# Media Pundit

fluent in digital language

Company Profile

www.mediapundit.co.in

FEEDING THE EMOTION
between **brands and audience.**

# WHO WE ARE

——

We are a  creative service agency based in Mumbai and Pune,
delivers strong brand identity through marketing communications across all media,
whose vision is to be the inspiration of creative innovation on a global scale.

——

As a professional team of multidisciplinary specialists, **Media Pundit's** experience runs deep
in **printing design; Brand Development and Positioning, Website (inclusive of UI/UX),
Digital Design and Marketing**

We conceive, design and produce digital content and integrated experience for
web, mobile and physical world.
We work with our clients to raise their brand awareness,
generate more sales opportunities, and maximize their marketing budget ROI.

**Media Pundit**
fluent in digital language

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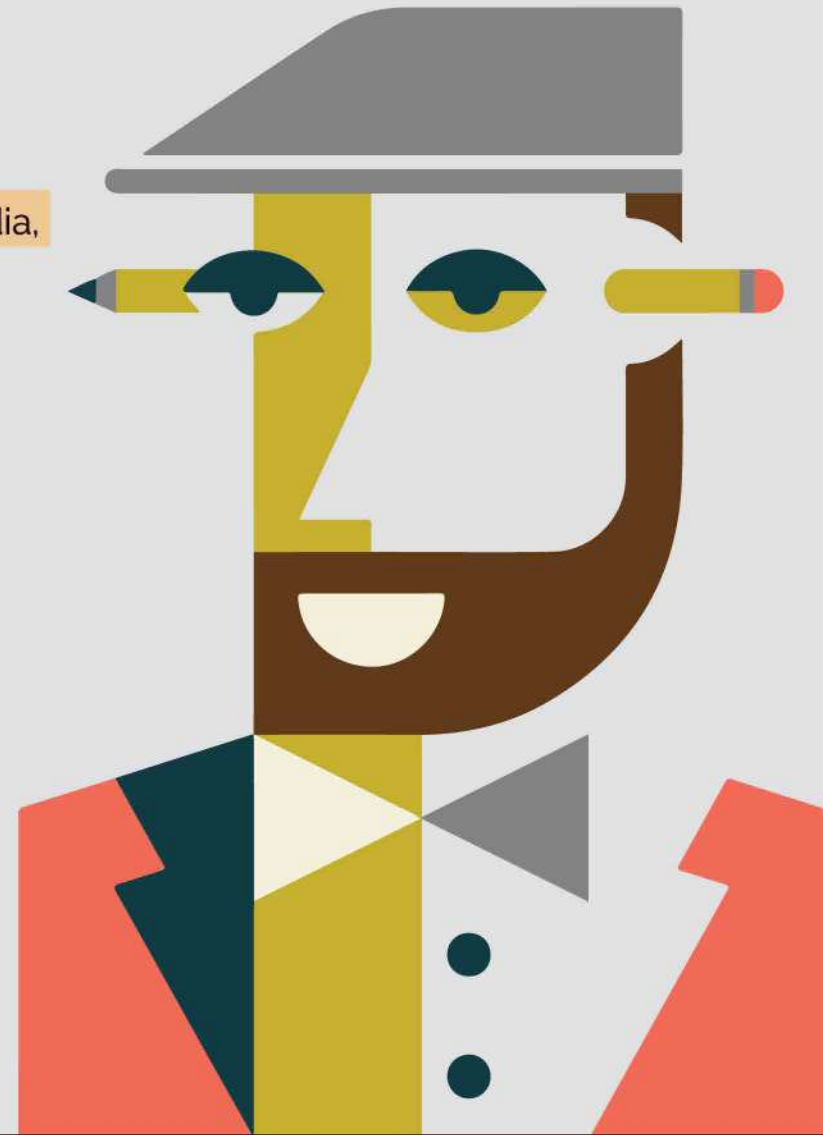
# OUR SERVICES

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We are artisans and craftsmen of beautiful brands and bespoke solutions.

