

simple / intentional / relevant

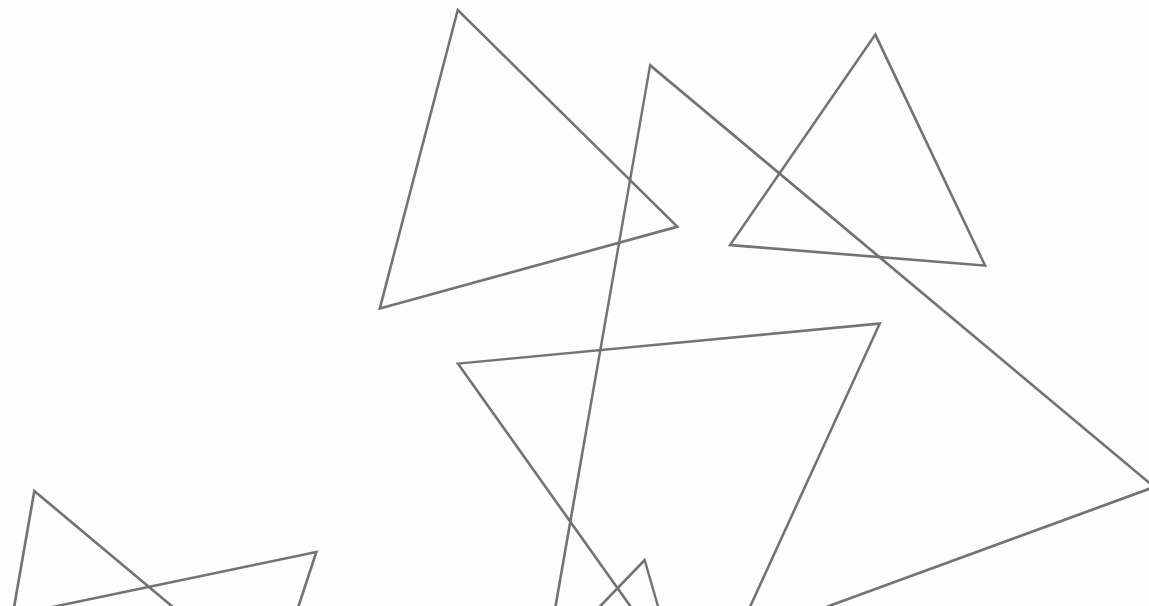
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We are a message-first communications firm/
Focused on helping enterprises and leaders discover and express themselves.

Simple messages are understood.

Relevant messages hold attention.

Intentional messages drive action.



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We are obsessed with the power of messaging.
Because everything we say carries an opportunity (or consequence) to enhance (or erode) value.

Defining 'value'

- > Reputation: shaped by consistent messaging
- > Trust: shaped by transparent messaging
- > Growth: shaped by value messaging



A single window to discover, create, and express

But at the core of everything is our focus on understanding and thinking about your business, market and audience.

