



# CORPORATE DECK **2025**

# About



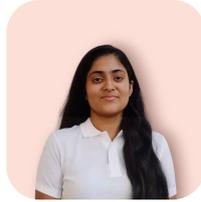
We're a tight-knit team of strategists, scriptwriters, **animators**, **designers**, and editors, each bringing deep expertise to the table. We craft **story-led visuals** that give **your brand an authentic voice** and deliver your message with **impact**. From concept to final cut, every frame reflects who you are and what you stand for.

We don't just animate  
We craft stories that leave a mark.

# Meet Our Team



**Built**



**By**



**Creative**



**Minds**





# Our Clients

**Kajaria**



**Identicube**



MegaAir



**woscher**



# Our Services

**3D Product  
Visualization**

**3D Logo  
Visualization**

**3D Architectural  
View**

**Architectural  
Walkthroughs**

**3D Product Explainer  
Video**

**Video Marketing**

**Analytics &  
Reporting**

**Social Media  
Management**

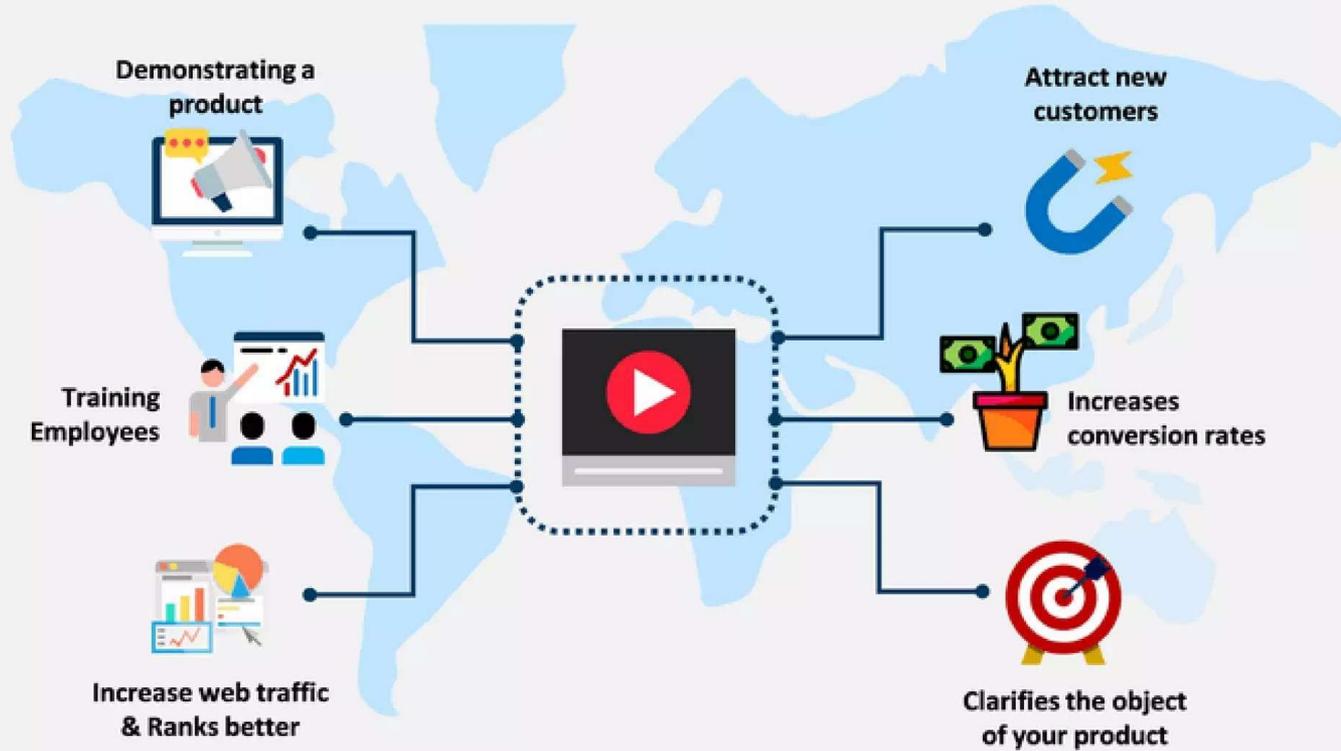
**SEO & Website  
Growth**

**Content Marketing**

**Performance  
Marketing**



## Video Marketing



# Why Video Matters?

## Powerful Branding

Video allows you to **humanize your brand, showcase your product** or service, and stand out in a crowded digital marketplace.