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We get to understand the need of our clients so that we can tailor solutions to their exact needs, and deliver high-value results that transforms their business

We have a wide array of services to offer our clients.
But we can generally boil all of our services down into one of these 4 general categories:

## Brand Identity
We don't design for brands. We design for audience interacting with brands

## Creative Design
We one- stop shop for quality branding materials, logo design, publicity contnent and design of digital content

## Website & Apps
Beautifully designed, fully functional websites. This is a digitized world, really!!

## Digital Marketing
Amazing results start with amazing strategies. We've worked with the top companies in the industry.

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# SOME OF OUR ESTEEMED CLIENTS

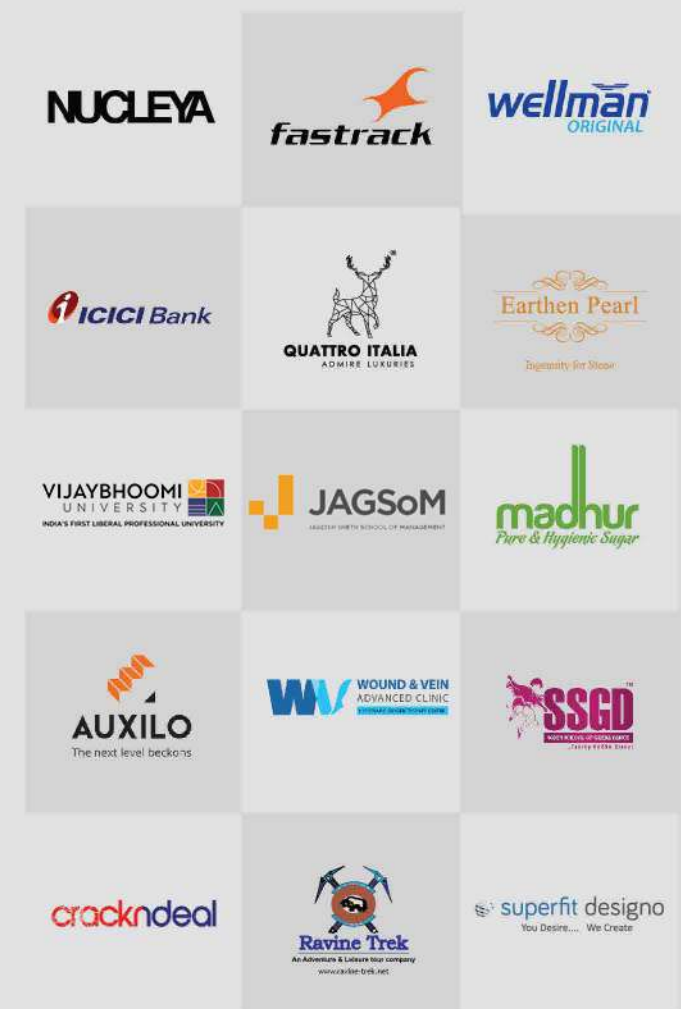We serve clients of all sizes. Established 3 years ago, **Media Pundit** has acquired a wealth of experience.

## Small Business

- Frank Pranks
- KOTHARI DIAMONDS
- Copine
- Elite POLYCLINIC
- Samarth World
- CAFÉ URBANA
- CAFÉ RIDERS PARADISE
- All Promo Items.com
- Unnathi Gandhi
- Fit And Better Body FABB
- Cover it
- Satarakharedi.com

## Medium Enterprises

- Vineeth Vincent — Indian Beat Boxer/ Musician
- kamyo
- DINESH DECORATORS
- TEA VILLA CAFÉ
- THE BUTTER KITCHEN — India on a plate
- aromas CAFE & BISTRO
- Skyline Auto Solutions
- WHEELZ
- Being Dubai
- Physio Lounge
- Diagno Lounge
- Kapadia
- Engineering ISO 9001 : 2015
- eighty20 THE HEALTHY RATIO
- abreeze

