

# Agency Credentials

About Us, Insider Perspective and  
Work Showcase

Submitted by Ideosphere Consulting



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# Ideosphere Consulting

*Overcoming Market Complexity Through Narrative Simplicity*

**"WE HAVE ALWAYS BEEN PASSIONATE ABOUT STORYTELLING, BUT THE TRICK IS IN LEADING COMPELLING NARRATIVES TOWARDS MEASURABLE OUTCOMES."**

Ideosphere was born out of the passion of its founding team to create insight-led, relevant and engaging narratives. The company takes pride in creating a journey of bridging compelling story telling to simple, measurable business and brand outcomes. Since its inception, the company has been focused on ensuring message relevance through continuous consumer interaction, behavior, and insights analysis, using storytelling to build preference and lead to stakeholder advocacy, and developing platforms & initiatives as stimuli to evoke conversations and build communities.

By ensuring we are connected to the market trends, potential opportunities, and consumer sentiments, Ideosphere learns from its brand partners' audiences to create content they can relate to & communicate this content on mediums they are comfortable with.

Ideosphere follows a set of strong methodologies which connected directly to the culture and ethos of the organization and manifested through the ideas of impact the company delivers to its brand partners.



## Listen

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



## Learn

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



## Leverage

Formulate holistic communication programs integrating mediums, tools and technology

**Medici Effect & Innovation:** The most powerful innovation happens at the intersection where ideas and concepts from diverse industries, cultures, and disciplines collide. Ideosphere takes pride in its ability to identify and integrate ideas from unconnected industries, cultures and communities to drive innovation internally.

**People First:** The organization takes pride in being a people first organization. Most of its second-tier leadership joined as entry level/interns in the organization, and today, lead regions, find place on industry recognition lists, and have been part of award winning national communication campaigns.

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# Insider Perspective

## *Key methodologies that create differentiation*

**Risk Taking:** The organization has never been shy of failure, and its persistence to succeed ensures they find the right answer. Ideosphere has been responsible for setting up the first consumer taste panel for the ice cream industry leading to a significant reduction in failure rate (Baskin-Robbins), building the first co-created kids platform to the top 3 kids platforms in India (Worldoo) and building an industry first content platform for the sustainability industry, Sustainability4Breakfast (Treeni).

**Business-Outcome Focus:** Measurement and outcomes need to be tailor-made and cannot be copy/pasted for brand partners. Deep understanding of the business, industry and audiences of their client partners enables Ideosphere to define customized measurement parameters. These measurement parameter metrics also make an effort to show the connect between the success of brand outcomes to overcoming business challenges/achieving business outcomes.

**Transparency & Honesty:** Ensuring a single line of truth between the delivery team, account management and client is a strong reason for the long lasting relationships the company has been able to build over the years. It works hard on building teams who spend time and effort on finding solution not rationalizing failures.

Our agile approach to delivery, strong focus on systems and process frameworks, and ensuring strong quality gates has enabled to work with client across industries with high levels of success.

### What Makes Us Proud?

When we reflect upon the journey thus far through the organization memory bank, some of the things that really stand out for us are:

**1. Team Progress** - As mentioned in the team structure below, 2 of our longest serving employees, Aashna and Bhushan, have been selected in Impact and PR Moments (respectively) 30 under 30 industry professionals lists in the past 18 months. This is testament to the type of exposure and responsibilities they have enjoyed with us.

**2. Network** - A strong referral and evangelist network built across industry sectors on the back of solid, proven track record of value delivered to clients. Each new referral or opportunity that our network brings us is a reminder of our responsibility to meet those standards over and over again.

**3. Industry recognition** - We were chosen as the Top Boutique Consultancy of the Year at Fulcrum Awards 2016 and chosen to be part of the top 50 PR companies in India by Reputation Today in their 2018 list.

**4. Organization culture** - This is hard to measure and you only feel it when you are immersed in it. But we are aware of the bottom-up ownership of our core DNA that binds the team together. We are also humble enough to admit that part of it was by design and part of it was our good fortune in finding the right people.

