

Social media package

PORTFOLIO

CLIENT

Cell Pen

Cell Pen is a renowned South Indian stationery brand. Their expansion to Northern India was characterized by heavy investment in advertising and marketing. We churned out location-neutral design schemes for them that would work pan-India and it ultimately helped them boost their market share and digital presence among the target groups.

**THINK
WRITE
GROW**

CELL
BY ColorPik
Likho Itihaas

**TURN YOUR IDEAS INTO
DESIGNS WITH CELL
EDGE PENCILS**

CELL
BY ColorPik
Likho Itihaas

SCHOOLS BEGIN SOON!

The time to brush-up on your pen fighting skills has finally come.

CELL
BY ColorPik
Likho Itihaas

**WORLD
HEALTH
DAY**

CELL
BY ColorPik
Likho Itihaas

#TheCellFamily

Benefits

- Clear writing
- Consistent ink flow
- Strong grip

CELL
BY ColorPik
Likho Itihaas

No office commute?
**Doesn't mean you have to say
no to creativity too.**

CELL
BY ColorPik
Likho Itihaas

FIND OFFICE AND ART SUPPLIES ON CELL.

CLIENT

Omnis

We built a high-fashion brand story around the various product ranges of Omnis. We figured that the best way to sell Omnis products would be to go edgy, modern, and new-age. This digital identity was heavily appreciated and shared.

alpha
New arrivals

Be the spokeswoman of the community. More than just a pretty face, be the voice that you deserve to be. Omnis alpha range is all about social endurance and unparalleled statements.

SHOP NOW

OMNIS.COM/ALPHA

OMNIS.COM/SHADOWSYSTEM

SHADOW SYSTEM

The prize is you. Dashing, uber-urban, and filled to the brim with confidence. You are the modern elite, the -positively- chauvinist. Amplify your style with the Shadow System - all blacks.

WORLDWIDE
Free shipping

fashion that inspires.

Luv' that look!
SHARP
SUAVE
URBAN

10%
LAUNCH
WEEK
DISCOUNT

CONTRABAND

DISCOUNT THAT'S ALMOST ILLEGAL

25%

Make the most of the holidays. Shop more to earn more discount. New full sets launched. Don't just build your own collection - build your entire wardrobe.

AVAIL NOW

Fashion for the
BOLD

Apex

Apex is a range for men who want to feel damn good. It's not just about the looks. Apex is for those at the top of the chain, the elite among the masses. He who mesmerizes, confidently chooses Apex.

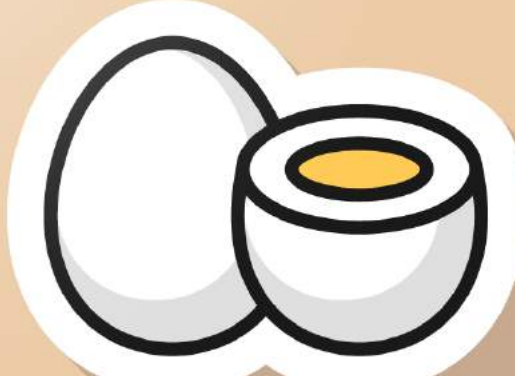
OMNIS.COM/APEX

Dyeus required informative snippets delivered in a fun and casual design scheme. As their target audience was children, we went with a simplistic yet readable format for their social media.

CLIENT

Dyeus

Biotin



Biotin is well known for providing thicker and stronger hair and prevent hair-fall. It also aids in the metabolism of protein-building amino acids which are crucial for nail growth.

Folic Acid



This vitamin actively supports cell division so that your hair follicles can produce healthy hair. Reducing hair loss and preventing thinning is what Folic Acid does best!

Vitamin B12




As it is actively involved in the production of red blood cells, Vitamin B12 carries oxygen and other nutrients to your hair follicles to support their growth.

Vitamin A



Vitamin A contributes to the health of your skin and scalp by promoting your blood's oxygen circulation. Increased oxygen circulation helps feed your scalp the vital nutrients your hair needs for longer and stronger hair.

Vitamin E

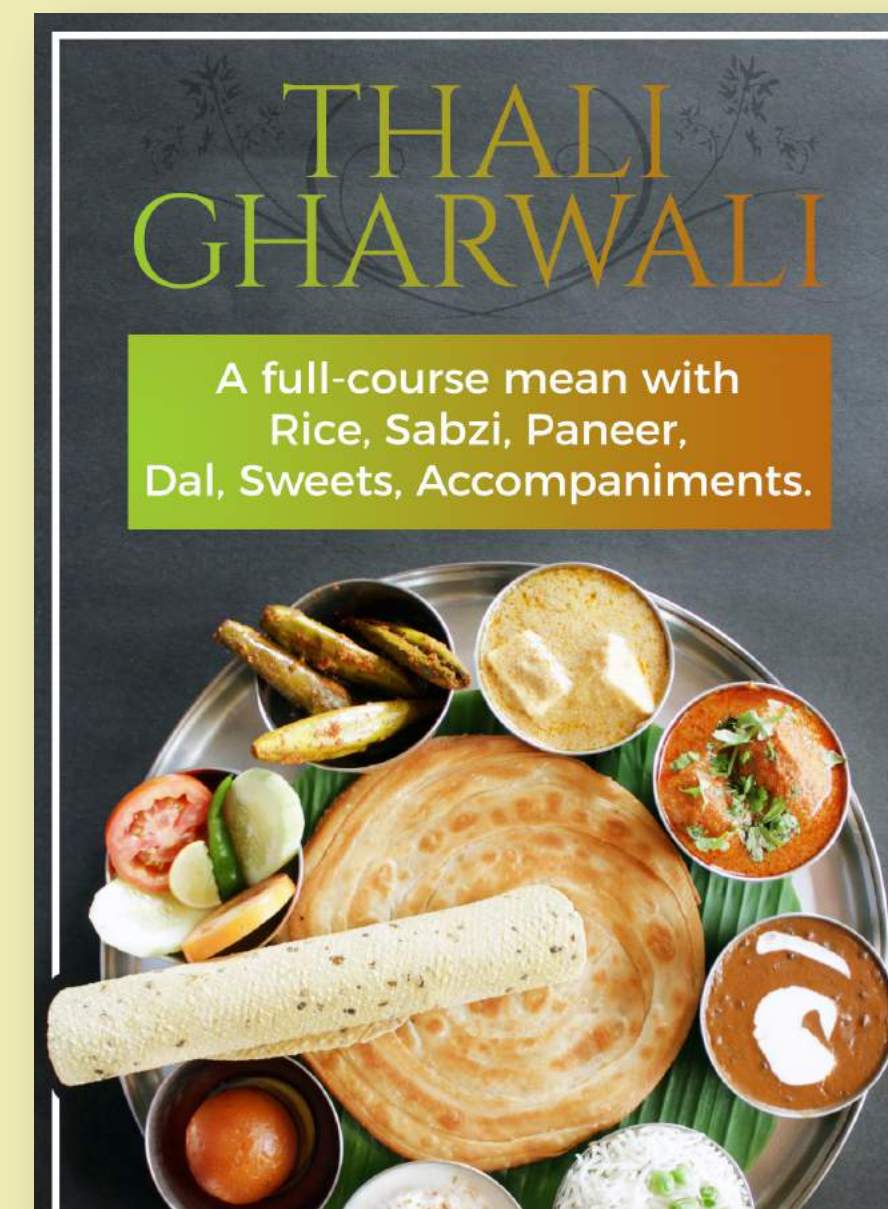


The vitamin's antioxidant properties help reduce the amount of oxidative stress that causes the hair follicles to break down.

CLIENT

Gupta Brothers

Gupta Brothers has multiple branches, and we handled social media for one of them. A renowned name throughout the city of Kolkata, there could be no compromises in terms of quality, content, or engagement metrics.





TRUE FRIENDS
COMPLETE EACH OTHER LIKE
DOSA, SAMBAR,
& CHUTNEY.

THIS FRIENDSHIP DAY, ENJOY WITH YOUR FRIENDS AT

Gupta Brothers
RESTAURANT

Sambhunath Pandit St, Elgin Road, Bhowanipore, Opp. Col Mandir, Kolkata, India | Infoline: 033 2455 6328

Aditi Kothari
5.0 ★

This was not our choice for Holi lunch, but then I am glad our other choices were shut on the occasion!

Though there were just two staff members, they made sure we had a comfortable and fulfilling time. The Special Thali is amazing!! It has just too much for one person to eat, so please order just one between two people if you would not want to waste food. The Gulaab Jamun in the thali is so tasty.

The As you like it Dosa is a must try if you are there.

zomato

Gupta Brothers
RESTAURANT

Gupta Brothers
RESTAURANT

zaika
INDIA
KA

Sambhunath Pandit St, Elgin Road, Bhowanipore
Calcutta, India

☎ 033 2455 6328

Gupta Brothers
RESTAURANT

tasty
Pizzas
for THE
whole
FAMILY.

Share
happiness
& love
With A
Gift Box From

Gupta Brothers
BALLYGUNGE The Abarkhabo Shoppe

RELISH OUR
HEART-WARMING
GAJJAR KA HALWA

Gupta Brothers
BALLYGUNGE The Abarkhabo Shoppe

Soothe your
soul with
Gajjar ka halwa

Gupta Brothers
BALLYGUNGE The Abarkhabo Shoppe

DRYFRUIT
CHAKKAR

Gupta Brothers
BALLYGUNGE The Abarkhabo Shoppe

CLIENT

Box8

Box8 is a full-stack end-to-end "desi meals" company that serves over 22,000+ meals daily across 100+ outlets. Their branding is based on a strong red accent, so our social media approach was to make designs that would naturally gel with that approach.



