

01 02 Nirvana Showreel
Cover – Quarter. Takes on
the funnier interpretation
of one-fourth of the
calendar year.

Happy Creative Services is beyond a
regular advertising agency with a motto
that an idea can change everything.
Providing innovative solutions for the
past four years, they have worked on
brands like LEE, Diesel, Flipkart.com,
Incredible India etc.



IdeaBoutique

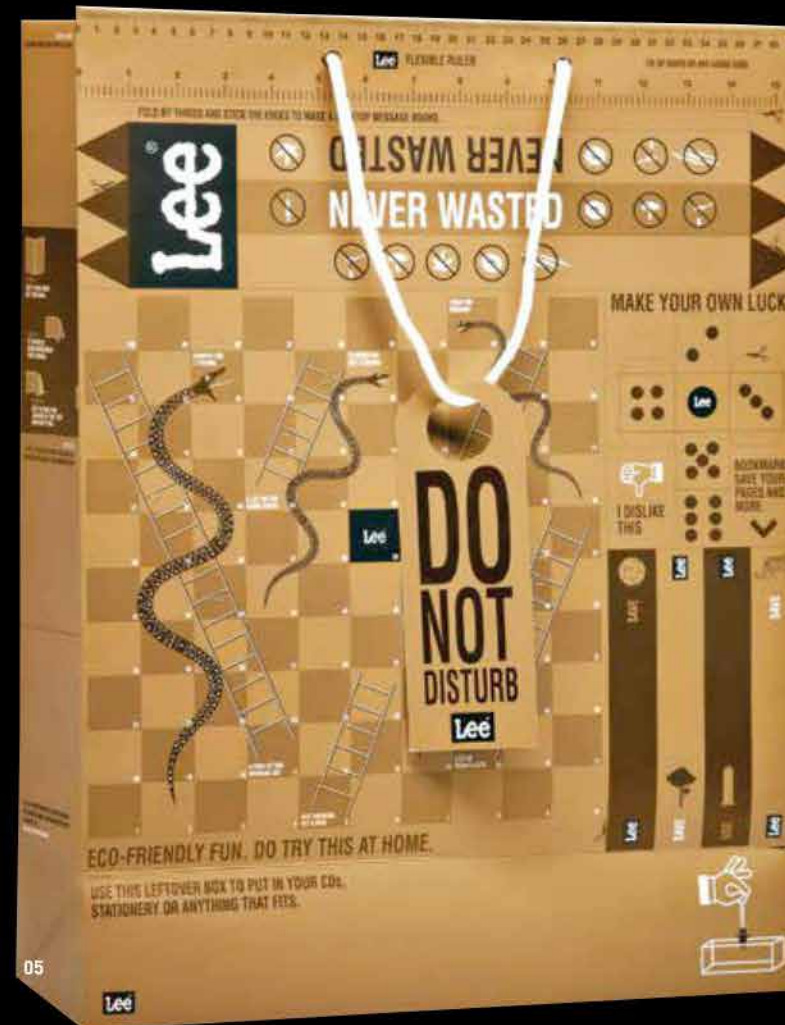
The fierce brand world today
requires ideas that catapult
beyond advertising. That's why
Happy Creative Services set a
milestone by providing creative
solutions. Here, they share some
secrets that let them do it.



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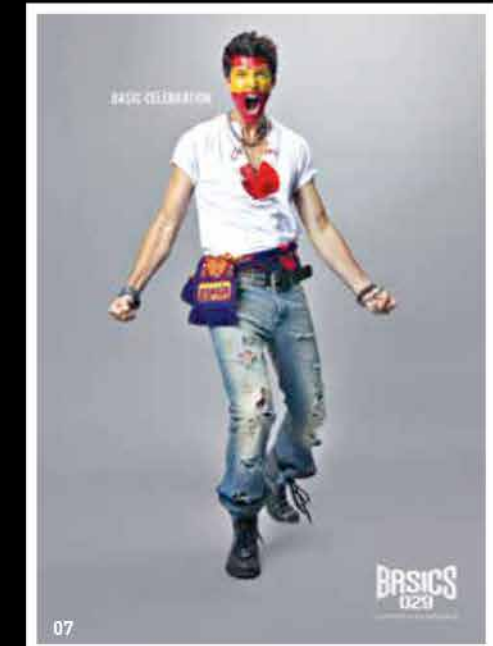
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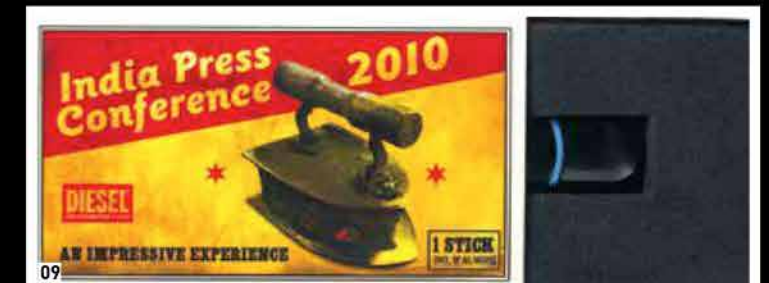
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03 04 Lee Shed Some Blue Campaign. What's more to say when you are selling special washes.

