

How we unleashed the power of pet love and created a winning identity for a pet care brand



Brand purpose:

Defined a brand purpose after a deep analysis of category, competition, consumer and the brand to build intrinsic consumer and pet community trust.

Messaging framework:

Created a targeted messaging framework which encapsulated key communication needed for product, process and business.

Brand identity:

Created a common brand identity which can umbrella various products and services to leverage brand equity and build a strong brand image in the minds of the consumers.

Conceived by Ideosphere for Wiggles, the brand's new identity has a smart and modern appeal and is designed to reflect the brand's friendly and approachable vibe. It is focused on creating a better world for pets and animals by providing expert driven, backed with science products and services to ensure that pets and their humans live their healthiest and happiest lives.

- ET Brand Equity

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Wiggles Brand Identity

The Wiggles brand identity comprises of two elements. The **Wiggles W** and the **typeface**.

The Wiggles W has been created as a combination of a **heart, infinity and a check mark**. The heart stands for love, infinity for unending commitment and the check mark represents making the right promises, responsibly.

The geometric and confident characteristic of the **Agenda typeface** evokes a feeling of expertise. The font has sharp edges which lend a smart and modern appeal to the identity while the curves bring out a friendly and approachable vibe.

Together the Wiggles W and the typeface have been designed to inspire trust and dependability.



MESSAGE HOUSE

PRODUCT

The right promise for every pet need

We are available for every pet need.

We promise to provide everything that your pet will need in its lifetime irrespective of type, life stage, age, size and gender.

We have developed 500+ products curated by vets that are right for your pet since they are rooted in science.

PROCESS

The right step towards love & care

We put your pet first in everything that we do.

We understand that a pet's safety, emotional happiness, comfort comes first for a pet/animal lover so we help you take the right step.

We work with vets & scientists who understand how animals eat, think, grow & behave.

BUSINESS

A promise to be there, always

We are pioneers in building a 360 pet-care ecosystem in India.

We have been partners in pet-hood for 5L pets.

We are trusted by vets and promise to keep growing our pet community.



Diving deep to craft messaging for a trailblazing category creation brand.

sakon

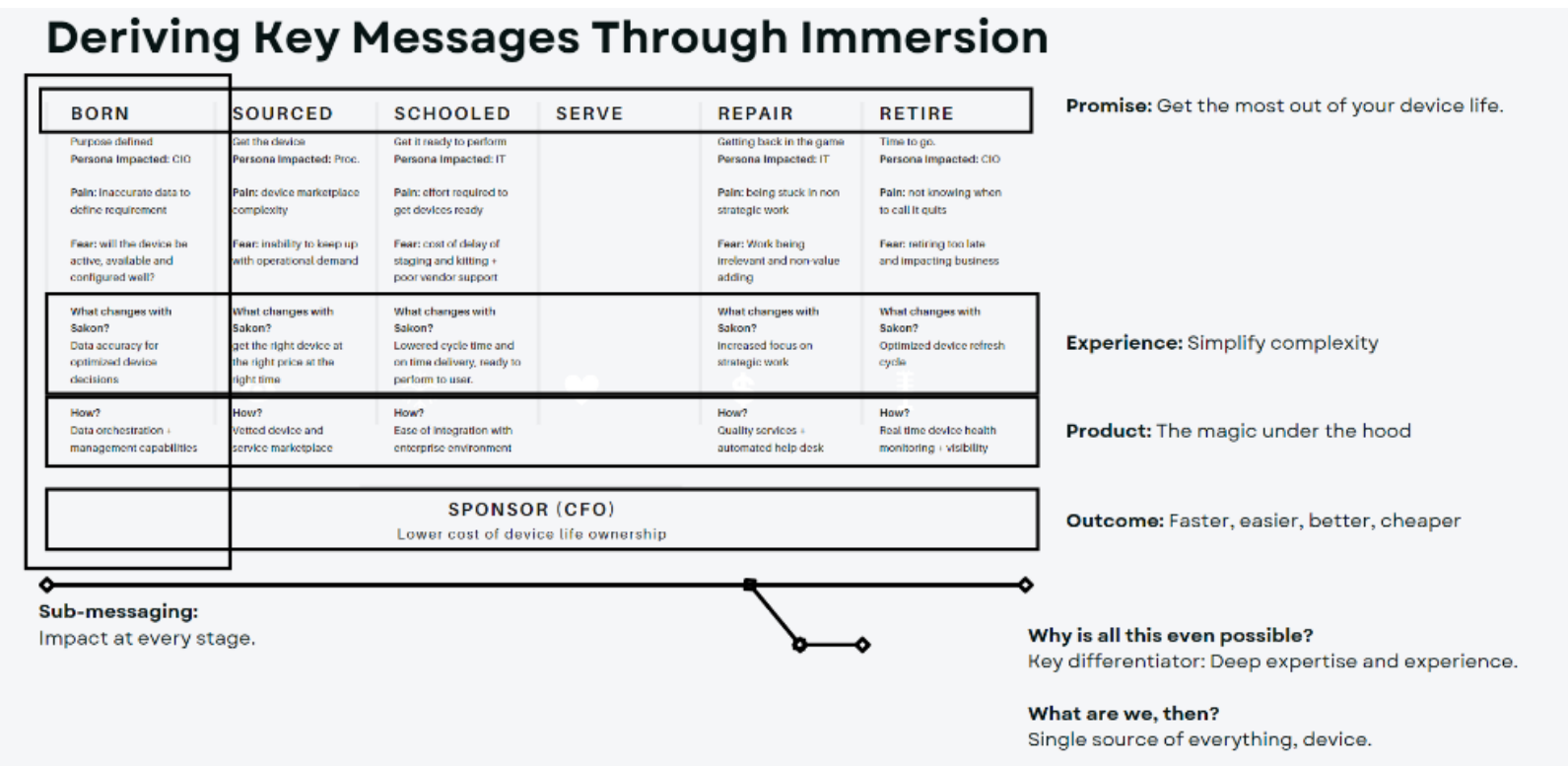
Immersed ourselves in understanding the pain points of device lifecycle and the personas it affects in large enterprises.