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# People and Culture

Ideosphere is made of a good balance of young vigor and seasoned leaders possessing a diverse skill set ranging from business and investor strategy, insights and research, content innovation and amplification teams across traditional and digital media. We like to see ourselves as full stack communications professionals, continuously honing our capabilities to offer a seamless customer experience.



## 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

1

**WithPR Alliance** – Ideosphere is the India partner for a technology focused global alliance spread across 5 continents

2

**30+ specialized partners**, ranked and rated for specific projects including design, affiliate PR services, web and app development, video content production, chatbots, CRM and e-commerce consulting and media buying.

3

**Team** – Ideosphere's 30 member workforce has a direct presence in Mumbai, Pune and Bangalore with a stable affiliate partner for media relations across the rest of India

4

**Awards and Recognition** - Good balance of industry awards and recognition for agency, team members and projects

5

**Technology First Thinking** - Adoption of tech platforms for digital listening, media and influencer databases. We even created our own polling mobile app (Android) to aid primary consumer insights data capture, called JustAsk.

# Content@Ideosphere

Long format media visibility and short social share examples

## Jombay | HR and Recruitment Services Company

ET featured an industry story based on a research report conducted by Jombay to analyse startup founder trends.

Coverage: National, Front Page Print and Online.

[Read Full Story Here](#)

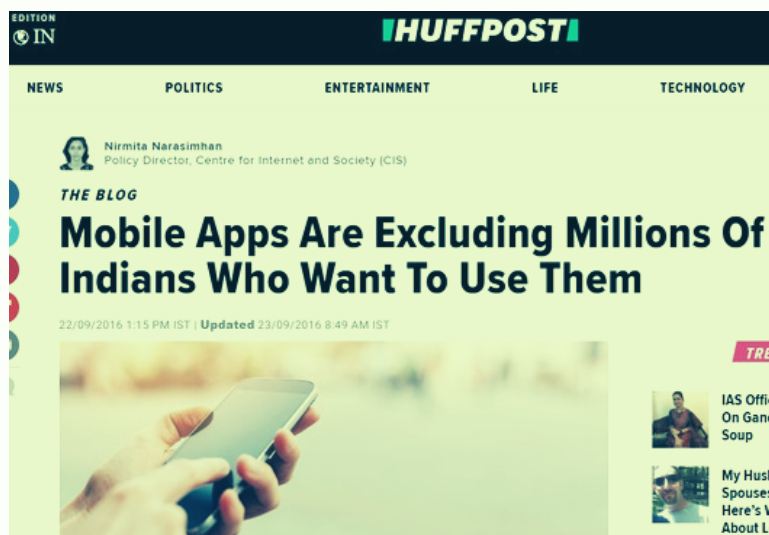


## Centre for Internet and Society | Internet Freedom Think Tank

We got the CIS Director, listed as a Huffington post blogger to feature a most popular mobile app disability feasibility report.

Coverage: Online and blogger status confirmed

[Read Full Story Here](#)



# Content@Ideosphere

Long format media visibility and short social share examples

## Scripbox | Online Personal Finance & Investment Platform

Forbes India featured an undisclosed sum, Scripbox funding announcement by an internationally renowned VC firm

[Read Full Story Here](#)

Goals based investment feature based on collected PoV from early Scripbox customers.

[Read Full Story Here](#)





# Content@Ideosphere

Long format media visibility and short social share examples

## Microsoft Accelerator | Hit Refresh Campaign

**Microsoft ScaleUp India**  
@MSA\_IND

Follow

An adversity can change to an opportunity when you **#HitRefresh**. @ravignarayan, Senior Director, @Microsoft for #Startups, narrates his journey as a #startup entrepreneur.

Microsoft Accelerator

My Hit Refresh moment was when I was forced to shut down my first venture in India. I realized that local VC ecosystem did not have the appreciation or patience for IP based startups. This led me to launch Mentor Partners - country's first Micro VC fund designed to help entrepreneurs build IP based businesses. An adversity that turned into an opportunity."

