



Brandingenious

We are the Branding Genius
We are **Brandingeniuous**



Introduction

While others are working hard to stand out, we are focussing on leaving a mark behind. Brandingenious is not just about analysing the market, pinpointing the audience and designing the ideal communication. We offer **Marketing as a Service**. The tool that allows us to move beyond limitations.

We help you cut the clutter and single out what is necessary for your brand growth. Once the objective is clear, setting new goals, working on missions, understanding your competition and finally targeting the audience becomes a piece of cake. As they say, if you understand the story yourself you can tell it even better. And that's what we do for you.

We believe in moving beyond the product. Because the key to a successful campaign lies in the experience.

Kaushik Ganguly
CEO & Founder



www.brandingenious.com



Behind every success There is a story

We help make that



Market
Research



Consumer
Behavior Study



Competitors
Analysis



Brainstorming



Word Mapping



Marketing
Strategy



Positioning
Statement



Visual Design

You take a **back seat**

Let us drive you **forward**



Services





BE
TEAMWORK

EMPOWERED TOGETHER

CREATIVE

Brand Management

From mapping out plans to creating a rock-solid strategy - leave it to us to position your brand prominently among the competition.

We convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers.

Branding forms customer perceptions about the product; We raise the customer expectations.

Our primary aim of branding is to create differentiation.



Segmented Marketing



Segmented Marketing



Finding a needle in the haystack is not our thing. We believe in focusing on the cream de la creme in the market that will gain you maximum ROI.

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- ✓ Industry ✓
- ✓ Geography ✓ Demography
- ✓ Psychography ✓ Behavioral
- ✓ Decision Maker

Segmented Promotions



- ✓ Product | Service based
- ✓ Portfolio based
- ✓ Representation based
- ✓ Influencer based
- ✓ Offer based
- ✓ Trigger based
- ✓ Video based





PROMOTION

IDEA

DEVELOPMENT

BRANDING

STRATEGY

MARKETING

STRATEGY

INNOVATIVE

Digital Branding

Digital Branding

Being in the right place at the right time. That is our aim.

The digital marketing tools combined with precise planning will not only boost your brand but also garner optimised results.



Lead Generation



Lead Generation

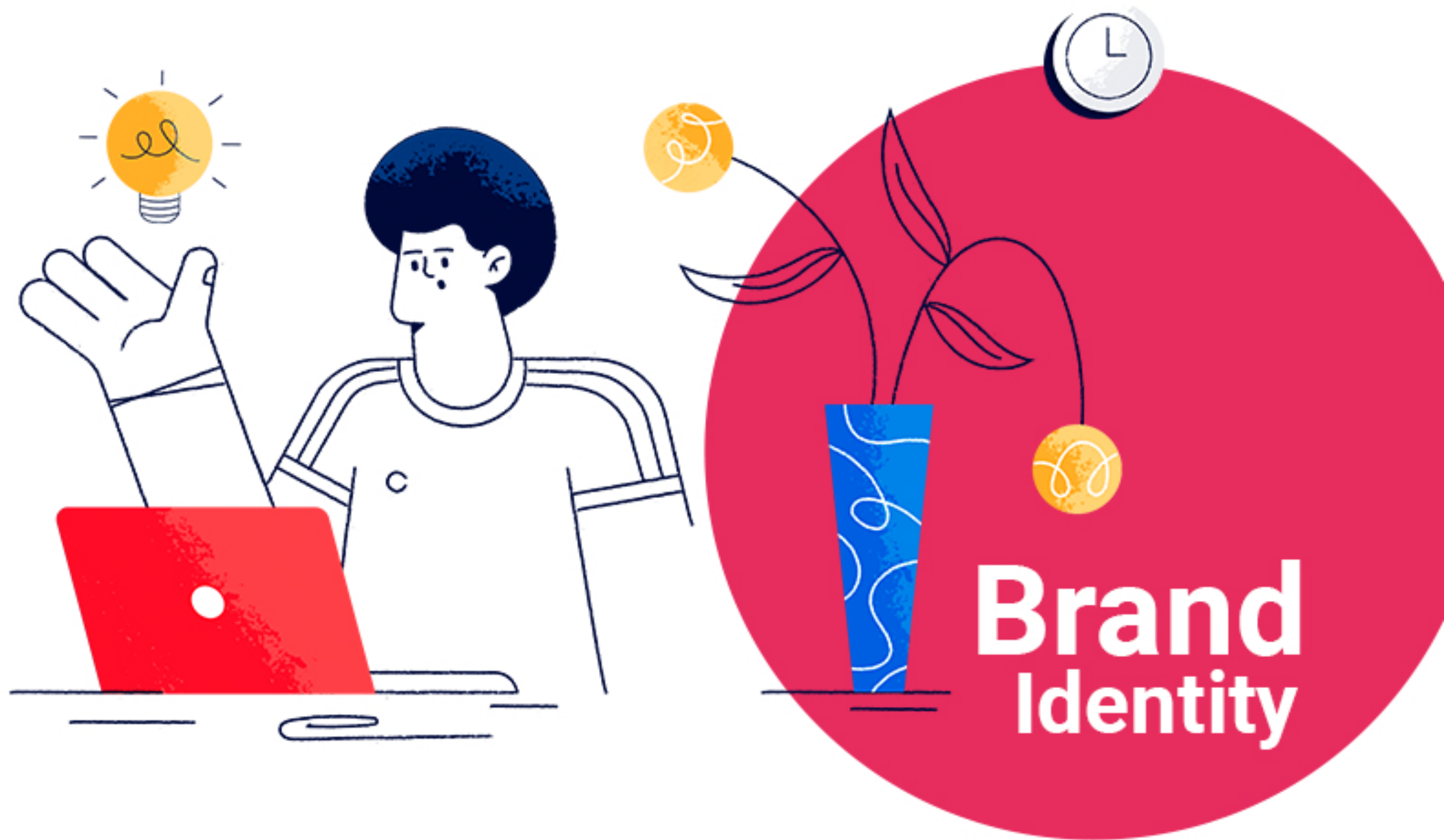
It's important what you say and what's more important is who you say it to. This is why we don't go lead hunting.