## Increased Trust and Credibility

By creating educational and informative video content, **you establish yourself as a thought leader in your industry** and build credibility with your audience.

## Higher Engagement Rates

Viewers are more likely to **engage with video content** than any other type of media, making it a **valuable tool for increasing website traffic and lead generation.**



# Power of Video Marketing



Enjoyment of video ads increase purchase intent by 97% and brand association by 139%.

SOURCE:- Unruly



50X easier to achieve a page 1 ranking on Google with a video.

SOURCE:- Forrester Research



An email that includes a video receives an increase click-through rate by 96%.

SOURCE:- Implex



90% of info transmitted to the brain is visual are processed 60,000X faster in the brain that text.

SOURCE:- 3M Corporation



55% watch videos online everyday.

SOURCE:- Groupon



Viewers spend 100% more time on pages with videos on them.

SOURCE:- Marketing Sherpa



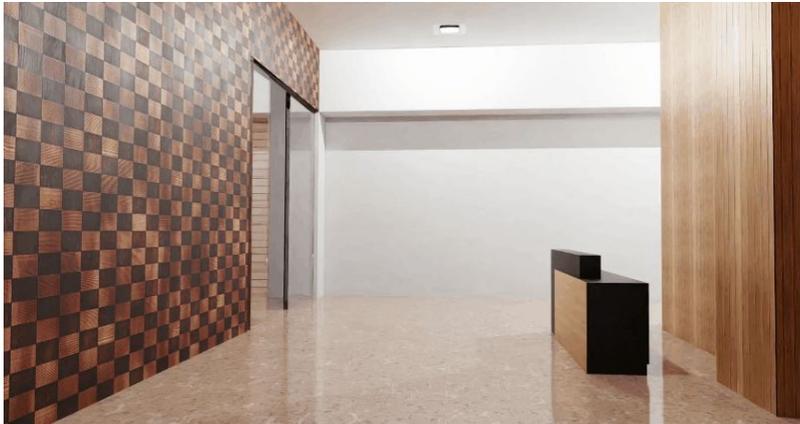
92% of mobile video viewers share videos.

SOURCE:- Invodo



## Architectural Walkthroughs

Identicube



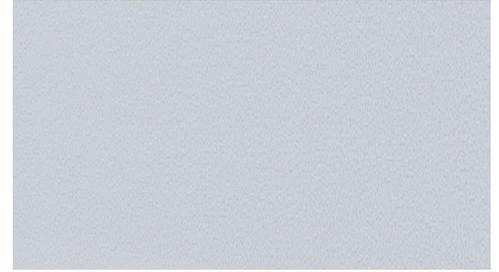


## 3D Architectural Views (Images)





# 3D Product Visualization (Videos)





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# 3D Product Visualization (Images)





