

TATA Hexa Partners With Happy Finish For An 'Impact' Interpretation of Its New Brand

The creative content creator designed the Tata Hexa brand illustrations and imagery in line with its brand objectives of modern classification

MUMBAI, INDIA, January 13, 2017 /EINPresswire.com/ -- Post the success of the TATA Tiago partnership with Happy Finish, TATA Motors partnered with Happy Finish to build impactful visual brand interpretations for their latest flagship vehicle, TATA Hexa. The new brand under the TATA Motors stable rolls out in mid-Jan 2017. Happy Finish was responsible for the visual interpretations of the brand through CGI. Last year, Happy Finish had implemented CGI, Image Retouching and an India-first VR experience for the launch of TATA Tiago with their #Fantastico campaign featuring footballer Lionel Messi, and they looked to replicate the same success with the new TATA Hexa.

Speaking on the association, Ashish Limaye, CEO APAC, Happy Finish, remarked, "Our goal was to use a visual treatment to distinguish the benchmarks of a car that bring 'Impact' – the key design philosophy for the vehicle. The CGI design and asset-building needed to personify the performance of the car, and we aspired to deliver the persona of the vehicle through illustration, interpretation, and treatment. It is always great to work with the TATA Motors team, and we look forward to the same success from Hexa that our last partnership with TATA Tiago saw."

The new Hexa avoids the positioning of a MPV (Multi-Purpose Vehicle), which sometimes is a common misinterpretation of SUV crossovers that outperform an MPV. Being the flagship of Tata Motors' automotive line-up, Hexa is visualised to be direct competition in the SUV market, locking horns with the likes of the Toyota Fortuner and the Ford Endeavour. The car is designed with technology found in off-roading SUVs of Tata's JLR enterprise. This brand position was communicated through the illustrations delivered by Happy Finish through CGI & Retouch.

Computer-generated imagery (CGI) is an investment from brands to allocate a strong arsenal of assets in terms of product launch, presentation, and promotion. It is imperative for a brand to strategically align targets with the creative visualisation of a product. Being the most basic and flexible asset, CGI has created a retentive ecosystem for brands to set benchmarks. Happy Finish looks to partner with brands in delivering these brand assets that resonate with consumers and create impact.

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