



BRAND CONSULTANCY AND PLANNING?

Not getting enough reach among your target audience? Failing to strike the right chord with the social media crowd? Don't worry, we got you covered. Let us align brilliant brand strategies with your business goals to craft new opportunities for the growth of your business.

IDEA FACTOR





ABOUT US

From a humble beginning in 2012, INXS Creations has grown into country's leading "Integrated Marketing and Communication Agency" that dare to be different and refuse to be average. Our passionate think tanks look into minute details for perfection and zero down on realistic strategies that deliver measurable success for brands. Realistic strategies that result in making your brand soar as high as it will. We are fresh breed of "Integrated Marketing Communication" professionals bundled together from varied industries with an average experience of over 15 years. Our team specialized on traditional, digital and experiential marketing services, offer forward thinking targeted & measurable integrated marketing communication ideas and execute them on time & in budget



WHAT WE PROVIDE?

- Brand Creation - Brand Identity and Logo Design
- Brand Naming
- Brand Nomenclature
- Brand Repositioning and Rejuvenation
- Strategic Branding Workshops
- Brand Touch Point Mapping and Total Experience Definition and Creation
- Media & Campaign Planning (ATL / BTL)
- Social and Digital Media Strategy
- PR Planning and Brand Associations





BRAND IDENTITY & LOGO DESIGN

Brand identity design is the outward expression of an organization, product or service which includes its name, logo and overall visual appearance

- A Logo (The symbol of the entire identity & brand)
- Stationery (Letterhead + business card + envelopes, etc.)
- Marketing Collateral (Flyers, brochures, books, websites, etc.)
- Products & Packaging (Products sold and the packaging in which they come in)
- Apparel Design (Tangible clothing items that are worn by employees)
- Signage (Interior & exterior design)
- Messages & Actions (Messages conveyed via indirect or direct modes of communication)
- Other Communication (Audio, smell, touch, etc.)
- Anything visual that represents the business..

All of these things make up an identity and should support the brand as a whole. The logo however, is the corporate identity and brand all wrapped up into one identifiable mark. This mark is the avatar and symbol of the business as a whole.



BRAND NAMING

Having the right kind of brand name is half the battle in creating the right kind of brand recall, market exposure and build trust with your target audience

At INXS Creations, we have studied the art of creating brand names and have created impactful brand names for businesses from around the world. We understand what it takes to create the right kind of brand name that not only sounds great but also has a brand story anchor that helps it connect with its target audience.

- **After in-depth internal research into your company, market segment, target market, and competition, we come up with 6-10 different brand names.**
- **Each name will be unique in nature and will have meaning and stories attached to them.**
- **We will conduct basic trademark searches to ensure that they have not been trademarked.**
- **For all brand name development suggestions we come up with, we will try and secure a top level domain URL web address, where available (this is the trickiest part!)**



BRAND NOMENCLATURE

Creating clear brand identities that make a clear difference. Brand nomenclature are as important as brand identities.

Let us help you define your company name, tagline, website URL and other nomenclature you use to talk about your brand. Nomenclature services include helping your team identify verbiage for core mission and values, product naming, and other key words that you need to convey your brand.

We engage you with a **PROCESS** to understand how your brand should be represented, then present creative ideas to help your organization talk about itself well. We employ time-tested traditional and non-traditional naming processes to explore and develop your ideal naming solution. Underneath it all, we place a premium on clarity, truth, and a guiding foundational strategy.



BRAND REPOSITIONING AND REJUVENATION

The way through which brands were
successful in transforming their
image & face

Branding is like putting the soul in the body. It offers better recall value & lead conversion ability in the market. We rarely think of the extensive deliberation & hard work happening in the background of building & running a brand. No matter how ignorant a consumer is, a few brands still succeed in making their mark in the memory of people. Several branding experts are working hard every day to infuse new life in almost dead establishments. Such reinvention is necessary & proves to be a game-changer for these across markets. With the help of a brand development agency, companies put immense efforts into rediscovering their market positions & the results have been very promising.



STRATEGIC BRANDING WORKSHOPS

Discover your true business personality, your ideal customer profile and how to align them both with complete clarity of message

Uncover the distinctive, unique, relevant and compelling brand hiding within your business and then how to project it for the ultimate growth strategy.

