

*You might not know us but
we may have already met!*

*We're in your magazines, all
over the web, plastered on
walls and even in your local
record store.*

WE LOVE DESIGN

whorv
WHO ARE WE

EVENTS | MARKETING | COMMUNICATIONS





WHO ARE WE

EVENTS | MARKETING | COMMUNICATIONS

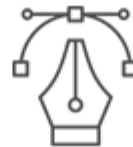
WHORV is a dynamic design, advertising and digital agency with high standards and big ideas. Don't try and put us in a box, because we don't fit. All you need to know is that we'll push the boundaries in our search for the best for you. And we'll do it with flair and style. We're only happy when you are.

Need help with a brand, marketing or digital project?
We'd love to hear from you.



Strategy

Brand Strategy,
Creative Strategy,
Content Strategy, Digital
Strategy



Design

Responsive Website,
User Interface , User
Experience & Visual &
Brand Design



Marketing

Online Advertising, E-
mail Marketing, Social
Media, Search Engine
Optimisation

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Design is thinking Made visual.

WHO.R.V is important.

But, WHAT WE DO is more important.

IT'S SIMPLE.

We connect brands to customers. And we do it in a results-oriented, totally integrated, top-to-bottom manner.

We have years of experience, truckloads of talent and bottomless supply of enthusiasm.

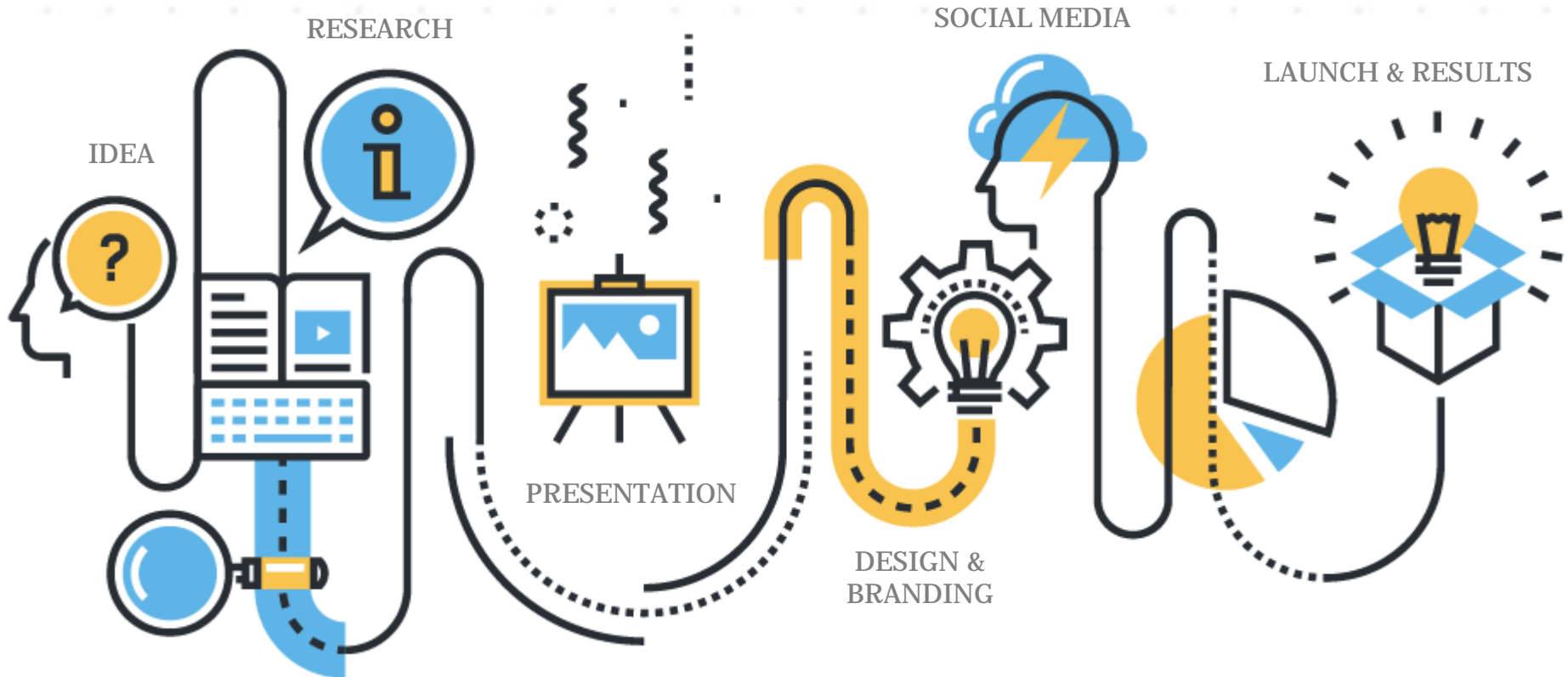


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Our Process





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Our Capabilities

Brand Strategy

Research

Media Planning

Brand Consulting

Content Management

Creating Brand Identity

Paid Campaigns

Merchandise

Outdoor Ads

Direct Marketing

Print Ads

Point of Sales

Exhibitions

Digital Marketing

UI/UX Design

Web Development

UI/UX Design

APP Development

Search Engine Optimization (SEO)

