



HELLO. WE ARE ABHISHEK!

Yes. You read it right.

You might find our name a little out of the league.
And to be honest, we really are.

SIMPLIFYING COMPLEXITIES

In the year 1990 Abhishek opened its eyes to a complicated world.

We saw humans spammed with ads. We noticed that it was a lot of information for anyone to grasp or register. And that very moment we had our flash of a genius.

We decided to keep things simple and that started with our name.



SIMPLICITY IS THE ULTIMATE SOPHISTICATION

- Leonardo Di Vinci



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Why choose an agency with the most number of happy clients?

Why choose an agency which has been making brands successful for more than 3 decades?
Or an agency which takes some time to make impossible possible?

The answer is in the question.

smile

*read it from any side
you will read smile*





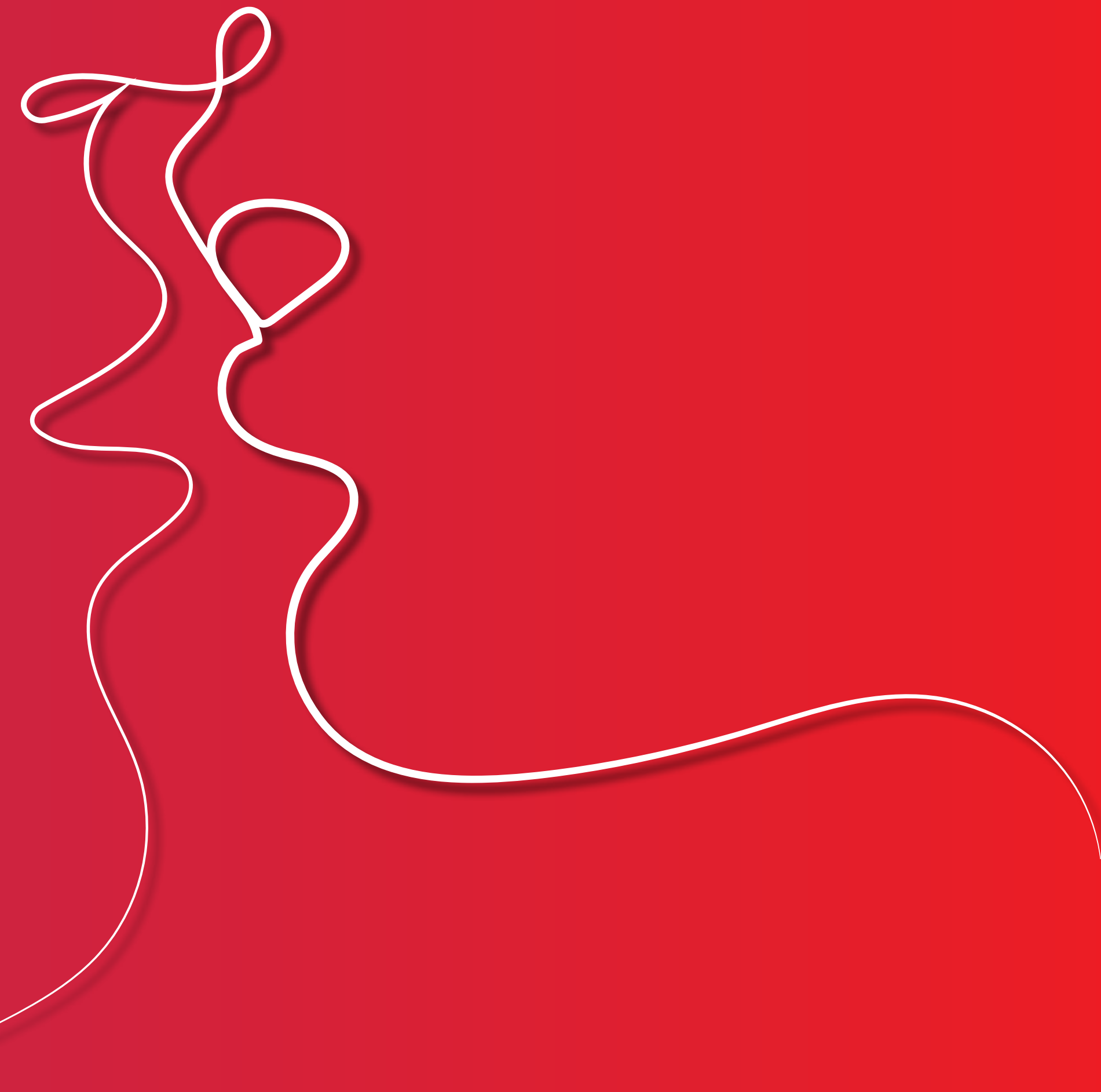
WE LET BRANDS BE THEMSELVES.

