

ideosphere

making communication simple

**We have always been
passionate about storytelling,
but the trick is in leading
compelling narratives towards
measurable outcomes.**

Why Do We Communicate?

Connecting Narratives to Business Impact

- Stay relevant to our audiences through messages that connect with their lives
- Create a preference leading to advocacy through engaging stories and experiences
- Build platforms and stimuli to evoke conversations
- Utilize customer journeys to hand-hold the audience towards a measurable business impact



Making It Simple

Listen, Learn & Leverage

By ensuring we are connected to the market trends, potential opportunities and consumer insights, we can learn from our own audiences to create the content that they would find compelling and communicate this content in the mediums they are comfortable with.



Listen

Provide brands with deep user behavior, stimuli/driver, and message construct insights

Goal

Enable insights to lead to client-side innovation.



Learn

Visualize, construct and deliver end-to-end content strategies to use content as key differentiator.

Goal

Create valuable, innovative, and sustainable and perpetual brand content assets



Leverage

Formulate holistic communication programmes integrating mediums, tools and technology

Goal

Deliver measurable outcomes directly enabling stronger business performance

Scripting the Narrative

Ensuring Relevance, Response & Results

Approach 321

Understand market trends to choose the most relevant trends leading to communication opportunities, and use these opportunities to construct a strong measurable communication goal

Consumer Journeys

Analyse the journey our consumer takes to identify expectations, desires, fears and challenges in their life. Add to this, understanding the medium consumption behavior and preferences can help to identify effective points of engagement

Deep Industry Logic

Get under the skin of the industry as only a strong knowledge depth can help create communication approaches to deliver measurable impact. A deep industry learning can help to identify opportunities, mitigate risks and formulate relevant narratives



Insights

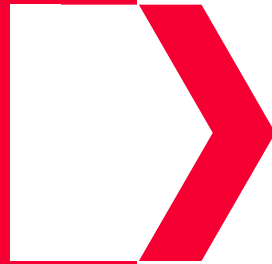
- Stakeholder Mapping
- Brand Perception Analysis
- Positioning & Message Development
- Content Consumption Frameworks
- Risk & Reward Indicators
- Feasibility Studies
- Mapping Consumer Journeys

Content

- Brand Development & Identity
- End to End Content Execution
- Content Design & Manifestation
- Developing Brand Content Assets
- Formulating Brand Properties
- Overall Content Framework

Amplification

- Platform & Medium Identification
- Digital Monitoring & Targetting
- Inorganic Digital Strategies
- Influencer Outreach Programmes
- Brand Partnerships & Associations
- Media & Influencer Outreach
- Creating Offline & Online Communities



Business Scalability

Lead Generation

Brand Leadership

Performance & Agility

Message Scalability

One Method. Many Stories.

Enabled us to be recognized as the Boutique Agency of the Year in 2016

Technology



Tech
Mahindra



Microsoft
Accelerator

Lifestyle



raymond

ESPRIT

Finance



scripbox



ASSET VANTAGE

Consumer

Jabra

ANKER

SNICKERS

SOCIETY

Health

STASIS



REMEDINET

MULTIFIT

CSR & Sustainability

Sterlite Tech

treeni
Reimagining Sustainability

BALCO
Medical Centre

SAshelter
associates

Education



KARADI PATH



CLAP
TRAVELLERS IN CLASSROOMS

Hospitality



Mm
Moonshine
distillery





CREATIVITY

With several creativity awards in our pocket, we strive for creative excellence no matter what we are trying to sell.



PERSISTENCE

We hate settling for second best and are committed to producing exceptional work for our clients.



CANDOUR

No sugar-coated white lies here. We like keeping things lean, simple and transparent.
#sorrynotsorry

Thank you.

Please don't hesitate to contact us if you have any questions

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