Private Label Designing

Façade Design

Few Brands We've Ignited



RE-TIMER™
AUSTRALIA



nuflower®
A NU PATH TOWARDS A HEALTHY LIFE



RAFFLES
MALDIVES
MERADHOO

GLOBALLOCAL
THE FORUM FOR CONTENT



make my trip
MEMORIES UNLIMITED

YPO
DELHI CHAPTER

LIVING

SMS
SIEMAG
SMS group

STREGIS
GOA

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WHO ARE WE

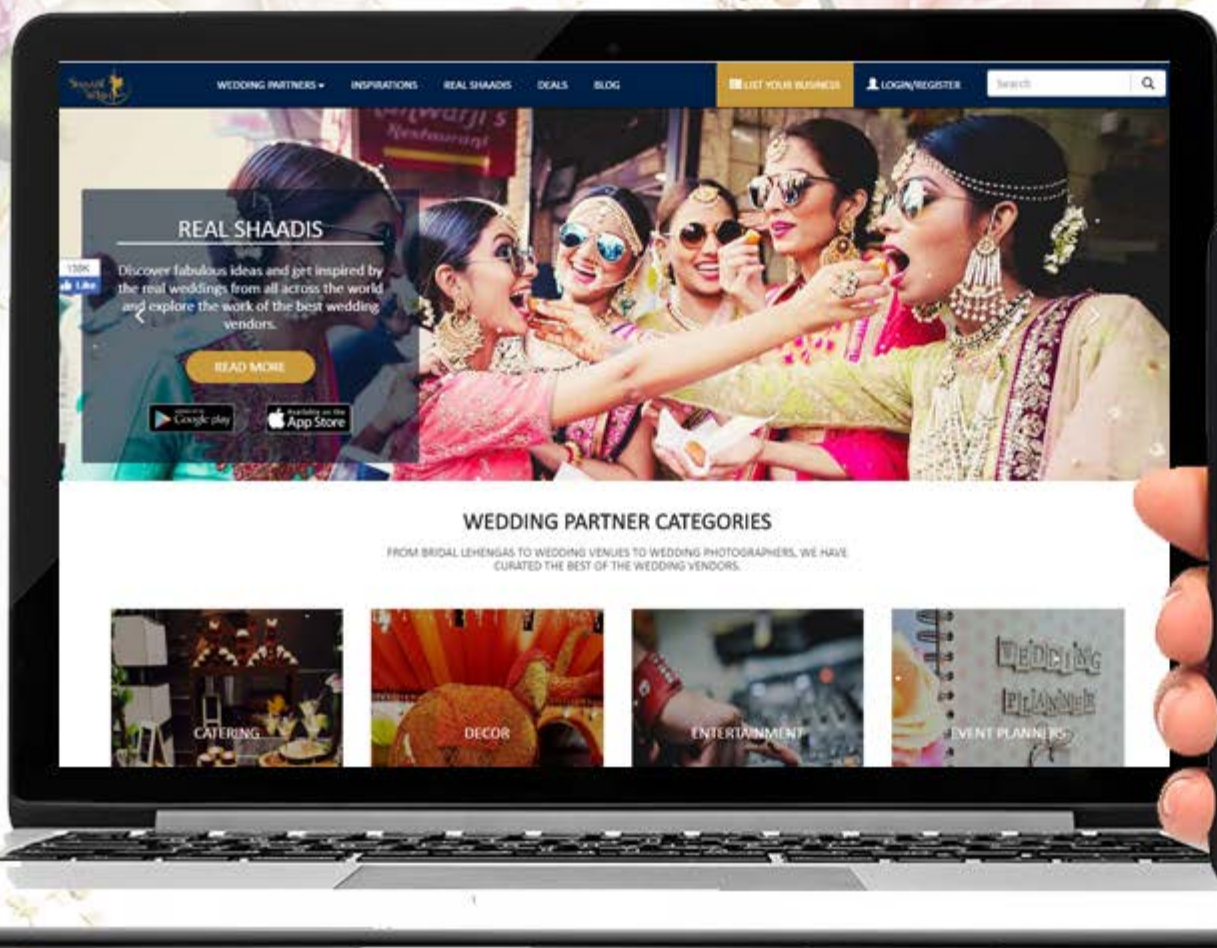
EVENTS | MARKETING | COMMUNICATIONS



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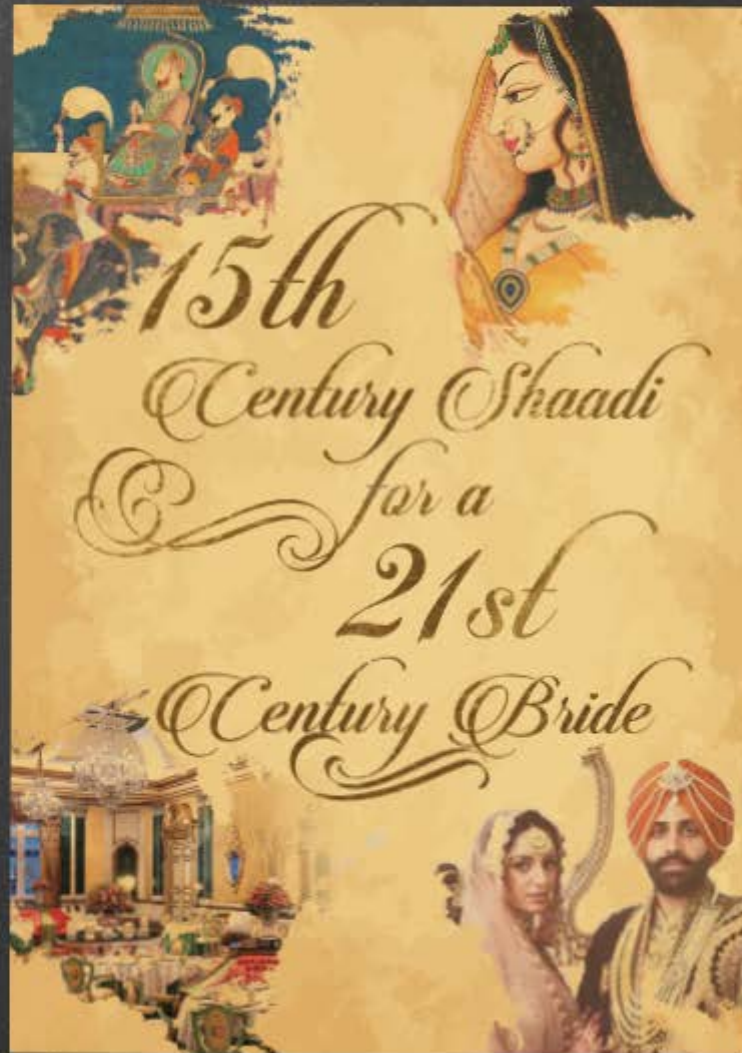
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 LIVING

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HANDCRAFTED KITCHENS FROM GERMANY



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OUR PURSUIT

Transforming the interiors into iconic living spaces, changing the way people

LIVE. |

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 LIVING



BESPOKE WARDROBES
FROM ITALY

*"It doesn't matter if your taste is
modern or traditional, classic or
retro. If a house has a good feel to it,
it will always be a home."*

- CAMERON KIMBER



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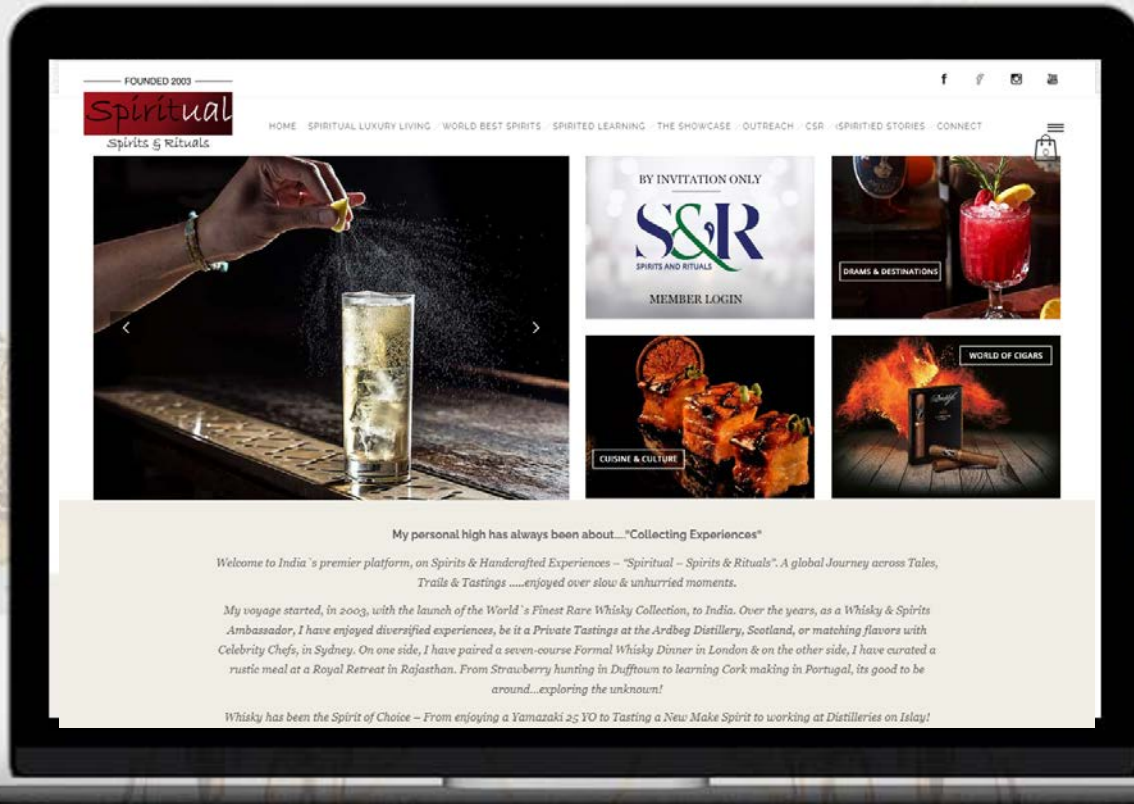
S&R
SPIRITS AND RITUALS

India's Premier platform on Spirits & Handcrafted Experiences. A Global Journey across tales, Trails & Tastings, managed and run by the Whisky Ambassador, Sandeep Arora.

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Portfolio- Brand Collaterals

**- Types of -
SCOTCH WHISKY**

There are 5 variants of Scotch whisky

Single Malt Whisky

This whisky is made from 100% malted barley from one distillery and can only be produced by the Pot Still process. When bottled, a single malt whisky can include whiskies from several years' production from the same distillery, the age shown on the bottle must reflect the age of the youngest whisky included.

Grain Whisky

This is produced using a continuous distillation method from the Patent or Coffey stills. Malted and unmalted cereals, which are cooked under steam pressure, are used and the resulting spirit is of higher strength and matures more quickly.

Single Grain Whisky

This is the product of one grain distillery. It is very rarely bottled due to its light flavour and higher alcohol strength and more often used in blended whiskies.

Vatted / Blended Malt

A vatted malt is produced by combining various malt whiskies from several distilleries. Vatted malts often reflect the distilleries from a particular region.

Blended Whisky

Blended whisky is, as the name suggested a blend of single malt and grain whiskies from multiple distilleries, it accounts for the majority of Scotch sales.

GIRVAN 1989 – 24 YO

CASK TYPE - EX BOURBON
STRENGTH - 46%
BOTTLE SIZE - 70CL

NOSE
This whisky has pronounced fragrance for a grain spirit. It is fruity with vanilla and custard creams.

TASTE
The palate is surprisingly full and oily with waves of coffee cream, spice and juicy lime.

COMMENT
To finish, there is a satisfying warm spicy probe.

BRUICHLADDICH 1992 – 21 YO

CASK TYPE - REFILL HOGSHEAD
ABV - 46%
BOTTLE SIZE - 70CL

NOSE
This expression delivers aromas of Scottish tablet, honey and nuts, peach skins and perhaps banana sandwiches.

TASTE
The palate balances salty notes against the evident soft fruit eventually giving some grip from the oak.

FINISH
The oak subsides to reveal a refreshing, appetizing savory finale.

BUNNAHABHAIN 1990 – 23 YO

CASK TYPE - PUNCHEON
STRENGTH - 54.3%
BOTTLE SIZE - 70CL

NOSE
The nose is beautifully perfumed with apples, leather, grape stalks, and orange citrus and wood spice.

TASTE
The palate is rich and quite stoney with more lively fruit notes and a very faint drift of smokiness in the background.

COMMENT
This fine 23-year-old malt gives proof that heavy peatiness is not the be all and end all when it comes to high quality Islay Malt Whisky. A dram to contemplate in tranquility.



OUR PORTFOLIO

The new elements of language that will express a sincere and singular "personality of place".

We bring together our passion and creativity, supported by technical expertise to analyse, debate and explore, developing individual and thoughtful architectural responses to every project.