Articulated the pain points as per persona to define key messages that captures the pain and the solution.

Defined a framework highlighting the need, solution and benefits of the device lifecycle platform.

Created a strategic plan to enter market and attract the right audience with the right messages.

Taking narrative to market:
We are now in the process of incorporating the messaging into key brand assets like the website, video and microsite for disruption framework.



Developing a communication strategy to establish and enhance an employer brand.



Created a central position and messaging framework that communicates the company’s culture, values, impact and opportunities and helps in scaling recruitment process.

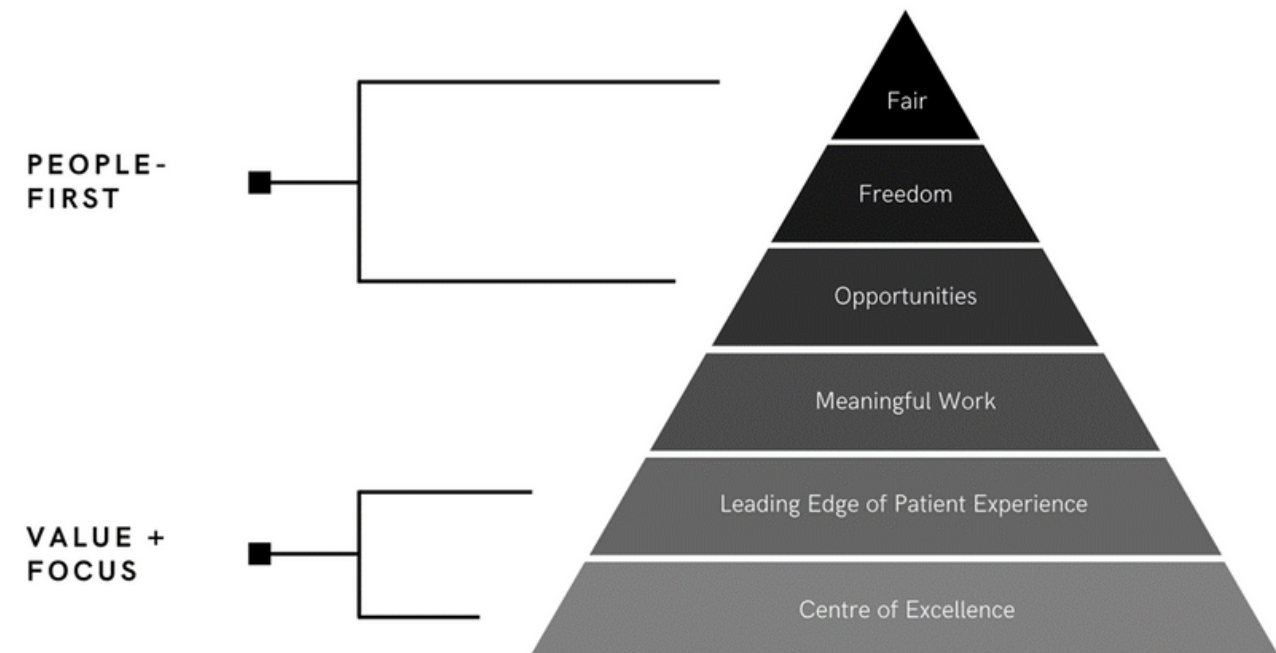
Established a clear partner relationship with the customer who has a captive business model with the company.

Presented an overview of how the position and messaging can translate into key communication collaterals while ensuring that it reaches the right audience

"Ideosphere has been instrumental in providing strategic direction and positioning for our brand. From the initial brief, to conversations & discussions they were able to understand the pulse of our organization and have come up with ideas and concepts that reflect our culture and ethos accurately. They are flexible and adapt quickly to our feedback and are passionately involved in the work they deliver."

Mooshir Vahanvati,
CEO, Rayden Interactive

How do we want to be seen?



Purpose

Be at the leading edge of patient experience, globally.

We push the boundaries of what patient experience can be, create new benchmarks of healthcare service, and impact millions of lives positively, everyday. We are a center of excellence to support how healthcare is delivered around the world. Utilizing decades of deep experience in design and technology, we build solutions, processes and best practices to uplift modern patient expectations, globally.

Opportunity

Support global healthcare product companies with user-centric, honest design and technology solutions

We have partnered with Phreesia, a US based, listed, patient experience-focused product company, to help digitise and enhance patient experience.

Impact

Utilize our design and technology skills to deliver meaningful work of large scale impact.

Passionate about improving healthcare, we love working on complex challenges and build solutions to meet modern patient expectations, globally.