**Celebrate with a
burst of sweetness,
not crackers.**

#HappyDiwali



BOX8

**Fighting with
your siblings over
the chicken leg piece
in the Biryani**



BOX8



BOX8

Langar
for your hunger

#HappyGuruNanakJayanti



BOX8

STRESS BUSTERS



#WorldMentalHealthDay



BOX8

Yepzon was a tech startup that built safety keychains for family members that could be used to track and locate them. We went with an attention-grabbing color palette and simplistic approach to artwork.

CLIENT

Yepzon

Smart safety keychain for your loved ones.

Yepzon GPS locator keeps safe what you value the most.



SMART SAFETY KEYCHAIN FOR YOUR LOVED ONES.

Locator, SOS button, or both.



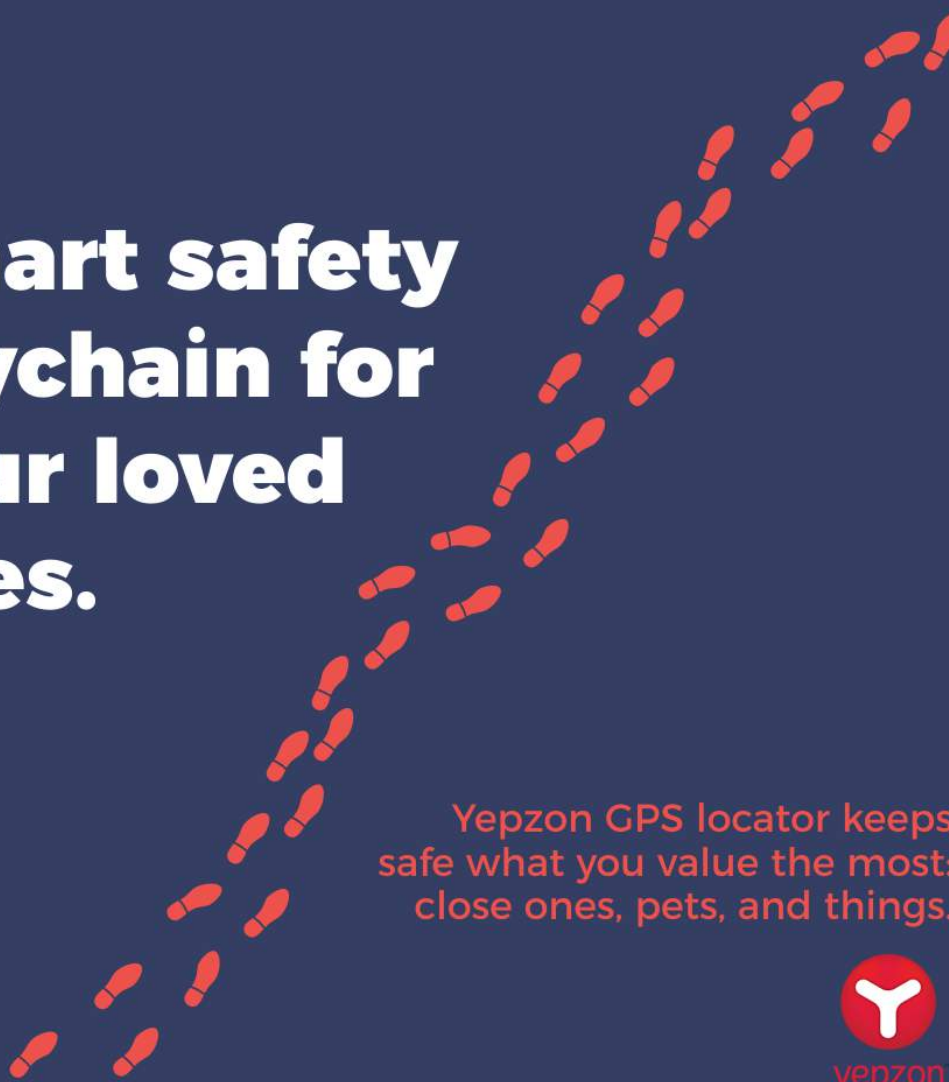

SMART SAFETY KEYCHAIN FOR YOUR LOVED ONES.

Yepzon GPS locator keeps safe what you value the most: close ones, pets, and things.




Smart safety keychain for your loved ones.

Yepzon GPS locator keeps safe what you value the most: close ones, pets, and things.

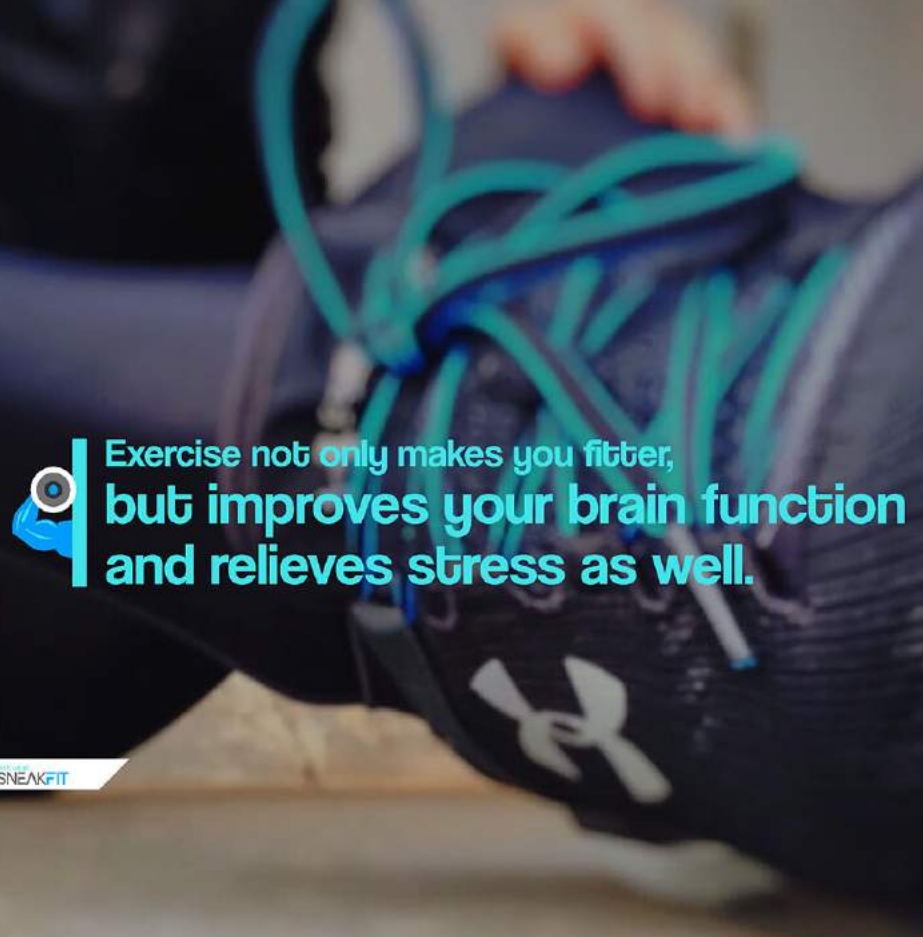




CLIENT



SneakFit

SneakFit is a fitness brand. The brief was to develop a photographic social media presence. Our approach was methodological and depended on people's affinity to correlate photos with advice. We used this to our advantage to build promotional material.

Exercise not only makes you fitter, but improves your brain function and relieves stress as well.

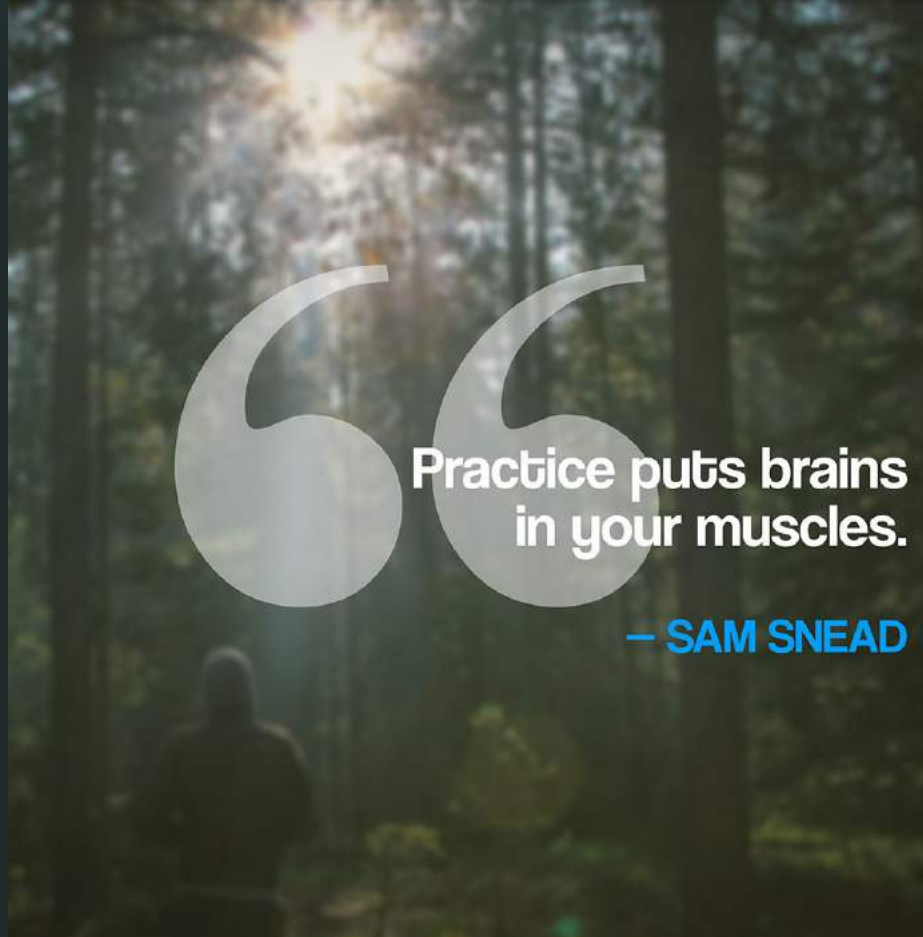




MUCLES can be built at any age!

