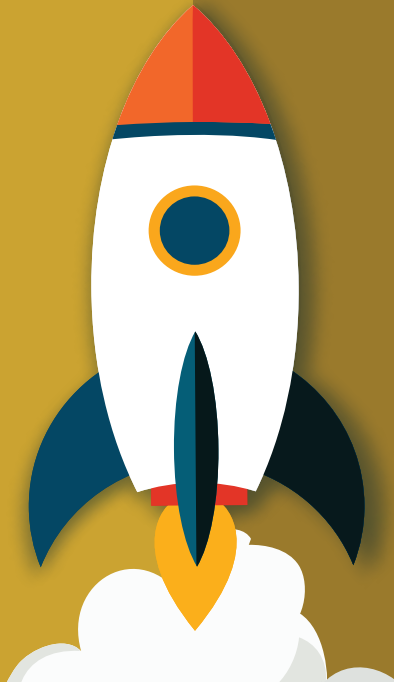

BUILD A BRAND BUILD A BUSINESS
GET A JUMPSTART



GOOD DESIGN IS GOOD BUSINESS

Good design thinking powers and helps propel and position a brand way ahead of the competition and into the hearts of the consumers.

Unfortunately, a lot of entrepreneurs perceive design as mere visual accessory that is an afterthought to a business, service or product.

Leveraging the power of design for your startup could make a difference in your marketing results, your public perception, and could help your profitability.



However, while most startups focus only on technology & service ideas, design is what could really make a difference between success and failure.

5 WAYS DESIGN IMPACTS YOUR BUSINESS

- 1 Design can impact the way your customer sees, feels and experiences your brand and invokes the core feeling towards your product or service.
- 2 Design is the bridge that reaches out to the customer and substantiates the technology, product or service and the difference it can make in his/her life.
- 3 A compelling positioning drives the reason for the brand to exist in the customers mind and their preference for it.
- 4 **A brand is not just a logo, it is everything from your ethics to personality — your business culture and it is what moves the organisation from within and out.**
- 5 Business plans build businesses. Brand strategies and design thinking builds valuation, having this in place is just as important.

BRIDGING THE NEED GAP FOR START UPS



A SOUND CREATIVE STRATEGY

This is an integral part of the startup tool kit. It can also serve as a vital ingredient for success and valuation.



A COMPETITIVE EDGE

If your offering is in a competitive market and there are other, better designed alternatives, good design is a vital tool to help you stand out. Alternatively, if you offer a new product or service, design can help build an understanding and need for it.



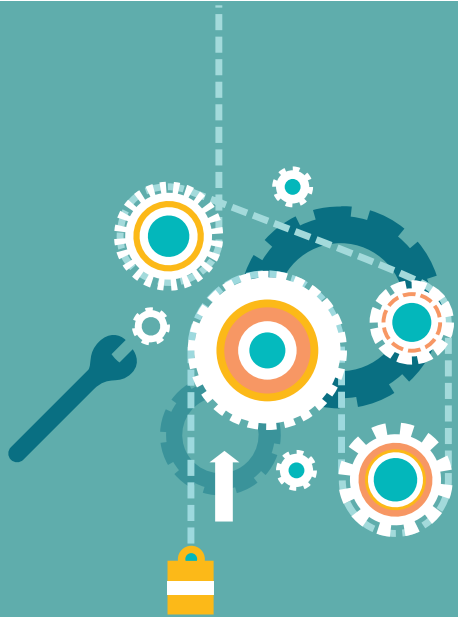
A SOLUTION THAT HELPS YOU GROW!

A truly effective creative strategy should be developed to suit your business needs and not just make your brand look good.

We understand the importance of encouraging and partnering entrepreneurs to further their business aspirations and more importantly help make a difference in a competitive environment.



JUMPSTART is a division of Vyas Giannetti Creative, one of India's leading integrated design & communication firms, **that caters to the branding, design and communication needs of growing businesses.**



WHAT WE DO

- ✓ **We offer customized solutions** while keeping VGC's core quality intact
- ✓ **We help build successful brands from the inside out**
- ✓ **We run design workshops and interventions** to diagnose gaps in your brand and business.

WHAT CAN WE DO FOR YOU?



We can help you identify what your brand should stand for and aid in recognizing your core benefit while reflecting the same in your branding.



We can help you understand the importance & need of having the right brand & communication strategy in place.



We evaluate & implement the best solutions for your business to help you get ready to scale up.



We also give you in-depth solutions by understanding your target group and developing strategies that respond to them.

SO WHO IS THIS FOR?



ENTREPRENEURS

You can use VGC Jumpstart to boost your venture's brand value.



VENTURE CAPITALISTS/ INVESTORS

VGC Jumpstart is a one-stop design solution provider for all your portfolio companies.



FAMILY BUSINESSES

VGC Jumpstart can help modernise your already successful business.



JUMPSTART PACKAGES

1 STRATEGIC BRANDING

BRAND IDENTITY

- Logo
- Name
- Brand Positioning
- Brand Architecture
- Brand Language
- Colour palette
- Typography
- Brand Manual

COLLATERALS

- Company Brochure x 1 (up to 40 pages)
- Stationery – Visiting Cards, ID Cards, Folder, Note Pads,
- CD Case, Letterheads & Envelopes, Bags
- PR / Press kit
- Direct Mailers
- Presentation Template

DIGITAL

- Website Design (home page + 2 inside pages)
- E-Mailer template x 2



2 COMMUNICATION

LAUNCH CAMPAIGN

- Campaign Concept
- Print x 4 (1 launch and 3 sustenance)
- OOH x 4
- Radio Scripts x 4
- Launch Activation Idea x 1

DIGITAL

- Banner Ads x 4
- Digital Activation Idea x 1
- Social Media Campaign Extension x 4
- Audio Visual – Online AV / Film Script x 1



3 STRATEGIC BRANDING + COMMUNICATION

BRANDING

- Logo
- Name
- Brand Positioning
- Brand Language
- Colour palette
- Typography
- Brand Manual

COLLATERALS

- Stationery – Visiting Cards, ID Cards, Folder, Note Pads, CD Case,
- Letterheads & Envelopes, Bags
- Presentation Template Digital
- Website Design (home page + 2 inside pages)

DIGITAL

- Campaign Concept
- Print x 4 (1 launch and 3 sustenance)
- OOH x 4
- Radio Scripts x 4
- Launch Activation Idea x 1



LET'S START TALKING!

So, get in touch with us to fuel your business.

Ninee Rao

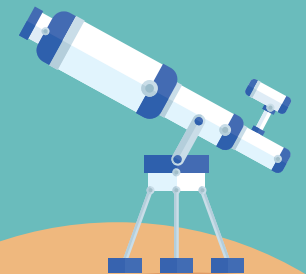
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