Our strategy workshops are one-to-one sessions where we really help you get to grips with building a concise both online and offline marketing strategy for your business.

Through our strategy workshops, we have designed services to help you define and create a long-term growth plan for your business. The aim is to help you to determine and realise your online growth potential and give you the methods by which you can achieve that potential.

Our strategy workshops can also be extremely good fun and are definitely thought provoking. We will guide you through achieving the best solutions for your business (whatever they may be).

We make sure that we coach you on progressing your business with the resources that your particular business has to hand. There is never a one-size fits all approach from our sessions.



BRAND TOUCH POINT MAPPING AND TOTAL EXPERIENCE DEFINITION AND CREATION

As a brand, you have influence over each interaction a customer has with your business. Consider every possible situation that could bring your customer into contact with your brand and design that scenario to deliver a positive experience. This is the time to use touchpoint mapping.

Understanding your customers' current situations, and what drives them toward loyalty or defection, is the first step in delivering a superior brand experience.

The brand experience, the essence of a relationship, is created by brand touchpoints. A brand touchpoint occurs any time a person in the marketplace interacts with the brand. To improve the brand experience, a firm needs to identify priority touchpoints and implement a program to improve those that are not on-brand.



MEDIA & CAMPAIGN PLANNING (ATL / BTL)

We help our clients increase their sales & profits and build brand awareness by developing cost effective, results driven marketing initiatives designed to maximize their potential

ATL & BTL companies refer to two different styles of marketing companies, principally in advertising marketing and communication. ATL stands for Above The Line, suggesting that the advertising is working to deploy to a broader target audience, e.g., radio, television, or billboards. ATL is most appropriate when a product-focused for a broader spectrum of customers, for example, a soft drink business might connect an ATL advertising company to develop ads targeting broad range customers. BTL, or Below The Line recommends that the advertising must be working to target a specific group of potential consumers. BTL advertising companies will be hired to help organizations to create ads and advertising strategies directed to particular groups of people, using tools like direct emailing, or direct product demonstrations for one specific group of people, like giving away vitamin samples at the door of a famous gym.



Our marketing services include the development of branding strategy and creation of content plans that include brand voice development, playbooks, editorial calendars, and the production of graphics, video and copy. We're ready to handle content updates and crisis communication, day or night. With INXS Creations as your strategic digital marketing partner, you have a global agency promoting your brand around the clock and around the world.

Almost every business can benefit from social media marketing services. While most companies know they should be using social media to market their business, they don't know what networks to invest in—Facebook, Instagram, Twitter, LinkedIn, etc.- or how much, and that's where our social media management services step in.



PR PLANNING AND BRAND ASSOCIATIONS

Public relations defines how a company communicates with people — customers, partners, journalists, politicians, and the general public

Looking to get eyeballs on your brand? To promote your products and services to a new audience? Public relations defines how a company communicates with people - customers, prospects, partners, journalists, and more. Regardless the size of your business, or which industry you're in, you need a PR strategy.

Using numerous and various media channels to promote your business. To promote a positive public awareness of your brand. Additionally, during a crisis, PR is the most effective way to manage your communication.

Like branding, public relations manages the dissemination of your message. Unlike branding, PR is about communication and your reputation. Branding covers elements that include your logo, website, and other marketing assets.

OUR PRESENCE



Corporate Office -

Delhi - C 39, 3rd Floor, DDA Shed, Okhla Industrial Area,
Phase 1, New Delhi 110020

Registered Office -

M-33, Lajpat Nagar -II, New Delhi - 110024

Mumbai - Khan Compound Near Jhabar pada
Nalasopara (East) Express Highway. Gowdown no.4
Maharashtra 401209

Bangalore - 7/4 Modi Garden New Shanti Nagar Near
Aisha Masjid, Behind Police Camp R K Hedge Nagar
Bangalore 560077

You can find us on



INXS CREATIONS PVT.LTD.

Delhi - C39, 3rd Floor, DDA Shed, Okhla
Industrial Area, Phase 1, New Delhi 110020

011 41328081, +9109958982555

kalim@inxsinternational.com,
contact3@inxsinternational.com



www.inxsinternational.com