Culture

Believe in building a fair, transparent, honest environment to deliver great work

We empower and champion our teams to solve for the future of healthcare through continuous skilling, global exposure and collaboration

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Crafting a B2B messaging strategy for an unknown corporate behind a renowned B2C brand



Analysed the differentiation between the core values, beliefs and processes of Empire the B2C brand and NKP ventures, the corporate mother brand.

Defined brand archetypes and a central messaging framework which captures core essence of the B2C brand yet talks to the relevant audience.

Established the brand and leadership personas and created separate messaging for both aligning to a common objective of building the corporate brand

Unveiling our message house - NKP <i>Core Primary Message</i>			
	Proficiency. We take pride in our lineage, leaders & legacy that has built a business, steeped in proficiency, excellence & trust.	Performance. We are focused on business efficiency and creating a meaningful impact, driven by passion, people and processes.	Progression. We are a classic, yet forward-looking brand, not shying away from adopting new techniques, practices and skills- to evolve the business and community.
Focused Key Messages			
<i>Proficiency</i>	<i>Performance</i>	<i>Progression</i>	
Intelligence Using data to make better decisions	Business Consistently achieve a profitable revenue growth YOY	Humility Always open to seeking out better paths	
Expertise Scaled, managed and operated F&B brands for over half a century.	Relationship Having each other's back to grow together	Excellence Standardizing quality, fueling scale, strengthening supply chain	
Customer Experience Putting the customer at the centre of everything we do	Ownership An inspired team aligned to a common vision	Adaptability Embrace change with time	
Talent Finding & nurturing future leaders	Expansion Creating a house of F&B brands catering to a variety of audience segments	Optimistic Being able to see opportunities where others see obstacles	
Leadership Set the bar high for quality, operations & growth		Activate Windows Go to Settings to activate Windows.	

Unveiling our message house -Shakir Haq <i>Core Primary Message</i>			
	Grounded. He has proudly adopted the core values, culture, practices established by the legacy leaders and has nurtured them further while scaling the brand.	Revolutionary. He carries forward the best practices from the past, yet challenging the status quo to bring about a radical change in people and processes.	Visionary. He is a leader, determined to establish the brand globally, envisioning its potential and achieving it with new techniques, innovations & talent.
Focused Key Messages			
<i>Grounded</i>	<i>Revolutionary</i>	<i>Visionary</i>	
Accessible Always approachable	Business New processes & methodologies for scale & efficiency	Business Vision To create a global food brand	
Empowering Setting a common vision but giving freedom to the team to reach it	Explorer Always open to learn & try new things	Relationship To continuously strengthen relationships	
Humble Open to critique & feedback from anyone on the team	Ambitious Establishing an aspirational north star	Ownership Facilitate the next league of successful F&B brands	
Empathetic Going the extra mile for the team	Resilient Never admit defeat.	Expansion Create a large family of brands	
Hands-on Not afraid to get his hands dirty			

Decoding a scalable message logic for a complex supplier platform



Created core position and value proposition for the product.

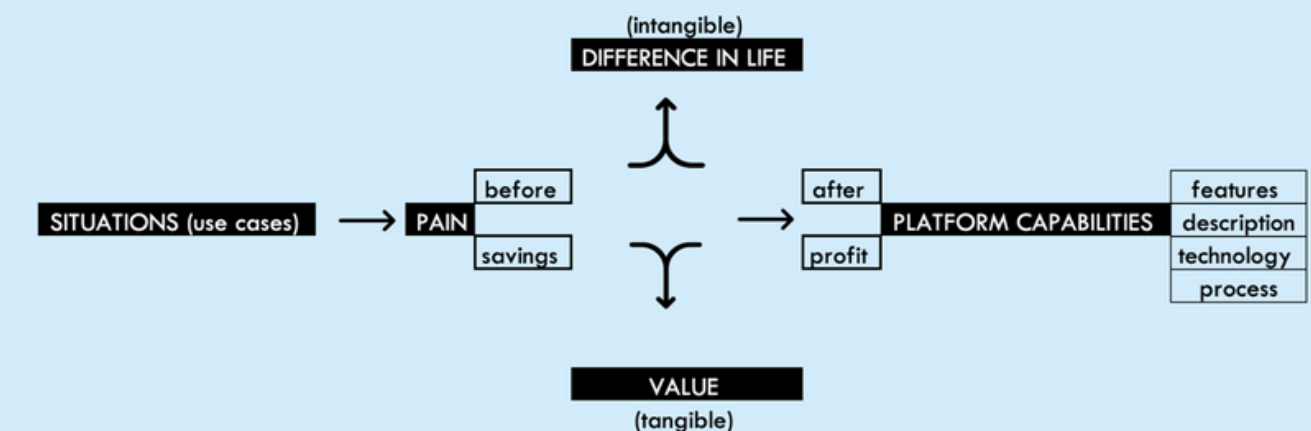
Defined a scalable message logic which highlighted tangible and intangible benefits of using the MIAG platform.

"It has been a big challenge for any external party to grasp the challenges in our brand narrative. Partly because we inhabit a very niche business of financial services in the B2B retail space. We tried working with German, Austrian and UK firms, but you guys finally nailed it.

Jimmy Wong

Head of Strategic Marketing, MIAG (Metro AG)

JOURNEY OF A MIAG NARRATIVE



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MIAG GETS IT DONE.