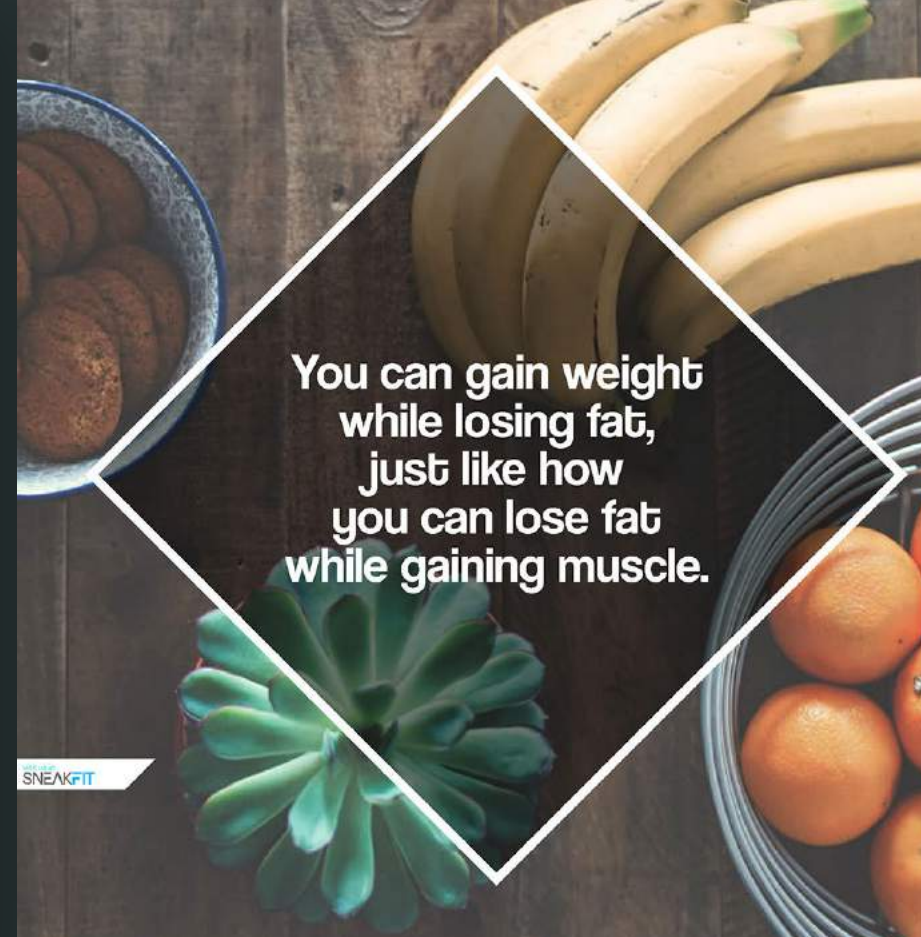




Practice puts brains in your muscles.

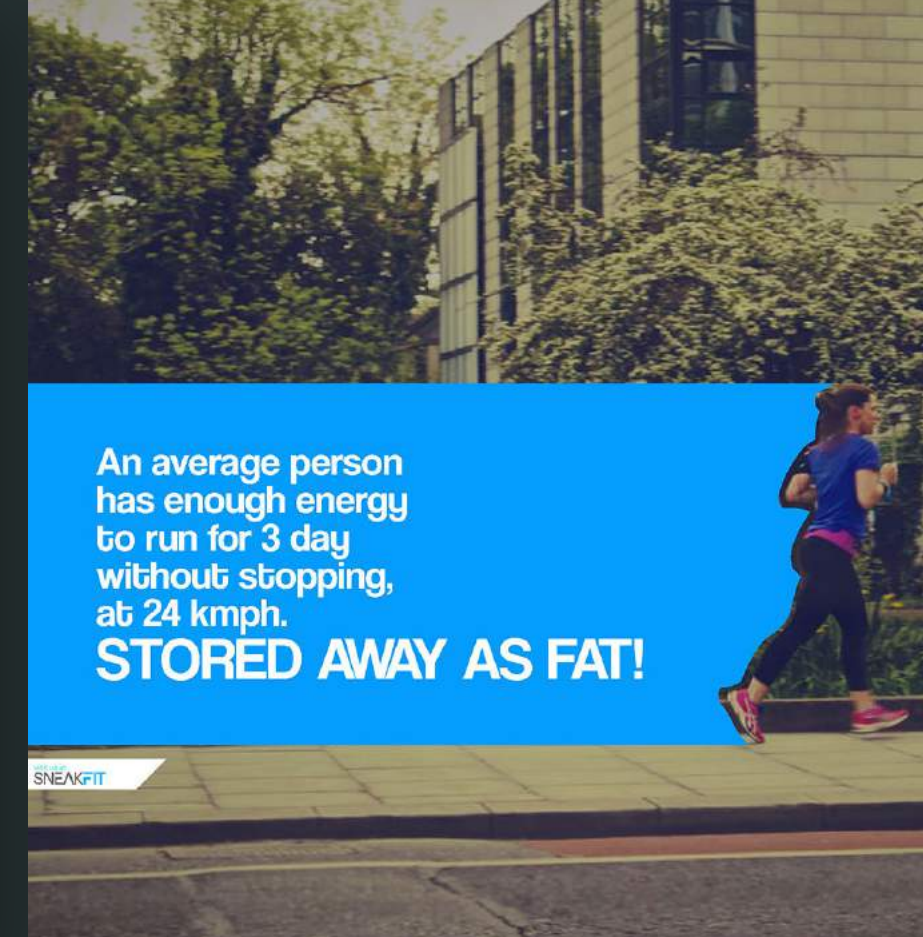

— SAM SNEAD

You can gain weight while losing fat, just like how you can lose fat while gaining muscle.

An average person has enough energy to run for 3 day without stopping, at 24 kmph. **STORED AWAY AS FAT!**



CLIENT

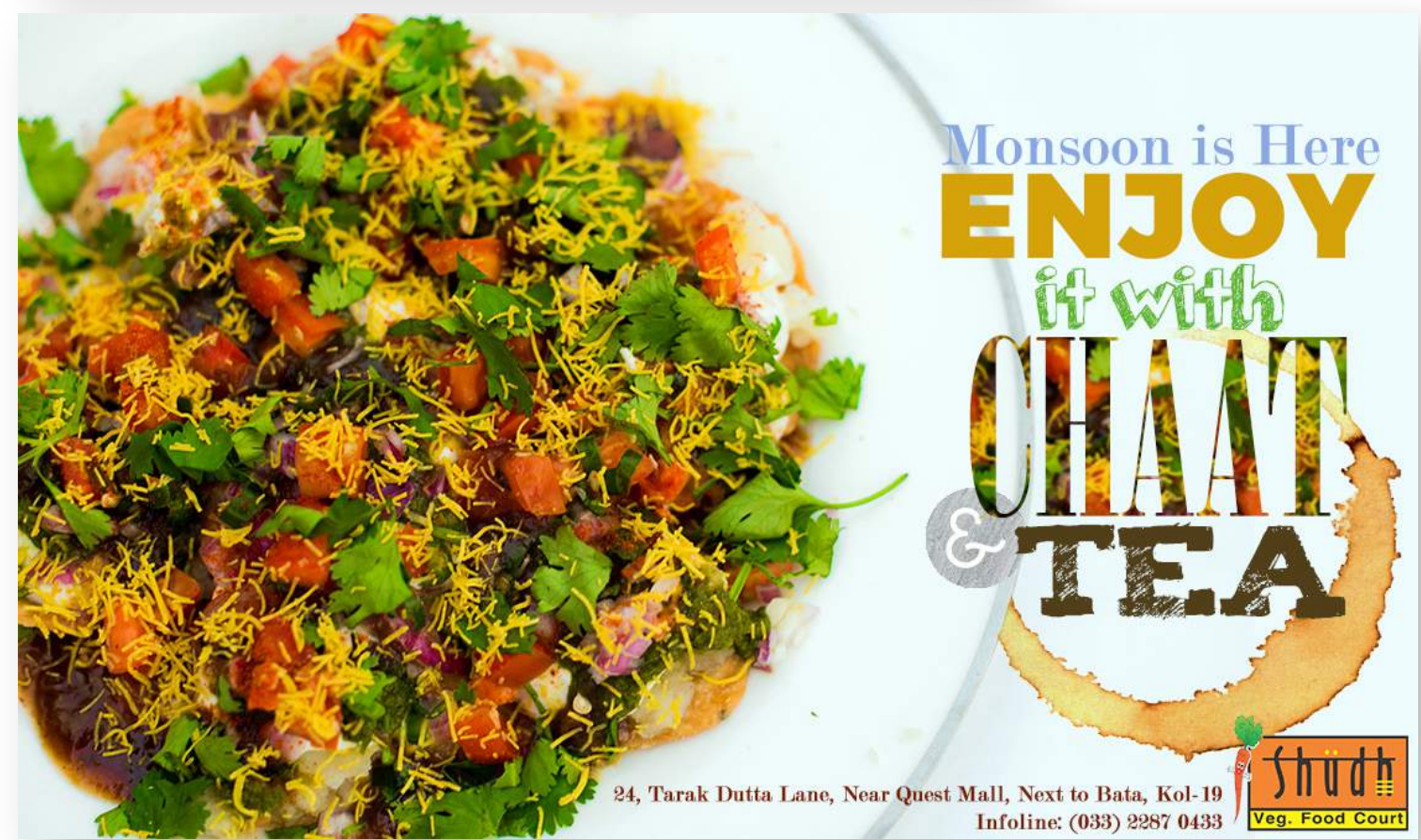
Shudh Family Restaurant

Pure veg restaurant Shudh needed social media presence that could hit home with its target audience at the time of launch. We chose a very friendly approach and a mix of media to deliver great results.



