## Umanshi

**Credentials Deck** 



In marketing, one size never fits all!



Every organization has unique Marketing challenges and needs unique solutions

# Hence, we get into your shoes and provide you tailor-made solutions by being:



Your brand consultant to help you build your brand strategically!



Your brand communication consultant to help you design content that stands out!



Your performance marketing partner to help you achieve ROI on media spend!



Your content marketing partner to help you yield results through your social media and SEO!

# **Umanshi Case Studies:**

How our tailormade solutions helped our clients overcome their marketing challenges



## **Brand Consulting Solutions**



Designing brand identity, packaging and brand collaterals



Revamping existing brand identity with new brand identity



Creating sub-brands for new subcategory

Brand positioning & identity designing of an eco-friendly gifting start-up

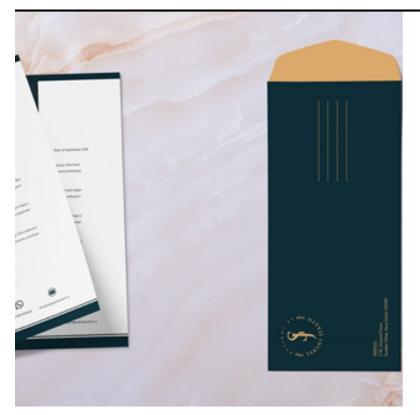
Target: B2B: Corporates, B2C: HNI & Schools 'Gifting made responsible' was our core proposition. We put forward the belief of responsible sourcing and gifting to make the world a little greener. This was expressed through the choice of colours, layouts and logo concept for the brand- from using the timeless shape of a gift box to adding a contemporary touch with the leaf as a ribbon-knot!















Brand identity design for a premium wedding decorator Less is more! This was our approach to establish DSJ as a premium decorator in the luxury events space. Starting with a minimalistic design and a classy visual template, we focused on the message that every design is a luxurious experience crafted to meet the specific needs of the client to attract a crème de la crème audience

Result – A brand book as classy as the client's work

Brand Positioning & Visual Identity: **Creating**demand for hydroponic farm products in a new
market









Frais Farms Positioning

PRIMARY COLOURS

"Pure and fresh, from seed to table" ColorCode: #02a7c

FOR WEB USE R: 2 G: 167 R: 197

FOR PRINTING USE C: 76 M: 14 Y: 17 K: ( ColorCode: #44bf5

R: 68 G: 191 B: 87

FOR PRINTING USE

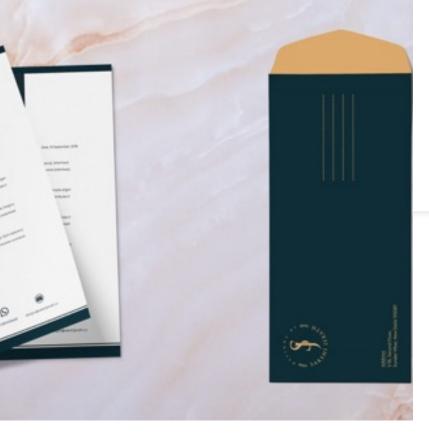
ColorCode: #333333

FOR WEB USE R: 51 G: 51 B: 51

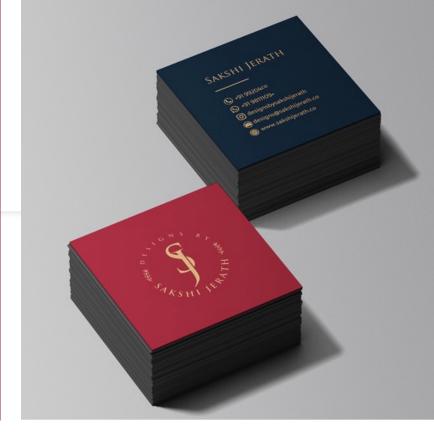
FOR PRINTING USE C: 69 M: 63 Y: 62 K: 58



People give preference to taste and freshness. They may also be willing to go beyond their budgets with the promise of natural, chemical-free products for their family. We created a distinct identity that clearly established our competitive edge over other established players in the Mumbai market







Brand identity design for a premium wedding decorator

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Ideation of the name – Teamglobal Cargo Captain for the World Cup campaign.