Every brand today tries to create an unique personality for itself. But in the pursuit to find their unique face and voice, they move away from what they are.

Now you may ask, how do you simplify this? It's really simple. You are unique and you just have to be yourself.

When brands add authentic meaning to people's lives they become a part of people's identity.

**SOMETIMES,
IT JUST TAKES ONE LINE
TO TELL A STORY AND
A LINE TO DRAW
A PICTURE.**





HOW WE WORK ?

We Listen



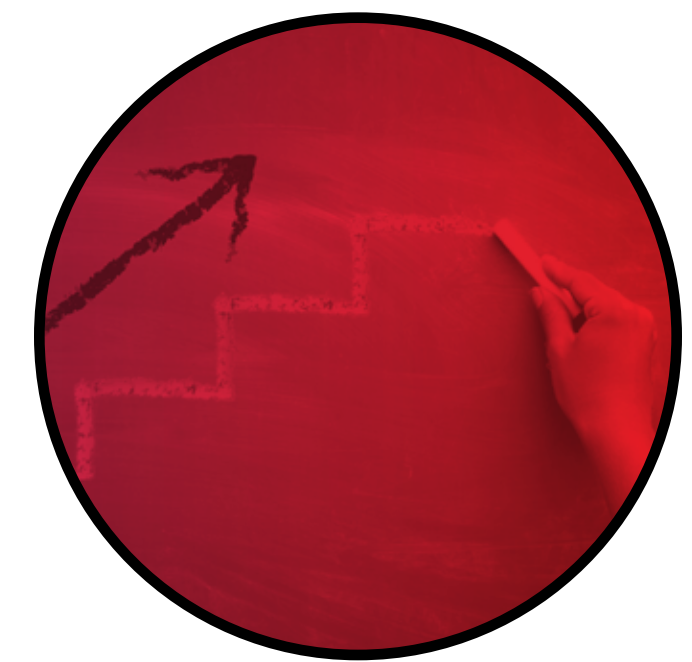
It's your brand and you know the best. So, we first listen to your story and ask the right questions.

We Scribble



Once our thoughts are aligned with the brand, we go to the drawing board. We draw several lines, we write several lines and we erase them till we arrive to the final product.