- Pre-plated meal for 1
- VEG STROGANOFF ₹200
 - VEG CHELO KEBAB ₹220

weekend special



CLIENT

MSI SUPRIM

The new range of MSI GPUs needed an edgy, photo-heavy look. We provided assets that built around the core MSI ideology while educating users what to expect.



msi

CHANGE THE GAME

GEFORCE

msi

DEFYING GRAVITY

GEFORCE

msi

TRUE POWER

LIES WITHIN

GEFORCE

msi

CHISELED TO PERFECTION

GEFORCE

msi

NEVER LOSE YOUR COOL WITH TORX FAN 4.0

REVOLUTIONARY RING DESIGN

TO FOCUS AIRFLOW AND AIR PRESSURE INTO THE HEAT SINK

GEFORCE

CLIENT

Peak 365

Social media engagement for Peak 365 had to be clear-cut. No extra talk, no decorations, only real medical information. We not only produced simple yet fluid packaging and branding for them, but incorporated their social media with the same essence of simplicity and clutter-freeness.



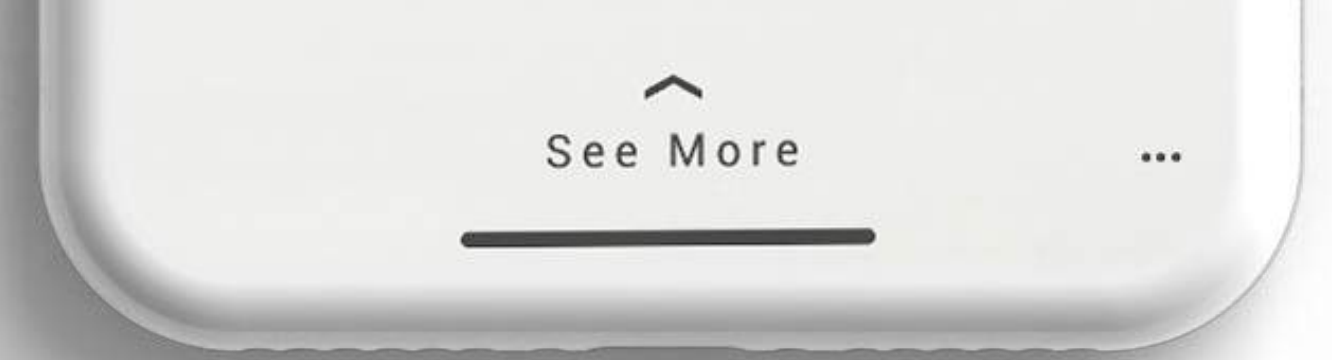
High-end vitamins and supplements based on 35+ years of research.



Our proprietary combination of vitamins, minerals, oils and herbs work in concert to support optimal health & wellness.



Scientifically formulated combination of the most powerful antioxidants to support your body's fight against oxidative stress.



CASE STUDY

FAASOS

300% ROI

MESSAGES **+50% growth ^**

INTERACTION **200% boost**

Faasos promises food that breaks away from the monotony of everyday eating habits. Faasos has a dedicated consumer base. They already had a branding when we were hired. Our job included improving the social media presence of the brand and highlighting what the brand had to offer, how it was different, and more.



Sliders, banners, covers - collateral graphics for bolstering the online presence.



Impactful creative campaigns

UNWRAP
A NEW FLAVOUR IN
EVERY BITE

50% OFF*
on Signature Wraps

Code: **WRAPPED**

ORDER NOW



Faasos
**SUPER SAVER
COMBOS**

CRAVE MORE, SAVE MORE!

50% OFF*

CODE: **WRAPPED**

Upto ₹100 | NOV ₹199



₹355
₹299



28th to 30th April



Fab Wrap Combos

2 WRAPS

starting

@99 each

ORDER NOW

*T&C APPLY

SAFELY
100%
COOKED

Faasos

Login Sign Up

Surprises under wraps

Enter your delivery location

Locate Me

FIND FOOD



SIGNATURE WRAPS

FLAVOURS MEIN AISA ZOR,
BAAKI SAB LAGE BORE!

#BoreNoMore

We regularly change the covers to display any offers, new launches, or other information.

CASE STUDY

C-GUARD

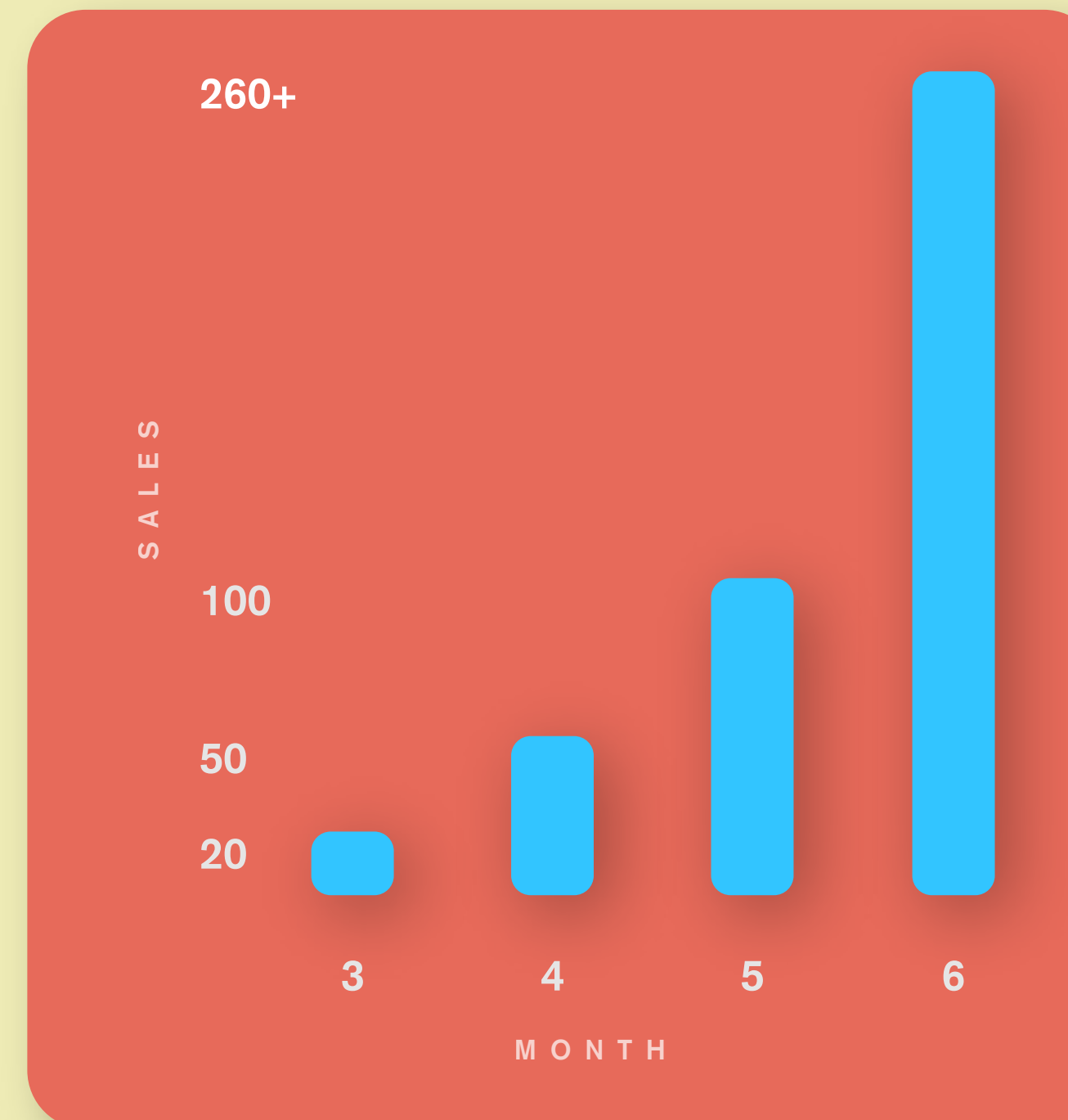
C-GUARD is a new startup. We have done everything for it starting from the logo and website to handling its social media. The needs of C-GUARD were identified by us. We created a design scheme that speaks simply but in an informative manner. As it's a medical industry brand, we had to keep things simple yet understandable while promoting the products.

150% ROI

SALES 0 to 1.3L/month

It took us 2 months to build a good-looking social media presence for C-GUARD from scratch.

From the third month, we focused on sales. 4 months worth of work and we gave C-GUARD, a totally new brand in the industry, 260+ monthly sales, which keeps on increasing even today.