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COMMERCIAL



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RESIDENTIAL



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PAWPURRFECT

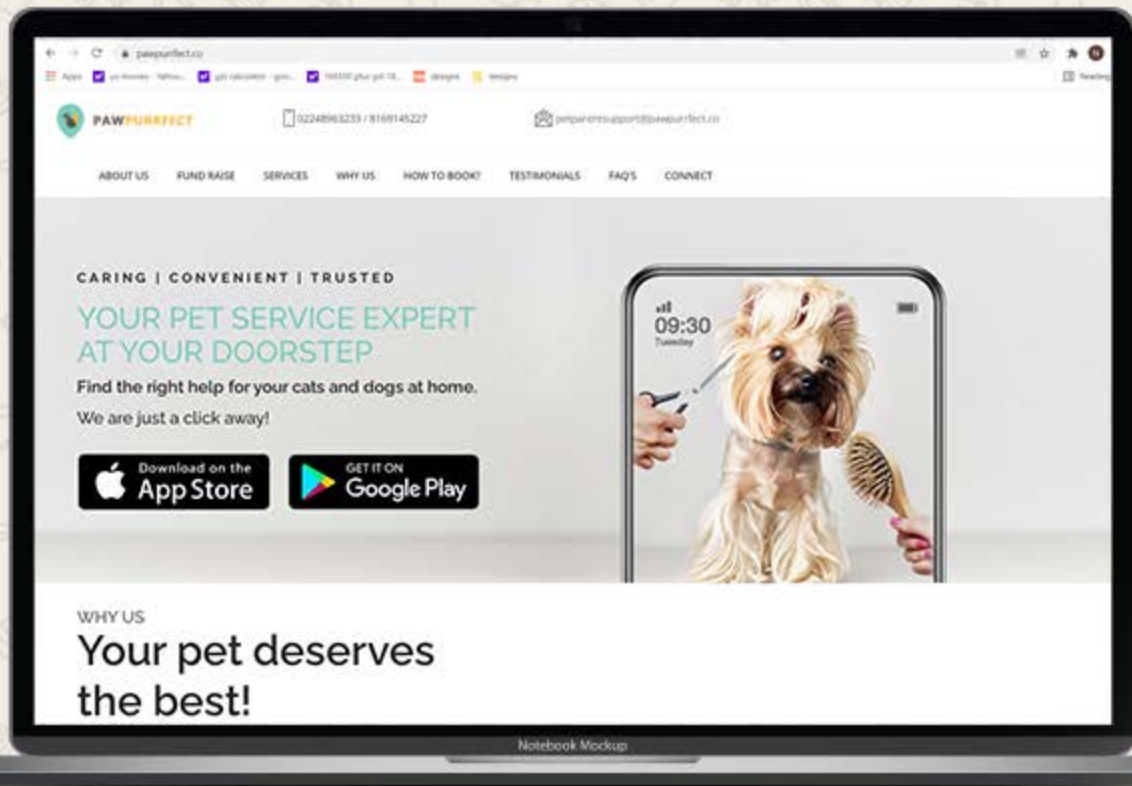
The PawPurrfect app was conceptualised to get you best rated service experts, at a preferred price and schedule. The app takes the personal safety and comfort of both the pet and parents very seriously. All service experts' profiles become live only when the backgrounds are third party checked. Emergency services can be requested, if available in the service area. The app currently covers Mumbai but we plan to expand to more cities very soon. With PawPurrfect, you're no longer alone in ensuring the best care and love for your dogs and cats!



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Portfolio- Brand Collaterals



RAFFLES
MALDIVES
MERADHOO

Portfolio- Brand Collaterals



WE ARE COMMITTED TO PROVIDING DEDICATED PERSONAL SERVICE IN AN OASIS OF REFINED LUXURY

The magnificence and beauty of the island is mirrored by culture across the world. Elegance, delicate of fast glances, the Raffles' deep foundation is an inspiring blend of traditional and new, natural strength. It begins as a bud of pure ability beneath the water's surface. As waves, it flows through into the trees, an island of tall blooms, and then retreats once more to the calm embrace of the water when night falls. It is this, agriculture and sea and retreat following the natural rhythm of the day that influences our vision for a Raffles Spa.

We believe that a balance between action and relaxation is the key to achieving a feeling of inner tranquility and rejuvenation. Raffles Spa services are a conscious mix between traditional and local methods, with a focus on the quality of ingredients to ensure that your primary concern is everything you need for and more. Our thoughtful and knowledgeable therapists will guide you on a journey to achieve inner, physical and spiritual harmony, leaving you feeling renewed and revitalized.

Escape. Indulge. Transform.
 This is Raffles Spa.



FESTIVAL de Marine
 A fun-filled feast for your little ones and the entire family

RAFFLES
 RESORTS

RAFFLES
 RESORTS

TRUE ELEGANCE AND PURE NATURE
 Experience Two Beautiful Worlds in One

22 DECEMBER

Long Bar 19:00-21:00 hrs.
Cocktails, Canapés & Christmas Tree Lighting
 Join us to get the celebratory ambience with a Christmas tree lighting ceremony with hand-drawn candles.

19:00-21:00 hrs.
Private Deck, Special Dinner & DJ
 Bring the perfect set of evening and dance to our beautiful private space, with the sound of grooving of the stars.

19:00-21:00 hrs.
4th Floor Dinner
 This exclusive setting overlooking the lagoon is the perfect place from which to enjoy the unique and unique night.

KIDS ACTIVITIES
 11:00 Origami
 14:00 Treasure Hunt
 13:00 Creative drawing class
 14:00 Christmas greeting

50%
 80 minutes of the "Secrets of the Island" Show
 75 minutes \$250++

23 DECEMBER

19:00-21:00 hrs.
7th Floor Night Special Sea Show Dinner
 Enjoy Dinner - traditional festive dinner with different Sea Show, Arts, Circus and songs.

19:00-21:00 hrs.
10th Floor Special Christmas Dinner
 Our best-of-buffet dinner with a Christmas special and seafood with festive cocktails.

KIDS ACTIVITIES
 11:00 Beach art
 14:00 Hand stamp
 14:00 Memory left book
 14:00 Greeting card, Christmas Ornaments

50%
 Singapore Health Screening
 90 minutes \$275++

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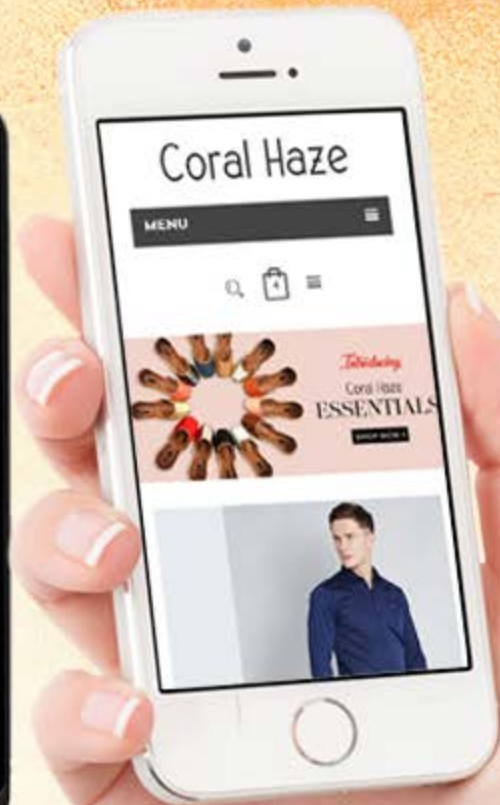
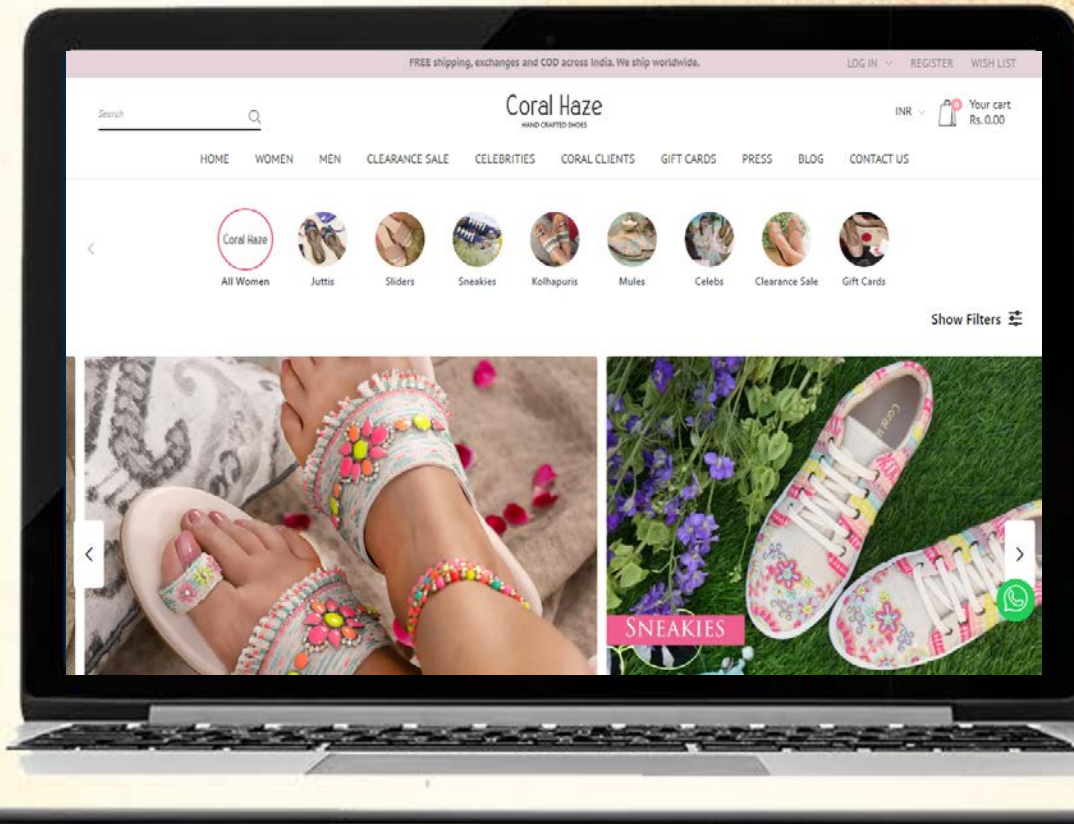
Coral Haze

Blending Indian tradition with contemporary sensibilities, Coral Haze, a brand of Rida International offers an exquisite collection of designer handcrafted Punjabi juttis. From casual day wear to ornate wedding wear to subtle office wear, we have a perfect piece for every person and for every occasion. We bring to the fore a variety of indigenous designs and colours, catering to all kinds of tastes. Our forte lies in our unique, quirky designs and high precision detailing.

