

# Case Sheet For IIIrd i

Year: 2002

## The Challenge

The client (a new photography studio) had a budget which was extremely limited and he wanted just a one day presence in the newspapers.

## The Solution

1. Any solution had to take into account the limited budget.
2. It also had to take into account that it would be a single ad.
3. It had also take into account that it should not just be creative but it should also look creative (a little like “justice should not only be done, but should manifestly and undoubtedly be seen to be done”).
4. It should also be a creative that allowed it to become a poster which he could put up at multiple places almost at zero cost.
5. The ad we developed is as below.



Announcing The Opening Of  
The Best Photography Stores  
In Twin Cities At Banjara Hills.

## **The IIIrd i.**

Photo, Video & Digital



The  
Best  
Photography  
Stores  
In  
Twin  
Cities

Road No. 1, Banjara Hills, Ph. 4306316