HOSPITAL UNIFORM AND LINEN PRODUCTS

- Unisex Scrub Suits
- Medical Staff Coats
- OT Gowns
- Doctor's Coats
- Patients' Dresses
- Bedsheets & Pillow Covers

C-GUARD™



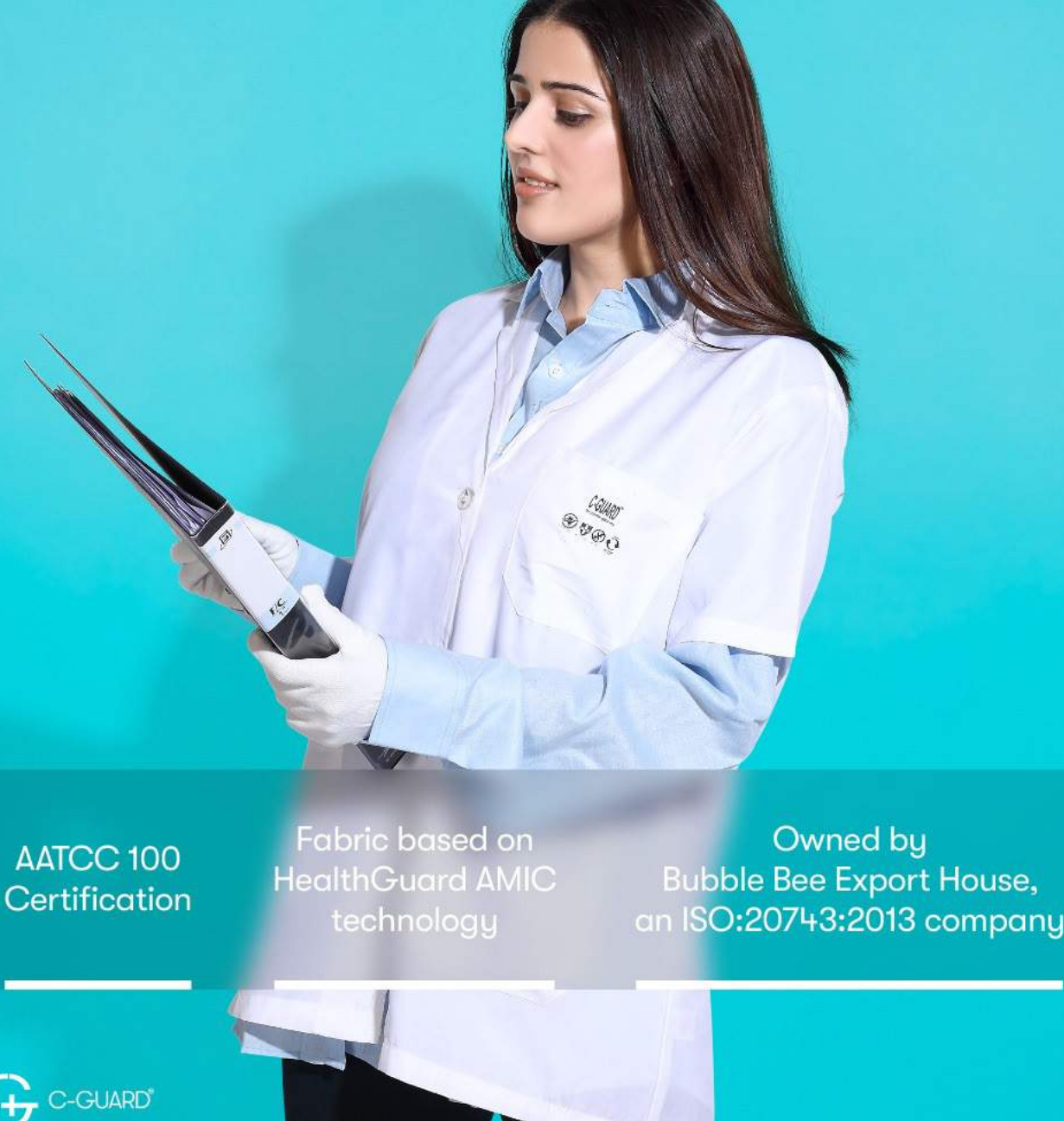
99.94% protection against viruses including SARS-CoV-2 (COVID-19), SARS, H1N1, Swine flu, Influenza, etc.

C-GUARD™



- 99% protection against bacteria
- Odor-free fabric
- Reusable products
- Washable upto 30 times

C-GUARD™



AATCC 100 Certification

Fabric based on HealthGuard AMIC technology

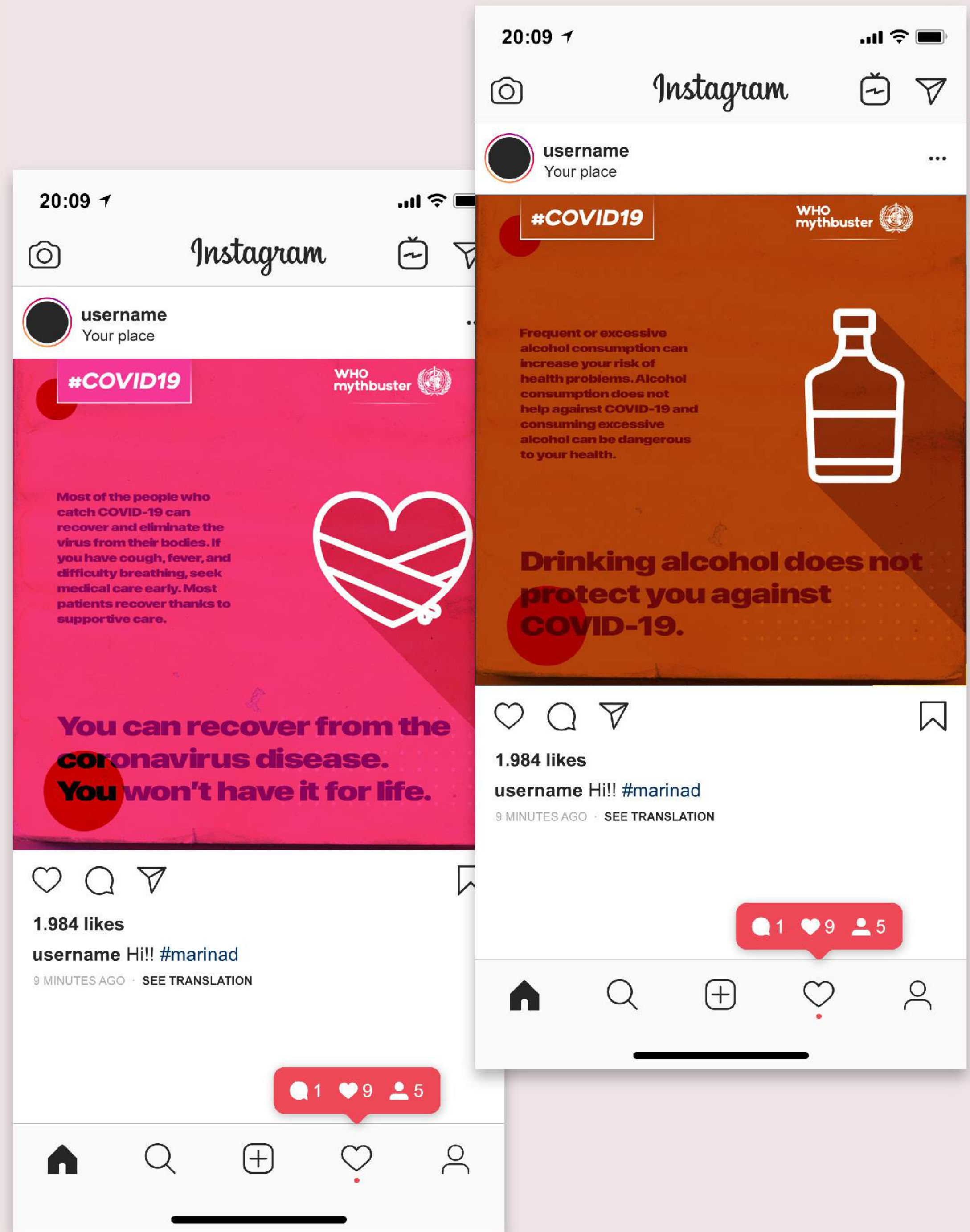
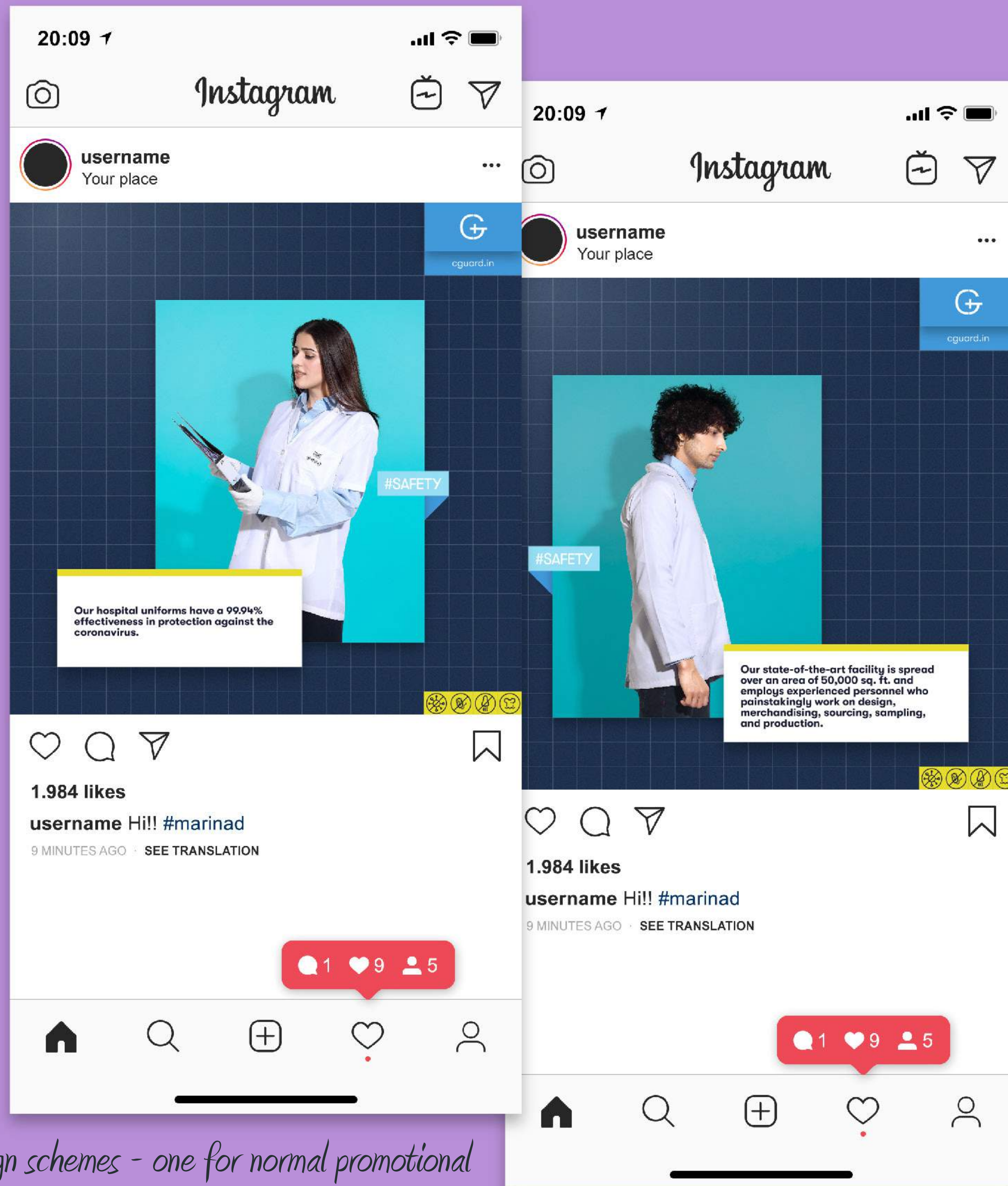
Owned by Bubble Bee Export House, an ISO:20743:2013 company

