

WHEN  
THERE ARE  
NO BOUNDARIES  
IN YOUR MIND

**THERE IS**

**NOTHING THAT IS**

**OUT OF REACH**

AURAA™

CREATE YOUR  
BRAND STORIES

**AQUA NOIR**

D I G I T A L

# ABOUT US

## BRAND PURPOSE

Formed in the year 2010, AURAA started with a clear purpose to create a world where everyone feels empowered to be a better version of what they are.

## BRAND PROMISE

We are your partners that provide you with all the support required to ensure we succeed & conquer the world together.

## VISION

To be the partner of choice for organizations across the world, for their brand journey.



AURAA™ | CREATE YOUR  
BRAND STORIES

AQUA NOIR  
D I G I T A L

# ABOUT US

14+

YEARS IN  
BUSINESS

12+

INDUSTRIES  
WORKED ACROSS

500+

PRODUCTS  
LAUNCHED

30,000+

CREATIVES ROLLED OUT  
(PRINT & DIGITAL)



AURAA™ | CREATE YOUR  
BRAND STORIES

AQUA NOIR  
DIGITAL



# ACCOLADES



AURAA™ CREATE YOUR BRAND STORIES

AQUA NOIR  
DIGITAL

# COMPANIES PARTNERED WITH

BANKING, FINANCE & INSURANCE  
 CONSULTANCY & OUTSOURCING  
 REAL ESTATE  
 COAL & MINING  
 FILMS & ENTERTAINMENT  
 FOOD & WINE  
 AUTOMOBILE  
 FMCG  
 CLOTHING & APPAREL

BANKING, FINANCE & INSURANCE  
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 FOOD & WINE  
 AUTOMOBILE  
 FMCG  
 CLOTHING & APPAREL

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# WHY US

## **RICH EXPERIENCE**

Worked with some of the industry leaders in the country

## **INTEGRATED SOLUTIONS**

Ensure all communication that goes out from an organisation is in sync with each other

## **UNIQUE OPERATING MODEL**

Our unique boutique agency model ensures personalization of service, attention to detail & quality output

## **STRONG CUSTOMER RELATIONSHIPS**

Average age of our customer relationship in 6+years

## **WE UNDERSTAND YOUR CUSTOMERS**

Rich experience in working for a diverse target audience including NRIs, Metros, Tier 1, Tier 2, Tier 3 & Rural

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BRAND STORIES

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# INTEGRATED SOLUTIONS

## BRAND STRATEGY

Strategy, Positioning, Brand Manual,  
Roll-out Campaign, Sustenance

## CORPORATE IDENTITY

Logo & Collateral Design

## MARKETING

## COMMUNICATION COLLATERAL

Brochures, Product Catalogues,  
Standees, POPs



## ADVERTISING

Outdoor Media, Print Media,  
Ambient Media

## DIGITAL

Website, SEO, SMM, SEM  
E-mail Marketing, Engagement Strategy,  
Social Media Page Management, AVs,  
Webinar

## EMPLOYEE VALUE PROPOSITION

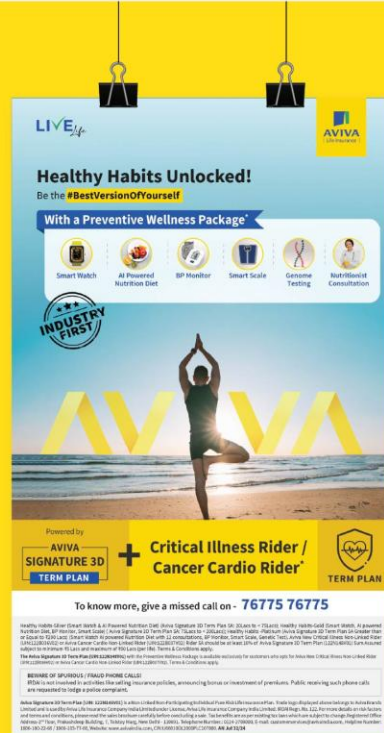
Strategy, Positioning,  
Roll-out Campaigns, Sustenance



Industry  
BFSI

Scope of Work

- Brand Positioning for India
- Brand Launch Campaign
- Product Launch Campaigns
- Internal Communication
- Marketing Communication Collaterals & Sales Literature
- Social Media Management
- Events
- Audio-Visuals
- Emailers
- Welcome Kits and more