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EVENTS | MARKETING | COMMUNICATIONS

Portfolio- Brand Collaterals



ST REGIS
GOA

Portfolio- Brand Collaterals

ST REGIS
GOA


Remarkable Moments

YOUR WEDDING AT ST REGIS

Discover an extraordinary venue along the River Sal or the oceanfront, in covered settings, our dedicated team crafts the perfect stage for your unique celebration, making it a distinguished and unforgettable experience.

Your exquisite wedding at The St. Regis Goa Resort awaits.

The St. Regis Goa Resort, Mobor, Cavellissim, Salcette, Goa 403731, India
For more details, get in touch with us at stregis@stregis.com / [+91 9720999611](tel:+919720999611) / [+91 9748161314](tel:+919748161314)



Days required at least three (3) St. Regis hotels and resorts worldwide.
stregis.com

ST REGIS
GOA

Save the Date

Join us at Susegado, 7:30 PM, Friday,
08th December for our Tree Lighting ceremony.



The St. Regis Goa Resort, Mobor, Cavellissim, Salcette, Goa 403731, India

ST REGIS
GOA

December 08th,
2023
7:30 PM

You're Invited.

Come, celebrate the start of the holiday season with our traditional Tree Lighting ceremony at Susegado.

Rsvp: +91 9748161314 or goa@stregis.com



The St. Regis Goa Resort, Mobor, Cavellissim, Salcette, Goa 403731, India



ST REGIS
GOA

Menu du Jour

LOCAL GOAN

- Kokum and Coconut curry (Serving size: per 100 gm 216 Kcal)
Cottage cheese, seasonal vegetables in a spiced curry 1799
- or
- Marinated free-range chicken in a spiced curry
(Serving size: per 100 gm 242 Kcal) (G) 1899

All our curries are served with tempered beans, poppadum, cabbage salad and choice of Goa basmati white rice or leavened wheat husk pot.

CUISINE FROM BENGAL

- Jhol (Serving size: per 100 gm 190 Kcal)
Fresh cottage cheese, organic vegetables in a Kasundi mustard gravy (D) 1799
- or
- Sustainable, locally sourced prawns in a Kasundi mustard gravy (SF)
(Serving size: per 100 gm 242 Kcal) (G) 1999

All our curries are served with tempered beans, poppadum, cabbage salad and choice of Goan red or basmati white rice or leavened wheat husk pot.

PASTA

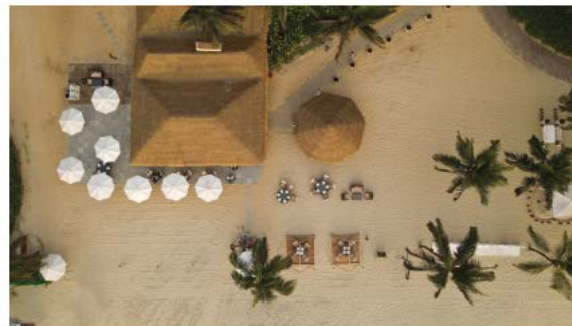
- Manor Aglio Olio (Serving size: per 100 gm 190 Kcal)
Seasonal vegetables, estate farmed chilies, peppercorn, parmesan and olive oil (D,G) 1299
- or
- Lime, Butter and Garlic (Serving size: per 100 gm 220 Kcal)
Sustainable bay prawns, homegrown lime and herbed garlic.
Our own creative take. (D, G, SF) 1499

D: Dairy; G: Gluten; SF: Seafood; ■: Vegetarian; □: Non-Vegetarian

Our fish and seafood are sustainable and we use only cage free eggs and organic meats.
Please ask the server for vegan and sugar-free options.

ST REGIS
GOA

Beachfront dining at Susegado!
Come, enjoy the flow of time.



The St. Regis Goa Resort, Mobor, Cavellissim, Salcette, Goa 403731, India

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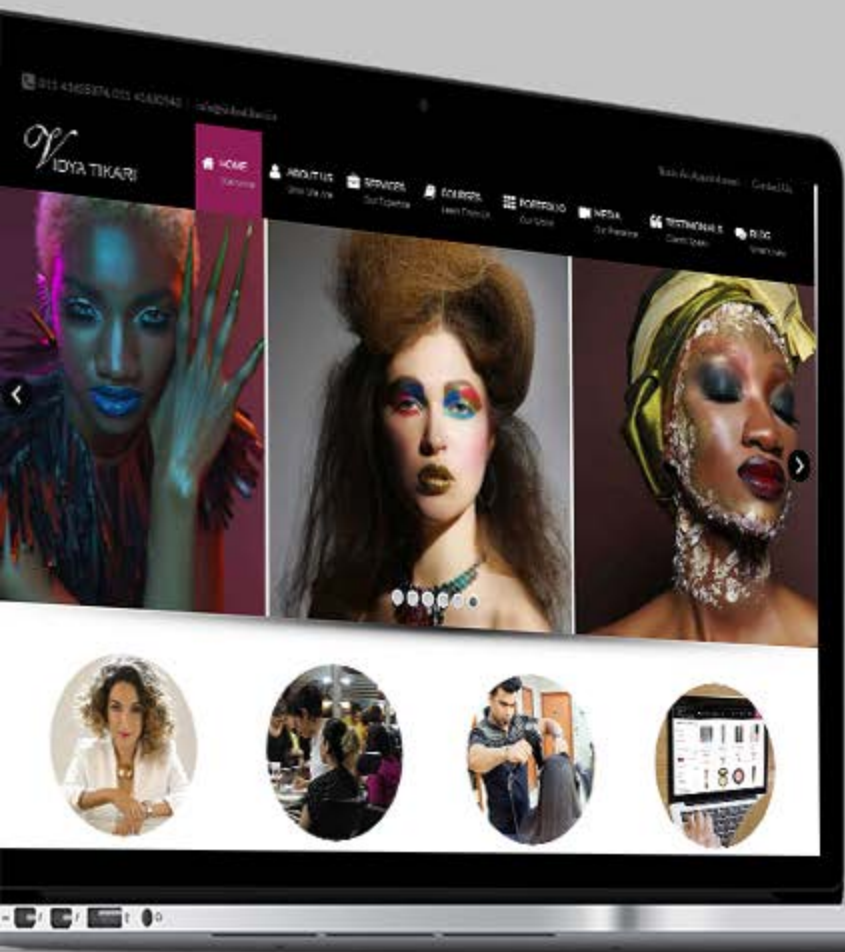
V IDYA TIKARI

Vidya has grown to become a professional name to be reckoned with in the fields of Hair and Makeup. Commonwealth Games in 2010 where the hair and makeup was done for over 9,000 performers” which also landed her name in the “Limca book of records 2011” to the first ever Formula 1 Grand Prix.

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Portfolio- Jiva Organic (USA)



Portfolio- Jiva Organic (USA)

Healthy *Indulgence*

Pamper yourself with a super-healthy range of organic foods with us! At Jiva Organics, our utmost promise finds its foundation in providing you with organic food products that are safe from toxins and chemicals and are high in nutrition value, thus giving the right nourishment and care for a fit body and mind.

Why Organic

The reason why we chose organic as the essence of our products is because of our belief in providing our consumers with a healthy range of food products. Using organic ingredients and checking for any precarious elements in our products, we always ensure that our range of products promotes nutritious and chemical-free food eating habits.



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PRIMO ⊕ PRIVILEGE

—  —
YOUR KEY TO CHOICE

BETA

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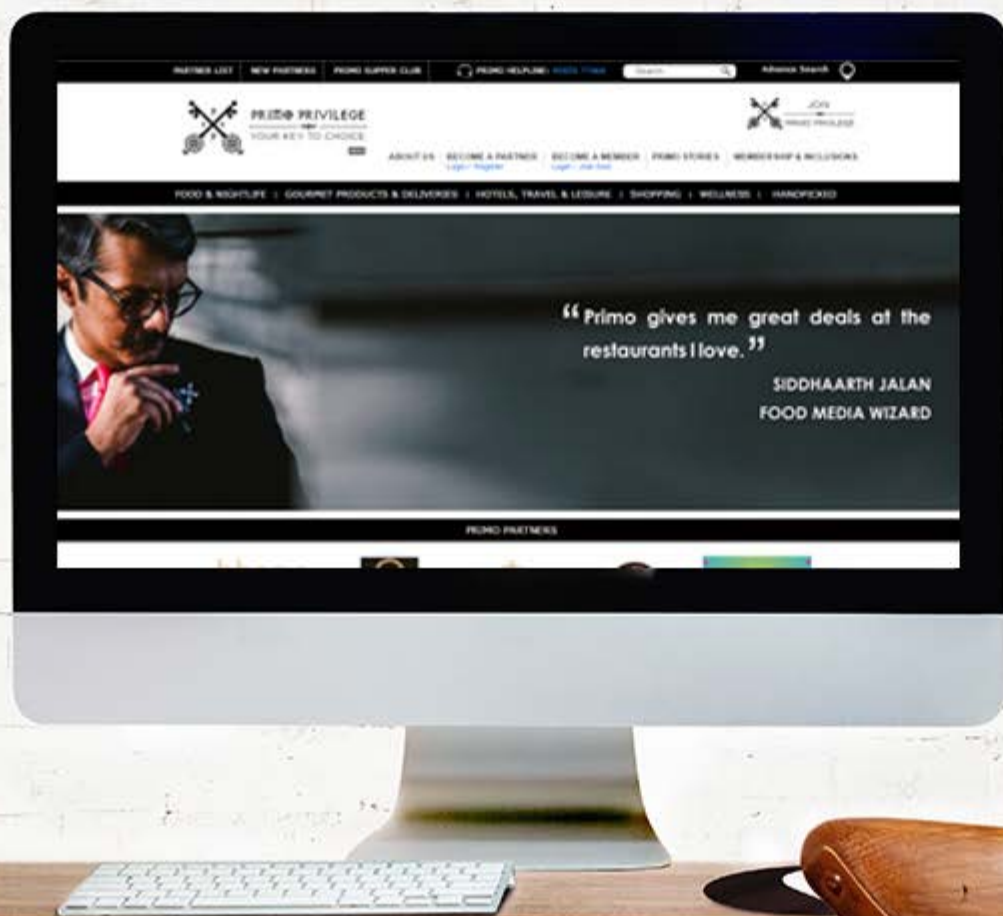
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**Nutri
FEEDO**

nvflower
A NEW PATH TOWARDS A HEALTHY LIFE



P
E
A
N
U
T

RUTF

Ready to Use Therapeutic Food

Aliment Thérapeutique Prêt-à-Employer(ATPE)