C-GUARD™

- High-quality products
- Multiple sizes
- Pan-India delivery
- Free shipping
- Bulk order discounts

C-GUARD™

Simple, informative ad graphics that relay all critical information.



Two design schemes - one for normal promotional posts and another for COVID-19 awareness (client industry is COVID-19 related).

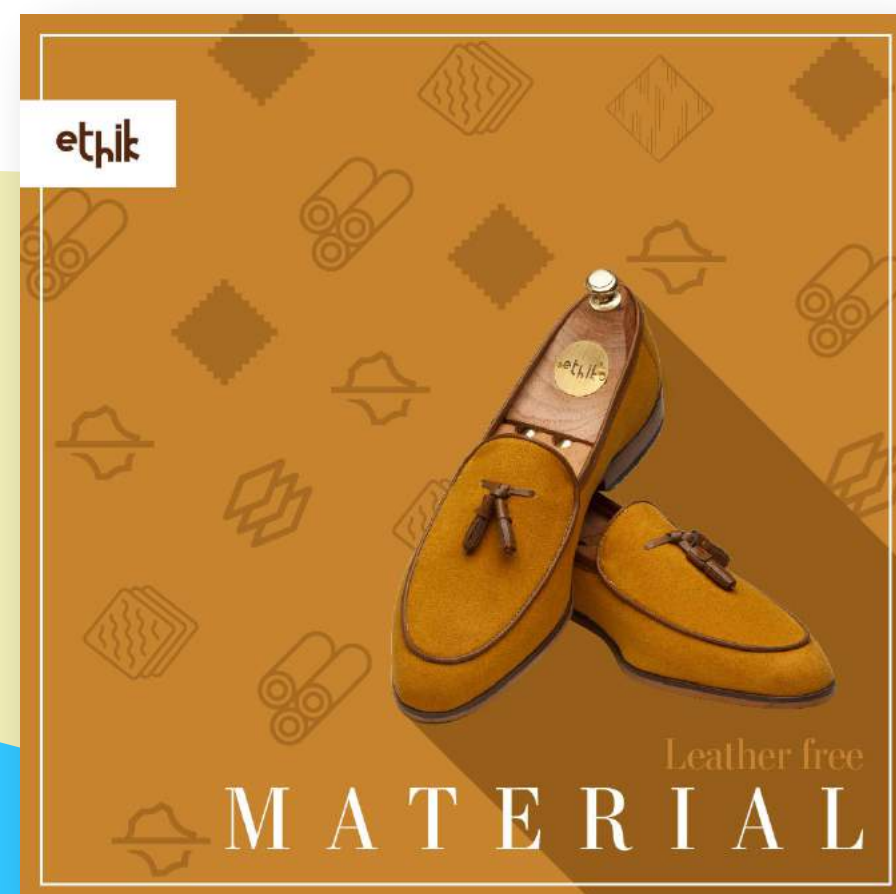
CASE STUDY

ETHIK

Ethik started as an alternative fashion brand. Non-leather and 100% cruelty-free. Its target audience was bifurcated into two: people who preferred luxury goods and the vegans. We handled the digital presence of Ethik (website and social media) since its inception.

SALES ~250% growth ^

SOCIAL SHARES +50-120 per post



Ads for google, taboola, etc.