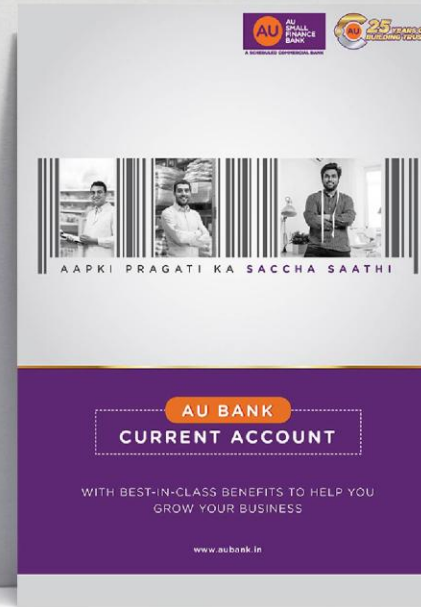


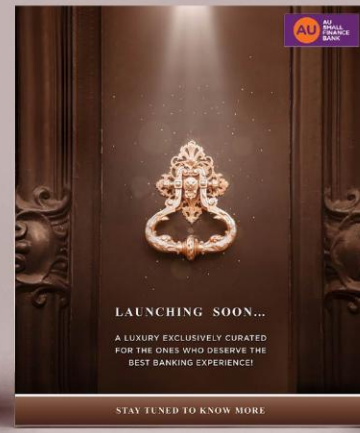
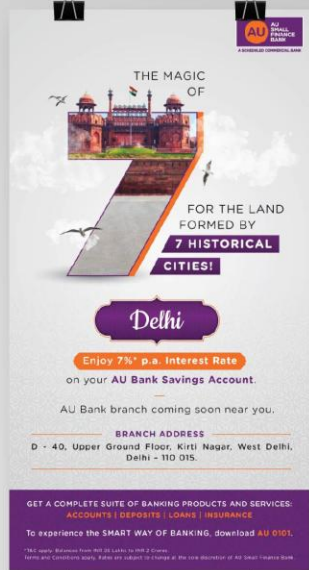
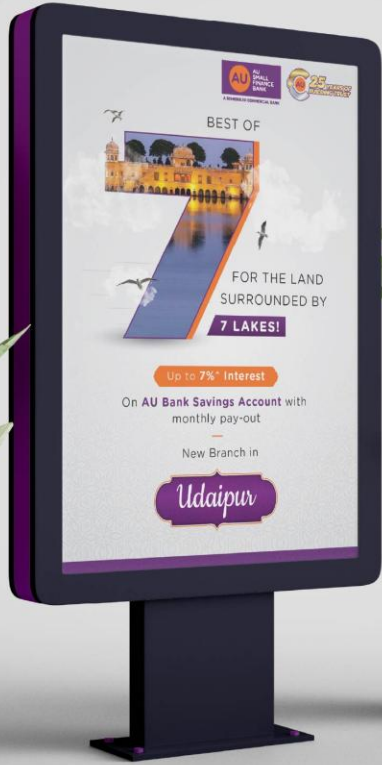
## Industry

BFSI

## Scope of Work

- Product Launch Campaigns
- Internal Communication
- Marketing Communication Collaterals
- Dealer Marketing
- Branch Branding
- Email Marketing
- Product Logos
- Welcome Kits
- Card Designs
- Welcome Kits and more



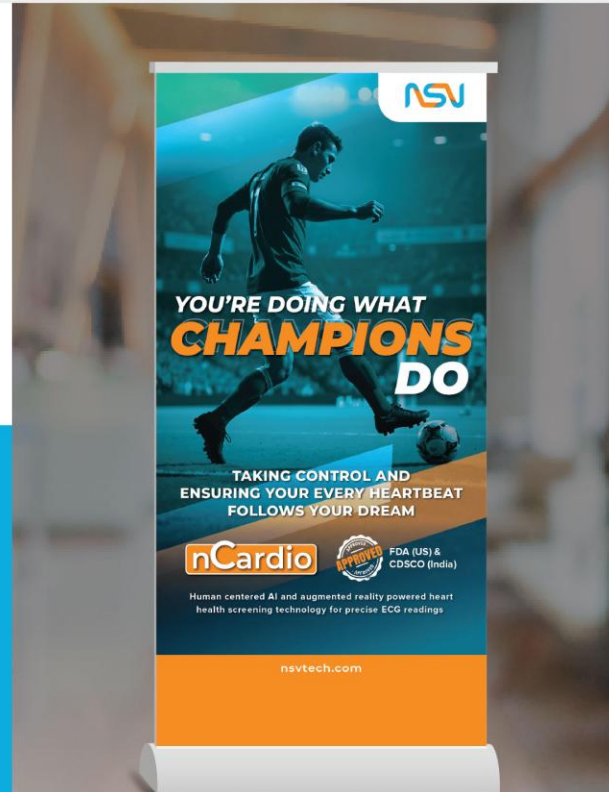
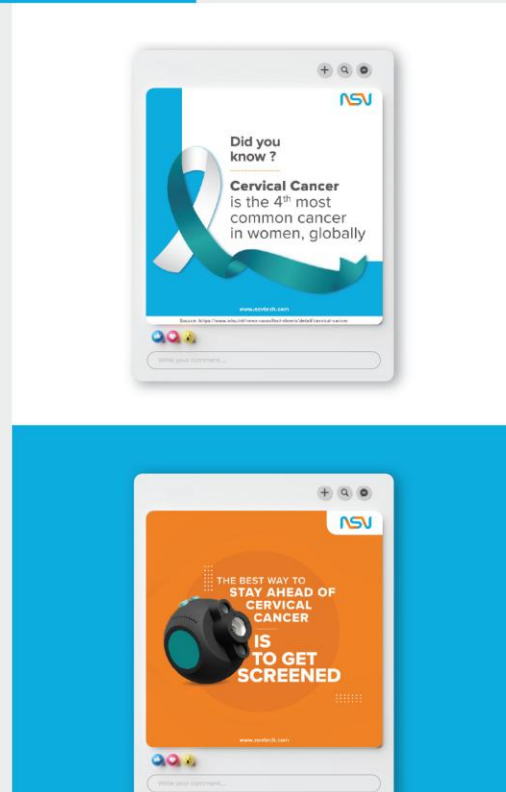
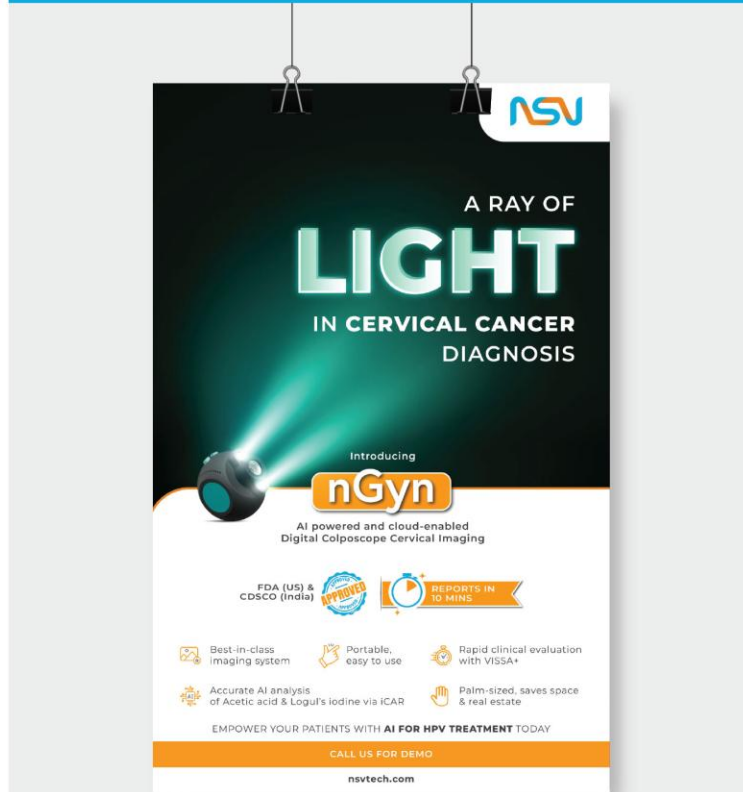
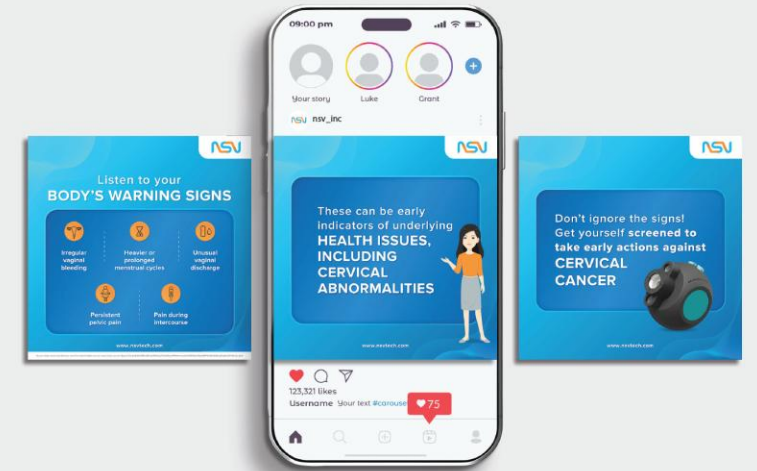