Instead, we target those who will show interest in your brand. And that's possible with our extensive market research.



A close-up photograph of a person's hand holding a small, rectangular red card. The card is held between the thumb and index finger, with the rest of the hand visible in the background. The card has the words "YOUR BRAND" printed in white, bold, sans-serif capital letters in the center. The background is a blurred image of a person's face and neck, suggesting a professional or business context.

YOUR BRAND



You know you have made a mark when people recognize you by your logo and not by your name. With Brandingenious we make sure you create a niche for yourself in the market.



Choose one of our themes for your business... Web design development carefully made by the best professionals. The best choice for your business.

On time & web designer



Beautiful websites.

Web design development carefully made by the best professionals. The best choice for your business.

Choose one of our themes for your business... Web design development carefully made by the best professionals. The best choice for your business.

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On time & web designer



Web Development

What increases brand credibility?

Good design paired with good content.

Every website demands a different take. And it is our duty to understand your need and flesh out a site that will bring your brand to the forefront.



Content Marketing



A line-art illustration of a man wearing a dark cap and a white long-sleeved shirt. He is sitting at a desk with an orange laptop and a red coffee cup. He is gesturing with his right hand, pointing upwards. A large pink circle is positioned to the right of the man, containing the text 'Content Marketing'.

Content Marketing

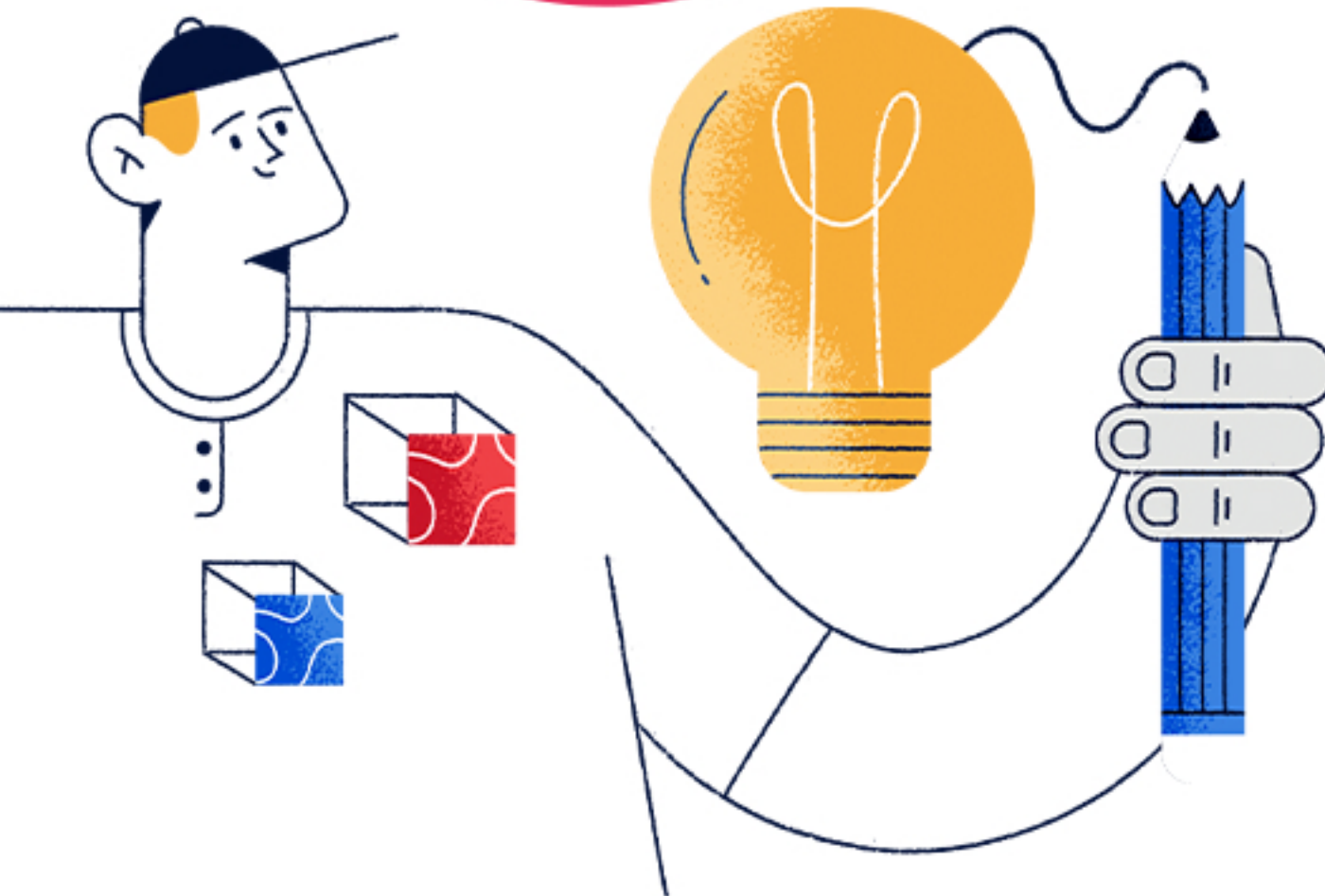
Traditional marketing is becoming less and less effective by the minute; as a forward-thinking organization, you know there has to be a better way. Content is the present and future of marketing.

Through Content Marketing we help establish expertise, promote brand awareness, and keep your brand on top of target audience's mind in their buying process.

Brand Communications



Brand Communications



Your brand demands a voice and we help you find that. Crafting the right communication that will create brand awareness among your audience. Be it Creative designs, banners, hoardings, posters or newspaper ads - we are here to carve out a message that will attract potential customers.

A professional video camera is mounted on a gimbal, with a monitor attached to the top. The monitor displays a technical scene, possibly a factory or industrial setting, with a timestamp of 12:24:42.04. The camera is positioned in a dimly lit environment, with a bright light source visible in the background, creating a bokeh effect. The overall scene is in a cinematic, blue-toned style.