Logo unit and beverage can designed for the campaign









Saturday, 15th June 2019 | Reporting Time - 9:45 am Prize distribution - 5 pm onwards Venue - Box Play Sports Arena, Ghatkopar East (Google link attached)

RSVP: Vinay (+91 9867019803)
Dress Code: Sports wear & Sports shoes

# **Designing Brand Identity & Packaging for Origen**

Logo designing, Brand Guidelines, Packaging for various product categories











# Designing Brand Identity & Packaging + Photography



Logo designing, Brand Guidelines, Packaging and photoshoot

# Designing Brand Identity & Packaging for Origen







Logo designing, Brand Guidelines, Packaging for various product categories

#### **Brand Communication Solutions**



Website Designing



Brand Films and Videos



Print Media Campaign for Trade Magazines



Communication for Exhibitions



Lingerie V Shapewea

Shapewear Sleep v

Hosiery ~

Panties ~

Swimwear v

Jewelry ~

Beauty

NEW Gift Sets

Clearance v

## SKINGARE

## LAUNCHED!

INFUSED WITH DEAD SEA MINERALS



DISCOVER





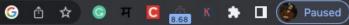


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SUCCESS STORIES

CLINICAL TRIALS

**GUIDED SESSIONS** 

**BUY NOW** 

MORE



#### **Quit Smoking Natural Tablets**



20,000+ Success Stories

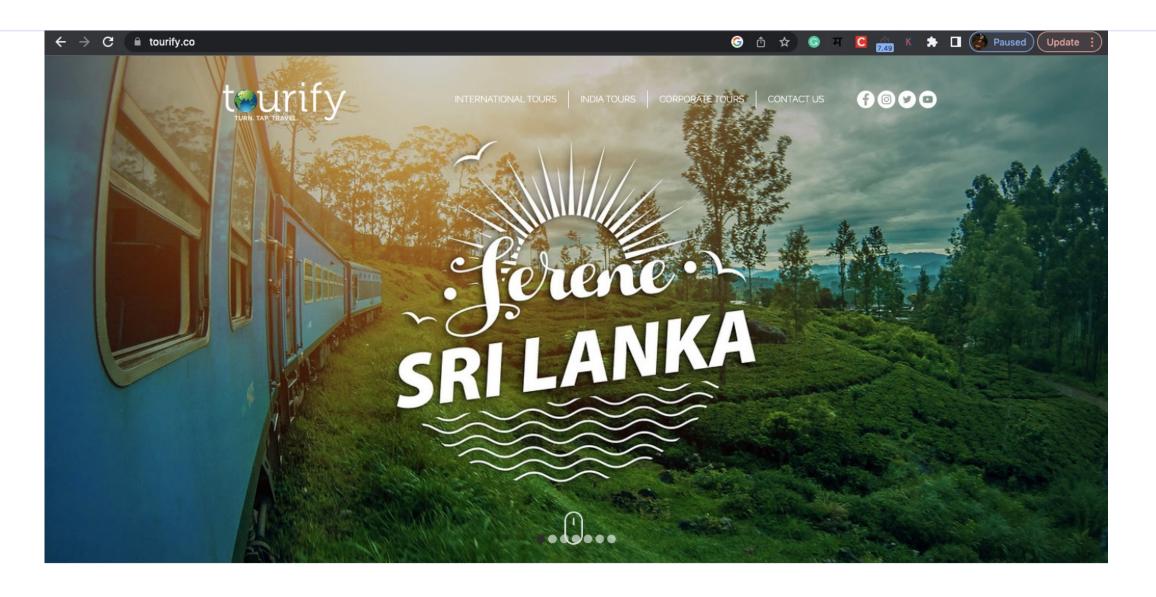
QUIT NOW



First Time In India







TURN. TAP. TRAVEL.



## **Website Blogs Content**

- https://www.smotect.com/blogs/blogs
- https://www.infubiz.com/blog
- https://www.diverseyprosumer.com/blog/
- https://www.celcius.in/blog