Amping up the sustainability quotient for a global 2000 enterprise through an immersive content and design experience.

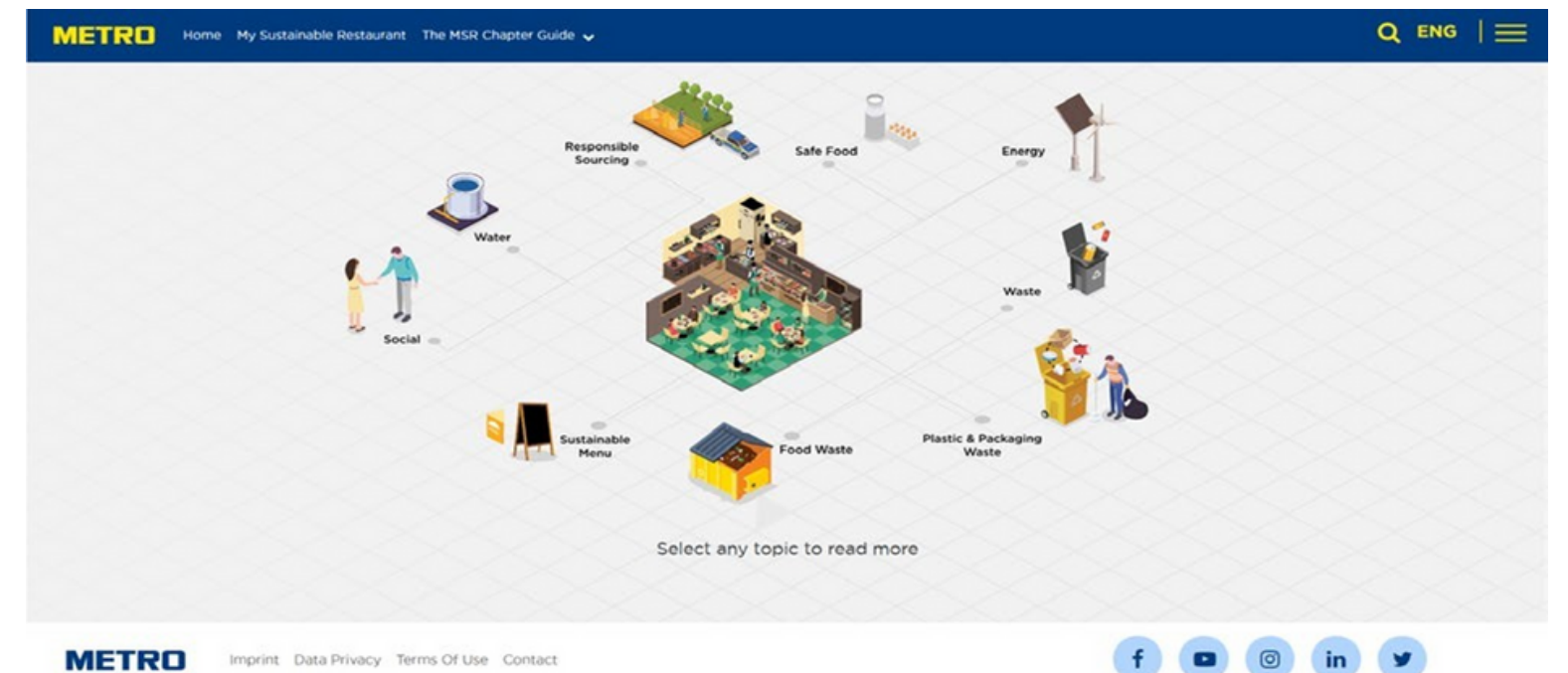


Created an end-to-end isometric walkthrough of a sustainable restaurant to showcase sustainability know-how at METRO

Created a need for B2B customers to engage and consider METRO's range of sustainability products.

"METRO would like to thank you from the bottom of our hearts for your commitment to the MSR platform. The end product is really promising! Special mention for having faith in the website and making it a success with all the constraints. Great UI/UX, project management, customer interaction, and I can go on. Kudos!"

Sharat Dodeja,
Sr. Manager, Digital Media Solutions, METRO BSC



Helping India's fastest-growing core engineering technology player build a better employer persona



Communicated the joy of core engineering to attract the right employee profile. Showcased subject matter expertise and the LTTS role in creating a better future for the planet.

Launched the Make Engineering Cool Again and Engineer at Heart campaigns to bring out the love for technical innovation.

"Thanks Ideosphere, for being a solid partner in our journey to 3 million followers."

Atharva Kulkarni,
Brand Communications Manager, LTTS

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Driving business growth for a B2B Commerce company using insightful content