Industry  
Health-tech

### Scope of Work

- Product Positioning
- Communication Collaterals
- Investor Deck
- Digital Marketing
- Videos

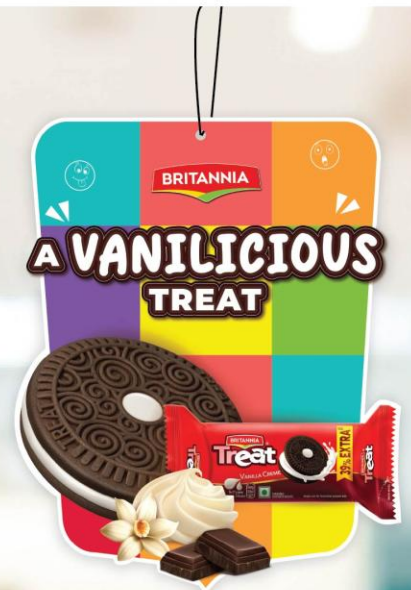
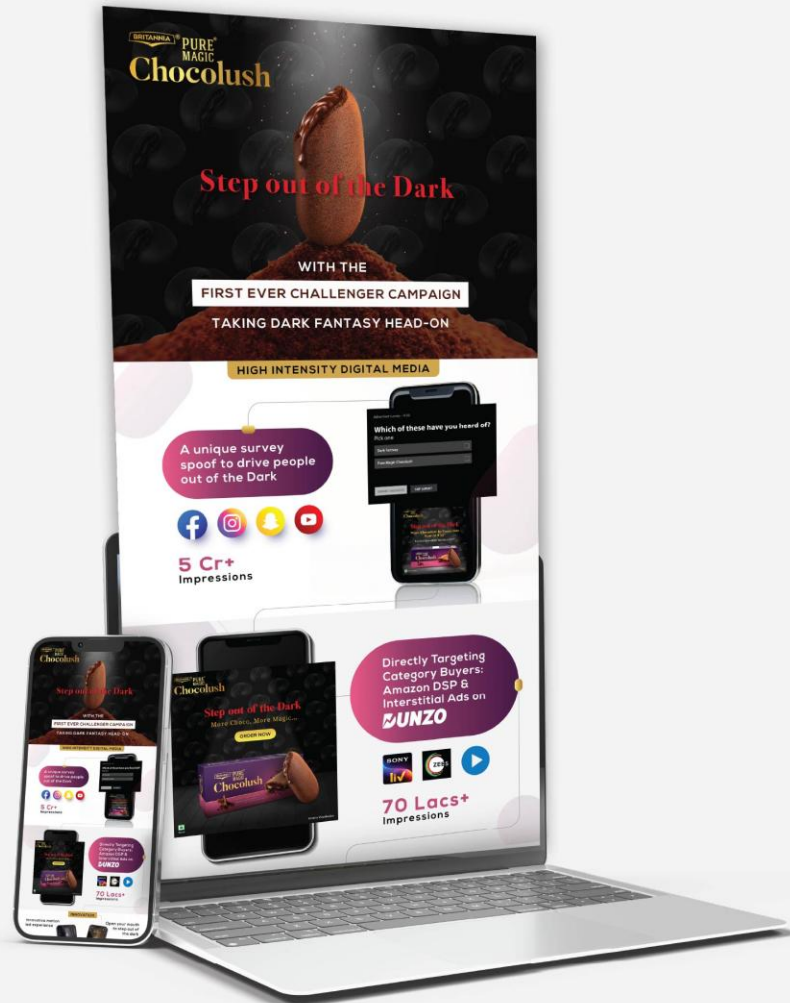