Campaigns for neutral audiences

ethik live leather free

THIS SPRING,
keep the vibes coming × × × ×

www.ethik.in

ethik live leather free

GO LIGHT

with our extremely lightweight shoes

TAN IS FUN

www.ethik.in

ethik **LUXURY**
that doesn't hurt

www.ethik.com

ethik live leather free

non-leather premium stylish functional

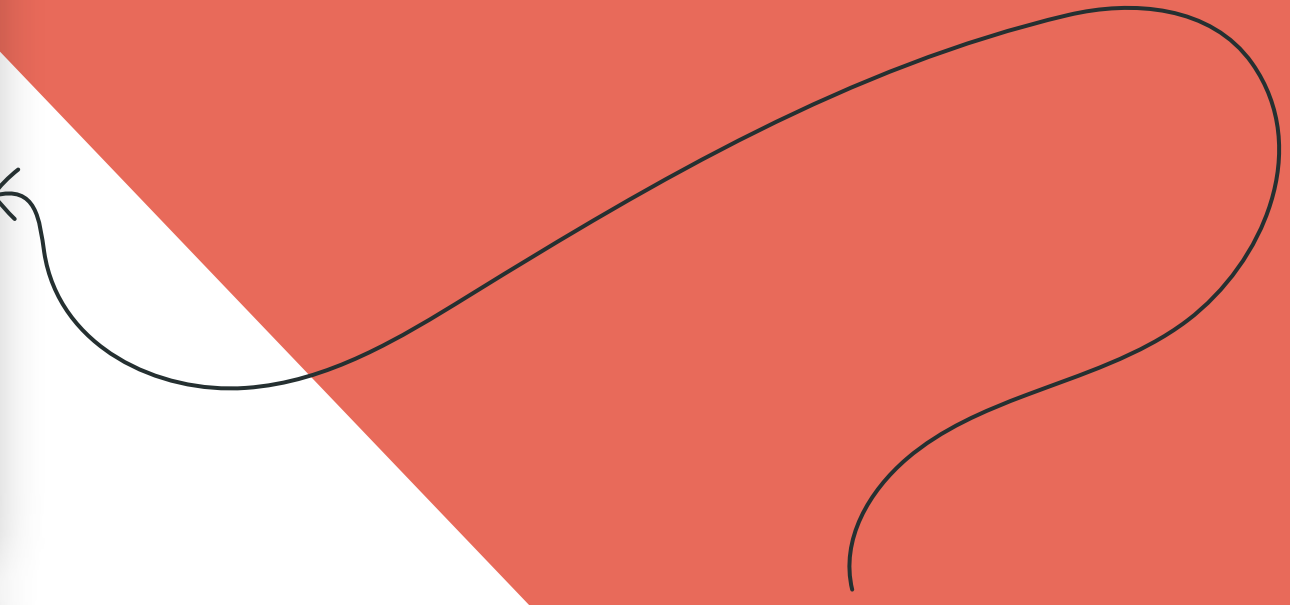
ethik live leather free

Simplify your LIFE

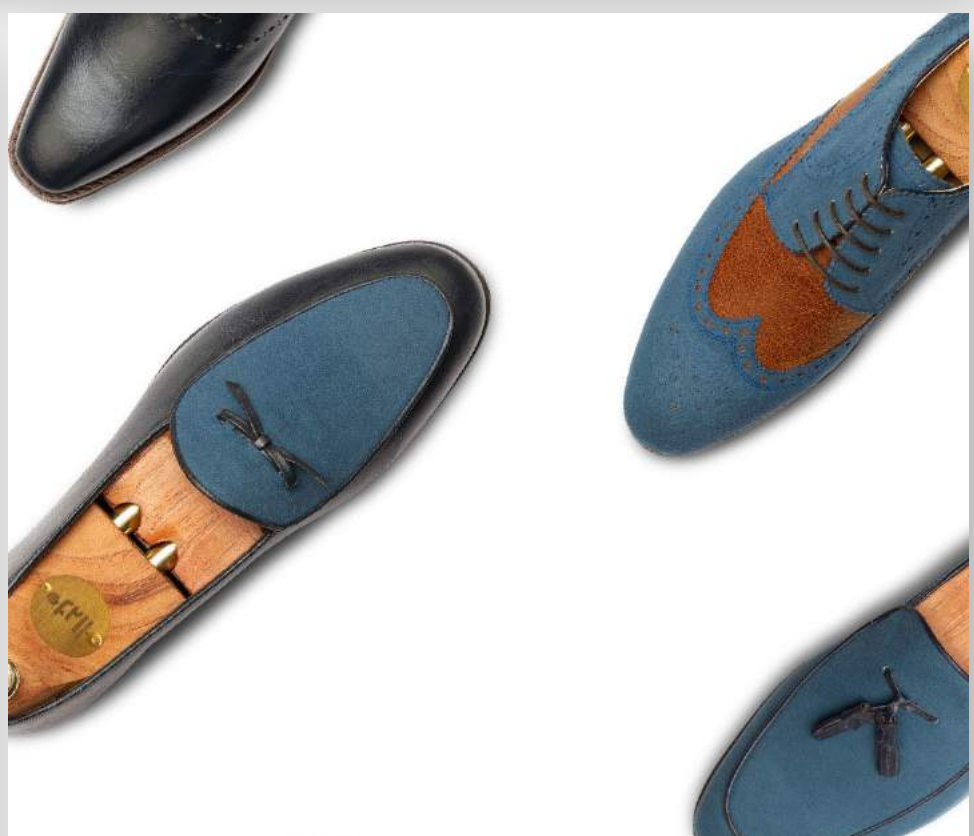
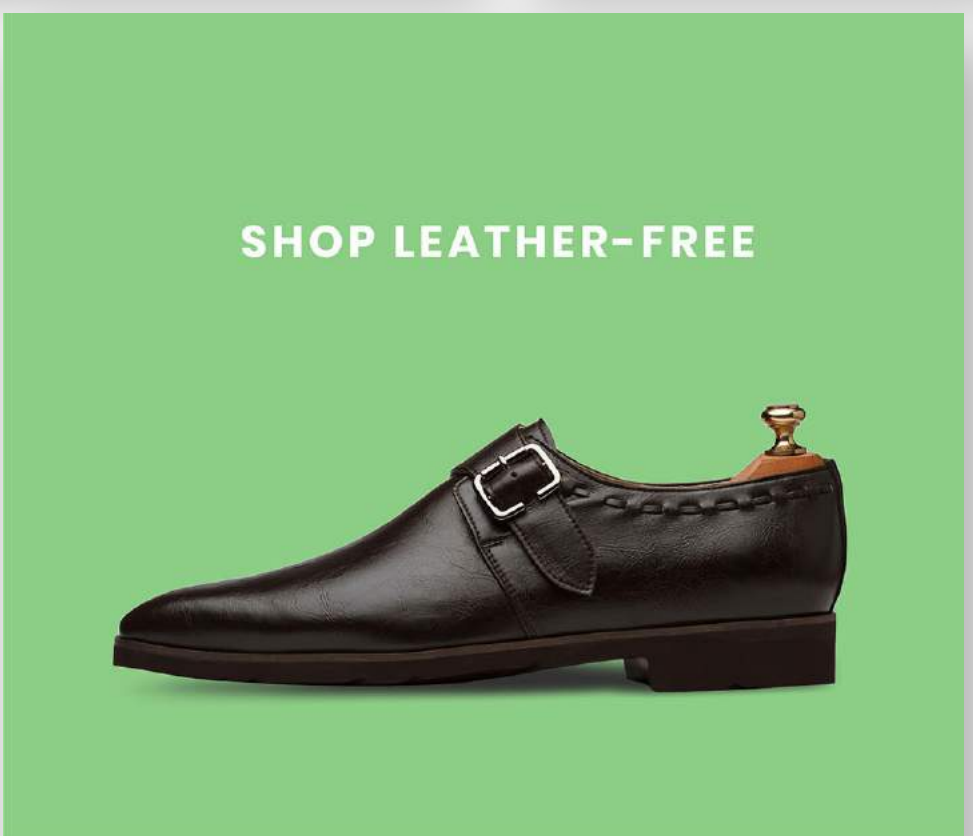
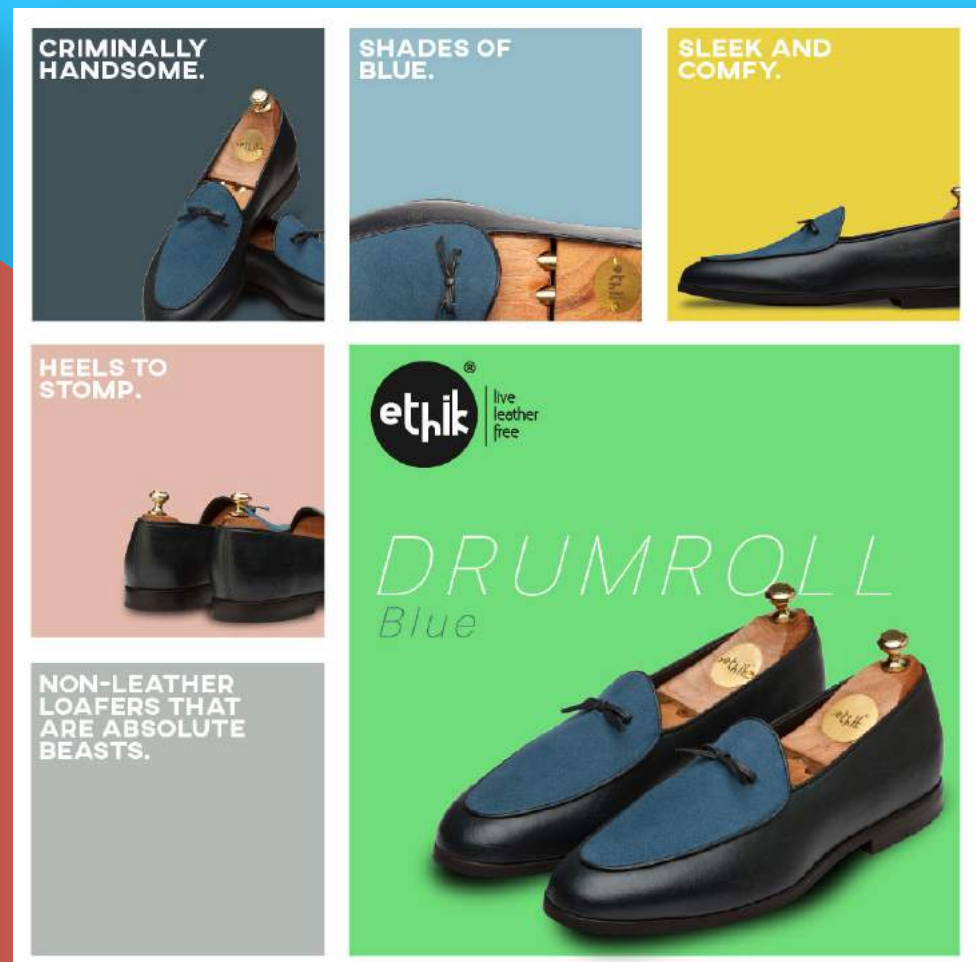
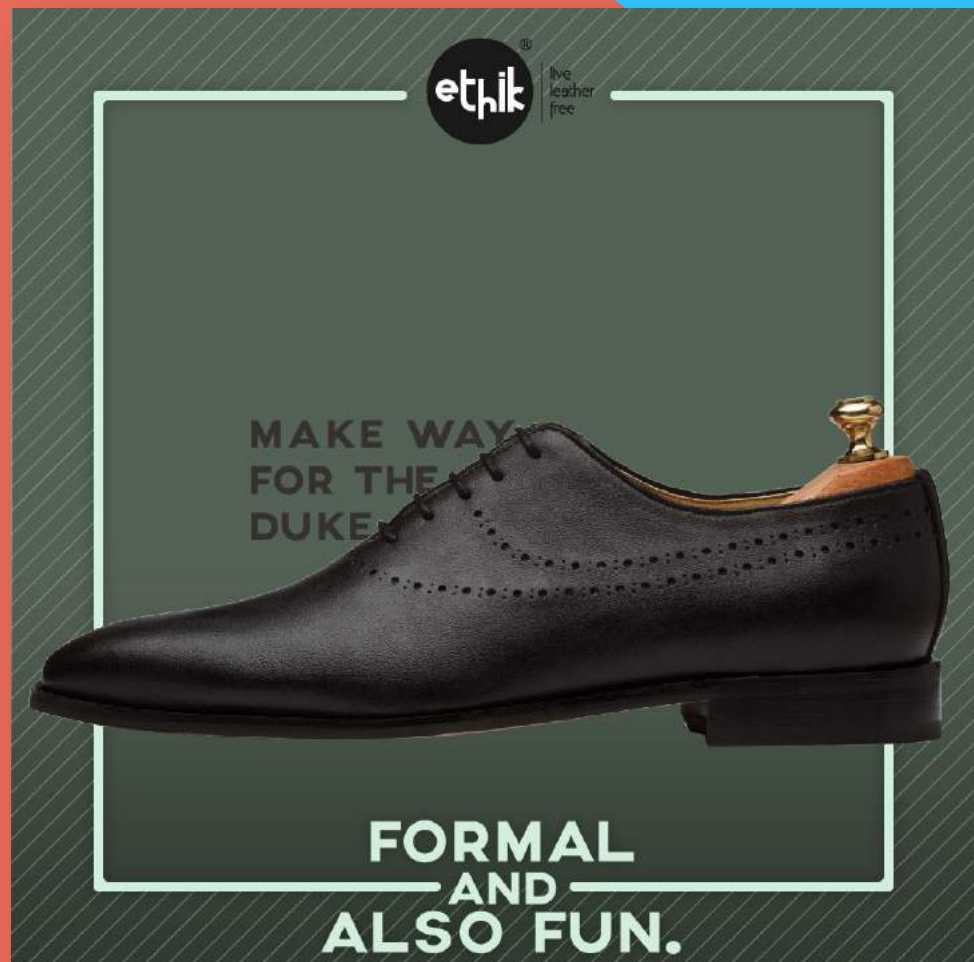
ethik www.ethik.in

ethik live leather free

Leather-free men's footwear.



Posts, stories, website banners, and different ads for the vegan target group, colors, style, and copy tone were adjusted as per the expected vegan shopper's intent.