moglix Business

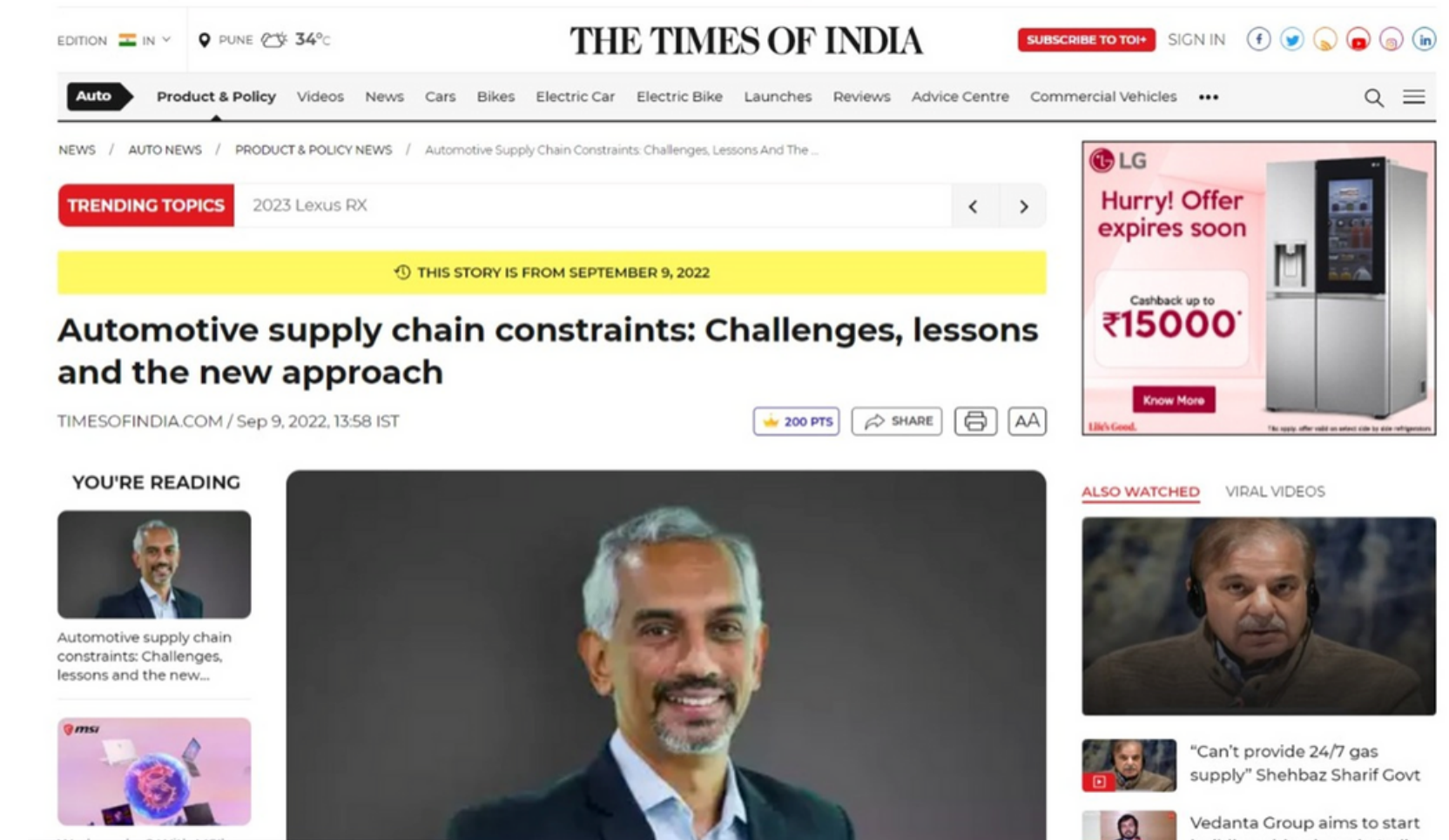
Leveraged volume-based blogging and leadership content to strategically solidify Moglix's brand positioning, leading to a strong presence online that helped increase customer engagement and strengthened relationships between Moglix and its customers.

Effectively communicated the brand's message while also developing a reputation as an authoritative source of information on industrial procurement.

Delivered:

100+ Blogs

25+ PR Articles



Unlocking the potential of a long-time national Defense Supplier through strategic content and positioning.



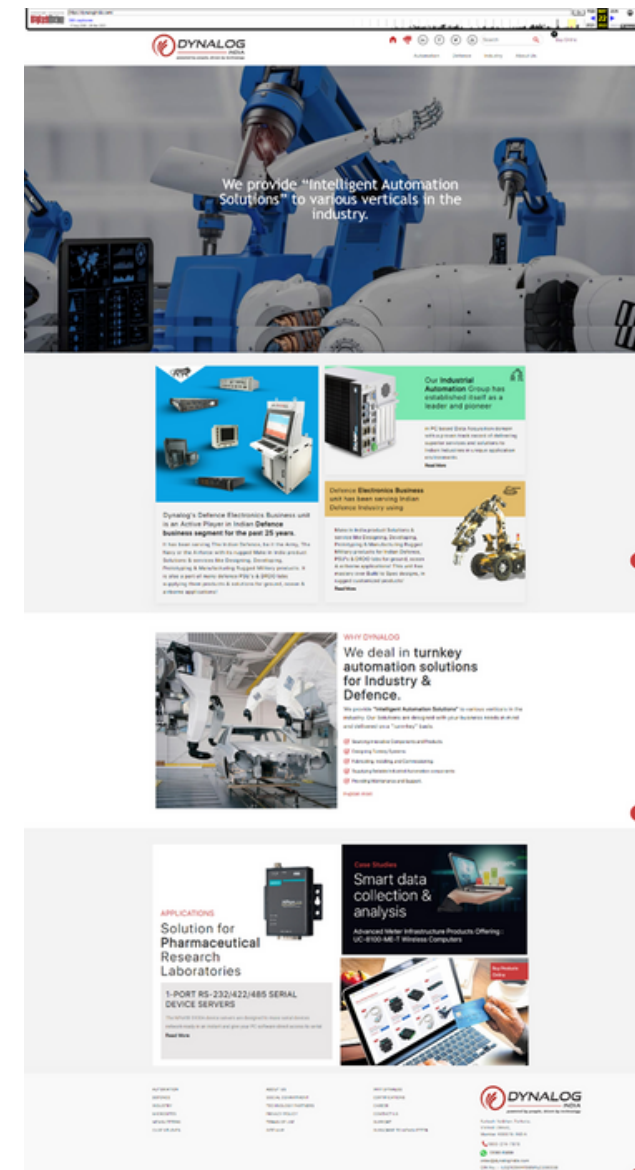
Transformed the Dynalog website by creating an engaging user experience that showcased the company's expertise and commitment to excellence.