Discover: Message Strategy

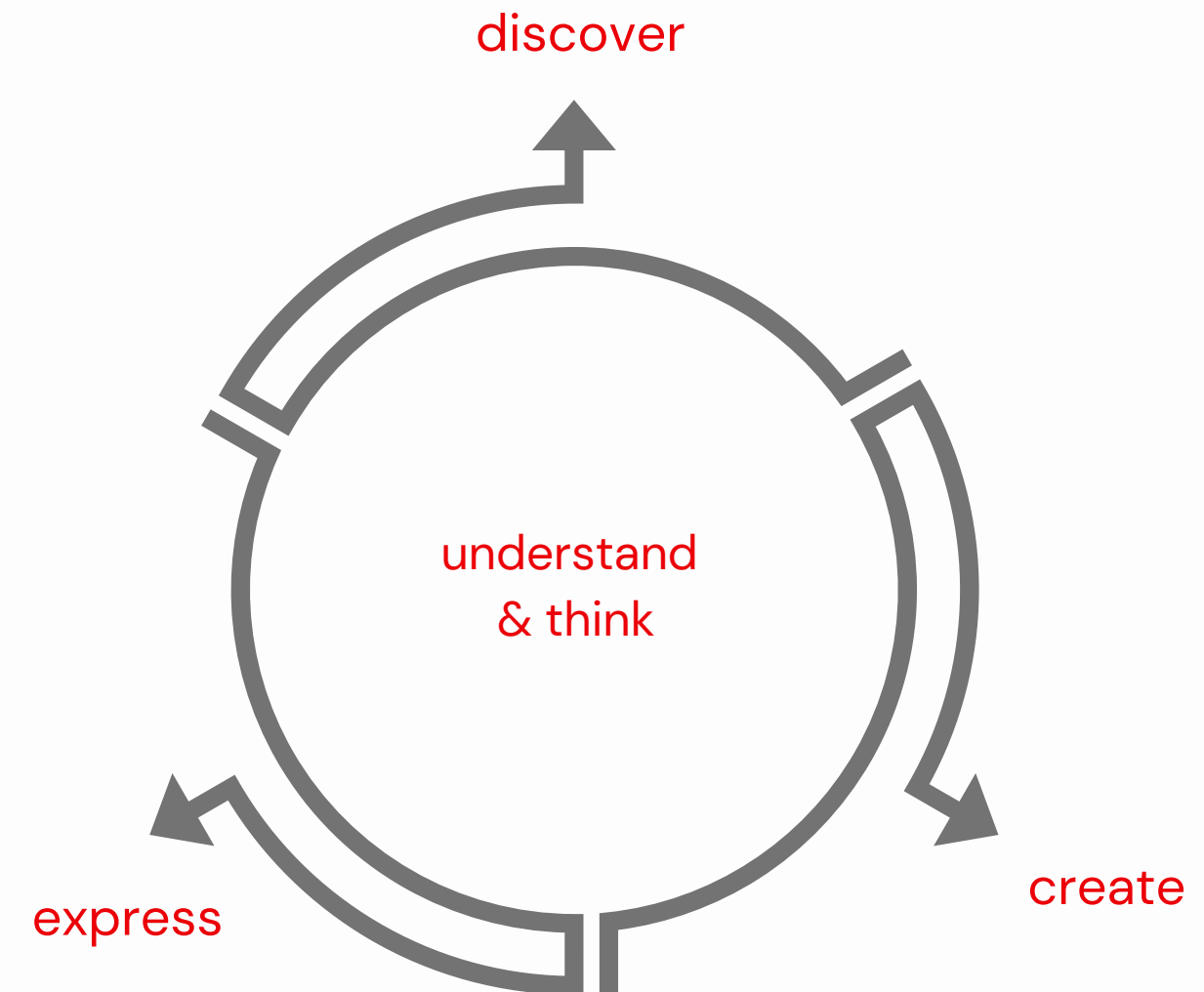
Uncover and chart your messaging, leadership voice, content, and brand strategy.

Create: Content & Design

Translate your messages and leadership voice into great digital, sales, and brand assets.

Express: Communications

Take your narratives to the market through mediums and platforms where your audiences are.



Discover / Define your message

It's not just about being heard; it's about being understood, remembered, and valued.

Positioning/Purpose

We help articulate your distinctive role and value within their market landscape, ensuring resonance with their audience while maintaining authenticity and relevance.

Employer Messaging

By employing authentic storytelling and targeted communication channels, we ensure your brand resonates with prospective talent, fostering engagement, loyalty, and attracting top candidates

Messaging Frameworks

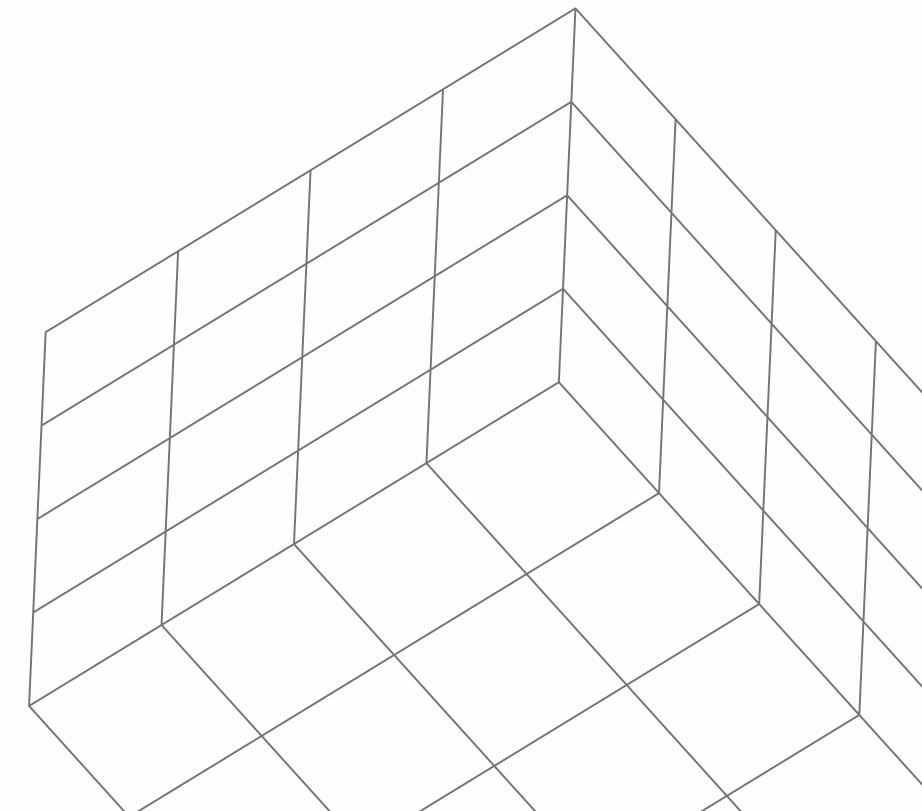
We craft the message archetype and build narratives, frameworks by integrating their unique vision, customer personas, and market dynamics