For Children above 6 months with Severe
Acute Malnutrition

Pour les enfants atteints Malnutrition Aiguë Sévère

1 Sachet = 500kcal



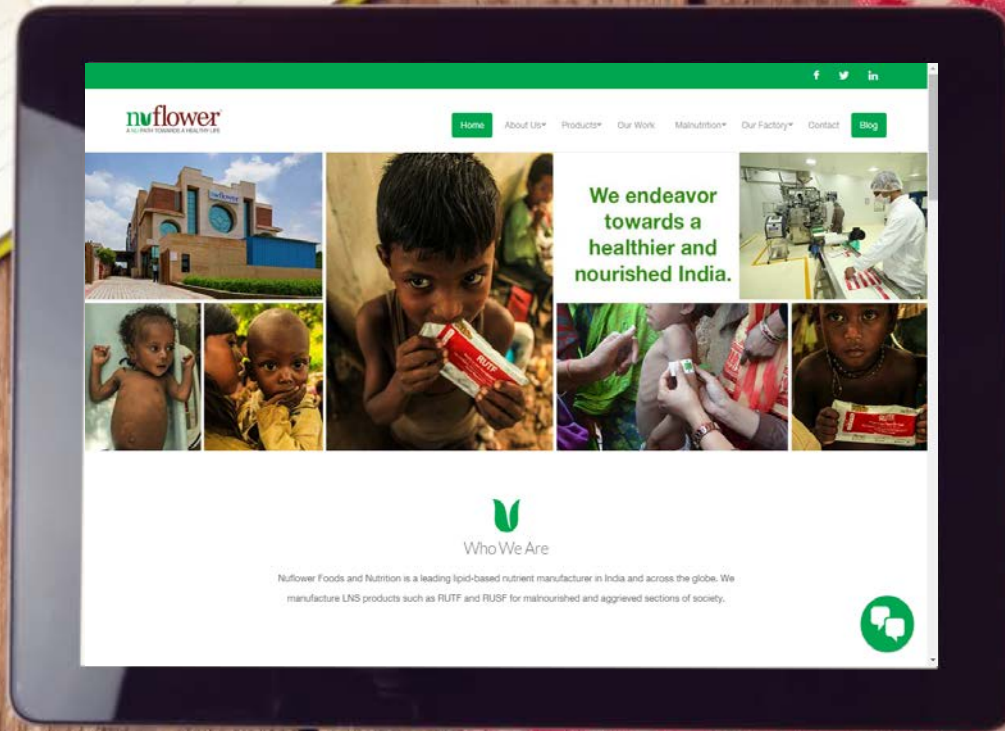
1 KNEAD THE SACHET



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SINCE 1895



ŠkodaLaura

THE POWER HIGH

www.skodaura.co.in



Now for 11.99 Lakhs

For bulk/corporate enquiry kindly write us at:
corporatesales@skoda-auto.co.in

160 bhp

TSI Petrol Engine

POWER THAT BLOWS YOU AWAY

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Portfolio- Advertising



CEQUIN
CENTRE FOR EQUITY AND INCLUSION

The Centre for Equity and Inclusion (CEQUIN) is a Non-Profit Organisation working towards the empowerment of marginalized sections of the population, with a special focus on women and girls.

VISION
To create a world where every individual is empowered and included.

MISSION
To create a world where every individual is empowered and included.

VALUES
Integrity, Accountability, Transparency, Inclusivity, Empowerment, Sustainability, Innovation, Collaboration, Respect, Compassion, and Leadership.

KEY STRATEGIES

- To create a world where every individual is empowered and included.
- To create a world where every individual is empowered and included.
- To create a world where every individual is empowered and included.
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- To create a world where every individual is empowered and included.

Address: 10, Bala Sagar, Hyderabad, Telangana
Phone: +91 9849 123 4567
Email: info@cequin.org



PUBLISHERS TRAINING PROGRAMMES | 2024 | NEW BATCH | REGISTER NOW

PUBLISHERS TRAINING PROGRAMME FOR YOUNG PROFESSIONALS

A 2 DAY CERTIFICATION-BASED PROGRAMME FOR THE FUTURE INDUSTRY

DATE: 15th & 16th July 2024
TIME: 9:00 AM - 5:00 PM
VENUE: Hyderabad, India

WHY ATTEND?


- Gain practical skills in digital marketing, content creation, and social media management.
- Network with industry professionals and gain insights into the publishing industry.
- Receive a certificate upon completion of the program.

AGENDA:

- Day 1: Introduction to Publishing, Digital Marketing Fundamentals, Content Creation, Social Media Strategy.
- Day 2: Business Development, Project Presentation, Q&A Session, Certificate Distribution.

REGISTRATION FEE: ₹1,500 (Includes training materials, certificate, and refreshments)



CONTACT: +91 9849 123 4567 | info@publishers.com



ILLUMINATI DESIGNS

THE INDEPENDENT LUXURY VILLA

Designed to serve a conceptual purpose with spaces that are functional, simple and livable while offering an innovative atmosphere by play of form, light and space.

GROUND FLOOR




GROUND FLOOR

- Bedroom
- Bath
- Living Room
- Kitchen with utility area opening to the terrace
- Living room opening to the front lawn
- Breakfast Area
- Front Lawn

Portfolio- Brand Collaterals

BE A GORGEOUS AMBER BRIDE!

Enjoy our pre-bridal services with state-of-the-art equipment and luxurious facilities for the bride-to-be. Come by Amber for fabulous offers on pre-bridal package, make-up, hair styling and much more!

UNISEX SALON | MAKE-UP STUDIO
G45 and 47, The Sapphire, opposite Oshad Peels, Solva Road, 122 001, Gurgaon.
Ph: 0124 6460153
log on to www.ambersalon.in

NEW BRANCH
D2/116, Sector 31, Next to Modern Mart Gurgaon.
Ph: +91 70423 9999

amber
BY POOJA SETHI
UNISEX SALON & MAKE-UP STUDIO

Hair & There
at AMBER

Your hair deserves the best at AMBER with our in-salon hair treatments such as hair bonding, hair smoothing, spa treatments, hair massages and masks, deep-conditioning, and hair treatments for scalp conditions such as dandruff, hair fall etc.

We specialise in professional hair colouring, hair cuts, hair-styling and have the best hair treatments and salon hair brands available. We will provide you with expert advice straight from our in-house hair experts and trained team members.

amber
BY POOJA SETHI
SALON & MAKE-UP STUDIO

Trained in the art of make-up in the US, make-up maestro Pooja Sethi is an expert in all bridal, engagement, cocktail and party makeup!

INAUGURAL OFFER:
10% OFF ON ALL SERVICES*

COMING SOON

Our New Branch at
Soo No. 99, Sector 31, Next to Modern Mart Gurgaon.

UNISEX SALON | MAKE-UP STUDIO
G45 and 47, The Sapphire, opposite Oshad Peels, Solva Road-122 001, Gurgaon.

CALL FOR APPOINTMENT +91 98113 01529
log on to www.ambersalon.in | <http://www.facebook.com/ambersalon.in>

amber
BY POOJA SETHI
SALON & MAKE-UP STUDIO

Creating Style

Presenting Amber, an up market unisex salon and make-up studio in Sector 31 market. Come in for exclusive haircuts, exquisite make-up and flawless beauty services.

Professionally trained and experienced staff combined with chic interiors is clubbed with international range of products from Loreal, Casamara, Estimotech, O3+ and Dead Sea makes Amber an ultimate destination for all your makeover needs under one roof.

Beauty & THE AMBER BRIDE!

Brides get more at the Amber Make-Up Studio by Pooja Sethi

Treatments in the Jewellery Salon by Amber Training Center (International in the US and India. Pooja came in the name of hair, beauty and extraordinary make-up at her unisex salon. Salon and Make-Up Studio).

Therapy techniques and colour palette used are in vogue transition into fabulous make-up at the Amber Make-Up Studio for party, engagement, sangeet, mehendi, wedding and reception and accompanied overnight make-up by expert Pooja Sethi.

Get a Personalized Consultation with Pooja for bridal make-up, styling and party looks to find your inner diva!

Amber
G45 & 47, The Sapphire, opposite Oshad Peels, Solva Road-122 001, Gurgaon. Call for appointment, 98113 01529 | <http://www.ambersalon.in> | <http://www.facebook.com/ambersalon.in>

WE GO WHERE YOU ARE!
Book with Amber, and we will come to your home or function venue to transform you for your big day!

amber
BY POOJA SETHI
UNISEX SALON & MAKE-UP STUDIO

LOOK awesome!!