Industry  
FMCG

Scope of Work

- POS Campaign Collaterals
- Emailers







**Aussie Pooch**

EST. MOBILE DOG WASH 1991

**Industry**  
Pet Care

**Scope of Work**

- Lead Generation Campaign

**Be a part of an ever-growing \$13bn pet care industry**

- A booming industry expected to further grow
- Extremely low operating costs
- Huge market base with 1 in 2 households having a dog

Swipe to explore a business opportunity with 70% repeat customers

**Join the Aussie Pooch Mobile family**

Benefit from 30 years of business experience

Australia's most renowned and award-winning franchise

Receive a uniquely designed dog wash unit

This dream opportunity is yours!

**Love dogs, flexible working hours and being an entrepreneur?**

Swipe to explore

**Start your own business in an industry that is booming**

Here is a Dream Opportunity

**Love dogs, flexible working hours and being an entrepreneur?**

is a dream opportunity for you!

is one of Australia's most renowned and award-winning franchise. Proven business model and an excellent support system.

Strong brand who has been in business for over 30 years

• Training with Government recognized certification

Large customer base

Marketing & Revenue support worth \$8900.

**Smartphone Mockup:**

09:00 pm

Your story Luke Grant

aussiepooch

Start your own business in an industry that is booming

Here is a Dream Opportunity

123,321 likes

Username Your text #carouse 75

# DSP

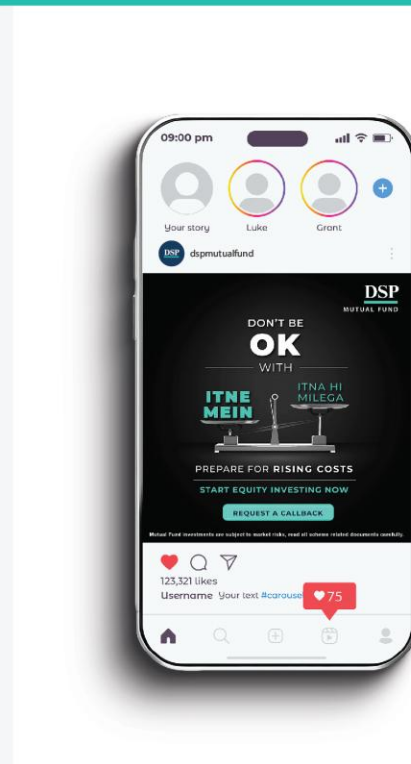
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## MUTUAL FUND

Industry  
BFSI

### Scope of Work

- Lead Generation Campaigns
- NFO Launch
- Landing Pages
- Email Marketing





Industry  
FMCG

Scope of Work

- Ad Campaign
- Packaging
- Dealer Branding







**Industry**  
BFSI

**Scope of Work**

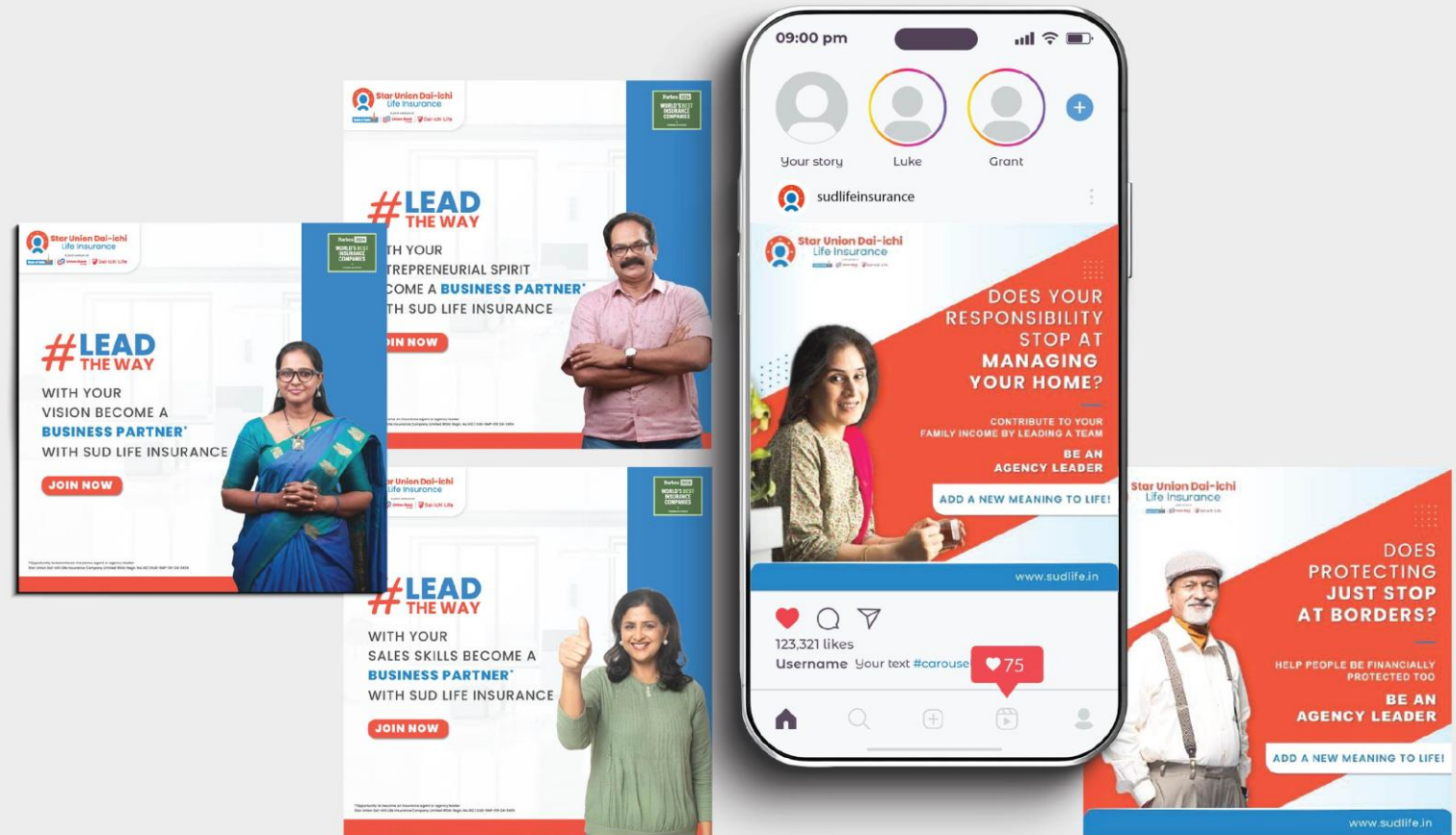
- Lead Generation for Agent Channel Recruitment

