

VIVAANCOM.IN

BRANDING | COMMUNICATION | STRATEGY | HR

EXTERNAL COMMUNICATION OFFERING

We create incredible Brand & Communication
Strategies and Mindblowing Designs.
For Customers and Employees.

Website Development

Development of dynamic website suited for future and continuous development and is contemporary in nature. The website will be a reflection of internal brand elements, and facilitate easy communication with the external world with all information that can be accessed within a maximum of three clicks,. The Website will be lean and suitable for all display type i.e. monitor / tab / mobile and all browser compatible.

Android App Development

Development of dynamic android app suited for future and continuous development and is contemporary in nature. The app will be a reflection of internal brand elements, and facilitate easy communication with the external world with all information that can be accessed within a maximum of three clicks,. The app will be lean and can be programmed over the air with limited need for user to download updates from the app store

Sales Communication Kit (Letters / Mailers) including Introduction, Meeting Request, Post Visit Follow Up, Thank you notes, Reminders, Reconnect, Apology, Reference Solicitation

A complete branded sales communication kit consisting of all formats of templates required for sales personnel to interact with the customers / prospective customers

PoS Branding

Detailed digital formats for Point of Sale Branding including Checkout area content, facility guide, feature guide, loyalty campaign sign up area, feedback reception area branding, product collages / backdrops

Product / Service Logo and Brand Elements

Creation of Corporate Identity material including business logo, business cards, letter heads, envelopes, covers, notepads, ID cards and other standard elements

Product / Service Write-ups

300-500 words writeup about the product covering the features, utility, target segment, technical details (as provided by the organisation).

Photo cleaning of Offered Products

Cleaning of the photographs / removing of background / blemish / undesired elements of the product and delivery of the same in hi resolution PNG format. The clarity of the image will be enhanced to an optimal level but depends on the quality of the base image provided.

Packaging Design

Production ready packaging designs (box , labels, super boxes, tags, carry bags etc).

Marketing Mailers

Ready to dispatch eMailers (HTML / Image Based / GIF Based / text based or a combination of all) artfully displaying the product / service, highlighting utilities with a appealing call for action to follow through.

Celebratory Whatsapp / Mailer Designs / Occasion Greetings (Mail & Whatsapp): Religion, Regional, National, International

Ready to dispatch image based emailers / WhatsApp messages that succinctly capture the occasion and create a higher recall value in the minds of the recipient. The mailers / messages can be used in-house as well as sent to external customers.

New Product / Service Introduction / Promotional Mailers / Product / Service Update Mailers

eMailers to make existing and prospective clients aware of New products / services introduced by the organisation, to increase familiarity and awareness. Also to communicate any seasonal promotion being made, changes to terms and conditions of service. Will be delivered as a combination or standalone format including HTML, Text, Image, GIF.

Sales & Marketing Team Introduction Mailers

Introduction mailers to existing clients about the sales / marketing team in case of new addition to the team. This can also be used for reassigning sales personnel to existing clients. This email will contain a brief introduction of the member, previous association, expertise areas and other necessary details for breaking of ice.

Product / Service Brochures (4 Pages)

A detailed print ready / digital distribution ready contemporary brochure including features, images, tech specs, utilities, contact details, offer details and other pertinent information.

Sales Templates - Certificate of Sale, Guarantee / Warranty Certificates, Instruction / Usage Manuals

Digital / ready to print documents pertaining to sales and usage post sales.

Testimonial campaigns from existing customers

Collection and curating of text / WhatsApp video based testimonials from existing customers describing the client organisation, benefits, individual association stories and posting it on multiple approved channels for new client acquisition.

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Façade Branding

Name Boards, Exterior Branding / Vinyl Sticker Designs for the Facade in Hi Res Print ready format.

Interior Branding: Posters, Standees, Wall Decals

Branded Motivational standees / decals / Posters related to work / process / product / campaign / contest.

Product / Service Overview Videos - desktop Version

Product / process / service videos, 2-3 minute long, created as engaging animation for easy absorption. Can be used both for customer training purpose.

Company Social Media Page Organic Management for Branding and Organic Purposes (FB, Twitter, Insta, Koo & Linked In)

Posts and Updates on Select Social Media Channels based on products, services, features, utilities, testimonials, product comparisons, user feedbacks, seasonal offers, generic information, targeting the potential client pool. This will also help in gaining optimal visibility and a higher level of recall.

Certificates & Letter of Appreciation

Digital / print ready appreciation and association thanking mailers to long standing clients, new orders, enhanced orders, long term agreements and payment adherence et al.

Event Invites

Print ready / mail ready creative invites for organisational gathering (offline / online), highlighting agenda and expectations with RSVP Links.

Event Backdrops / Standees

Physical / Digital event backdrops that capture the theme of Event.

Product / Service Presentations

Detailed contemporary 20 page presentations in high res and mail size format detailing out the product / service.