This festive season look your best with our in-house salon facilities, manicure, pedicures, hair styling, cutting services and many more...

Special one day packages available for Karvaachauth. Offer valid from 1st October 2014.

Wishing all our customers a very happy and a prosperous Diwali!!

Say 'I Do' To a Beautiful You!

Sangeet/Engagement/Cocktail/ Reception/Wedding Make-up by make-up maestro Pooja Sethi.

BRIDAL GLOW* PACKAGE 1
Includes: Threading, full body waxing (with honey wax), body massage, face and body bleach, tonus facial, basic manicure and pedicure, head massage, hair wash and normal dry.

BRIDAL GLOW* PACKAGE 2
Includes: Threading, full body waxing (chocolate wax), body bleach, body polishing, facial (Vedic/Herb/energy) (G3+), Luxury manicure and pedicure, head massage, hair wash and blow dry.

For Rs. 5,000/-
*Cholesterol/Low cholesterol

For Rs. 10,000/-
*Cholesterol/Low cholesterol

Amber Soo No. 99, Sector 31, Next to Modern Mart Gurgaon.
G45 & 47, The Sapphire, opposite Oshad Peels, Solva Road-122 001, Gurgaon.
Call for Appointment: 98113 01529 or log on to <http://www.facebook.com/ambersalon.in>

amber
BY POOJA SETHI
UNISEX SALON & MAKE-UP STUDIO

MEMBERSHIP CARD

Call for Appointment: 124 646 0153

NAME: _____

DATE OF EXPIRY: _____

* Terms & Conditions:
- Spend ₹2000/- on a single bill and get the membership card.
- Not valid on any package.
- Valid for 11 years.
- Once a month, get 10% off on the bill exceeding ₹1000.
- Please present this card at the time of billing, or else discount is not valid.

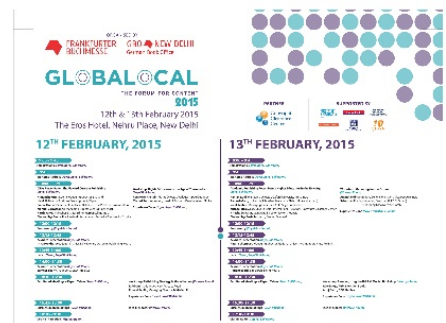
Portfolio- Brand Collaterals





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stylish traveller



GIFT Guide

What's the key to buying stylish gifts? Find extravagant things you really like, don't exactly need, but would desperately love to have. Then quickly present them to someone special.

Photographed by **AMIT SHARMA**
Styling by **RITIKA KAPOOR**

000 Travel+Culture

HIS MADE HISSELF

His is the right side. Covers rich and powerful men. Training to lose the good life. His extensive drive and ambition that she makes behind it. Usually and makes it so easy.

1 Rose Imperial Champagne, Rs 3,232 (Delhi), Rs 3,954 (Mumbai), Moët & Chandon, 2 Fur muffler, Rs 1,395, De Milano, 3 Swarovski pen, Rs 3,500, Estée Lauder, 4 Rose quartz ring set in gold and silver, Rs 12,000, La Boutique, 5 Bracelet, Rs 4,950, Esprit, 6 Stefano, Rs 50,500, Valentino See Buyer's Guide



DADDY DEAREST

Is no longer measured by luxury brands. Valuing good value and high quality. But, not a serious gift. A collection. A more recently attached to single. More than gifts are given.

1 Corduroy hat, Rs 950, L'opéra at Blue, 2 Leather shoes, Rs 12,500, Hugo Boss, 3 Gucci Four Men Eau de Toilette, Rs 2,050, Gucci at Blue, 4 Chronograph Dayton watch, Rs 676,000, Rolex, 5 Flak, Rs 1,895, De Milano, 6 Blue sapphire, black ring and diamond cufflinks, Rs 25,000, La Boutique, 7 Leather golf ball holder, Rs 395, De Milano, 8 Monaco Chronograph watch, Rs 9,950, Patek Calatrava, 9 Belt, Rs 18,000, Valentino, 10 Card holder, Rs 2,000, Valentino.

Travel+Culture 000

stylish traveller: gift guide



FOR A LADY

Sophisticated and refined. Some may mysterious and exotic. Love Paris and Parisi Cosmetics. And stores everything about the world royalty. Her next evening's bag will fly over with her in Paris and Paris.

1 Leather bag, R 1,495, De Milano. 2 Pearl enamel bangles set in 24 karat gold, R 120,000 (for a pair), R 95,000 (for a pair), Gemesh Lal & Son. 3 Perforated pumps, R 4,295, De Milano. 4 Pink enamel and emerald ring, set in 24 karat gold, R 30,000, Gemesh Lal & Son. 5 Organic Distressed Vintage Must tea, R 700 (100 gms), Ragala Tea House. 6 Sterling silver evening purse, R 11,800, Elora. 7 Ruby, emerald and diamond pendant on a gold link, R 34,000, La Boutique. 8 Feather quill, R 1,730, Tivvi. 9 Cartier watch, R 976,000, Rolex. 10 Slow tea infuser, R 2,900, Elora.



MASTER PLANNER

Who's your B? Who's being given the next coffee. Soccer team, for giving a great evening itinerary but has no idea where to begin. Definitely needs a new wallet. Paris is strictly 55.

1 Leather wallet, R 12,500, Durhill at Blues. 2 Travel coffee mug, R 1,300, Japur at Episode. 3 The Ultimate James Bond music collection (double-CD), R 295, Times Music. 4 Tea breasting, R 5,425, Hago Box. 5 Tampa Guni K, limited edition Roundel sneakers, R 3,000, Nike. 6 Sunglasses, R 14,700, Prada at Blues. 7 Fountain pen, R 8,400, Japur at Episode. 8 PlayStation 2 Portable, R 13,990, Sony.

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Portfolio- Packaging



DZURT™
DZURT
PÂTISSERIE & CAFÉ

The Dessert Hub

Dzurt is a sit down cafe with a savoury menu for a quick bite.
We make customised cakes and also provide desserts
for occasions like birthday parties, baby showers, festivals etc.
We also have corporate gifting packages.



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Portfolio- Social Media

DIGITAL STRATEGY

We help you create & build a networked & responsive online brand.

We offer efficient teams equipped with the latest trends & technology to provide a unique full-service offering.

WHAT WE DO

- > Digital strategy & planning
- > Consultancy, training & interactive workshops
- > Competition analysis, consumer research & insights
- > Campaign planning & development



EVENTS | MARKETING | COMMUNICATIONS

Portfolio- Social Media

Case Study

FORTIS MAMMA MIA

A NEW LIFE BEGINS





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CHALLENGE

The idea was to create a brand outreach campaign for Fortis Mamma Mia for its upcoming centers – one that will connect with its core consumers of expecting mothers and also capture the niche & premium pre & post natal services the center provides.

The challenge was to create a campaign that wasn't in your face, resonated with the target group & created a strong brand connect.

INSIGHT

Women are attached to their gynecologists: it will be difficult to try & position as a replacement.

But by walking the line between joy & emotions, showcasing Mamma's Mia services as part of a larger narrative on pregnancy – we could position the brand as a companion, guide & mentor during the joyful yet turbulent journey of pregnancy.



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SOLUTION

FORTIS MAMMA MIA: MAMMA'S JOURNEY

Mamma's Journey traces the pregnancies of three expecting moms, following them through their highs & lows, trials and tribulations right from the first trimester up until birth.

Becoming a mother is a momentous yet turbulent ride and Mamma's Journey is a platform for mothers-to-be to share their experiences with those who are yet to embark on it & resonate also with those who are mummies already.

12 Episodes set and shot all over Delhi NCR take these moms-to-be to hospitals & yoga classes, scans & restaurants, shopping & 'babymoons'.

3 The participants were recruited through a social outreach contest. They shot for 12 episodes & shared a series of video logs with the audience to keep the world in loop about their journey towards motherhood.

4 Marketing Channels:
1. Social
2. Search
3. Radio
4. Print



WHO ARE WE

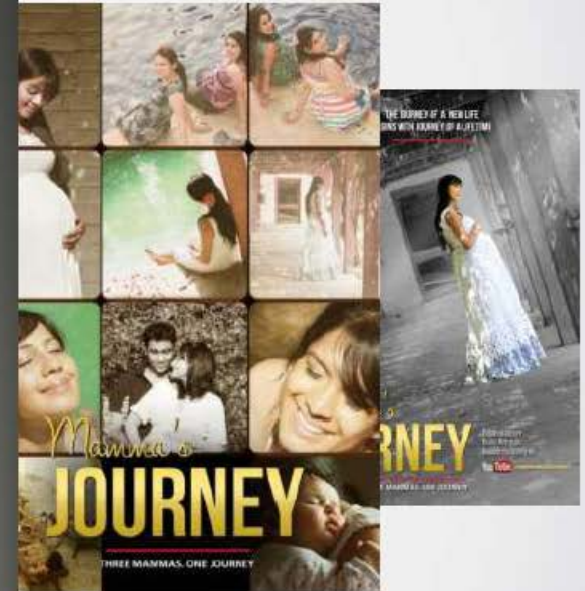
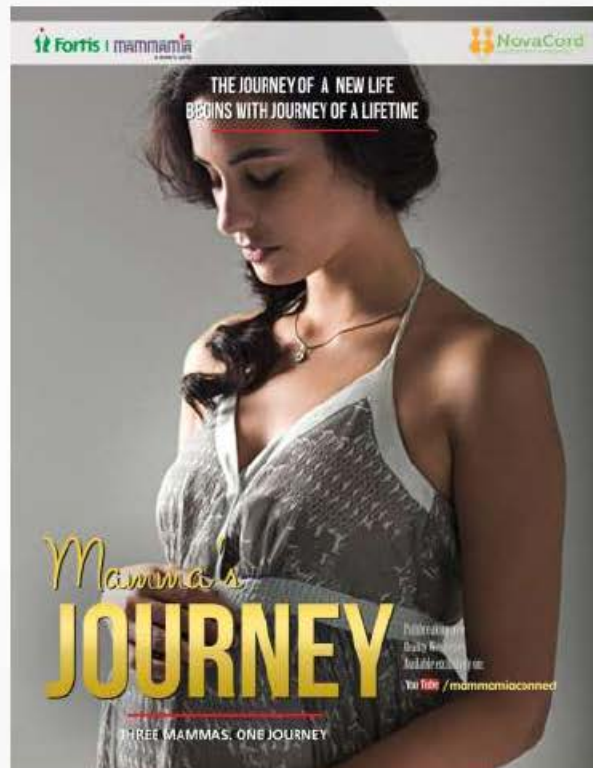
EVENTS | MARKETING | COMMUNICATIONS

Portfolio- Social Media

CREATIVE APPROACH

Moving away from a “doctor led” approach which most healthcare/hospital brand get trapped by, we decided to lead with a lifestyle imagery to connect with the audience.