**Result**

- Reached 10 lac+ audience
- Generated 3500+ qualified leads
- CPL: 46

**Achievement**

- Surpassed the targets set





**Industry**  
FMCG

**Scope of Work**

- Packaging Design
- POS communication





Industry  
Tech

Scope of Work

- Email Campaigns

**SOCIAL MEDIA TECH 101**

CARE TIPS FOR SOMETHING WE KNOW, YOU DEEPLY CARE FOR

Here are a few tips to help you get the best out of your new **Lenovo Laptop**, for you are now a part of **our family**.

- 01 Never put any material between the lid and keyboard
- 02 To avoid overheating do not place your device on a pillow, bed or other flexible surface
- 03 Never block the ventilation slots or fans of your device, when using your device
- 04 Carefully plug ports into your device to avoid damaging ports
- 05 Avoid keeping food near laptop to avoid spillage
- 06 Always pick your device with the lid closed and two hands on the base

For more tips and tricks visit us on twitter @Lencare\_In

Here's a warm welcome to the Lenovo family!

HOPE YOU ARE LOVING YOUR NEW GADGET

We thank you for choosing to be a part of our family and with this warm beginning, we look forward to serving you for years to come.

Discover the perfect PC for yourself with PcPal

Anti-glare screen

Long battery life

Log onto pc.palonline.com OR Call our experts on 1800-5722-224

Click here

TO GET YOUR PERSONAL RECOMMENDATION

# HOME CREDIT

Industry  
BFSI

## Scope of Work

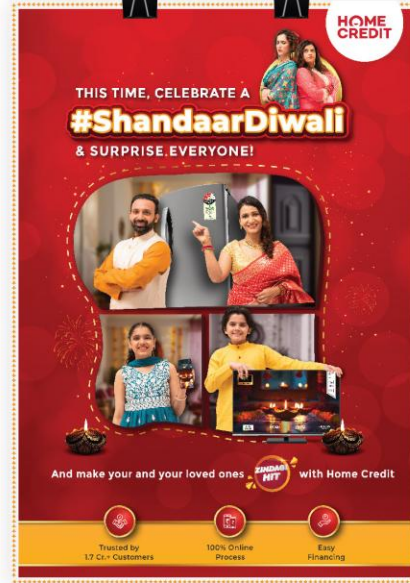
Campaigns with DVC Scripts

Customer Communication

Dealer Engagement

Retail Engagement

Research

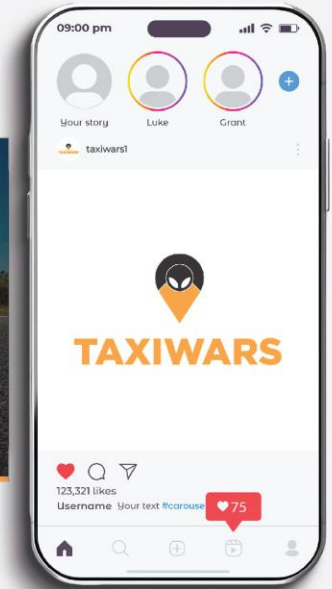




**Industry**  
Ride-Hailing and Mobility  
Services

**Scope of Work**  
To encourage App Downloads. 5000  
per month

- Result**
- Within 45 days of campaign launch, we brought down the cost per install from Rs. 23.96 to Rs. 5.92
  - 10.1k App Downloads within 45 days