BLUE
is the new
Bold



Get a summer
TAN

ethik | live leather free

WATER PROOF

WWW.ETHIK.IN

ethik | live leather free

LIGHT WEIGHT

WWW.ETHIK.IN

ethik | live leather free

DURABLE RESISTANT

WWW.ETHIK.IN

COMFORTABLE

WWW.ETHIK.IN

ethik® live leather free

DURABLE

WWW.ETHIK.IN

ethik® live leather free

BREATHABLE

WWW.ETHIK.IN

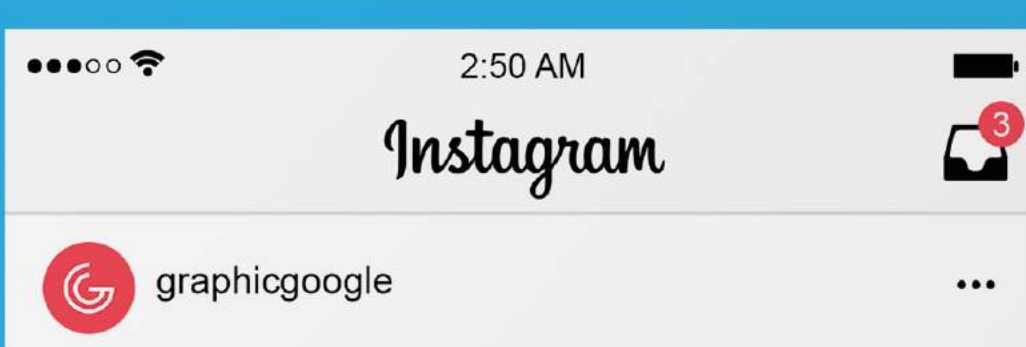
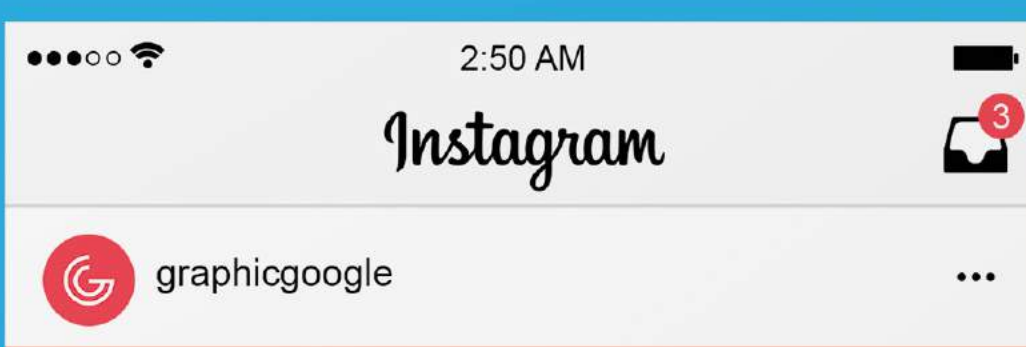
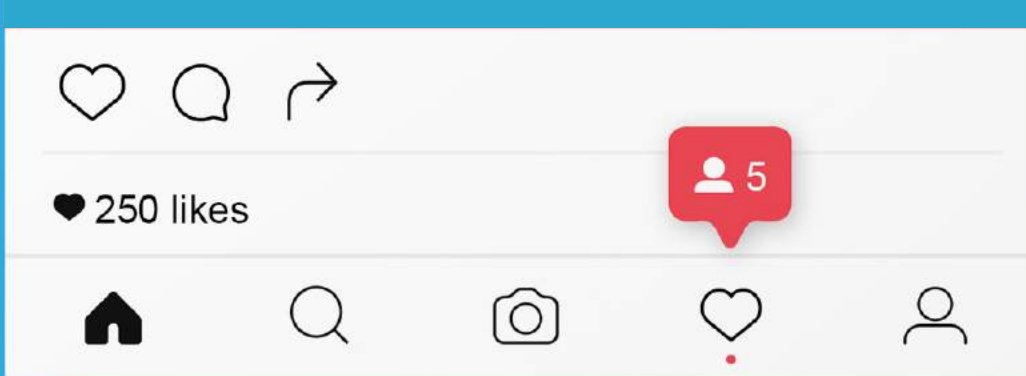
ethik® live leather free

↪ Graphics designed for people who preferred high-value goods - this series talked about the product features in a creative and unconventional way

Curated brand feed



Behind the scenes



Community

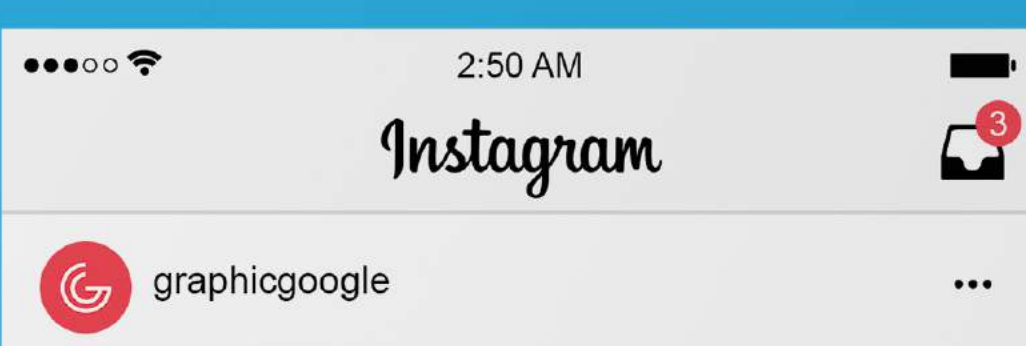
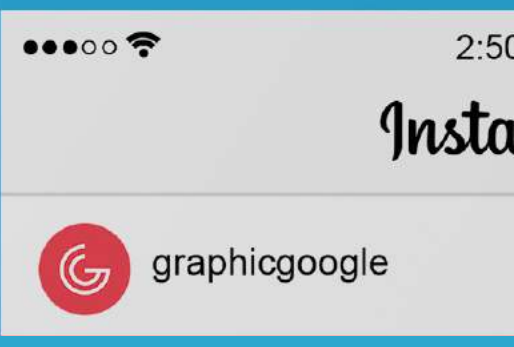
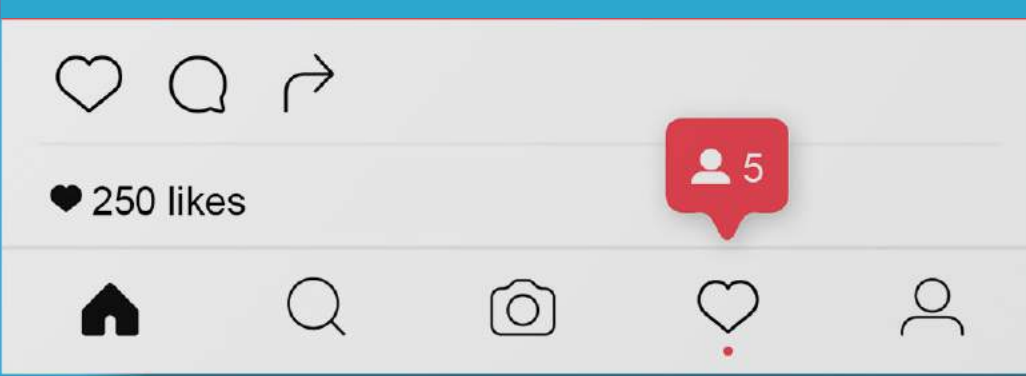
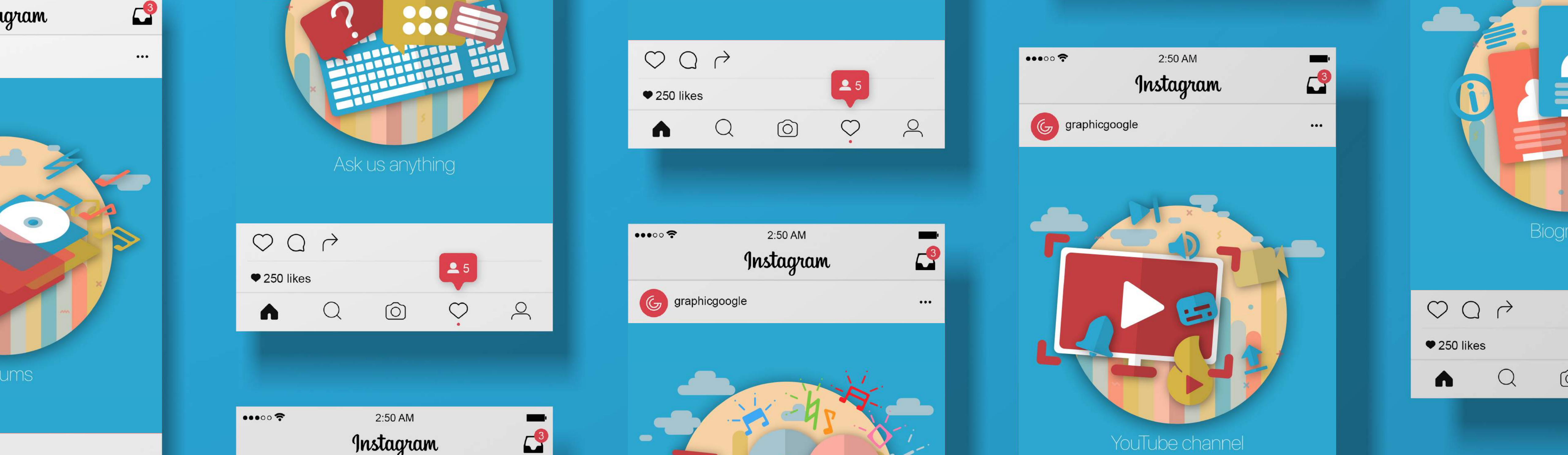


Chart positions





Curating a social media feed is more than just putting a bunch of images together.

It's about building a story around your brand.

We curate feeds exclusively and uniquely for your brand so that onlookers are dazzled.

Everything from the design scheme to the overall presence is paid attention to.