Corporate Photography

Corporate Photography



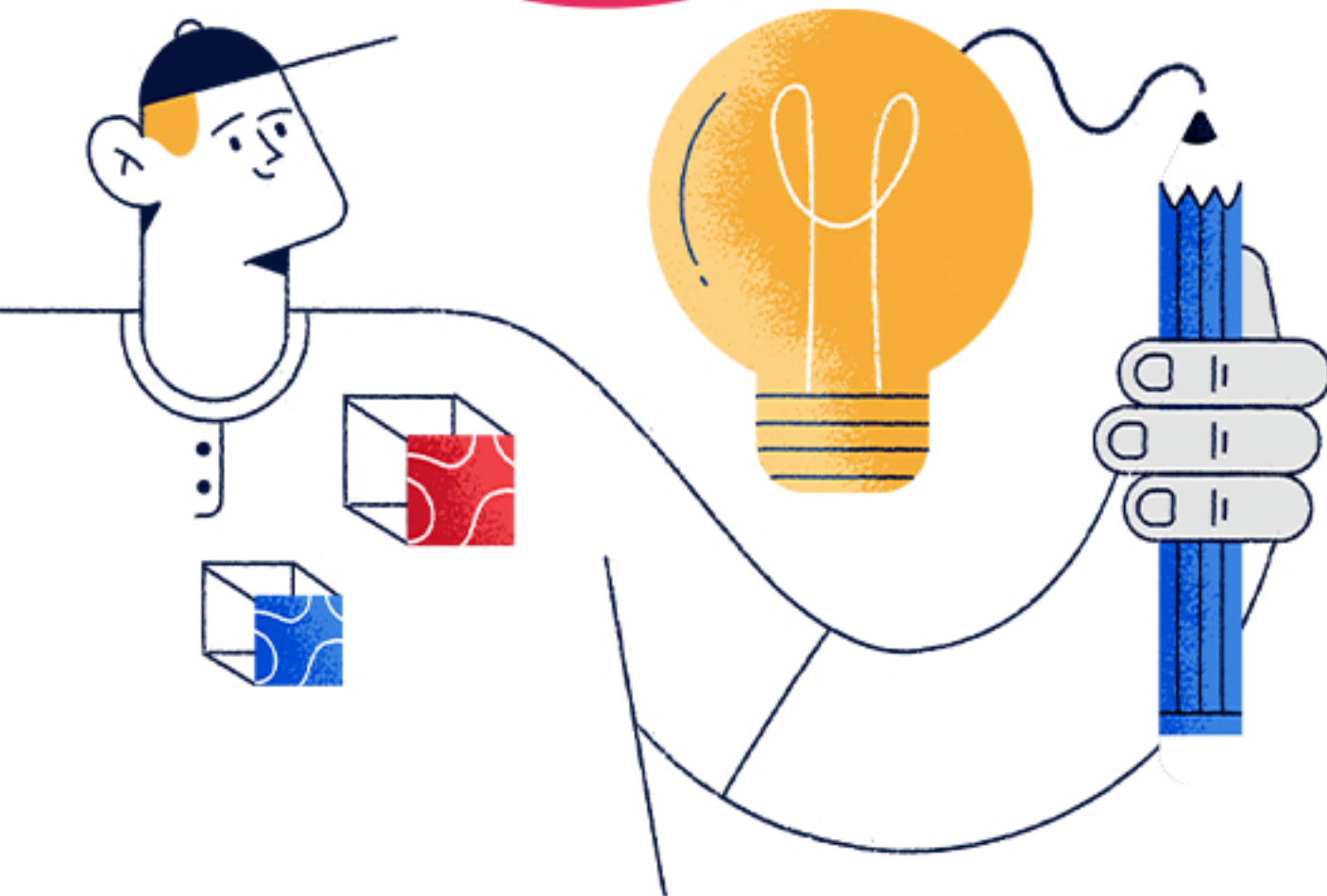
Behind every successful corporate house lies a successful image building tool - photoshoots. After all, a picture says a thousand words. Here, your photo catalogues will speak about your brand and your businesses.

Follow us on:    

www.brandingenious.com



Brand Collaterals



You take care of your business, let us take care of your brand identity with collaterals like T-shirts, Coffee mugs, Mouse pads, branded stationaries and much more.

We make sure your brand gets noticed in every way.