We Bring Result

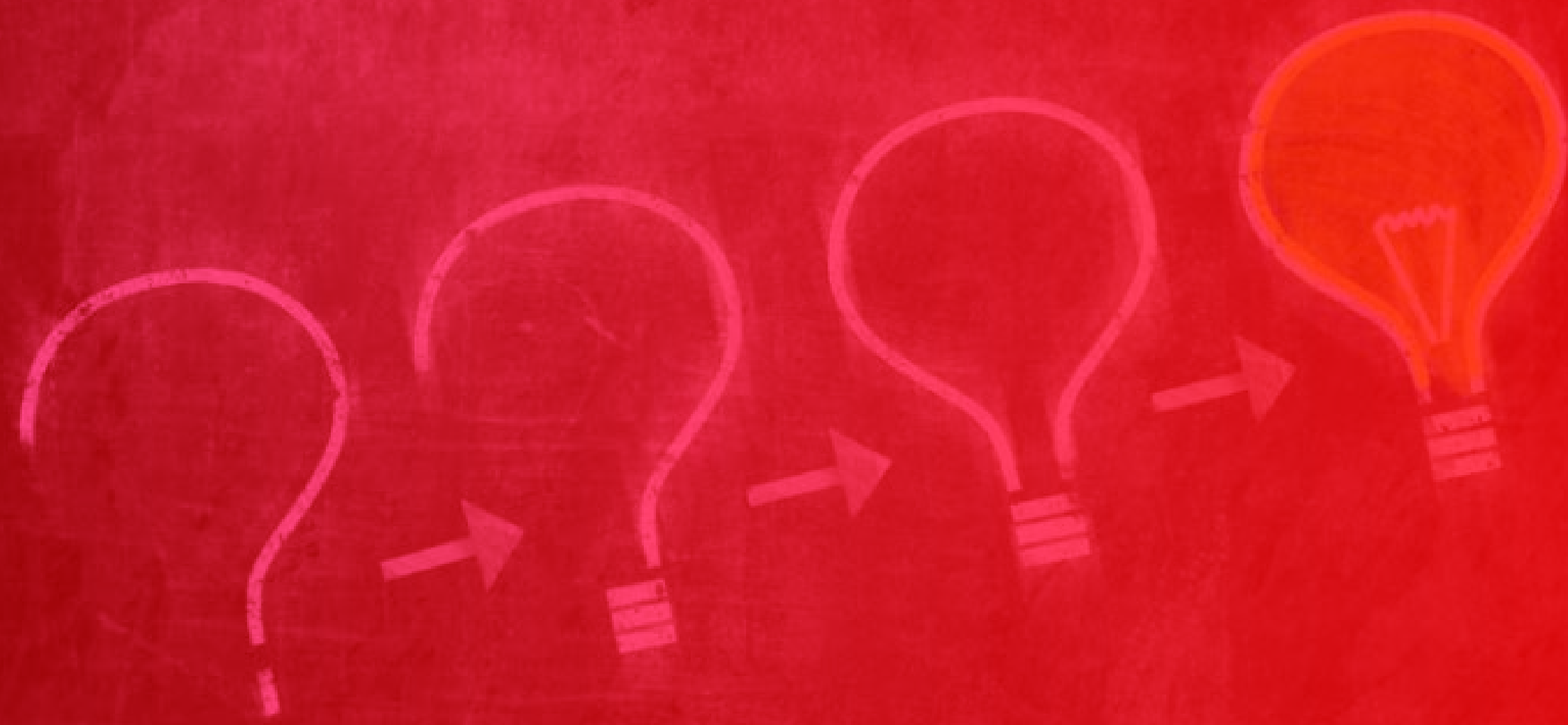


The end result?
We resonate with your audience with simple words and crystal clear visuals.

We believe in long term relationships and with time we dive deeper into your brand to continually evolve.

WHY SPEND ON ADVERTISING

**When your sales team
can get you the result?**



We get this question a lot. To be honest, it's like why build a house when you can always rent one. But what happens when you stop paying the rent?

Customers don't recognise your company, they recognise the salesman. But once your branding and advertising is intact, people ask for the product. Branding is when a customer recognises your brand

in a supermarket. Branding is people associating with the brand and feeling proud about it.

THE COMMON THING

Walkman, Jeep & Band Aid.

What's a Walkman? Is it any portable device that can play music? Or is it Sony's iconic range of portable music players?

Brands have been able to establish them as a common product name. But how!



THE POWER OF ADVERTISING



Long before Sony started making Walkman, a German inventor tried pitching the idea to big companies. And he failed.

At that time, Sony was already making Pressman, a recording and playback device for journalists. They just removed the record feature and replaced the inbuilt speaker with a headphone. And most of all, they rebranded it as Walkman.

Before the launch, Sony presented them to journalists to review. And they thought it was ridiculous and funny to listen to music while walking. They also thought, this won't appeal to the youth.