# 3D Product Visualization (Images)

Identicube





## 3D Product Visualization (Images)

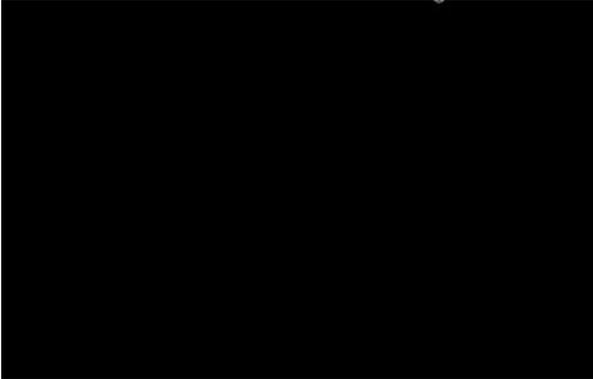
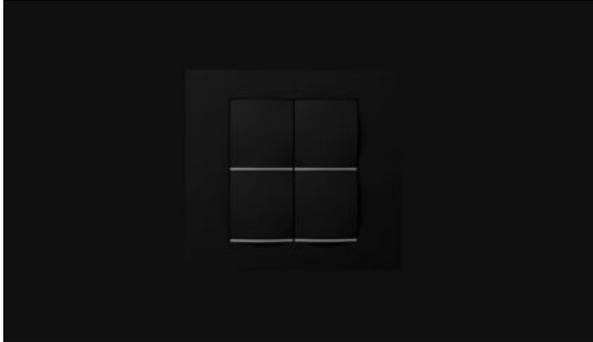


Identicube





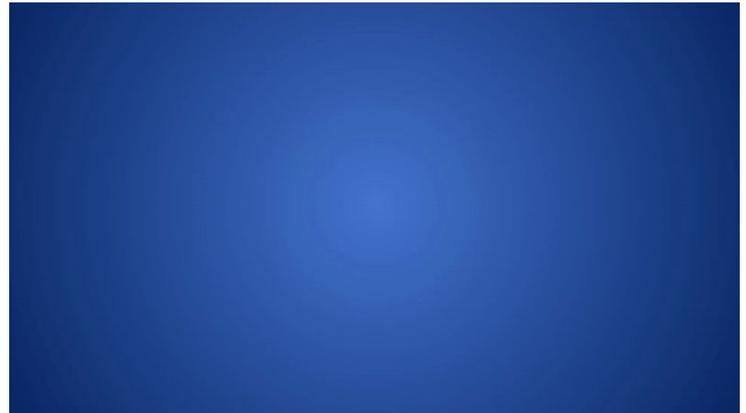
## 3D Product Visualization (Videos)





## 3D Logo visualization

Identicube



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# Search Engine Optimization (SEO)

Strategies to improve organic search rankings and drive website traffic



01

Keyword Research

02

On-page Optimization

03

Link Building

04

SEO Audits

# SEO Strategy





## Content Marketing

Blog posts, videos, infographics.

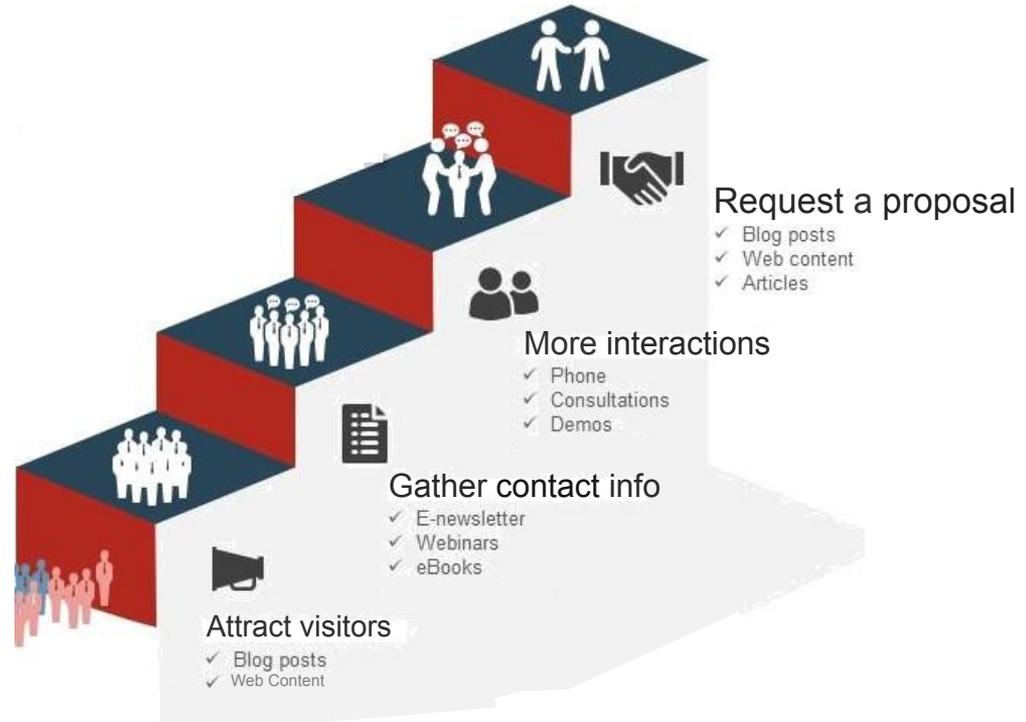
Answer audience questions.