My Hit Refresh Moment



Ravi Narayan, Senior Director, Microsoft for Startups

**Microsoft ScaleUp India**  
@MSA\_IND

Follow

If you are not growing & doing new things, then you will become stale and obsolete say @bgirisaballa Girisaballa, MD @MSA\_IND #HitRefresh

Microsoft Accelerator

"All of us have our Hit Refresh moments. Most times we recognize it in hindsight, & sometimes we do it consciously. For me, my Hit Refresh moment was 10 years ago working for a Fortune 500 company & when I looked at my connections on LinkedIn, I realized how limited my network was outside the company. Within 6 months, I decided to quit and since then I follow a principle - always Hit Refresh every 2-3 years in a role. That's the time when we all must reinvent ourselves."

My Hit Refresh Moment



Bala Girisaballa, Managing Director, Microsoft Accelerator India

## Tech Mahindra | #NewAgeDELIVERY Product Platform Launch

**Abhijit Lahiri**  
@Abhijit\_Lahiri

Follow

Smart planning & development can have layers of impact additional to final delivery. As seen with #NewAgeDELIVERY's #DTaS platform, including the customer in delivery before a single line of code is written helps align the approach towards assured results. @tech\_mahindra

6:37 PM - 13 May 2019

12 Retweets 27 Likes



12 27

**Abhijit Lahiri**  
@Abhijit\_Lahiri

Follow

It is accepted that the true value of #DigitalTransformation comes with close alignment to #business outcomes. This demands customer & development teams to be impeccably aligned, something that #NewAgeDELIVERY's #DTaS ensures before a single line of code is written @tech\_mahindra

Is Your Technology Optimized for Transformation?

Business Priorities + Technology Usage = Technology Maturity



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# Client Portfolio

Collection of similar clients with referral list | current clients marked blue

## Consumer PR



## Technology PR



## Business PR



## Corporate PR





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# Work Showcase

## TransUnion CIBIL

### Corporate and Academic Credit Awareness Workshops

**Objectives and Client Challenge** - To stem the rot of deteriorating average credit scores in India

**Approach and Insights** - Awareness and reach appeared as a PR challenge initially, but analyzing data from CIBIL, we were able to map clusters of TG that were the most susceptible to poor credit scores and the debt trap. Since most of these clusters were younger (23-30 age group) and a corporate audience we ran pilots with companies in Pune and Mumbai to check efficacy of a workshop setting and direct engagement

**Execution Prowess** - The successful pilots enabled us to expand the footprint of corporate workshops to 7 major cities and over 3 phases, we enabled and delivered more than 120 sessions in corporate India. The program was expanded to Tier 1 academic institutions as well to adopt a preventive educative system to the future workforce.

#### Result and Measurement

Sessions: 120+

Direct audience reached - 50000+ corporate professionals

Academic Institutions reached - 25+

Indirect audience (emailers and intranet collaterals) - 10,00,000+

Client satisfaction: 8/10

Workshops were held in some of the top corporate houses and academic institutes in India including Volkswagen, Paytm, Wipro, Credit Suisse, ITC, Tata Motors, multiple IIT/IIM, Titan and Leela Hotels and Ashok Leyland to name a few.

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# Work Showcase

## BALCO Medical Centre (Vedanta CSR)

### Launch event strategy, media and crisis management

**Objectives and Client Challenge** - BALCO Medical is a subsidiary of the Vedanta Medical Research Foundation, a super-specialty cancer hospital in Raipur. We were tasked with the launch planning, media and digital amplification

**Approach and Insights** - Operational challenges had delayed the launch significantly and there was a threat of negative public sentiment during the launch which was identified and a clear cut action plan for media relations was rolled out

**Execution Prowess** - Ideosphere planned every detail of the launch from political VIP invites to local media editor meetings. The team was also able to subvert a last minute political crisis regarding the parent company which threatened to derail the launch and garner negative press coverage

#### Result and Measurement

100% positive sentiment in media reports post launch

Full reach to desired local and national media universe

Hand-held the brand internal communications team to take over communication duties post project completion.