Building Leadership Voice

Through resonant messaging that aligns with your values and audience interests, we position your organization as a trusted authority in your industry and lead with your point of view.

Message to Market

We build a tailored strategy to effectively disseminate your messages across diverse target audiences, ensuring maximum reach and impact understanding audience behavior.



Create / Build your point of view

With consumers inundated with information, great content serves as the key to capture and retain attention

Assets & Collateral

We specialize in creating comprehensive collateral. Our expertise extends to crafting case studies and use cases, as well as developing whitepapers and point of view narratives.

Digital Experience

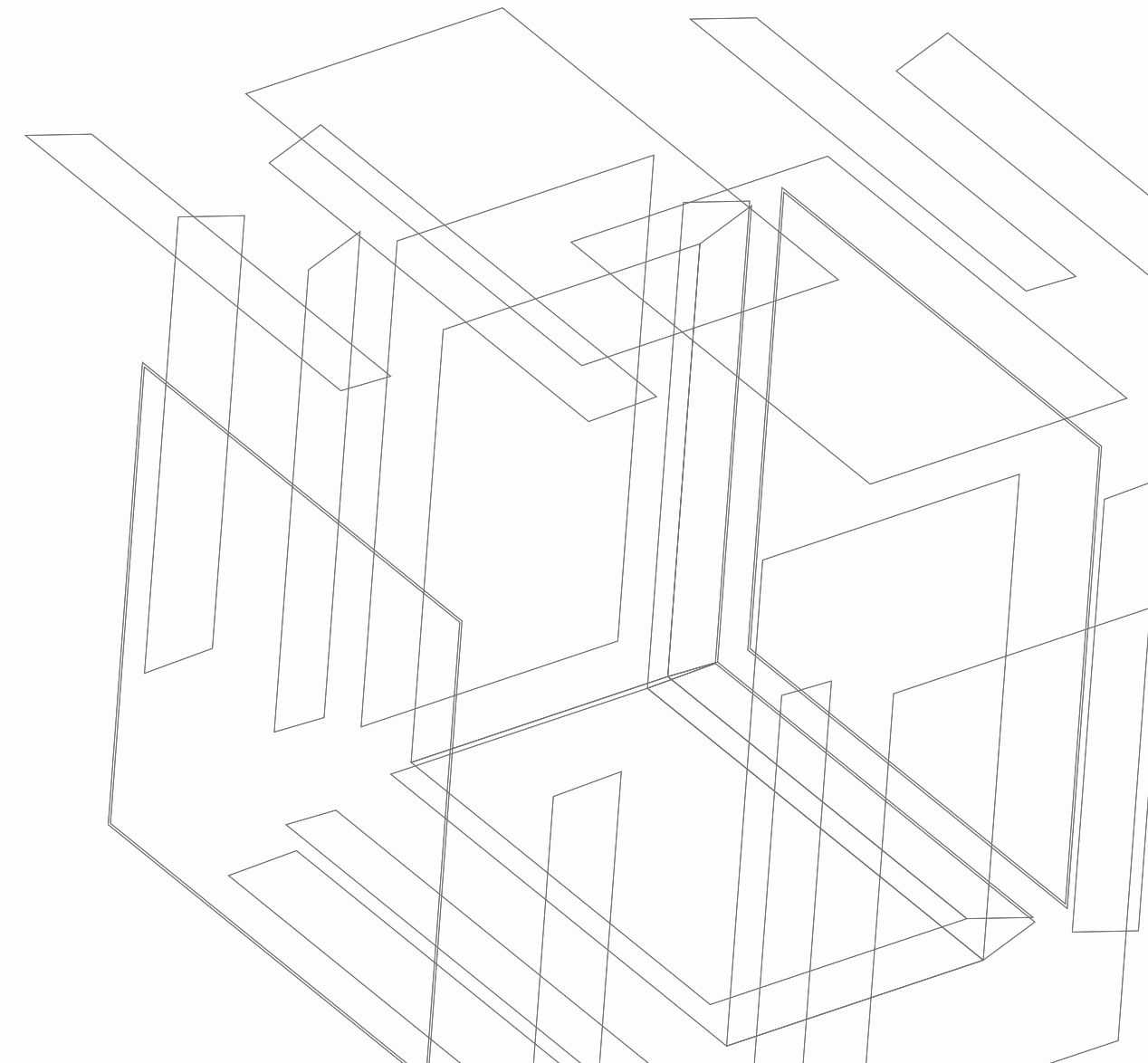
We craft compelling website content & designing intuitive UI/UX interfaces to producing engaging podcasts, informative blogs, videos, and strategic emailers,