Enhanced their leadership presence and messaging on the website, which helped build a better brand persona and trust among potential customers.

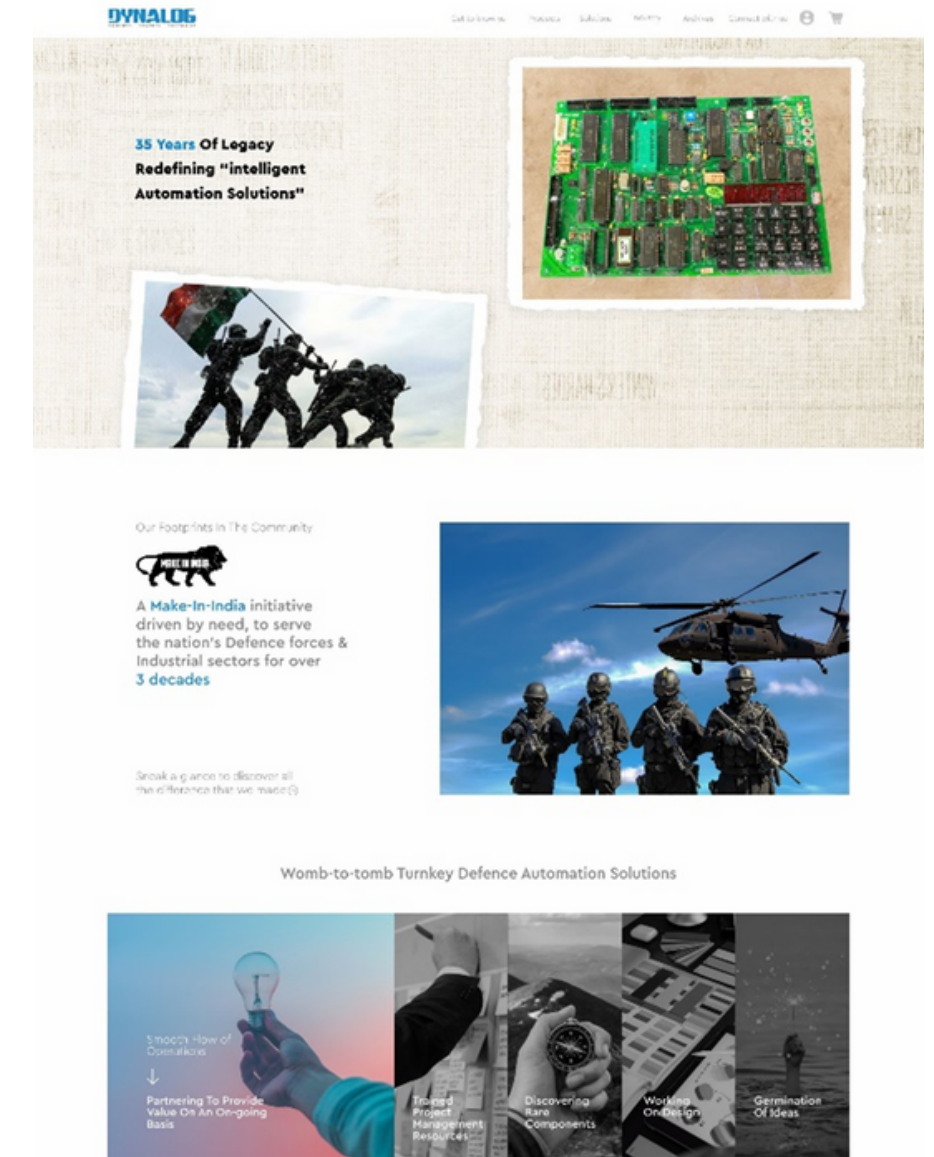
"The Ideosphere team provided great strategic direction and positioning for us. They were able to understand the ethos of the organization and create initiatives that reflect our ethos perfectly."

Akshay Adhalrao
Managing Director, Dynalog India

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Before



After



Elevating employer reputation through messaging innovations and strategic initiatives.



Successfully implemented a progressive work definition approach to scale the recruitment process, and enhance talent quality. Launched a website and social media presence to establish the new brand positioning, leading to increased success for their recruitment efforts. Regular strategic internal communication initiatives helped align the internal team to the company culture and brand purpose.

Average joining ratio increased by **8%**

New visitors on website increased by **30%**

150% increase in social media followers

6 organic impressions on leading publications

"Ideosphere has been instrumental in providing strategic direction and positioning for us. They were able to understand the ethos of the organization and create initiatives that reflect our ethos perfectly."