### **Internal Communication for Asian Paints**









Event Objective: Team building among various International divisions



What we did? : Pre-inpost event communication



Unique Idea: Branding the event as Pulse to create an identity for future meets

### **Brand Videos**

- Honda CBR Europe (TVC Post P)
- Link: <a href="https://drive.google.com/file/d/1QEOUfz1xzlh-yi3P7kdws7ES2p1zmTfj/view">https://drive.google.com/file/d/1QEOUfz1xzlh-yi3P7kdws7ES2p1zmTfj/view</a>
- Mr Rai Zyada. (Internet & Tv Advert)
- Link: https://drive.google.com/file/d/1SujszjmnejrQZHeJnDsxO7R3533KgSpA/view
- This is my story (Indian Army)
- Link: <a href="https://drive.google.com/file/d/1zy1tlkS5tzG34oC6L-cTF7dhoe4oERWj/view">https://drive.google.com/file/d/1zy1tlkS5tzG34oC6L-cTF7dhoe4oERWj/view</a>
- Audi Hong Kong (TVC)
- Link: <u>https://drive.google.com/file/d/1EHyJX2myhVCOt8SE8MdhyIOm\_Fhpf9tB/view</u>
- BLK Super Specialty Hospital, Delhi (Corporate Video)
- Link: https://drive.google.com/file/d/1f\_dXZhf73BS6i7pOIEsXCVz4LdKLh\_DI/view
- Alpha Chemicals (Corporate Video)
- https://www.youtube.com/watch?v=KHMpmDUAymM

## **Content Marketing Solutions**



SEO services to get top ranking on google



Social media services that drives engagement for B2B brands

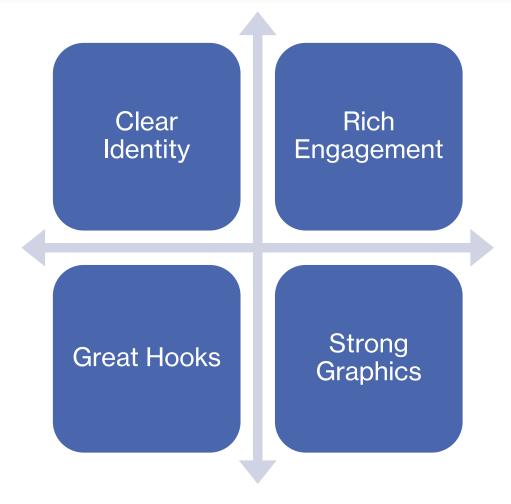


Making the most of Digital PR



**Brand Videos** 

#### Our social media model



#### 1. Clear Identity

- Content focused to improve brands positioning and image
- 2. Rich Engagement
  - Create engaging content leading to interactions with customers
- 3. Great Hooks
  - a. Create hooks which can help us outsmart the competitors in terms of content delivery
- 4. Strong Graphics
  - a. Adhere to brand guidelines and create appealing content

# Clear Identity (packaging & label design by us)







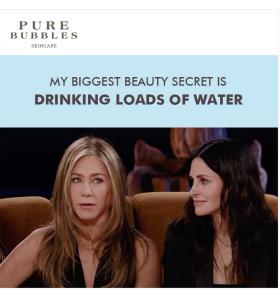


# **Great Hooks**









## Rich Engagement





SKINCARE

Ask me a question

How long does skin purging last?

It can last from four days to six weeks, but on average, you can expect it to occur for around two weeks.



## **Strong Graphics**







# Our research helped us in formulating Brand Key for Suta

6. Boss Lady | Sophisticated | Aspirational | Independent

5. Functional: Comfortable to wear, Light Emotional: Fearless, Empowered

4. Wearing saree without worrying about anything

2. Hathkarga | Nicobar | Market Lane | Kharatkapar | The Loom Sarees



7. Wear it – whenever, wherever and however you want

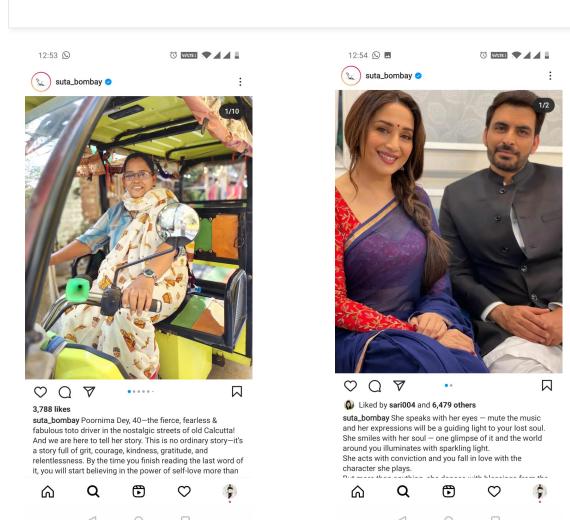
9. Live life your own way!