Thought Leadership

We create compelling thought leadership content for posts, speaking engagements, newsletters, and podcasts to drive intentional messaging

Brand Design

We offer a range of design services, including visual communication strategy, space design, slide deck creation, creative campaign development, and annual report design



Express / Share your message

Serve as a bridge between a you and your audience,
shaping perceptions and fostering connections

Discovery & Awareness

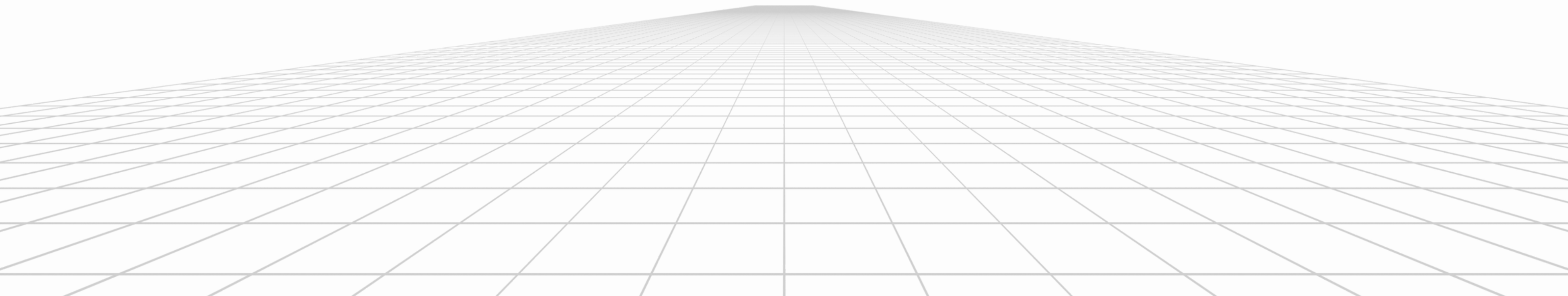
We specialize in helping effectively express through various channels, including social media, PR, advertising, and influencer marketing.

Affinity & Adoption

We leverage communication channels to drive brand affinity and adoption by strategically promoting service and product sales or trials.

Advocacy

We drive advocacy and establish purpose-driven leadership through PR, social media, advertising, content, and influencer marketing.



Train / Ensure message consistency

Reputation is a consequence of what you do and how you communicate everyday.

And, we realized that discovering, creating, and expressing is not enough.

Today, every person in an enterprise must be a communicator

Leaders need to be averse to new media, new audiences, and new platforms. They must understand how to deliver their enterprise's point of view well.

This is why we created a platform to train and enhance enterprise teams to contribute to the great possibilities meaningful brand communication can deliver — C-Better.