Parul Vahanvati

CXO, Rayden Interactive

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Driving a ground-breaking category revolution in the burgeoning new economy of doorstep services for two-wheeler aftersales market



Accelerating GarageWorks' brand visibility, revenue stream, and investment potential through high-performing marketing strategies for:

- Digital
- On Ground Branding
- Media

Thus, paving the way for its ascendancy as a frontrunner in the 2-wheeler after sales service provider category while serving the society through entrepreneurial opportunities.

Understanding user experience to minimize bounce rates and business cancellations while maximizing conversions, delivering a seamless and unparalleled customer journey that sets the standard for the industry.

Shishir Gandhi, Prabudh Kakkar
Co-founders, GarageWorks

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Casting the narrative of a bold leader and an industry frontrunner – in India's mind



Elevating the visionary voice of Aluminum Man of India and the leading Aluminum casting company as a powerhouse in the Indian manufacturing industry, through a suite of tailor-made content assets, industry speeches & presentations, and media narratives along with showcasing their unwavering commitment to innovation and technological advancement and positioning them as trailblazers who set the pace for the rest of the market.

LinkedIn new followers' growth of **184% in 8 months**

"Ideosphere has been an excellent fit for Taural India. They consistently bring strategic expertise and tactical execution to the table, making it easier for us to achieve our goals and objectives. The team at Ideosphere is knowledgeable and takes the time to understand the industry and what a company needs. They're prompt and receptive to their clients and have been great to collaborate with."

Bharat Gite

Founder & CEO, Taural India

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Empowering an Indian start-up to redefine eco-friendly mobility and help India achieve its carbon-neutral ambitions



Creating the strongest voice for the adoption of the new age mobility practices for a better future of our planet.

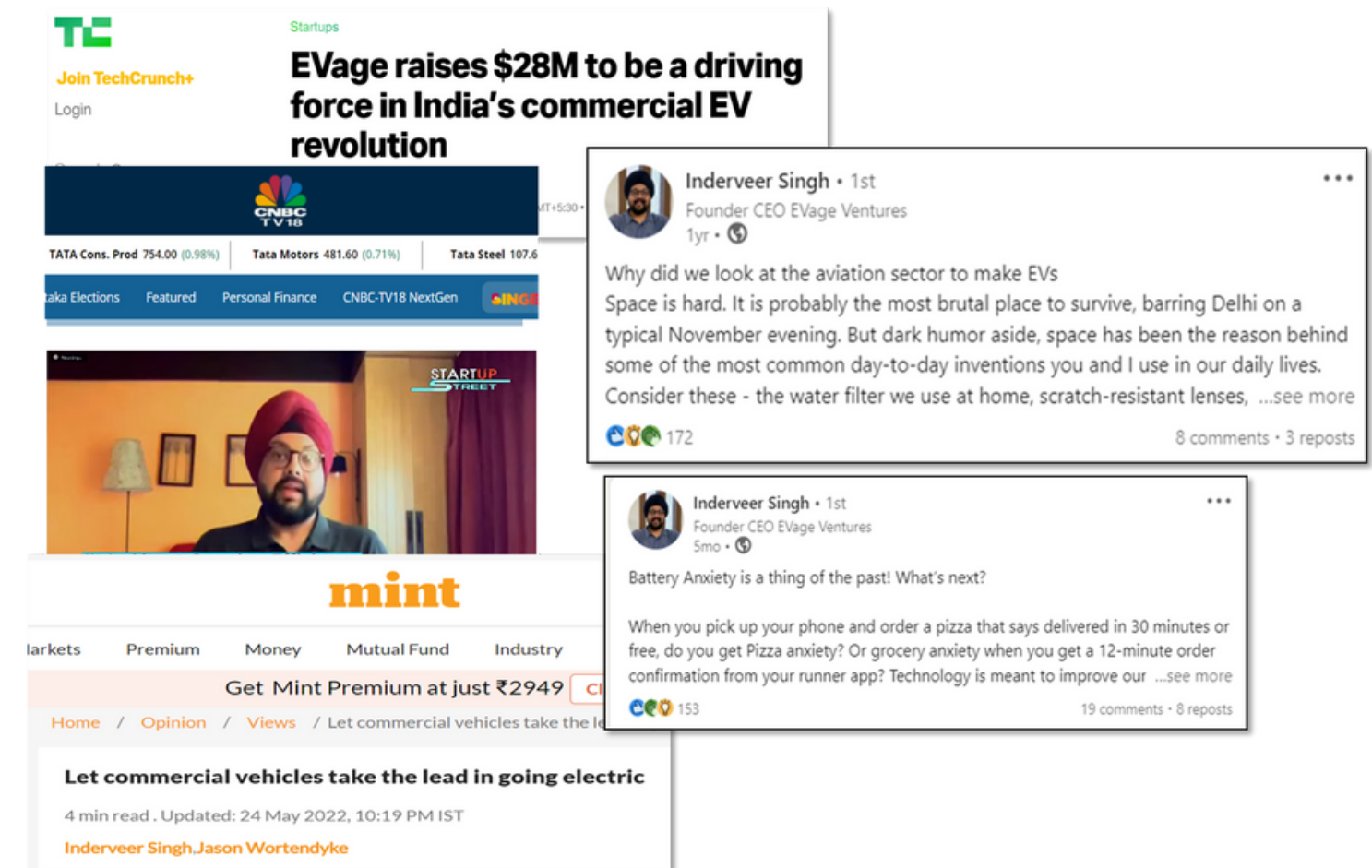
Highlighted how EVage's commercial vehicles are being designed to make a positive impact on people, planet and profitability through relevant mediums and engaging content.

