

BRAND EXPERIENCE · LEGACY FMCG

G Pulla Reddy — Legacy Brand Revival

G Pulla Reddy Sweets, Hyderabad

BRAND · PACKAGING · SOCIAL

The challenge

An iconic brand wanted to re-capture its imagery of primary association with pure-ghee sweets as a true Hyderabadi sweet-shop chain — heritage that newer competitors could not claim, but which had to be told freshly.

What we did

The engagement spanned internal branding showcasing legacy marketing, packaging designs — including very innovative work in the pickles vertical — and social media awareness that brought the brand's history to its advantage.

The outcome

Heritage re-asserted as a competitive moat: packaging and social presence now carry the legacy story at every touchpoint.

Have a similar challenge? DWI.agency (a DIAS Works company) takes ideas to sale across brand, web, mobile, enterprise platforms, digital marketing and launches — now accelerated with AI. Brief us at www.dwi.agency/start-project.html or write to vinod@dias.works.