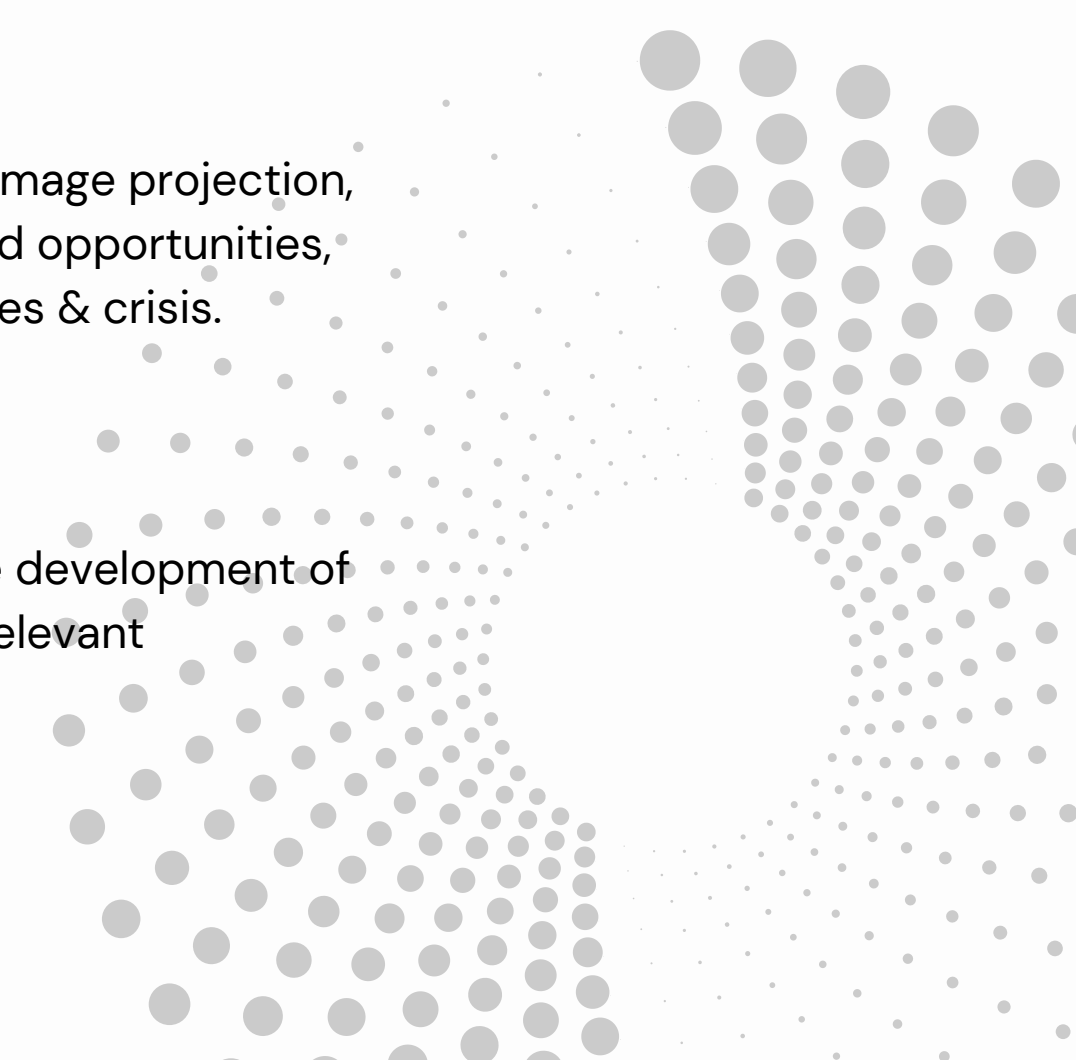


Lead Media

Comprehensively analyses and covers messaging, image projection, media relations, the new media landscape, tools and opportunities, impact on brand and business operations, and issues & crisis.

Lead Digital

Addresses the knowledge gaps as well as guide the development of an organisations' digital playbook that involves all relevant stakeholders to build digital reputation, effectively.