8. Can be worn everyday | Feels like Skin | Breaking the taboo

3. Women who are – Empowered, Take their own decisions and fearless

Comfortable Fabric
 Solving problems | Handloom Sarees

## Suta – Carrying forward research insights on social media communication





#embraceyourself #loveyourself #bereal #beyou #shineon

View all 3 comments

12:55 🕓 🗷

6,135 views

suta\_bombay In conversation with @tanayapatnaik, we spent

a lovely time at the @bakul\_foundation yesterday. And going

growing up years has been exhilarating to say the least! To

back to our second home where we spent most of our

 (C) WALTE!





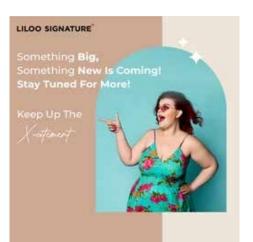


# Xtra is Awesome: Concept to Execution for Liloo Signature

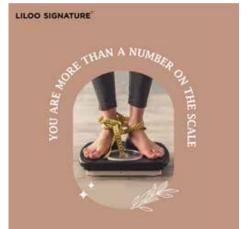












### Performance Marketing Solutions

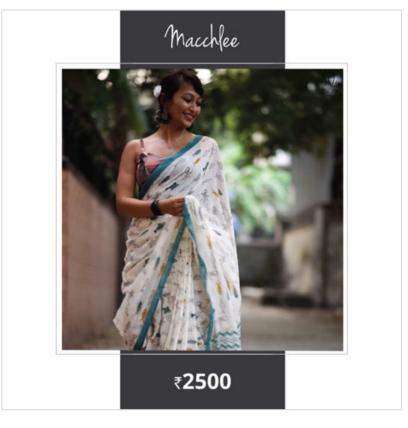
Lead generation program through google ads

Lead generation through LinkedIn

Lead generation through Facebook

# Ads on Social Media & Google Shopping Ads





#### Goal

To generate sales for handloom sarees in Indian and International markets

ROI: 8x of the amount spent on Ads

# ISHARYA: Premium Jewellery Brand

Campaign name	Results [On ad]
ISH-Cataloge-Best-Seller	
Ish - Branding -Gypsy Soul - iphone users	
Ish - Branding -Gypsy Soul - interest targeting	
Ish - Branding -fools gold - iphone users	
Ish - Branding -Fools gold - interest targeting	
ISH-Conversions-Remarket-LTV-Look-alike-Earring-Carousel-Insta	37.00
ISH-Conversions-Remarket-Look-alike-Earring-Carousel-Insta	30.00
ISH-Conversions-Remarket-LTV-Look-alike-Earring-Carousel-FB	49.00
ISH-Conversions-Remarket-Look-alike-Earring-Carousel-FB	55.00
Ish - Conversion - Add to cart- Fool-Gold - FB	
ISH-Traffic-Delhi-Int-FB	
Ish - Conversion - Add to cart- Fool-Gold - Insta	203.00
Ish - Conversion - Purchase in last 240 days - Fool-Gold - FB	
ISH-Traffic-Bengaluru-Int-FB	
Ish - Conversion - LTV - Fool-Gold - FB	65.00
Ish - Conversion - Purchase in last 240 days - Fool-Gold - Insta	
Ish - Conversion - LTV - Fool-Gold - Insta	
ISH-Conversion-Purchase-Last-240-Fool-Gold-Insta	
ISH-Conversion-Purchase-Last-240-Fool-Gold-FB	
	439.00













#### Goal

To generate sales for their range of fashion products in Leisure wear, Active Wear and Inner wear



ROI: 5x of the amount spent on Ads



# Campaign Creatives & Targeting: Pure Bubbles

#### Interests:

 Luxury goods, Skin care, Online shopping, Purchase discount, Beautiful Skin, Deal of the day, Coupons, Anti-aging cream, Moisturizer, Ageing, Cream, Personal care, Facial, Dermatology, AcneFree, SkinWhite, Beauty Brands, Exfoliation (cosmetology)

#### Behaviors:

- Engaged shoppers
- People in India who prefer mid- and high-value goods
- · Placement:
- Instagram



## The Team Is Equipped With Following Tools











Website and Landing page designing

**Animation videos** 

Build fully responsive mailers

**Digital Marketing** 











Secondary Market Research



#### **Umanshi Clientele**









































#### **Umanshi Clientele**

























































# WHAT'S YOUR CHALLENGE?

- Happy to help!
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