# KACHRA SOCK

Oxo - Degradable Garbage Bags

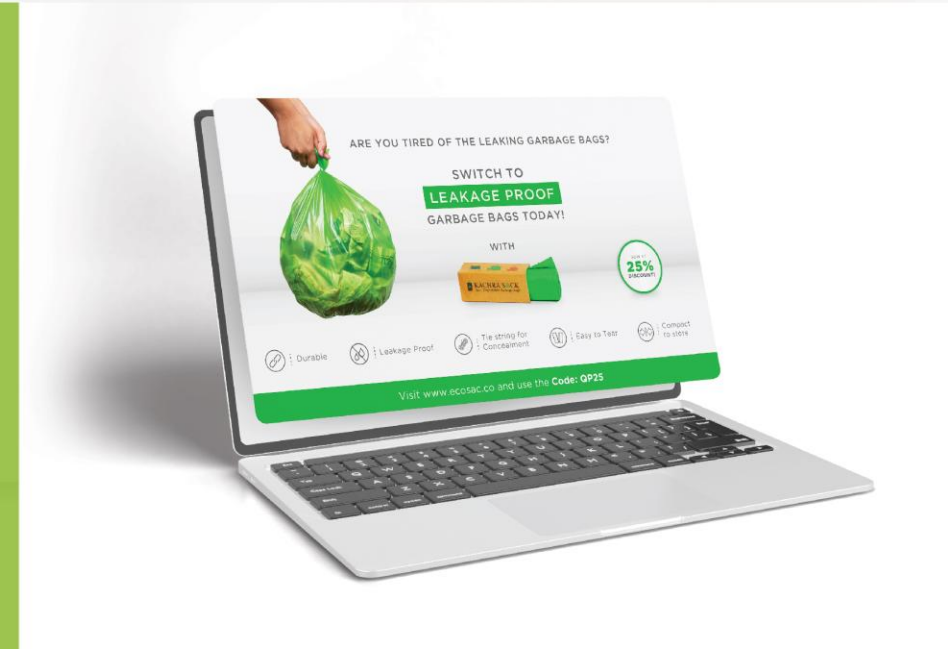
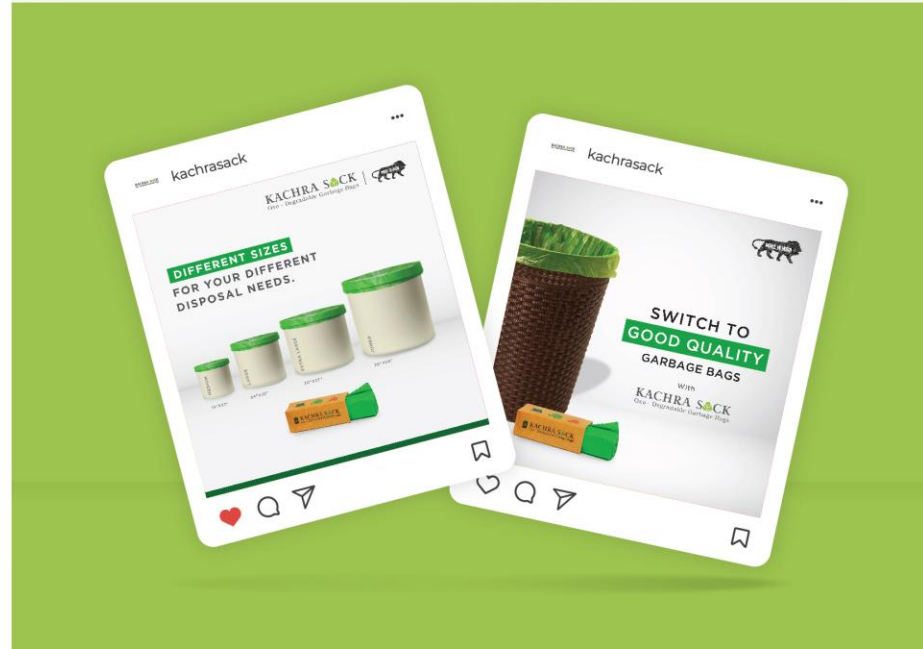
Industry  
FMCG

## Scope of Work

Website, Social Media, Market Place

## Result

Achieved 36 million reach with 71,000 unique clicks





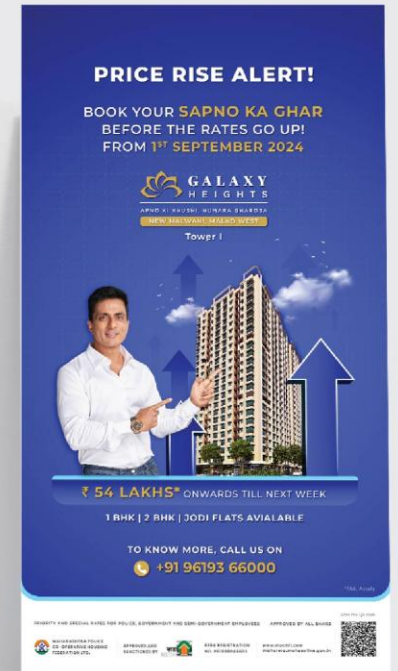
## Industry Infrastructure

## Scope of Work

- Project Positioning
- Brand Ambassador Collab
- Marketing Communication Collaterals
- On Site Comms
- Digital Marketing