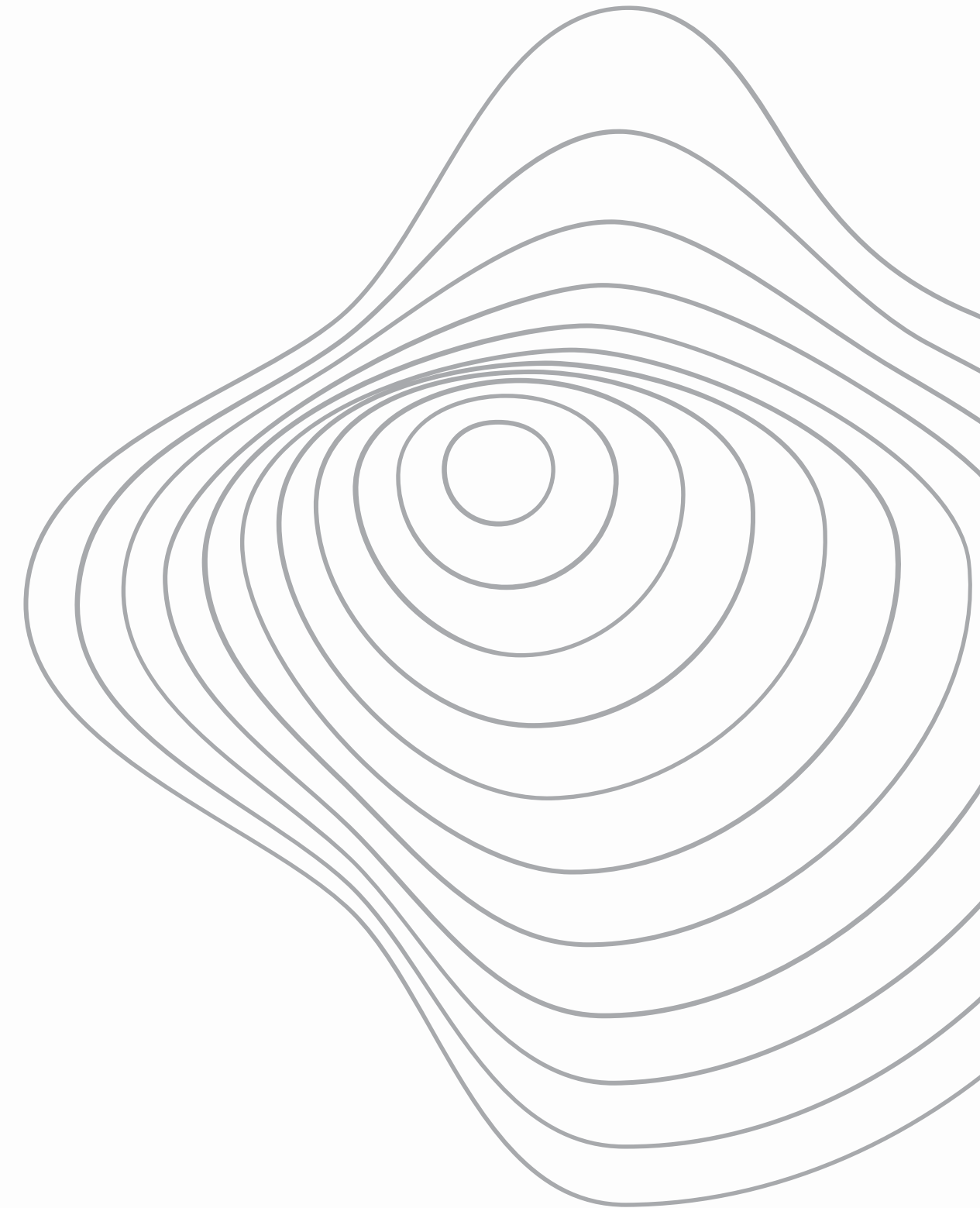


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But sometimes, you need more.

Enterprises need teams to push forward, experiment, and take moonshots

They need a team focused on the future — one that doesn't work by rules but works to rewrite and challenge the existing rules. We call our innovation cell, Edison.



Innovation / Take shots at the moon

Pushing the boundaries of your message and purpose.