Case Studies & White Papers

Detailed case studies and white papers (based on the brief & content provided by the client for circulation in Social Media, network areas or general circulation.

Customer Gifting Designing

Gifting Design / Memento designing for recognition and awards, design of calendars, work planners, giveaway kits etc.

Product / Service Advertisements - Digital / Ready to Print Formats

Digital and ready to print advertisements in multi size formats that succinctly capture the essence of the service / product and enthuse the clients for enquiry / trial.

Newsletters based on Industry & organisational updates

A generic electronic newsletter that covers the industry trends, updates about the organisation, new initiatives being undertaken to enhance quality of delivery, cost optimisation, new manufacturing practices et al to assure the relevance of the organisation in the minds of clients.

Mini Mailers - Letters from leaders, Thank you notes

Individual standardised mailers that celebrate the achievement, successful completion of order, on-time delivery, or exemplary assistance by the client organisation, long standing association, inputs from the clients which helped to make the service better. The mailers are driven by the top management.

Management of Content on Public Display Screens

Management of content on Televisions within the premises of the business by adding business summary, recognising the leaders, new product / service updates, hall of fame and generic third party attributed training / learning content pertaining to the skills need to be developed by individuals in the organisation. Typically the content is displayed in break / reception areas and for public consumption.

Situational Mailers

Mailers that explain a particular issue from the leader perspective in scenarios like loss of a client / order, closure of a product / service line, replacement of a regular salesperson who was closely associated with the client, delay in supply, rejection of products, issue with the performance of products etc.

Blog Posts

Detailed blog posts posted in selected blog areas and also on the website documenting the ability of internal processes, technical knowledge, opinions on the right way of delivery of service / product, experiences with interaction.

Organic SEO of website

Basic Organic SEO of the website including simplifying of content, addition of key words, meta tags, descriptions, removal of dead links, image optimisation, keyword density enhancement.

Listing of Website in Multiple Complementary Portals

Creation and listing of organisational profile in multiple free forums to create maximum visibility and listings in web searches.

Sales & Marketing Team Training Presentations

Detailed presentations and pitch decks for each line of product and service, including sales, after-sales, usage etc

Inserts and Flyers

Ready to print inserts / flyers for public distribution at areas of congregation of complementary business place. Brief design highlighting the product, call to action, contact details along with visuals.

Print Articles

800-1000 word print articles ready to be submitted to the publication houses, online PR forums highlighting the business, business leaders, products, services, client exposure, growth plans, new launches etc

Banners & Hoarding / OOH Designs

Hi resolution print ready Banners / hoarding designs and customised OOH design ideas based on the property being displayed on.

Radio Jingle Scripts

15-30 second radio jingle script that succinctly captures the essence of offering. Can be offered in Kannada, English and Hindi based on Radio Channel / audience preference.

TV Ad storyboard

30 second TV ad story board illustrated and ready for production in multi language.

Influencer Tie-ups for Social Media Promotion

Shortlisting and selection of apt social media influencers with optimal reach and positive opinion for promotions of products and services via social media. Will include complete profile of the influencer, past performance, follower profile and negotiated rates for promotion.

Gift Coupon / Loyalty Card and Other Discount Coupon designs

Design of aspirational gift coupons, loyalty card, Brand association material to ensure first reach and preference.

Flip Books for Door to Door Activity / swatches

Creative flip books and swatches that assist easy explanation of the product without the interference of digital disturbances.

Creatives for Exhibitions and seminars / workshops

Print Ready banners, standees, backdrops, counter area displays, visitor information acquisition form and post event connect mailers. Digital display content to capture the attention of visitors.

Channel Partner / Franchisee Communication

Mail ready regular eMail communication about products, services, updates, tips, strategies, number summaries to channel partner and franchisees.

CSR Visibility Campaigns

Optimal visibility to CSR activities by the way of Social Media Posts, CSR centre branding, beneficiary testimonials, PR articles, Social Impact Summary Year Book.

Customer Feedback Automation and Management

Creation of automated customer feedback management system and ensuring of responses / resolutions / acknowledgement to enhance trust in the organisation.

ONE TIME ACTIVITIES

Based on scope of activity and discussion

RECURRING ACTIVITIES

INR 85000 Per Month
Plus applicable taxes

ADD ON ACTIVITIES

INR 55000 Per Month when
subscribed along with One Time
Activities
Plus applicable taxes

INR 85000 Per Month when not
subscribed along with One Time
Activities
Plus applicable taxes

STANDARD INCLUSIONS

All plans include use of Licensed
Stock Images and Vectors

All Print ready files will be mailed as
300 DPI Print ready files in multi
format of AI, PDF and EPS

All Mail Ready images will be mailed
as 72 / 150 DPI images

All web templates / App templates
will be licensed for single use by the
Client organization

All the work is created using
licensed Hardware and Software

MINIMUM RETAINER PERIOD

One Year (12 Months)

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