**Client satisfaction: 9/10** <Please refer to submitted case study>

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# Work Showcase

## Jombay (HR Consulting)

### Flagship event IP creation, collateral and amplification

**Objectives and Client Challenge** - Jombay offers organizations hiring solutions to get the right fit of people for the right job role through psychometric tests. We were tasked with creating their flagship lead generation marketing event and support collateral around it

**Approach and Insights** - The theme of 'Leading from Behind' (akin to wolf-packs) was showcased to appeal to the desired leadership TG. Collateral like brand identity, videos and digital creatives were designed along with a collection of the Top 40 under 40 HR professionals in India.

**Execution Prowess** - The event was designed to attract the key decision makers from the HR industry to engage and hopefully adopt Jombay product offerings. The turnout saw the top HR leaders in India congregate to discuss the most relevant hiring and talent challenges in India today.

#### Result and Measurement

Exceeded turnout and audience profile targets

Attracted interest from some of the largest brands in India to sponsor future editions of the flagship event

The event was the largest source of business development leads for the brand in the annual calendar

Client satisfaction: 8.5/10

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# Work Showcase

## Tech Mahindra

### Product marketing for a new IT services delivery model

**Objectives and Client Challenge** - Tech Mahindra embarked on a journey to bring a truly revolutionary disruption in the IT services market. Faced with high pressure client expectations and a rapidly changing technology landscape, they ushered in a new version of the IT services model called **#NewAgeDELIVERY**

**Approach and Insights** - We have played an expansive product management role in this mandate over the last 2 years and been involved in all stages from product design, competition benchmarking, 3 layered product launch and building strong sales enablement assets to encourage internal and external adoption as well pricing strategy

**Execution Prowess** - This has been one of the highest learning accounts for us to overcome challenges of scale, long term adoption and creating a future focused market. We segregated audiences into buckets like global analysts, Tier 1 customers, academia and competition to create a separate narrative and supporting marketing collateral.

#### Result and Measurement

Global analyst launch with the Big 5 consulting firms across the globe  
More than 37000 TechM associates have been up-skilled on the new product

Partner ecosystem of 40+ highly specialized partners on-boarded  
Pricing and business plan approval from the TechM board

Client satisfaction: 9.5/10

# Work Showcase

Tech Mahindra

Product marketing for a new IT services delivery model

*What Makes #NAD Awesome!*

TECHNOLOGY DISRUPTION TO TACKLE TOMORROW'S CHALLENGES

BUSINESS OUTCOMES TO MEET THE DEMANDS OF THE NEW AGE CUSTOMER

Methodologies, Differentiators & User Value Propositions

<http://nad.techmahindra.com>

## #NAD ROADSHOW, CHENNAI

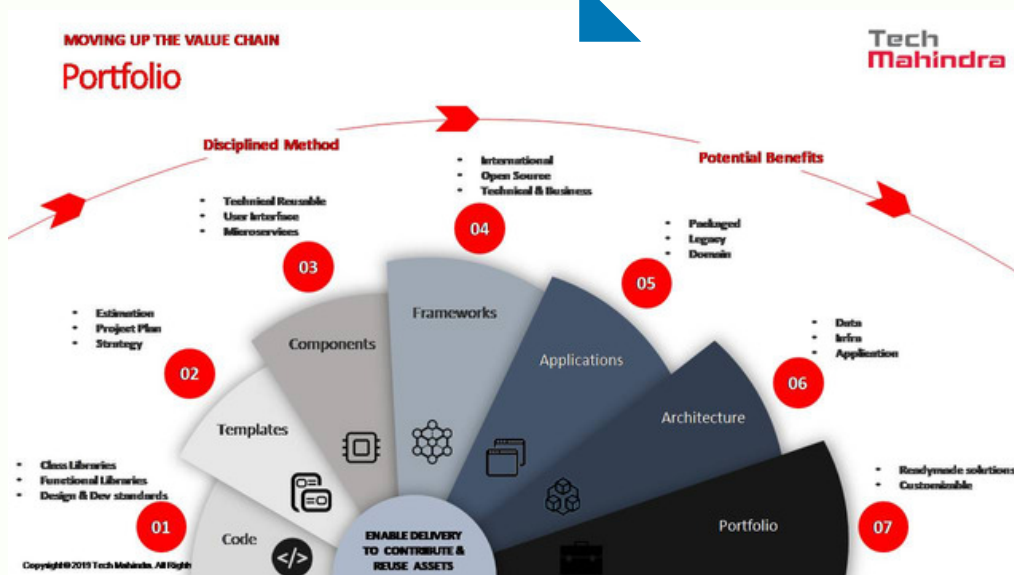
Date: 5th Feb, 2019 | Time: 2:30 - 4:30 pm  
Venue: TLS Auditorium, SDB2, Ground Floor, B Wing