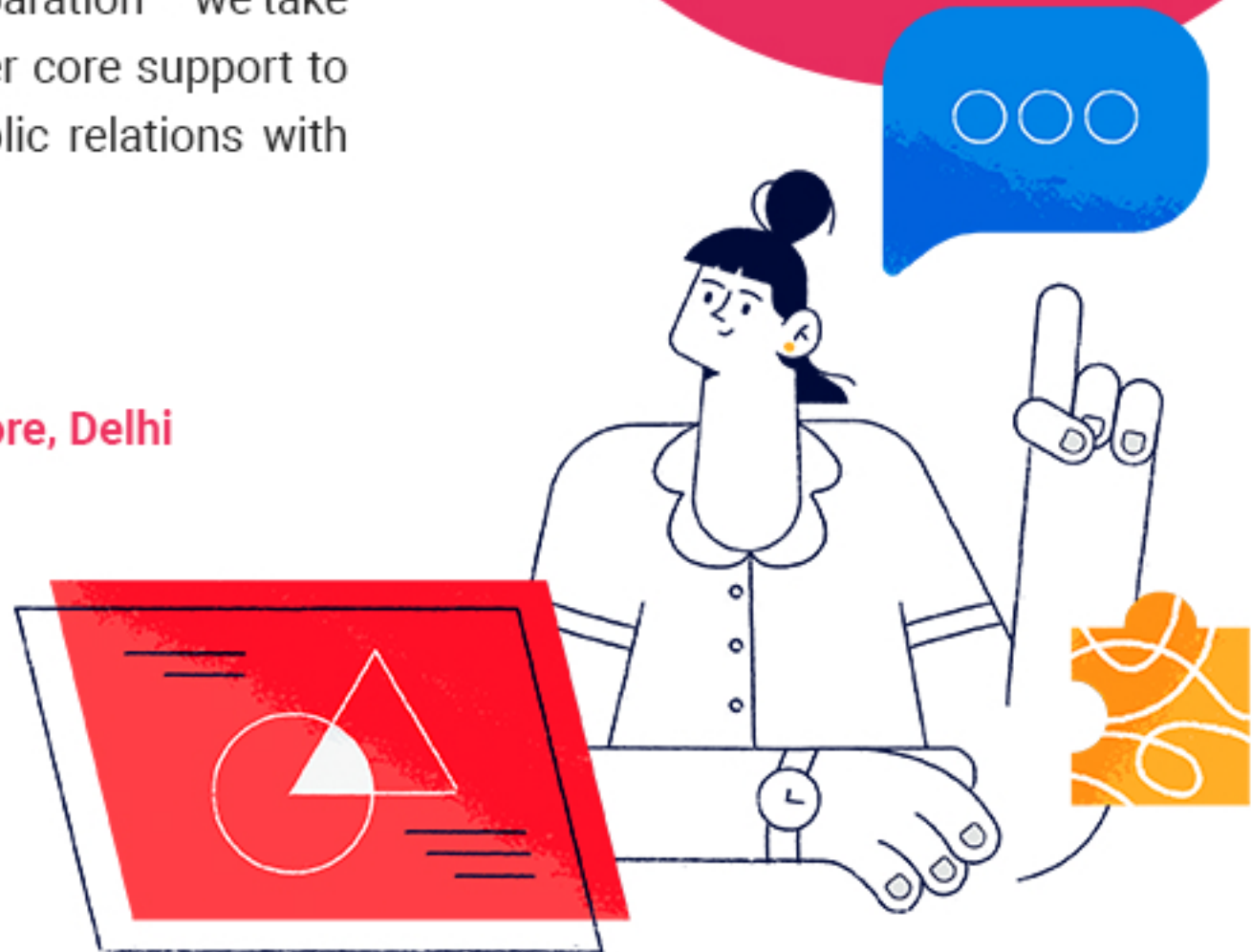
Public relations

Public Relations

From press release drafting to media relations and interview preparation – we take care of everything. We offer core support to you when it comes to public relations with print media houses.



Kolkata, Bangalore, Delhi



Get in touch



Time for some ingenious work!

We would love to know more about you.
Let's meet over a cup of coffee and brainstorm
some brilliant marketing plans.



www.brandingenious.com



info@brandingenious.com



+91 991-6451-647





TECNOCOP





TYGR



TYGR



EXPRESS
DELIVERY



EXPRESS
DELIVERY





PLATE&FORK
CATERING





THE
PUNAB

Indian Cuisine



WEB DEVOTEE





RECRUITMENT
MANTRA





PORTFOLIO BRANDINGENIOUS

PURPLE

PUNE2NASHIK



PURPLE

PUNE2NAGPUR



Collegify
in college world!


