

PROFILE

STRATEGY

DESIGN

MARKETING



Ideas that **matter**



We are the

IDEATORS We are the ones
who launch and maintain

idea viruses.



The **Blu** impact

“Nobody laughs to old jokes anymore.”

Let's get this straight, your client needs a new approach every time, and you are at a juncture wherein you are more likely fail even when you have all the 5 Ps of marketing intact. Alternative approaches aren't a novelty - they are a necessity.

At **Blu** we bring home the differentiators, each time, every time.

THE Blu PRINT

Strategy

A goal without a plan is just a dream.

Design

Thinking for design is hard but not thinking is disastrous.

Marketing

Business has only two roles: innovation and marketing. We have got one covered.

Don't worry we got you . . .



Our principles

01

There is nothing such as “Monday Blues”

Getting a big idea is not an act of inspiration, but rather one of discovery.

Creativity can overcome almost any problem. We welcome your challenges and we reimagine your future.

We love what we do, Mondays are fun and the color codes on our task sheets keep us moving, Adocs.

02

Dig in for the missing opportunity

03

Creating inspirations

We push our boundaries because that is what they are there for. We keep on reaching for higher heights and challenging what is possible.

We are fanatical about about the world we live in. We create work that outlasts movements and trends and redefines culture.

04

Sky is NOT the limit



Why Us

01 Experts under one roof

02 400+ clients turned friends

03 A vantage point for your brand

04 Creativity with a strategy

05 Rarely missed timelines

06 Innovation at every customer touch point

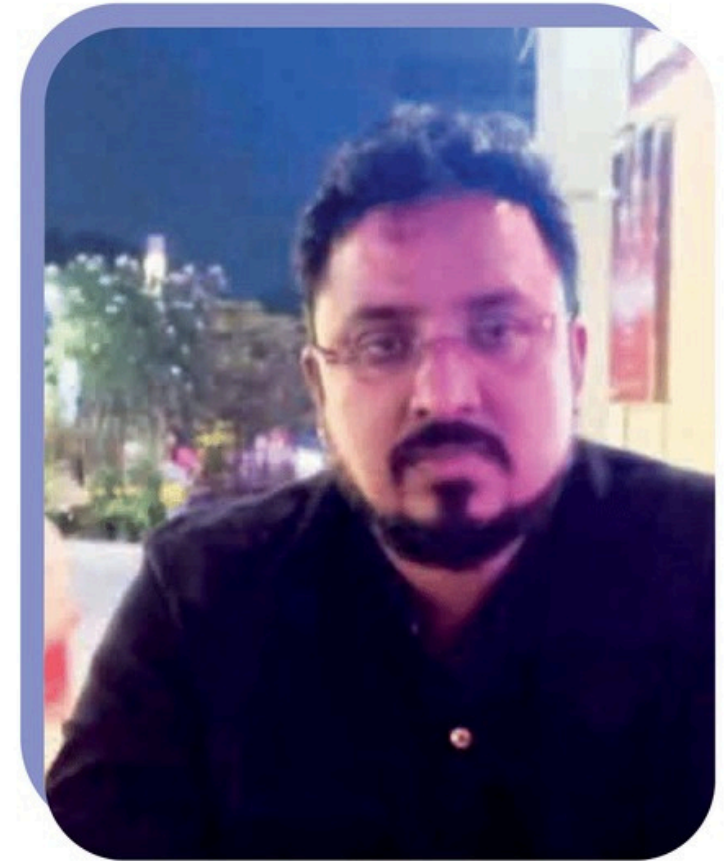
07 Cost - wise

08 Results to define the effort

Our ideators

An Iconic Brand Building Company. With strategic advice on building a marketing function, defining the operating parameters, training and shaping the team, and taking care of complete Social Media and Branding Work, ensuring complete **BRAND DEVELOPMENT**.

We are all in this together.