Using restricted messaging, created advocacy for the brand as a subject matter expert in the mobility industry.

"At EVage, communication is an integral piece to our business strategy. Ideosphere was able to understand our business, get the right team in place, create great content and enable a great delivery of our communication expectations. They are great team to work with, and deliver on what they commit."

Pulkit Srivastava,
Co-Founder, EVage

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Unleashing the founder's captivating entrepreneurial vision by uncovering the real-world complexities of business and technology.



The Most
Trusted Technology Advisor
@Since 2007

Established podcasts as a medium to create a credible, authentic voice for shaking up the thought leadership landscape in the technology business.

Challenging the status quo of business practices through a thought-provoking narrative with diverse perspectives, thus enabling informed choices for the decision-makers.

Over **120 hours** of engaged viewership

Avg. views per video- **2000+**

Subscribers - **140+**

In-bound interest from C-Suite leaders to be a part as guests

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Structuring their innovation process to reposition a 3-decade old family business from a Tier II to a Tier I.



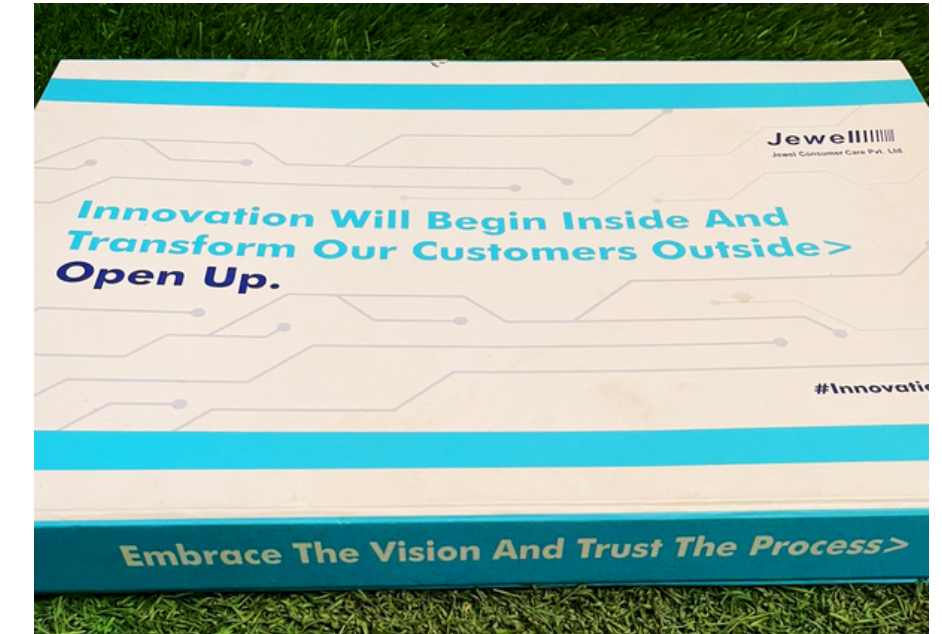
Delivered Marketing Innovation Kit

Designed Prototype Artefact for Global Customers

Design Thinking Approach Internal Propagation

To appease large global clients such as Unilever & Walmart's demand for innovation of product development.

Creation of a new bamboo toothbrush leading to 1 million units ordered by Unilever



Facilitating an impactful entry into India for the pioneers of electronic sound systems.



Using research & insights to create brand awareness, salience, thought leadership, & establish the brand positioning & messaging structure.

Fueling business in India for Jabra through PR/Communication

From **3rd** to **2nd** Position in Share of Voice

14% increase in share of voice

260 media impressions

40 product reviews

Jabra Elite Product **Sold Out** in India within 1 month of launch



Stimulating high engagement for a lineage tournament at a new location.



Piquing interest by engaging sports stars, fitness partners, F&B brand collaborations & effective use of digital communication.

All major and regional media impression

Reposing of content by star players due to its shareability

Pre-event Leading To Higher Footfall Than Expected

To build a connect with Pune audiences within the first year & ensure even higher footfall in the successive years

30k views on first day of digital content release

FAN ENGAGEMENT: ON-GROUND ACTIVATIONS AT THE FAN PARK

And how could I miss out on Brand Integration with my current clients?

Result = Brand Integration of Folk Fitness at the Tata Open Maharashtra

A barter deal was struck with Folk Fitness for their fitness performance infused with Indian folk dances and music for the fans at the Fan Park, in turn giving them visibility amongst fitness enthusiasts at the tournament.



Facilitating a series of interactive sessions with CSOs and Industry leaders called S4B



Organizing panel discussions on pre-decided topics with high profile panelists such as leaders of large corporations.

To build a community, increase awareness and preference for sustainability and establish Treeni as the ESG partner.

- 400** CSO Interactions
- 5** Large Brand Partnered With
- 9** Sessions of S4B Already Initiated
- 2** large clients acquired



Another [#sustainability4breakfast](#) [#s4b](#) session on [#integratedreporting](#)(IR) kicks off at Pune.



Treeni hosted the 4th edition of its Sustainability for Breakfast initiative in association with [@TataMotors](#). [#S4B](#) [#biodiversity](#) (Part 1)