Share across multiple platforms.



# Content Marketing Strategy Roadmap

- 1 Get the Strategy Right
- 2 Create
- 3 Promote
- 4 Nurture & Convert
- 5 Analyze & Adjust & Convert





## Social Media Marketing

Social media marketing involves utilizing social media platforms to reach and engage with target audiences, promote products or services, build brand awareness, drive website traffic, and achieve marketing objectives effectively.



# Social Media funnel

## Awareness

Introduce your brand to a wide audience through engaging, shareable content.

## Interest

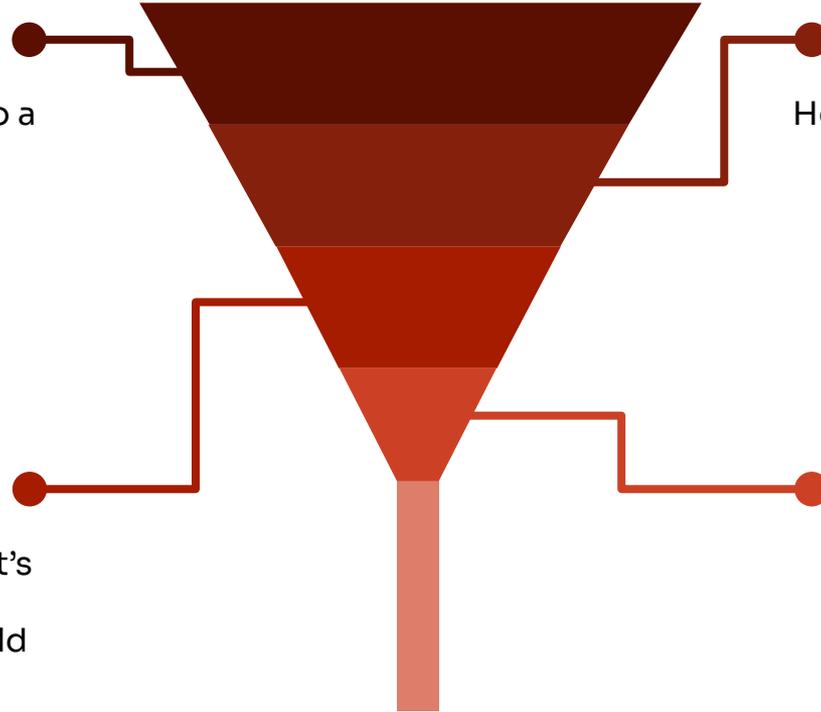
Hook potential customers with valuable posts, videos, and stories that spark curiosity.

## Evaluation

Showcase your product's benefits, testimonials, and case studies to build trust.

## Conversion

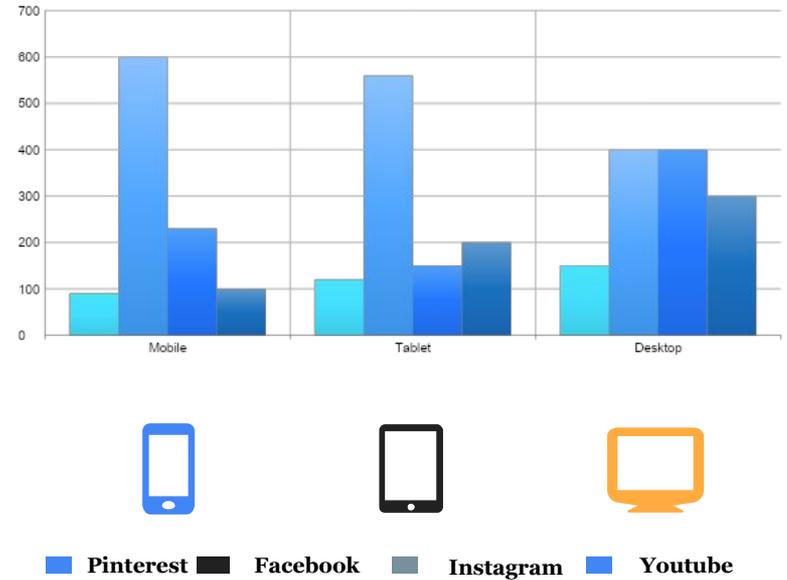
Encourage action with strong CTAs, lead magnets, and targeted campaigns.