05 Lee Paper Bags. Carry bags for the brand made out of recycled paper.

06 07 08 Basics 029. Represents the undeniable spirit of the people of Chennai, the city the brand belongs to.

09 Diesel Collateral. Packaging for a branded pen drive.

An idea shop is more effective than an advertising agency. Because one should not just help facilitate advertising, but provide creative solutions. The trick is to interpret briefs differently by understanding the objective behind it before going ahead. It's not necessary that advertising is always the solution. Because ideas go beyond ads, they should reach out to people in ways like never before. Also, as ideas should resonate the audience's psyche, they should stem out from everyday life and insight.

Ideation is not a process. When one works on a brief, one should lay down a few rails so that people know which route to take while thinking. From then on, there should be no restriction. One is allowed to take the facts in hand and extend them to any creative possibility in order to discover the warm and fuzzy 'what an idea' space. Though there seems to be no process involved while creating an idea itself, the evaluation of the idea involves a process. You can't be halfway there, just like completing the process would not guarantee your achievement of the solution.

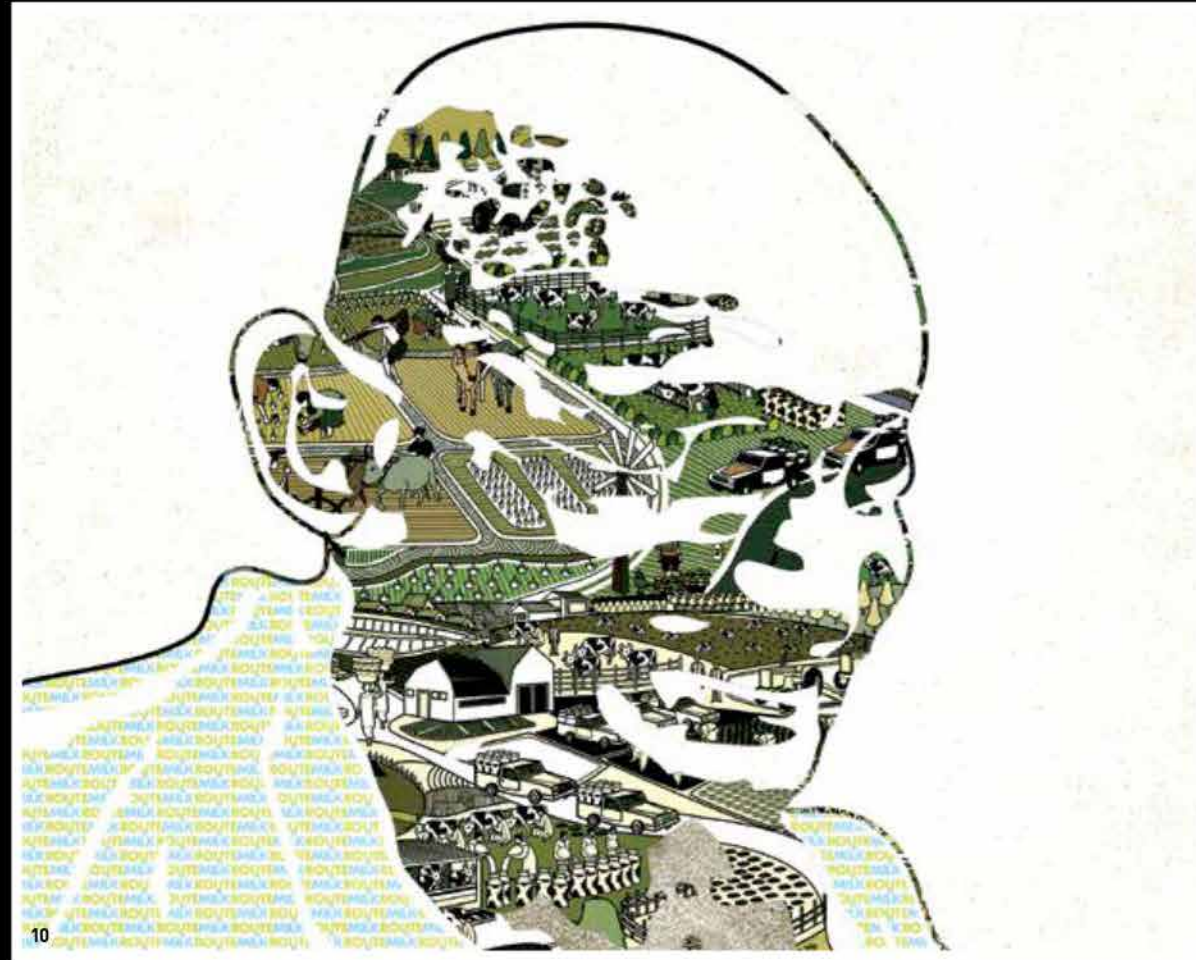
Good idea is to individual as great idea is to team work. In a team, there will always be someone who will come up with ideas, and someone who will identify a good idea from the list. And there will be someone who will contribute to make that good idea into a great idea. That's how one should work. People think individually and share their ideas. The best idea is picked and the whole team jumps in to take it to the next level.

