



Brief: Bombay Bakery - a catering service that specialized in institutional sales wanted to launch a take-away service on a miniscule budget.

Strategy and Solution: We decided to create an "edible visiting card" in different flavours. We simply placed this in all the leading cafes and delis that the Bakery supplied to.

Moulds were created to ensure consistency and efficiency and the cards were baked fresh every 10 days. They worked very well in terms of recall and many people ended up asking for samples of the card along with their order.