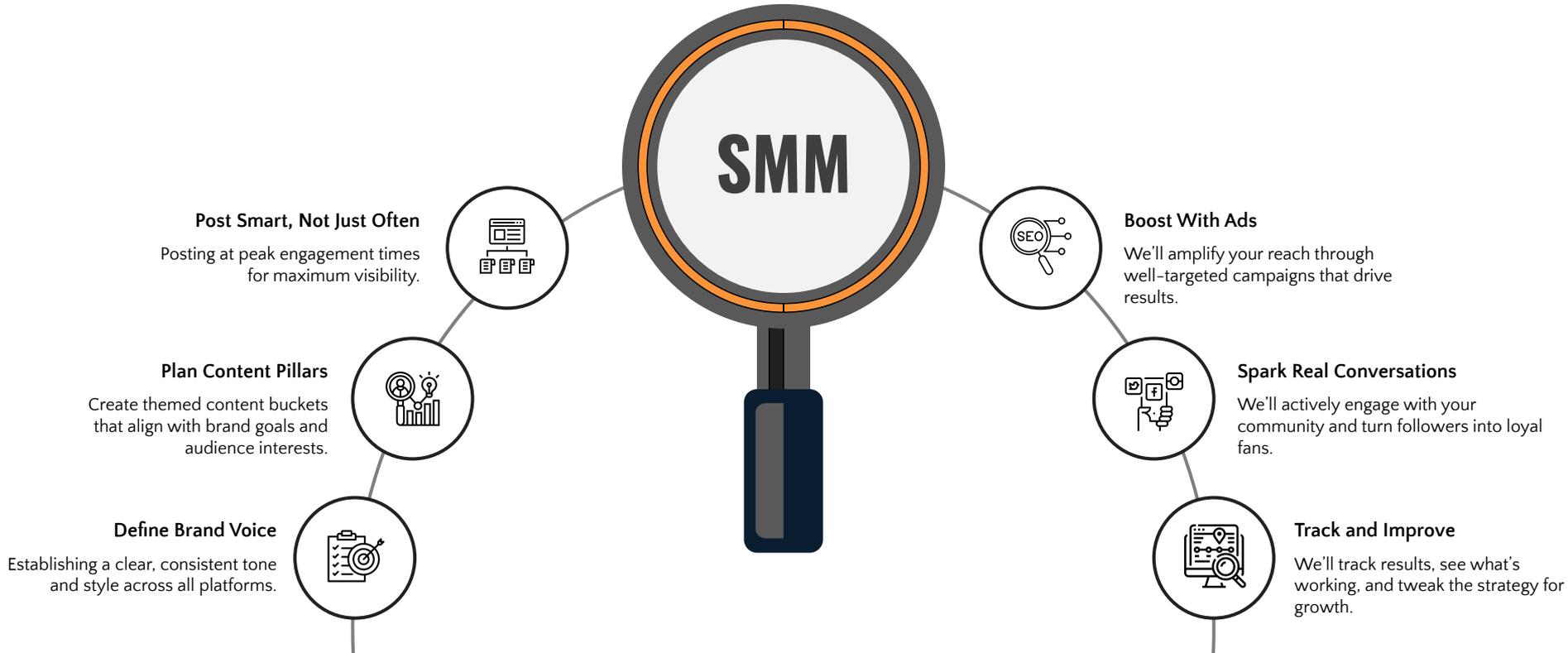
# Social Media Marketing



## Use of Social Media Across Different Device



# SMM Strategy





## Performance Marketing

01



### Pay-Per-Click

Advertisers pay when users click on ads, targeting specific keywords and demographics for results.