Design is order amongst the chaos. The world is full of noise, and aesthetics offer peace and clarity amidst the chaos. Hence, design needs to be attention grabbing so that the mind of the viewer is automatically attracted to it. Sometimes, there might be no idea involved at all, and that's when you have to say something simple. In that case, words set beautifully, in the right type, in perfect size, within a specific space can enhance the meaning of what needs to be said →

10 **Bapu.** Graphics created for the office of the owner of Milk Route who is a Gandhian.

11 **Nirvana Showreel Cover - Animals.** Brings alive the charm and fun loving personality of the production house.

12 **Milk Route.** Graphics created for the milk-food manufacturer. Reflects the business they run.

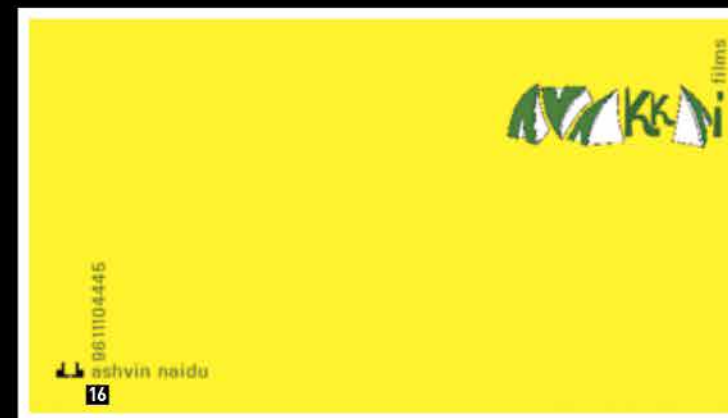
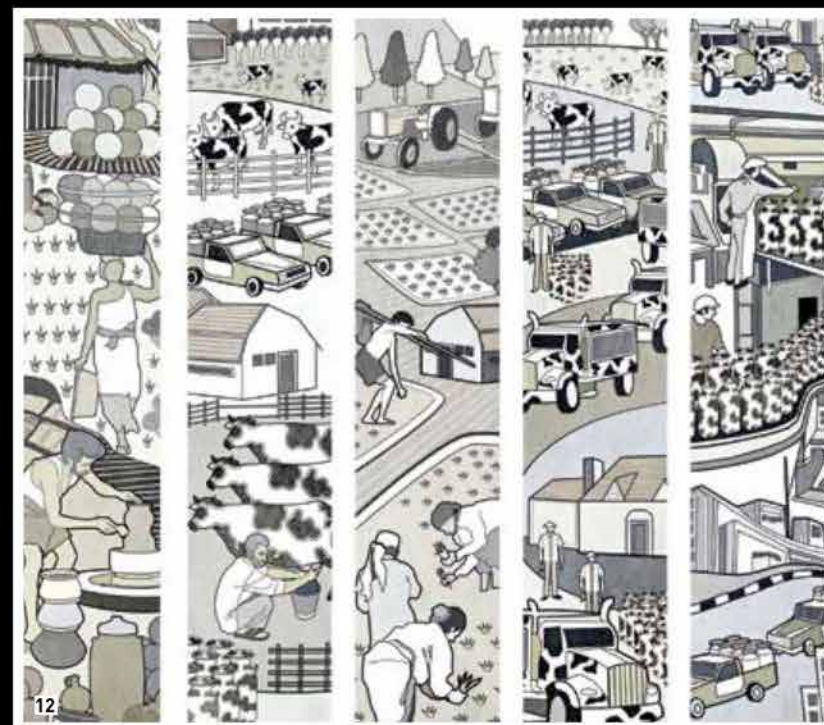


13 **Probase Campaign.** A sporty fashion brand for the new-gen individualists.

14 **Tattva Logo.** Inspired from "shell", the logo establishes the harmonious nature of the multi-interest group.

16 **Avakkai.** Spicy identity design for a production house. Literally means Andhra style mango pickle.

17 **Probase.** Identity exercise for the city's hottest sky bar.



To think something simple is the greatest challenge. Because there's no point cracking a joke no one gets, simplicity is the key. When you say it straight, people will get it. It will make them smile. For that, all work needs a basic visual appeal factor no matter what your socio-economic classification is. After all, attraction happens at a human level.

The art of creativity is like martial arts. It demands practice on a daily basis, so that you're able to recall the best execution in a crucial situation. Ideation has to become a motor skill, something that your mind and body gets attuned to. Jotting down all the ideas that swarm inside your head is also beneficial as it creates space for new ones. Having a sound state of mind is the key. That's why it's important to be open, make mistakes, listen and absorb. It's important to experience something new often so that ideas are always fresh. That's how you create your own identity in the creative domain. Learn to concentrate and pay attention to the craft. Understand and most of all, stay happy ←