut Kernels as their first preference.





Agenius in a nutshell