DEAR TECHMIGHTIES,  
**Are you ready to experience the power of #NewAgeDELIVERY?**

Today's VUCA environment demands a paradigm shift in the way we approach application design and development. NAD is here to change the way we think, work and deliver. Join us for the #NewAgeDELIVERY Roadshow in Chennai on 5th February, to learn how we can re-design the future of IT delivery.

**WHY YOU SHOULD ATTEND?**

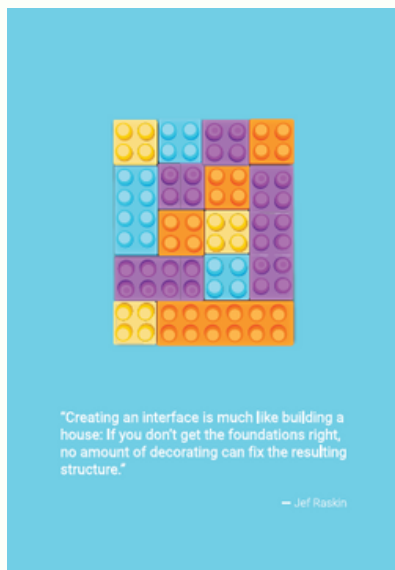
- Learn how an AI-based engine is using the power of big data to navigate an end to end project delivery possible?
- Adopt micro-services to ensure massive reuse to reduce TTM (Time to Market) and ensure RFT (Right First Time)?
- Put your career on the right path through access to right skilling and skill gap assessment and training paths
- Explore how we can adopt a Design Thinking culture that ensures the business output before writing even one line of code with access to rapid prototyping tools
- Learn how we can adopt Open Source to create community of contributors in a cloud-native environment and use containers to make deployment seamless?



# Work Showcase

## Content Assets Showcase

### iAuro - Digital Transformation and Product Design



### N M Wadia - Cardiology Institute and Hospital

**“The Journey Through 50 Years”**

<p><b>1966</b></p> <p>Dr. Mody's started OPD in Block 7 of Jhange Hospital. (1 bedded ICU, Cathlab, Suite for invasive Diagnostics)</p>	<p><b>1967</b></p> <p>Dr. Kankar joined the Institute and worked after the surgeries</p>	<p><b>1973</b></p> <p>Jhange Hospital moved the space, 25 M Mody Trust offered funding</p> <ul style="list-style-type: none"> <li>Ground floor was built</li> <li>54 Bedded ICU</li> <li>3 Private Rooms, Cath Lab (upgraded)</li> </ul> <p>Dr. Manoj Vaidya performed 3 consecutive bypass surgeries marking the beginning of Surgical Programme at the Institute.</p>	<p><b>1976</b></p> <p>Cathlab upgraded with Siemens Energy (Diluvation) Suite on 25<sup>th</sup> floor</p>	<p><b>1980</b></p> <p>First floor was built (General Ward, 4 Private Rooms, Path Lab)</p> <ul style="list-style-type: none"> <li>Acquired 13 Bedded ICU</li> </ul>	<p><b>1990</b></p> <p>Second floor was built with exclusive Cardiac Operation Theatre (OT), 7 Bedded Recovery Room, 2 Deluxe Rooms, 3 Private Rooms, 1 Semi Private Room)</p> <p>Dr. Kankar performed the first Valvuloplasty</p>	<p><b>1996</b></p> <p>Dr. Jayraj joined the Institute</p> <ul style="list-style-type: none"> <li>Surgeries on pediatric patients started</li> <li>The Laboratory was inaugurated</li> </ul>	<p><b>2005</b></p> <p>Third floor built (Cathlab, Day Care, 4 Private Rooms, Central Sterilisation System)</p> <ul style="list-style-type: none"> <li>Dedicated Ambulance Service exclusively engaged for Cardiac emergency transport</li> <li>Laser machines installed in Cathlab, making the diagnosis easier and more accurate</li> </ul>	<p><b>2012</b></p> <p>Electrophysiology Lab (EP) bought</p>	<p><b>2016</b></p> <p>Institute completes 50 years of Best Care services in Pune</p> <ul style="list-style-type: none"> <li>Latest Cathlab is being procured</li> <li>Institute will be breaking ground for its new building</li> </ul>
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**“The Way Forward”**