MATHS THE ONLY PLACE WHERE PEOPLE BUY 60 WATERMELONS AND NO ONE WONDERS WHY.



Collegify
in college world!

How my brain works

Utterly obsessed



Uninterested

Collegify
in college world!

GET PICKED IN THE COLLEGE OF YOUR CHOICE.



Collegify
in college world!

Now at is your turn Delhi

Kolkata was awesome



UAF
UTKAL AUTOMOBILES
(Since - 1996)

Mahindra
Rise.

DAUNTING THE CITY LOOK



UAF
UTKAL AUTOMOBILES
(Since - 1996)

DRIVING LEADERSHIP WITH THE DYNAMIC TUCSON.



TUCSON

UAF

RIDE THE THRILLING SIDE OF LIFE



Instagram

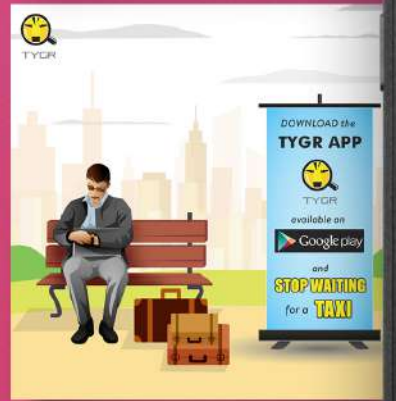
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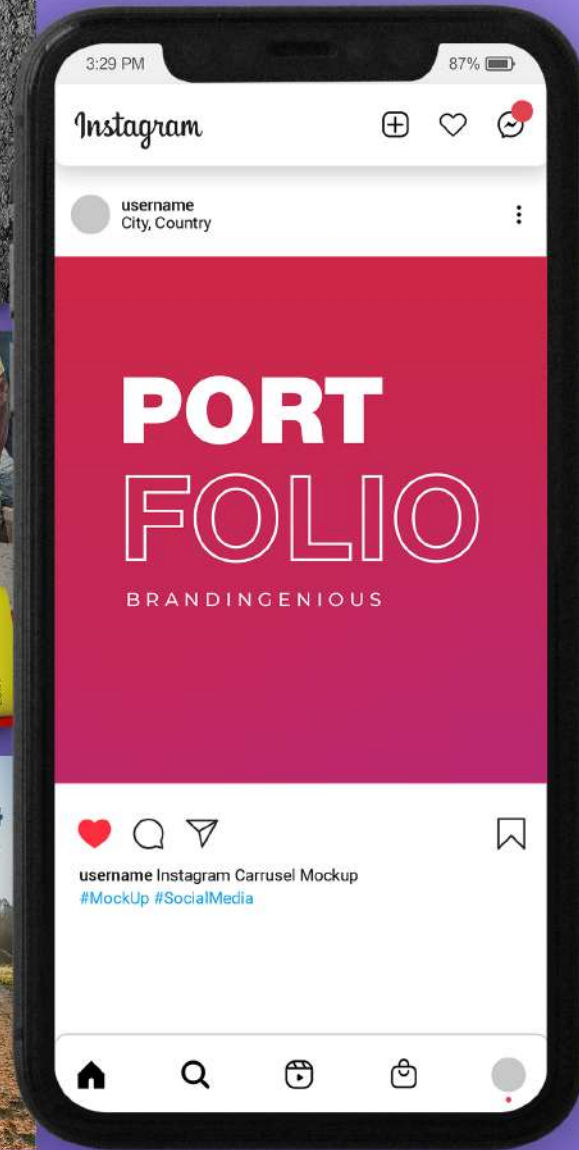
username
City, Country

PORT FOLIO
BRANDINGENIOUS

username Instagram Carrusel Mockup
#MockUp #SocialMedia

PORTFOLIO BRANDINGENIOUS





PORTFOLIO BRANDINGENIOUS

Adventurous
**LEOPARD
SAFARI**

TO KNOW MORE

 **8780864190**




Ministry of Civil Aviation
Government of India



Sab Uden Sab Juden
#UDANUtsav
Spread of regional air connectivity




Ministry of Civil Aviation
Government of India

#WeCare

As always
Passenger Safety
remains our
top priority



UDAN



AirSewa



Directorate General
of Civil Aviation