02



### Social Media Ads

Paid promotions on platforms like Facebook, Instagram, LinkedIn, etc., targeting specific audiences for brand exposure.

03



### Display Advertising

Display ads use visuals on websites, apps to promote products, services, targeting specific audiences for brand exposure.

04



### Remarketing

Targeting previous website visitors with specific ads to re-engage and encourage conversions, improving marketing effectiveness.

# Performance Marketing Formats & Creatives

01



## Text Ads

Concise, text-based ads for clear and direct messaging.

02



## Image Ads

Visual ads for eye-catching and informative content.

03



## Video Ads

Dynamic ads using video for engagement and storytelling.

04



## Email Marketing Campaigns

Targeted emails with visuals, text, and calls to action.

# Performance Marketing Strategy

## Campaign Planning and Scheduling

Plan and launch campaigns at the right time for maximum ROI.

## Audience Targeting

Reach the right audience with precise targeting.

## Creative Development and Ad Copywriting

Designing of eye-catching ads and compelling copy.

## Budget Allocation

Invests in top-performing channels for better results.

## Performance and Tracking Reporting

We track, analyze, and optimize for higher returns.



## Analytics & Reporting

Analytics and reporting involve **collecting and analyzing data** to gain insights into **campaign performance**, audience behavior, and ROI, facilitating informed decision-making and **continuous optimization of marketing strategies.**



# Understanding KPI (Key Performance Indicators)

## Context Overview

1

Trends

2

Opportunities

3

Challenges

4

Success Factors

1

KPIs track progress towards key business objectives.

2

They provide measurable data for informed decision-making.

3

KPIs help identify areas needing improvement or attention.

4

They enhance communication of performance across teams.

# Case Studies

# Comfort Engineers

## MEP Contracting Company

With Comfort Engineers, we have helped them explain their complex engineering solutions and their brand values across multiple video where in each video we instilled their vision for transparency and trackability.

The animation of this project posed **significant challenges** due to the **complex details** of each process, it required us to get in-depth understanding of construction Industry. We kept a **vector** and **minimalistic style** for a forthright approach. Playing with dimensions, we incorporated **2D & 3D animations** for an added **depth**. We put emphasis on **blue color** scheme to convey **trust** and commitment towards work they put in.

While the project presented its own technical hurdles, we're **thrilled with the final result**



# Promasch

## Construction Management Software cum Marketplace

We worked with Promasch on multiple occasions to bring light to their core strength that was construction management software that can manage and track all aspects of construction with ease.

We demonstrated how technology can assist you in digitally managing your project, while also providing the benefits of a marketplace, that gave access to all brands catalogues, lowest prices, and all national vendors.

We maintained a visual theme centred around the technological prowess of promasch and how they are ushering new era of construction.

Like a sun lighting up the darkness of ambiguity of construction we designed very element of construction gracefully revolves around the tablet. Utilised a building plan drawing as a backdrop to effectively convey the software's construction-focused nature.



# Gresbond by Kajaria

Tile Adhesives, Grouts and Tile Cleaners

Working with Gresbond had been a experience that bound us together like their adhesive binds with tiles.

Using visual representations can be highly effective when exploring intricate details. Powerful impact is only possible when strength emanates from deep within. The idea is effortlessly conveyed through a simple and clear presentation.

The presentation highlighted a microscopic plane that showcased the distinctions at a molecular level. The hand gripping represents the strong bond that safeguards the path you walk.