The Institute is all set to break ground for its new building. The new building will be a highly modern and equipped with over a 100 beds.



# Work Showcase

## Media Coverage and Bylines Showcase

### Swissnex - Business Promoter of the Swiss Embassy

Headline: **Swiss startups scout for Indian allies to collaborate on clean technology**

City: Bombay | Publication/Media: Economic Times Rise


Page/URL: <https://tech.economictimes.indiatimes.com/news/startups/swiss-startups-scout-for-indian-allies-to-collaborate-on-clean-technology/67321493>

**Swiss startups scout for Indian allies to collaborate on clean technology**

Switzerland-based startups are scouting for partners in India to collaborate on clean technology, driven by the huge market in the country and the government's push for clean energy.

The Swiss government promotes organization, *Spinnnex India*, has facilitated more than 500 startup collaborations through market validation so far.

The collaborations would also help reduce the cost of technology in the Indian market, would give them scale and, in return, make the technology more affordable for their own market.



**Key Messages:**

- Swiss Innovation
- Swissnex Collaboration
- India as a business partner
- Focus of the week
- Startup profiling

Reach of coverage: 13 million

Spokespersons Quote: Yes

1-1 Interaction: Yes


### Forging green alliances

Switzerland to explore business possibilities in India during Cleantech Week

Switzerland is all set to showcase its cleantech expertise as part of Cleantech Week 2018 to be held in Bangalore, Pune and Mumbai, from December 14-16.

Around 20 corporates and start-ups will be visiting the country to share expertise in the area, identify areas that exist and figure out how Swiss companies can help to "scale up".

Facilitated by Spinnnex India, the delegation will be headed by Philippe Müller of the Swiss Federal Office of Energy, along with academics, clean energy experts and enterprises working in the fields of energy storage, *WaterHub*, *Energy Ventures* and *Green Hub*.



### Qubole - Big Data as a Service Multinational

#### Qubole partners with Google Cloud to improve data analytics experience

For businesses a Qubole on the cloud will help reduce cost of operations for data analytics, said the company.

By Ayan Prasad, ET Bureau | Apr 11, 2018, 00:45 AM IST



Qubole, a data activation and processing firm, has partnered with Google Cloud to enhance user experience in the field of data science and engineering.

Through the partnership and product integration with Google Cloud Platform (GCP), said the company, enterprises would get the option to deploy a new enterprise analytics service with a better user experience through a unified workbench that includes notebooks, dashboards, a native interface for all commands, and built-in tools for easy, secure collaboration.

#### Forbes

Billionaires Innovation Leadership Money Consumer Indu

## Qubole Takes On Cloudera, Hortonworks In \$50B Hadoop Market

Peter Cohan Contributor Markets

### Propaganda India - India's only digital brand consulting agency to win a Grand Prix at Spikes Asia 2018

#### Propaganda India wins a Grand Prix at Spikes Asia 2018

The 5-year old independent creative agency won the award for the #GiveABeat campaign created for Max Healthcare and Max Group.

EIBrandEquity - October 01, 2018, 00:00 IST - Updated: October 08, 2018, 12:16 IST

Propaganda India wins a Grand Prix at Spikes Asia 2018 in the Music Category at the Spikes Asia 2018 held from September 26 to 28, 2018 in Singapore. The Grand Prix was for #GiveABeat - A song for Heart Disease driven by the percussion of heartbeats for Max Healthcare & Max Group in the Music Category.



CHD Awareness Initiative #GiveABeat