BUT SONY SOLD
400 MILLION
WALKMANS.
HOW?
BRANDING



**MARKETING GETS RESPONSE
BRANDING GETS YOU A
LOYAL CUSTOMER.**





BRANDING VERSUS MARKETING

***Branding tells you to “Just do it”.
Marketing tells you “buy shoes for
\$100 or spend \$1000 on your knees.”***

Marketing contributes in brand building, but the brand is bigger than any marketing effort. It's what a customer will remember, even when you stop marketing. It's what sticks in your mind associated with a product, service, or organisation - whether or not, at that particular moment, you bought or did not buy.

HUMANS HAVE A SHORTER ATTENTION SPAN THEN A GOLDFISH.

People now generally lose concentration after eight seconds

These are effects of an increasingly digitalised lifestyle on the brain. This makes brands to be on the toes all the time. In the last couple of years, use of television as a mode of communication has reduced to 48%. While, social media is on its highest ever 34%. Outdoor, Print and Radio take the smallest piece of the cake. But consistently, only seconds to capture their attention. How do you achieve that?





THE PROVEN RECIPE FOR A PERFECT AD.

As per the latest advertising insights, the perfect ratio that makes your advertising memorable is

Idea 38% • Creativity 39% • Content 9%

Celebrity appeal 9% • Frequency 5%

Once you do that, you expect results.

Here's what numbers show in terms of how it changes perception of the brand

50% Largely • 33% Merely • 17% No change

Out of the once that are convinced

81% agree to be your evangelists

19% disagree

WHAT WE DO?

Anything and everything that gives your brand an extra mileage.

It can be a simple flyer or a 360 degree brand campaign. We've done it all and can help you be what you want to be.



BRANDING

Your products may be made in a factory. But your image is made in a customer's mind. We'll make sure that you look amazing, at all times.

BRAND IDENTITY DESIGN

We are rooted in our culture while being exposed to the whole world. We develop brands through cultural insights and the power of simplicity.

PRINT MEDIA DESIGN

Print might sound traditional but that doesn't mean it can't be innovative. We help brands with an eye-grabbing design that's simple yet effective.

OUTDOOR MEDIA DESIGN

Take advantage of the medium with our experience attract right people, at the right place, at the right time.

APP & WEB DEVELOPMENT

Digital isn't a new animal anymore. At least not for us. We help brands get online and reach more audience.

DIGITAL BRANDING

Give your brand a digital makeover and be more relevant to the medium. We help brands get the makeup that suits them.

ADVERTISING

Magazine | Newspaper | Hoardings | Poster & Pane | Banners

BRAND IDENTITY & CORPORATE IDENTITY

Brand Naming | Logo Design | Letterheads | Business Cards | Envelopes

PRESENTATIONS

Company Presentations | Slide Shows | Pitch Presentation

EXHIBITION & STALLS

(Design & Production)

PRINTED MEDIA

Brochures | Magazines | Menus | Flyers/Leaflets | Handouts | Posters
Catalogues | Direct mailers | Signage | Book Covers | Project Reports
Publications | Newsletters | Annual Report

WEB DESIGN & DEVELOPMENT

Mobile App Development | Website Design & Development
e-Commerce | Website Maintenance | Hosting | Business e-Mail

DIGITAL MARKETING

e-profiles | e-catalogues | e-Marketing and e-Newsletters
Social Media (Facebook | Twitter | Instagram |
Pinterest | Google+ | LinkedIn | Slide Share | YouTube)
WhatsApp & Email Marketing

UI-UX Design

User Interface and User Experience with Prototype testing

VIDEO PRODUCTION

Ad Film | Animated Video | White Board Video | Video Editing
Video for Social Media (10 to 30 seconds)

PHOTOGRAPHY

Product Photography | Industrial Photography

CREATIVE

Product Packaging | Banner & Hoarding | Road Show | Promotional Event
Space Branding | Wall Graphics | Kiosks | Standees | Malls & Multiplex
Vehicle Vinyls & Signage | Promotional Collateral

OUR ESTEEMED CLIENTS







since 1990



**ABHISHEK
BRANDING LLP**

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