The audience was largely urban, educated women who were looking for a trusted partner to hand hold them through their pregnancy.



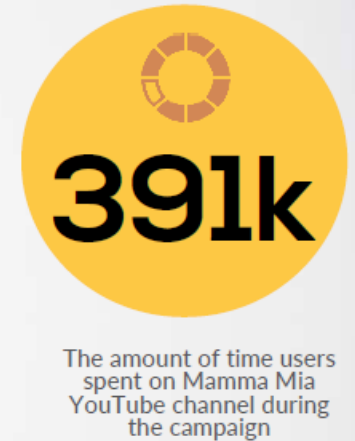
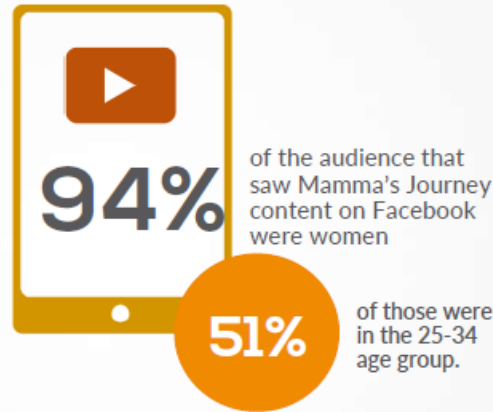
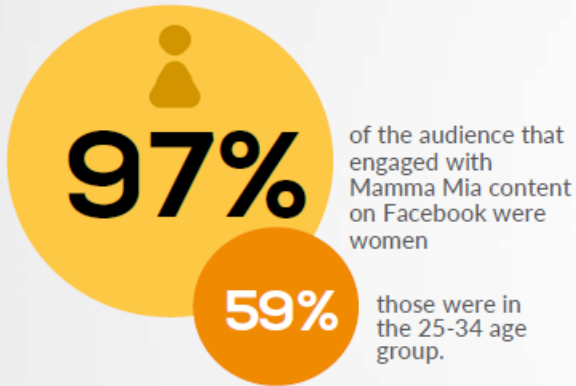


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THE RESULTS



47%

Increase in the footfalls at Mamma Mia centers during the campaign, resulting in direct impact on bottom line.

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Case Study

VIVO

CITYSTAGE



Xshot^{4G}

Extreme Hi-Fi & Video Capture

Inspire a Clearer Vision



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Portfolio- Social Media

CHALLENGE

How to enter a crowded smartphone ecosystem in India with a relatively expensive handset from a then relatively unknown brand. Factor in an audience which is extremely price sensitive, and spoilt rotten by the plethora of options. The key was to position the Vivo X Shot as a sleek multi-dimensional smartphone which is also a loaded pro imaging device.

INSIGHT

A 'selfie' worthy phone camera backed by features & performance are key factors which drive purchase decision. If an influencer who is also a good photographer (not just a celebrity) whom you follow socially advocates it, you will probably listen.



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CAMPAIGN APPROACH

4 Instagram influencers were roped in & given Vivo Xshot handsets & asked to capture their cities from their individual perspectives: night life, architecture & heritage, street food etc. The visuals they clicked were shared to showcase the superiority of Vivo Xshot as an excellent imaging device.

#vivocitystage

Meghna @meghnagirohtra

Mumbai is her #vivocitystage

Meghna is a true Mumbaikar who works in advertising! She is an avid Instagrammer and photography hobbyist who loves to travel.

KEY INFORMATION:

Hypersocial, foodie.

Founded Mumbai Instagrammers in 2013 for InstaMeets and PhotoWalks

Adores historical architecture as well as design across elements.

Xshot

#vivocitystage

Bhagya @.ikru

Bangalore is her #vivocitystage

Bhagya is a freelance editor from Bangalore. Coffee, pancakes, un-learning, sharing, pigeons & pine cones are just some of her many, many favourite things, apart from photography!

KEY INFORMATION:

Rarely sleeps and then sleeps a lot.

Lives finding beauty in chaos and everything.

Strawberry ice-cream scares her.

Xshot

#vivocitystage

Mohit @mohitchalla

Ahmedabad is his #vivocitystage

Mohit is a Tech Consultant based out of Ahmedabad. He loves to travel, explore, capture and share.

KEY INFORMATION:

Handles the Instagram Ahmedabad community (@instagram_ahmedabad)

Enjoys community development and meeting new people

Xshot

#vivocitystage

Krish @krishbphoto

Delhi is his #vivocitystage

Krish Bhatta is a Delhi based Commercial Pilot who consults as a freelance photographer and design consultant.

KEY INFORMATION:

Holds a certificate in education from HarvardX

His Instagram feed is a showcase of his love of colours and poetry that he composes himself.

His photography is an effort to portray the soul of his subject, primarily ancient architecture and landscape.

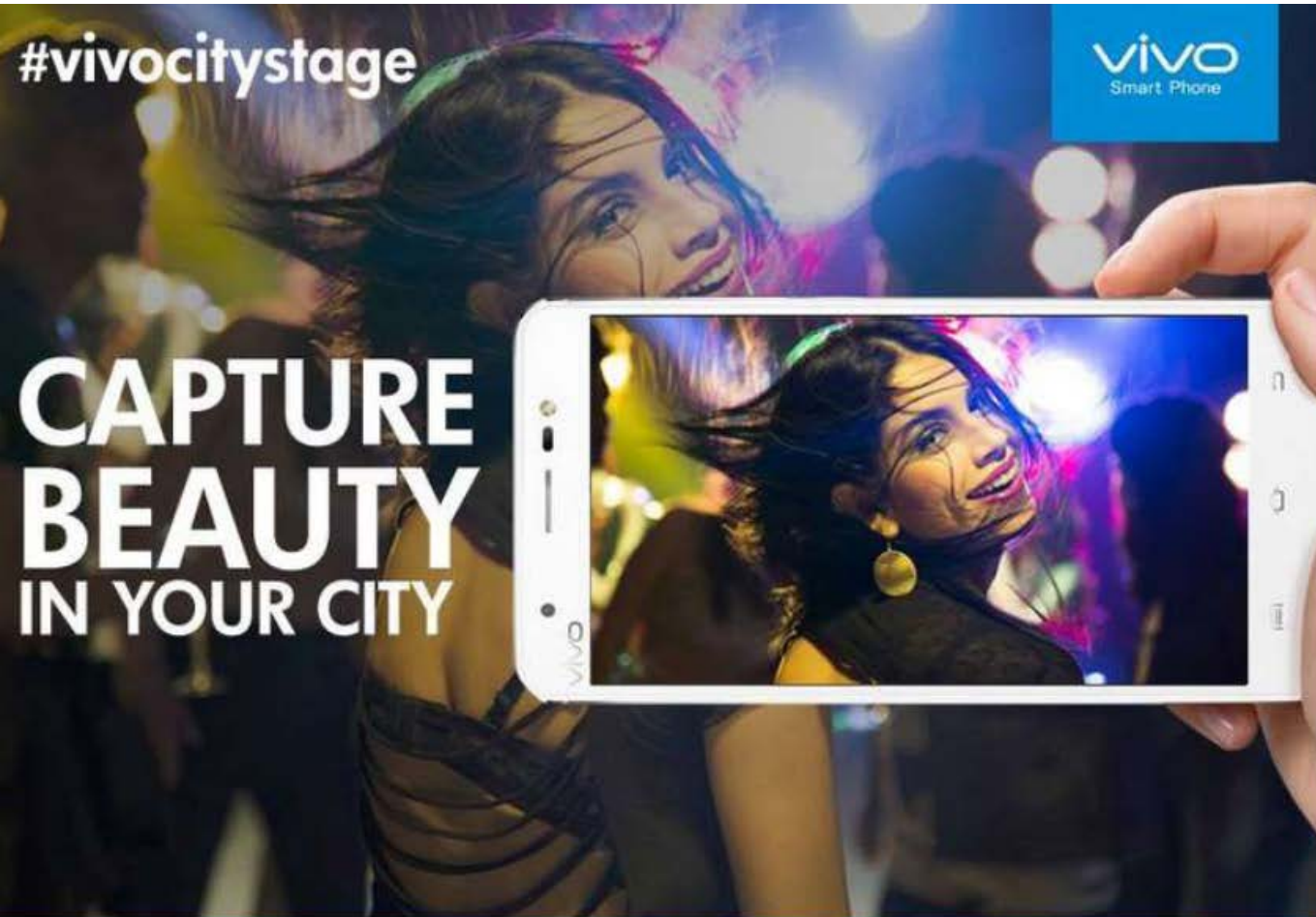
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Portfolio- Social Media



vivo Smart Phone India
5 March · Edited · 🌐

Team vivo wishes you a very happy Holi! Capture the colours of your city with the #vivocitystage contest and you can win exciting prizes 😊



vivo Smart Phone India added 5 new photos to the album: Colours of Holi with #vivocitystage.
5 March · 🌐

Whoever said offices are meant to be dull and monotone never came to #India during Holi!
Meghna sends us glimpses from #Holi celebrations at #work from her vivo Xshot for #vivocitystage.