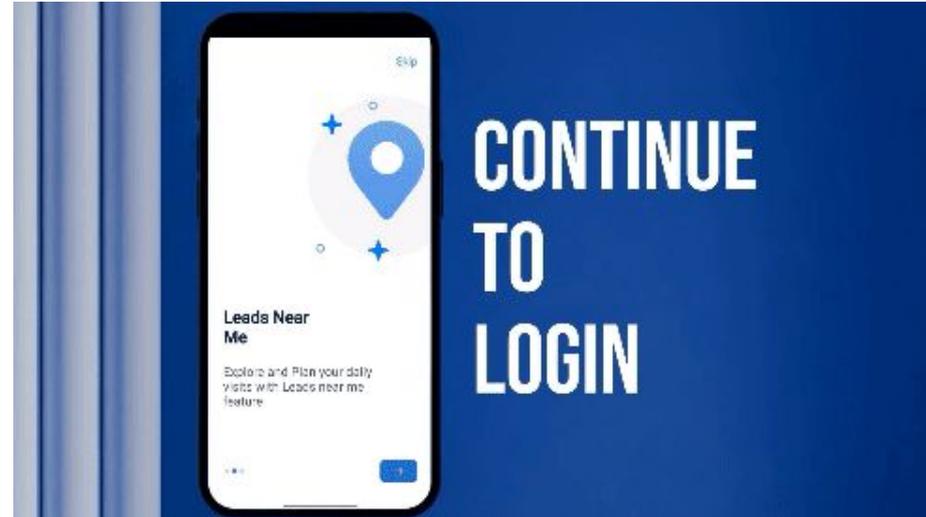


# Kajaria

## Wholesale Building Materials

Kajaria ceramic is the largest tile manufacturer in India. Providing employment to thousands of people. And Kajaria has a large sales team to manage all the new dealers and new construction projects.

As kajaria's sales team was expanding they needed a smart solution to provide proper training for newcomers of the team on how to work in and with the team. Teaching someone can be quite time-consuming and can become quite monotonous, especially if you have to repeat the process multiple times. It's incredibly helpful to have a manual that provides quick answers without any unnecessary delays. That's where we collaborated with Kajaria to create training videos for their CRM, aiming to assist newcomers in smoothly adapting to the new working environment and culture.



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# Our Process

# Process

01

Pre Production  
Development



Scripting



Storyboarding



Moodboarding

02

Production



Animatics



Animation

03

Post  
Production



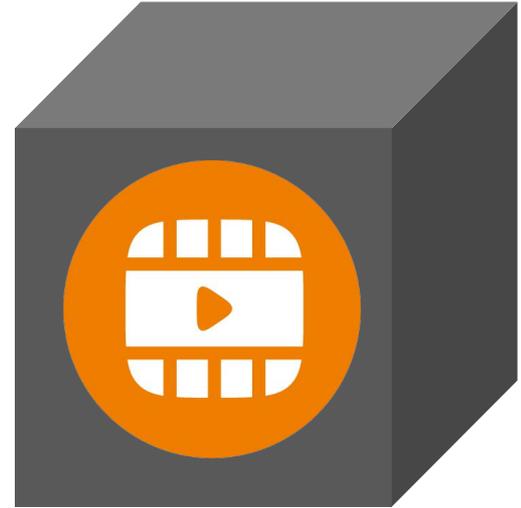
Sound Design



Editing



Rendering



Final Output

# 01 Pre Production Development

## 1.1 Scriptwriting

- *Script Drafting: Write the initial script, detailing dialogue, actions, and key scenes.*
- *Revisions: Review and revise the script based on feedback from stakeholders.*



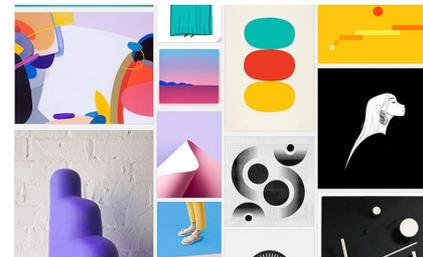
## 1.2 Storyboarding

- *Sketch Storyboards: Create visual representations of key scenes, including character positions, actions, and camera angles.*
- *Storyboard Review: Present storyboards to the team for feedback and make necessary adjustments.*