## Result

- Generated 10,000 leads with a conversion of 900+ units sold



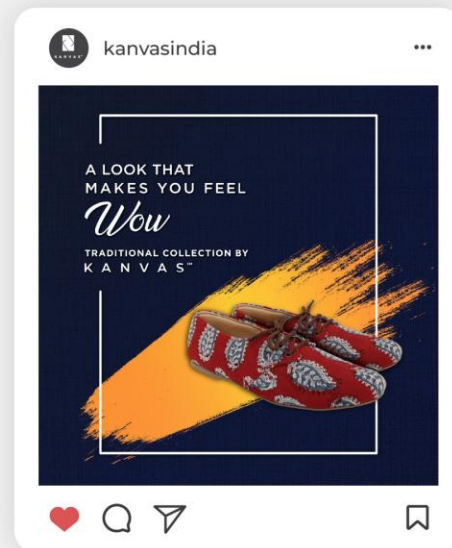
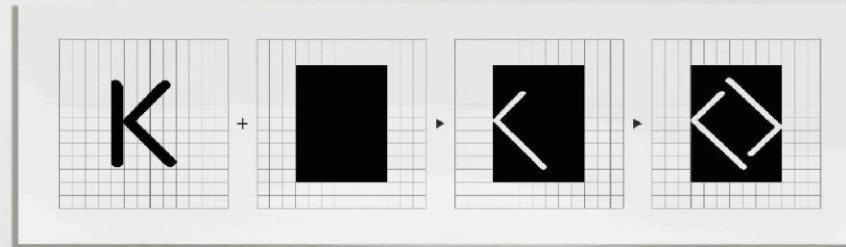


KANVAS™

Industry  
Live Style

### Scope of Work

- Primary Research
- Brand Positioning
- Website
- Packaging
- Marketing Communication Collaterals
- Digital Marketing
- Social Media Marketing





the Lil flea

Let's catch up again at  
Stall no. A51, the Lil Flea Mumbai,  
MMRDA Grounds, BKC.

11.00 a.m to 11.00 p.m

www.kanvas.world

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KANVAS™  
Walk into the New Year with  
the shades of Kanvas!