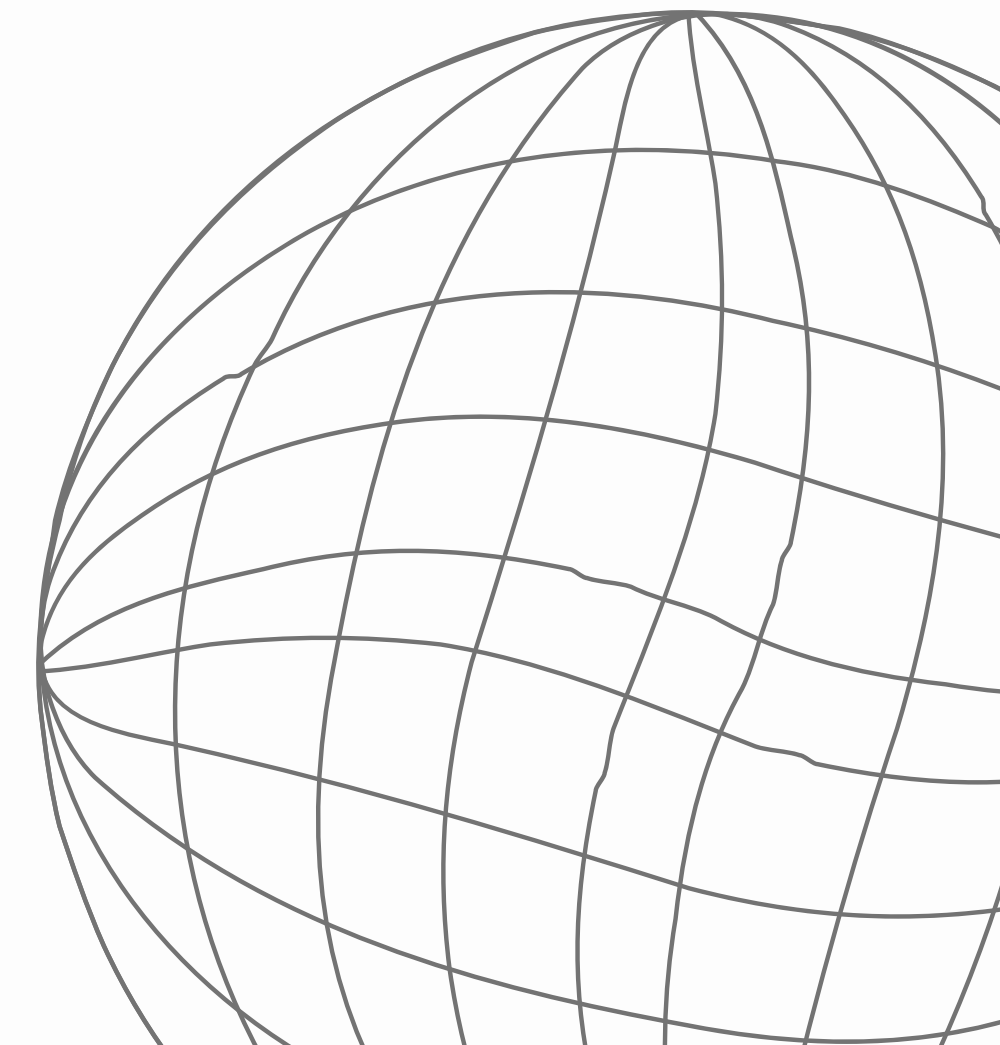
- > Perspectives to amplify the opportunity index of progressive messages /
- > A case for Institutionalizing Innovation to drive purpose /

Our opportunity index framework.

E D I S O N

ECONOMICS DATA INTERFACES SUSTAINABILITY OMNIPOTENT NUANCE

- > throw us a challenge / innovation workshops / experiment together



Possibilities / Created, shared, delivered

We partner with those who believe in the power of messaging.

Tech
Mahindra

STU

 Microsoft
Accelerator

FUJITSU

Sakon

 L&T Technology Services

 BALCO
Medical Centre

treeni

moglix

 Wiggles

scripbox

JOMBAY
BEHAVIOR TO BUSINESS

Magnite

 Mamie Yova

EVAGE

 kalaari
capital

 magenta

 DYNALOG
COMPUTE CONTROL CUSTOMIZE

SMOLLAN

 DUBAI
FINTECH
SUMMIT

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Parul Vahanvati
CXO, Rayden Interactive

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.



Girish Lakhota
Founder and Chairman, Prachay Group

Boy, did we love the way you articulated our vision and values so beautifully. Subtle changes bring big impact. Our overall thought process is much clearer now. We appreciate your field much more now, and are in awe with the potential of artistry and craft in your field.



Michele Wheeler
Vice President, Mobile Product Solutions, Sakon

Beautiful script, great thought and the best part of it all, you guys never gave up even when there was no solution or agreement in sight. It is paying off now. Time to launch the new platform!



Bharat Gite
MD & CEO, Taural India

Ideosphere has been an excellent fit for Taural India. They take time to dig in to understand the industry and what a company needs. They consistently bring in strategic expertise and tactical execution.



Jimmy Wong
Head of Strategic Marketing, MIAG (METRO AG)

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.



Akshay Adhalrao
Dynalog India

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.