## 1.3 Moodboarding

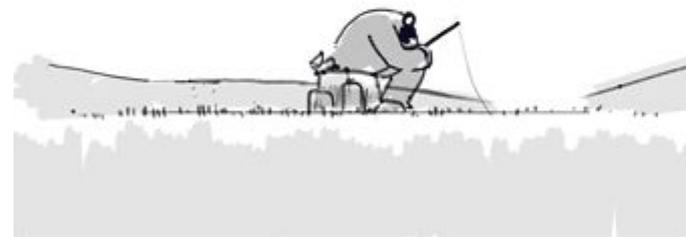
- *Character Concepts (optional): Develop initial sketches and concepts for each character.*
- *Theme Design: Finalize character designs, color theme, asset design, etc.*



# 02 Production

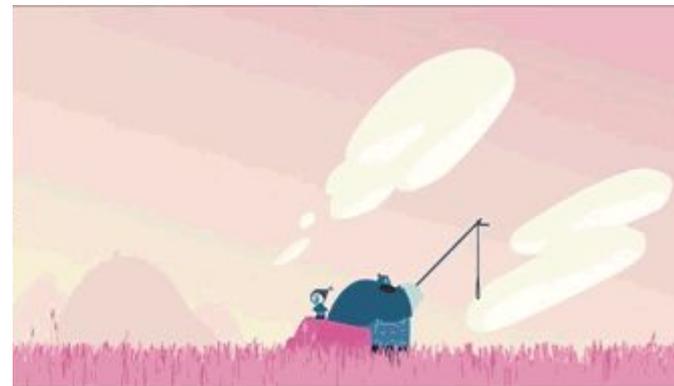
## 2.1 Animatics

- *Create Animatic: Combine storyboards with the initial soundtrack to create a rough animated sequence.*
- *Review and Adjust: Review the animatic to ensure pacing and timing, making adjustments as needed.*



## 3.1 Animation

- *Keyframe Animation: Create key poses and movements for characters and objects.*
- *Inbetweening: Add intermediate frames to ensure smooth transitions between keyframes.*
- *Motion Review: Continuously review the animation for accuracy and fluidity.*



# 03 Post Production

## 3.1 Sound Design

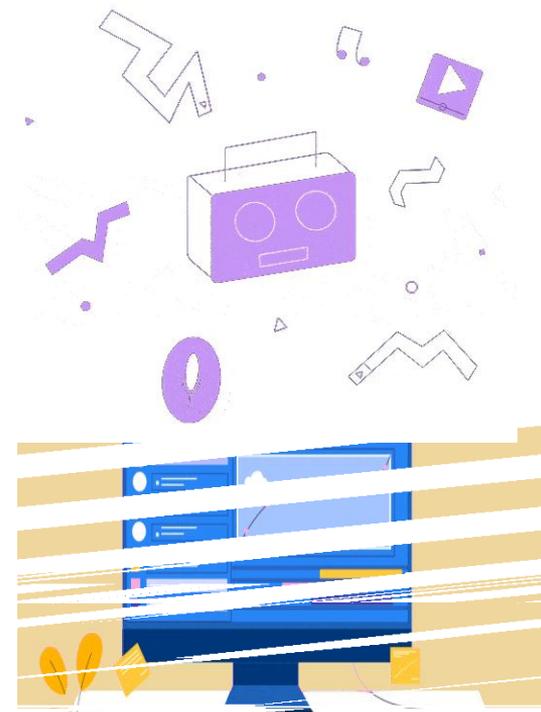
- *Voice Acting: Record and synchronize voice overs with the animated sequences.*
- *Music: Compose or select background music that fits the tone and mood of the animation.*

## 3.2 Editing

- *Final Cut: Edit the animated sequences to ensure smooth transitions and proper pacing.*
- *Review and Feedback: Present the final cut to stakeholders for feedback and make necessary adjustments.*

## 3.3 Rendering

- *Render Scenes: Export the final animation in the required format and resolution.*
- *Quality Check: Review the rendered animation for any technical issues or inconsistencies.*



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# Thank You

## Let's Talk

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