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www.kanvas.world

MOVE IN  
*Style*

TRADITIONAL COLLECTION BY  
KANVAS™

217 comments 73 shares

Like Comment Copy Share

KANVAS™  
COLLECTION

CRAFTED IN THE  
*Traditional*  
INDIAN STYLE

217 comments 73 shares

Comment Copy Share

09:00 pm

ADD A TWIST TO  
TIMELESS  
FASHION

123,321 likes

75

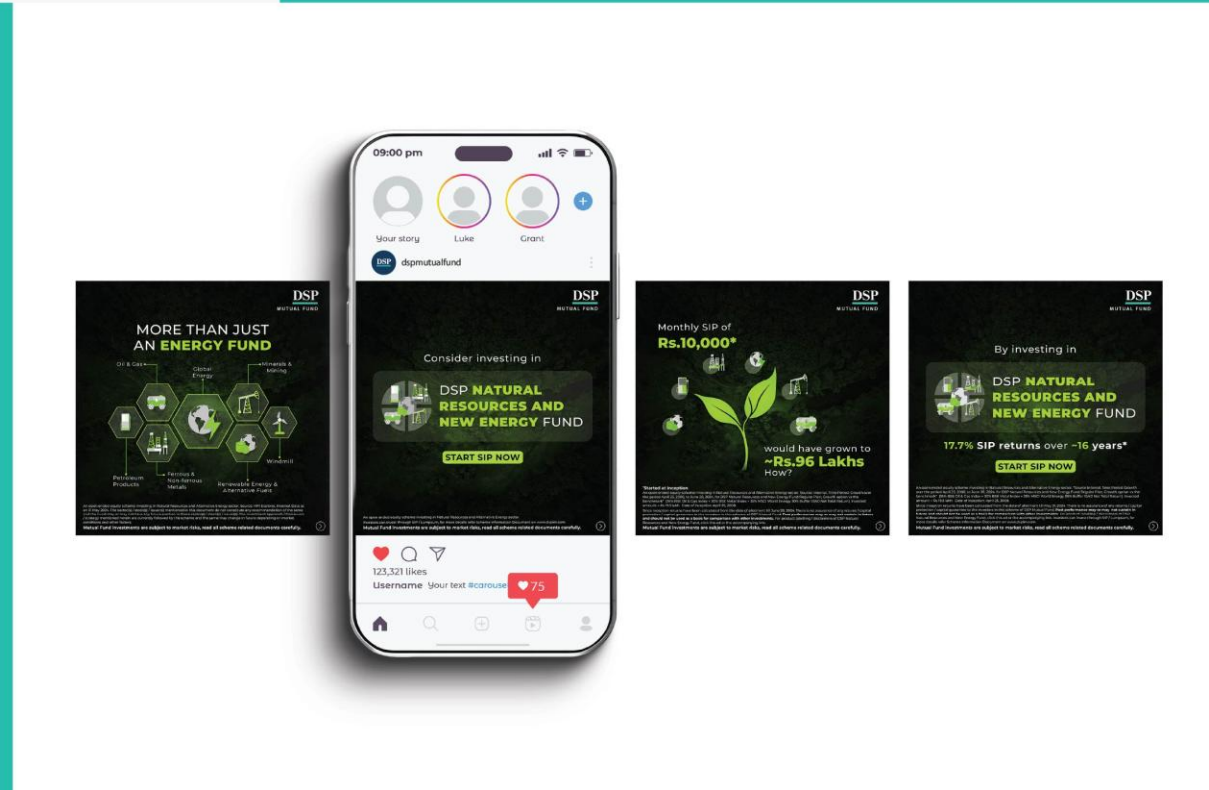
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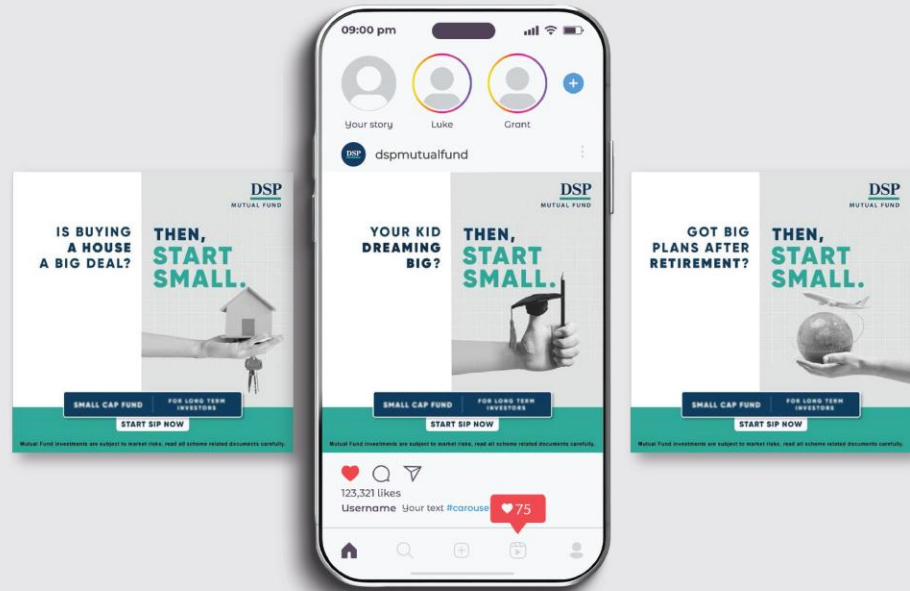
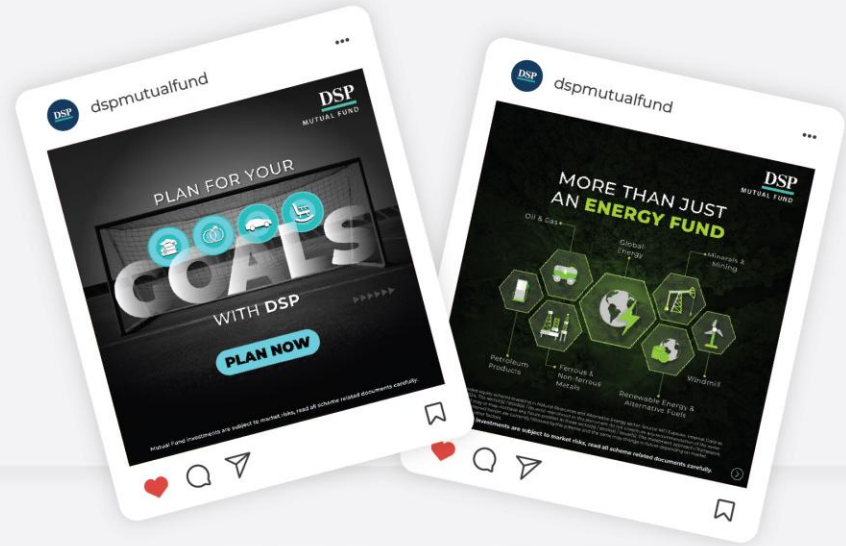
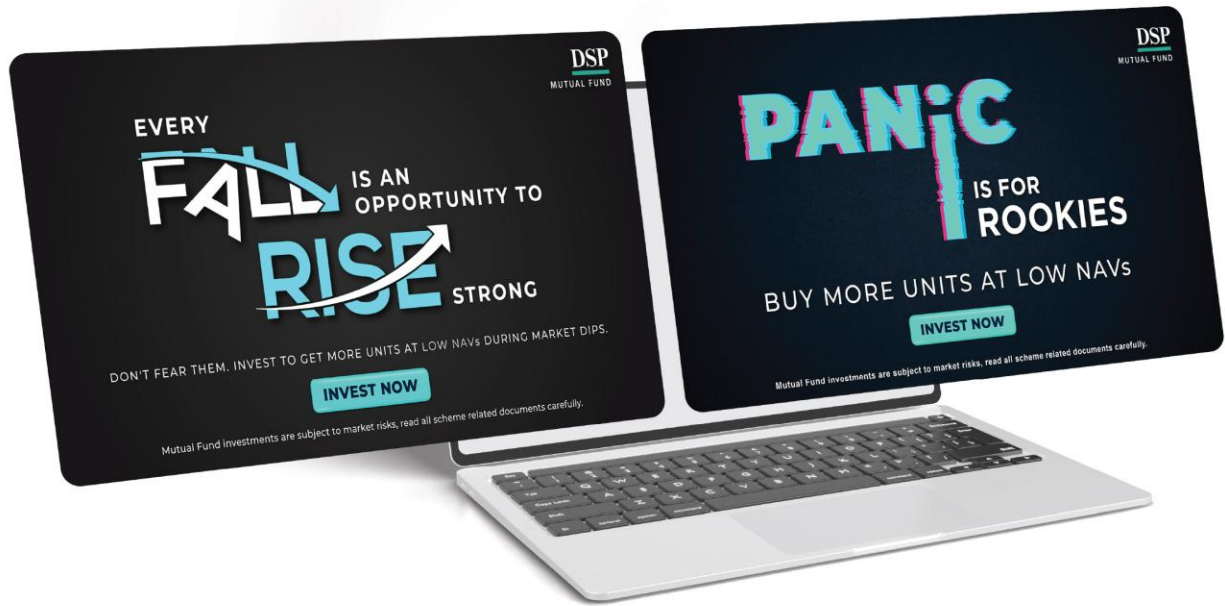
## MUTUAL FUND

Industry  
BFSI

### Scope of Work

- Lead Generation ad Campaign
- Email Campaigns
- NFO Launch Communication
- Dealer Engagement
- Web & App Communication







THANK YOU FOR YOUR TIME

AURAA™ | CREATE YOUR  
BRAND STORIES

AQUA NOIR  
D I G I T A L

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