It's time to capture all the things you love about your city with a vivo Xshot. Participate in the #vivocitystage contest & win prizes! Stay tuned for details.

Xshot 4G



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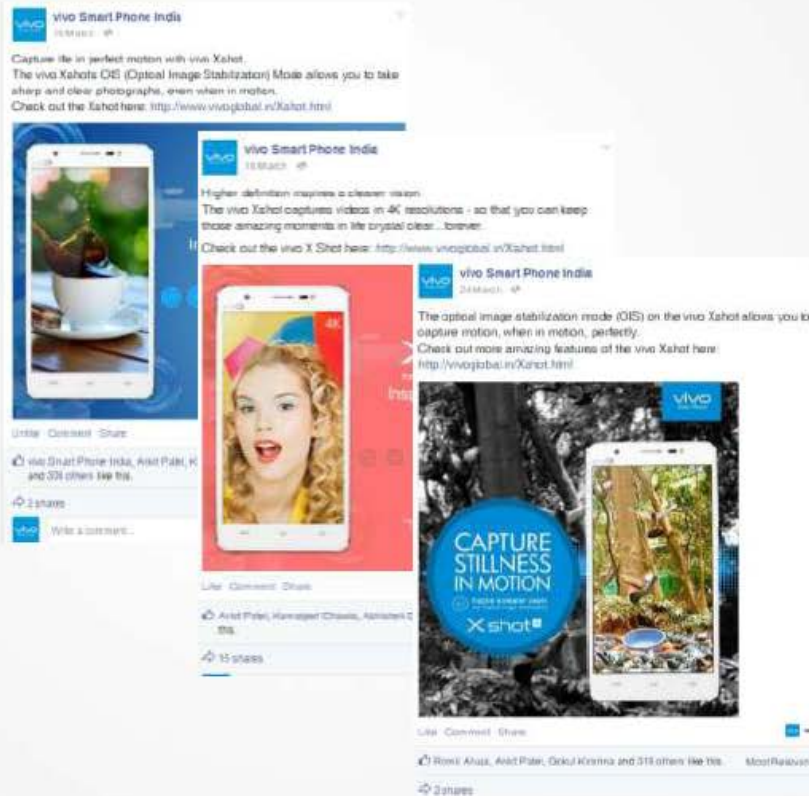
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Portfolio- Social Media

ON GROUND DRIVE

Asking people to head to vivo retail outlets and click a #selfie – helped drive traffic to the stores and direct user interaction with the product.

This was married to a core product push campaign ▶





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THE RESULTS

434



Total Instagram users who participated in the fortnight long campaign by sharing pictures of their cities with the brand hashtag



5 Mn

Total people reached during the campaign on Facebook & Google.



100k+

Total fans added to the Facebook page during the campaign



22%

Increase in the sale of the vivo Xshot smartphone during the campaign period as compared to the previous month when it was launched.

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Portfolio- Re-timer (Australia)

RE-TIMER ABOUT PRODUCT CONTACT TOOLS BUY NOW \$289^{USD}

30 DAYS MONEY BACK • FREE SHIPPING • TAX/DUTY PAID

Ready to beat Seasonal Affective Disorder (SAD) this season?

Re-Timer light therapy glasses use optimal green-blue wavelengths to beat SAD. Wearing Re-Timer glasses for 30 minutes each morning is the most convenient and effective way to beat the Winter blues.

[Learn More](#) [Buy Now](#)



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Portfolio- Re-timer (Australia)



Portfolio- Re-timer (Australia)

Re-Timer uses light therapy to help you adjust back to a normal sleeping pattern.



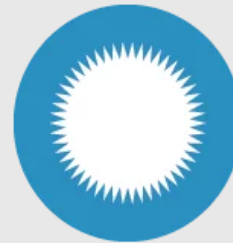
Want to fall asleep earlier?

Wear Re-Timer for 60 minutes shortly after waking.



Wake up too early?

Wear Re-Timer for 60 minutes in the evening, just before bed time.



Become a morning person

Wear Re-Timer in the morning for 60 minutes to help you wake up earlier.



Tired in the evening?

Wear Re-Timer in the afternoon or evening when you feel tired.

Portfolio- Video Campaigns



COPRRORATE VIDEO:

Story board based corporate video done for R.P.Alloys.

RP Alloys & Steel Forgings is a name synonymous with quality and innovation. As a leader in the manufacturing industry for over 32 years and catering to industries like Cement, Metals Processing, Mining & Minerals, Paper, Power Generation, Rubber, Sugar, and Chemical Manufacturing with innovative solutions.

Link- <https://www.youtube.com/watch?v=Eocf3Duku8I&t=3s>

Portfolio- Video Campaigns



BRAND COLLECTION VIDEO:

Story board-based brand campaign
Video for Luxuries of Kashmir.

Like the sky radiating a million hues, the stars twinkling bright, the unmatched beauty of Kashmiri craftsmanship is set on dreamy silhouettes for the woman of today. The collection is inspired by the beauty and mysticism of Kashmir where each piece is a work of art and the labor of love, meticulously thought-out garments crafted with utmost perfection.

Link- https://www.youtube.com/watch?v=BVs8Eg_Tuqc

Portfolio- Video Campaigns



COPRORATE VIDEO:

Story board based corporate video done for Nature Bio Foods

Nature Bio Foods (a subsidiary of LT Foods Ltd) is pioneer in organic business in India & emerged as a trustworthy & innovative global leader in providing authentic organic products to the world of consumers by creating a holistic, integrated & sustainable business model that inspires, promote & supports thousands of farming families.

Link- <https://www.youtube.com/watch?v=1NnIpwCNWho>

Portfolio- Video Campaigns



PRODUCT VIDEO:

Product video done for Coral Haze, Jutti Brand.

Nature's way of taking and giving back life to earth. It symbolizes the universe being sacred and divine. It represents the infinite nature of energy, meaning if something dies it gives new life to another. Presenting AW' collection by Coral Haze.

Link- <https://www.youtube.com/watch?v=iyVleEzTk14>

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Portfolio- Photography Campaigns



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STYLISH TRAVELLER *cocktail hour*

There's always the possibility of a drink before dinner. Take the cocktail dress out for a spin in all its femininity.

Photographed by **AMIT SHARMA**
Styling by **RITIKA KAPOOR**

Formal Evening
Tulle dress, Rs 12,500, by Shantani & Nishi; faux fur shrug, price upon request, by Guit; embellished slippers, Rs 990, Nara's Steps; Prerana's 8 strand and white gold necklace, Rs 319,000, earrings, Rs 307,400, ring, Rs 206,000; Bulgari clutch bag, price upon request, by Manish Gargwal; See Buyer's Guide

HAIR BY ANDRÉS BY PUPA SUAREZ; MAKEUP: NUSKOR ZIMMERMAN/LIT; PROP STYLING: MANISH GARGWAL; LOCATION: BANG, DELHI

LOCATION: CHANDIGARH/DELHI, BOMBAY

Formal Evening
Beaded dress, price upon request, by Malini Ramani; cropped jacket, price upon request, Mochini; tulle Escarpin slippers, Rs 43,700; Christian Dior, diamond clutch purse, Rs 17,050, by Christiane Manu; necklace, Rs 69,700, earrings, Rs 32,900; Chanel, extra-diamond-embellished bracelet, Rs 990, Bvlgari

Portfolio- Events



Portfolio- Events



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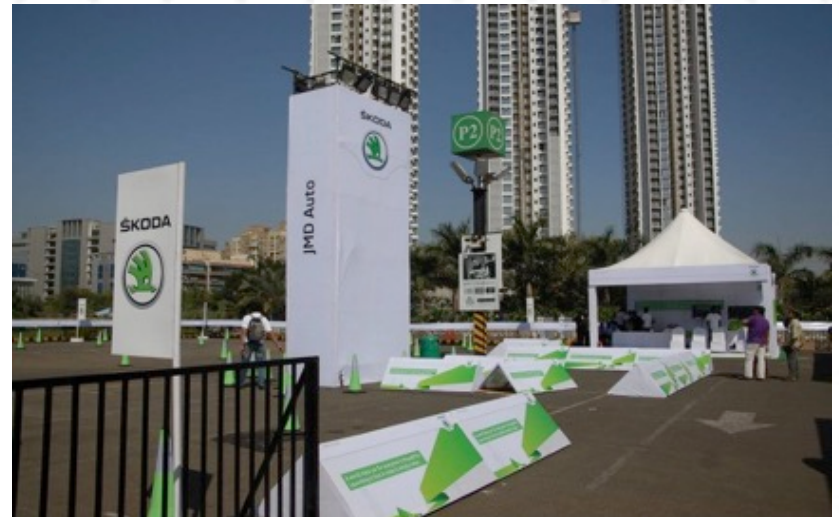


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Thank You

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