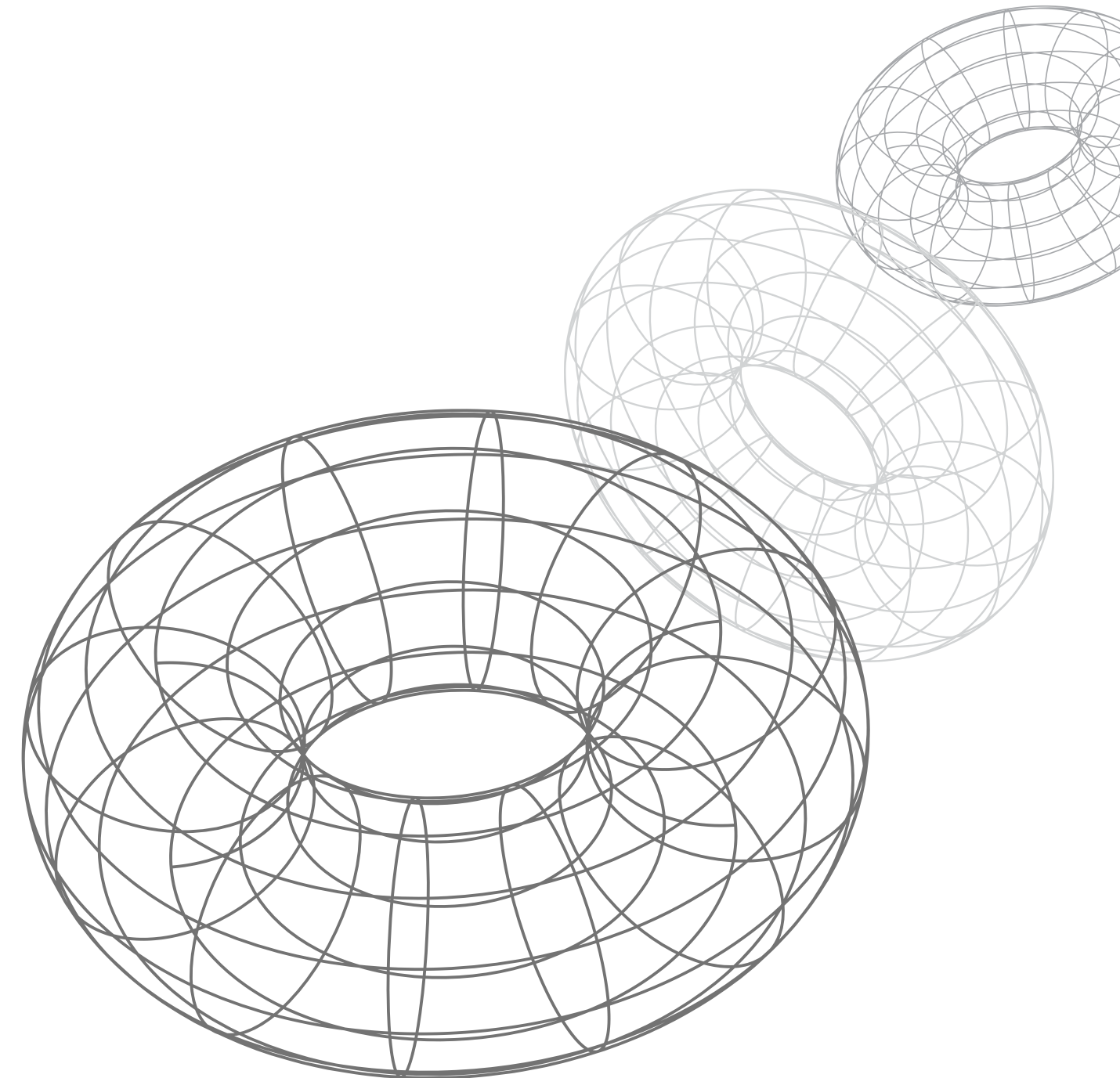
Aligned / Common set of values.

Our beliefs create bonds that drive great work.

Our common goal: deliver great work!

Through our collaborative and client-focused approach, we strive to unlock the full potential of brands and drive meaningful connections in a constantly evolving world.

- › Empathy: understand perspectives of others in everything we do.
- › Integrity: do what we commit, and if we can't, we realign
- › Ownership: own our success and failures



Create possibilities with us.

www.ideosphereconsulting.com

- > 250+ clients / 80% client retention / award winning team
- > Best Digital Product Launch (Velocity, 2021)
- > Best Product Launch (Fulcrum, 2018)
- > Listed as the top 50 communications firms in the country (Reputation Today, 2017)
- > Boutique Agency of the Year (Fulcrum, 2016)

To hear our point of view, tune into our podcast.

We exist for possibilities because we understand the consequence

> Spotify / Apple Podcasts / Amazon Music