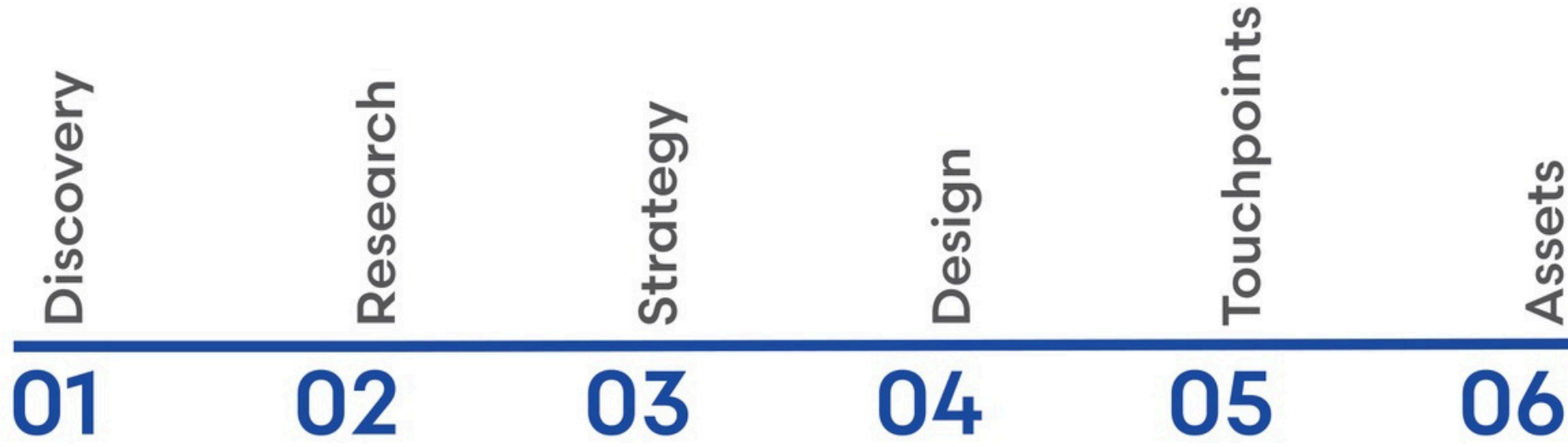


Sasi Kumar Rajamani

Founder, CEO



Our approach



01 Discovery

Understand 'your' business and 'your' requirements. Discuss the goals of the project. Identifying and understand the problems to be solved.

02 Research

Understanding competitive landscape, markets, industries and information for an effective project strategy.

03 Strategy

Combining the results of discovery and research stage into a cohesive project plan.

04 Design

Our team carefully translates the brand story and vision into a visual expression that creates an overall identity.

05 Marketing

Our smooth brand implementation. We transport the ideas from our desks to every online and offline media.

06 Brand Maintenance

Maintenance is more important than creation. We ensure consistency in the way your brand behave and communicate.



Our services

Thinking for design is hard, but not
thinking is disastrous.



Design without strategy is just art.

Everyone's talking about "intelligence" today but a strategy is what's hard to package in a neat little box. As a brand strategy agency, we help you kick your marketing efforts into high gear. Our innovation methodology seeks to systematically survey and understand a given area of a client's business, identifying areas of opportunity for great storytelling and communications. We take pride in our high-end problem solving, employing a distinct blend of analytics, creative thinking and multi disciplinary insights to ensure a competitive advantage for both fledgling and established brands.



Scope of Work

01 Growth Strategy

02 Brand Strategy

03 Innovation Strategy

04 Data Strategy

05 Market Analysis

06 Competitive Analysis

07 Research

08 Mystery shopping



Despite being cautioned not to judge a book by its cover, we all do it every day.

Our designers are creative to the core. They see the world in a unique way, finding patterns and beauty in places others often overlook, making connections between seemingly disparate concepts, and asking a lot of questions to get to the heart of client expectations and drivers. We love turning ideas into thoughtful deliverables that align with a solid strategy and drive results. With a focus on fluid user experiences and beautiful design, we build brands that inspire and make a powerful & memorable visual statement.



Scope of Work

01 UX & UI Design

02 Brand Identity & Naming

03 Content Design & Copywriting

04 Business Identity Design

05 Brand Guidelines

06 Packaging

07 Marketing collaterals



Your story deserves to be told.

Marketing is becoming accountable for more than just dazzling creative and effective storytelling. We have developed a framework to help organizations map out a winning and coherent strategy for elevating the human experience and accelerating into a fully-owned digital future. With a focus on customer engagement, we create immersive brand experiences and content that captivates, compels, and converts, across all communications touchpoints. We make brands matter by developing narratives that resonate with the right audiences, at the right place and time.



Scope of Work

01 Campaign development

02 Media planning

03 Content strategy

04 Social media planning

05 Search engine optimization



Our work



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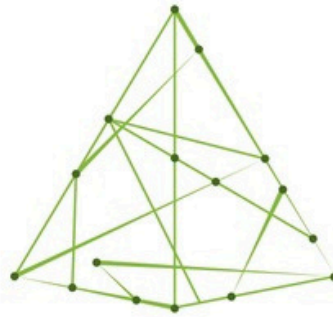


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

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8-2-248/A/5/42 & 29, Venkateshwara Hills Colony, Road No. 3, Banjara Hills, Hyderabad - 500034

+91 99898 77773 | (714)551-9128 | sales@thebluideas.com

www.thebluideas.com