## Large Corporates

- NUCLEYA
- fastrack
- wellman ORIGINAL
- ICICI Bank
- QUATTRO ITALIA ADMIRE LUXURIES
- Earthen Pearl
- VIJAYBHOOMI UNIVERSITY — INDIA'S FIRST LIBERAL PROFESSIONAL UNIVERSITY
- JAGSoM
- madhur Pure & Hygienic Sugar
- AUXILO The next level beckons
- WOUND & VEIN ADVANCED CLINIC
- SSGD
- crackndeal
- Ravine Trek — An Adventure & Leisure tour company www.ravine-trek.net
- superfit designo You Desire.... We Create

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# #01 BRAND AND IDENTITY

Design is an opportunity to continue telling the story; not just sum it up

Logo Design | Corporate Branding | Company Profile Design | Business cards | Banners | Publication & Magazine Design
Posters and Flyers | Brochures and Advertising materials

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# #01

## BRAND AND IDENTITY

PROJECT 01
CLIENT: Cafe Urbana

Rebranding of the cafe which included Logo Design, Interior Design, Branding Collaterals, Website Design and Development, Social Media Campaigns etc.
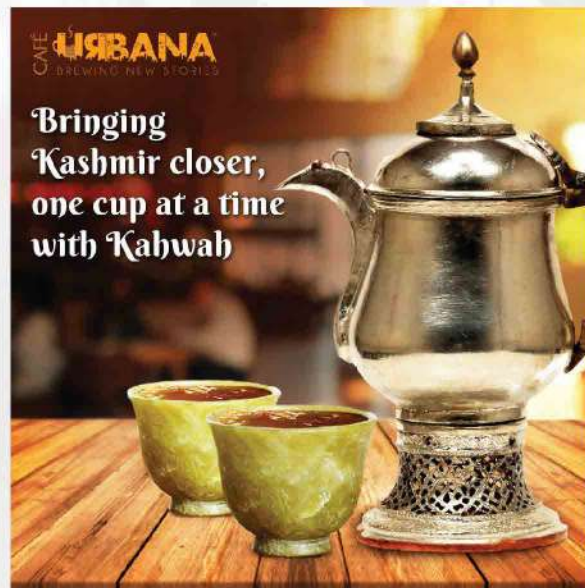
# BRAND AND IDENTITY

#01

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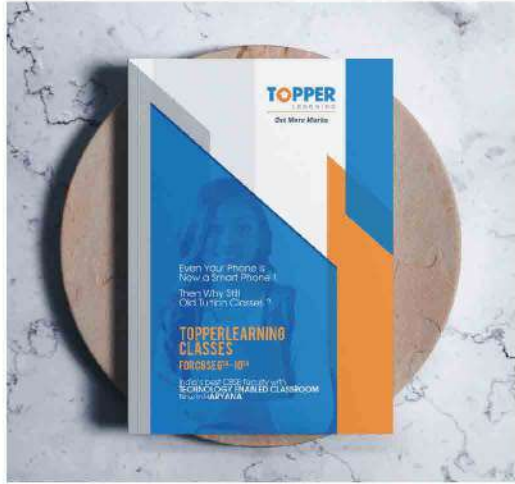
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**BRAND AND IDENTITY**

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*It's Chill O'Clock*

*May your coffee kick in before reality does*

CAFÉ URBANA
BREWING NEW STORIES

**Bringing Kashmir closer, one cup at a time with Kahwah**

## Co -Working Space

Starting from ₹399/- to ₹599/-

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# BRAND AND IDENTITY

# BRAND AND IDENTITY

**#01**

LOGO DESIGNS

Designed conceptual logos for clients into different sectors.

# BRAND AND IDENTITY

## STATIONARY

# #01

## BRAND AND IDENTITY

BROCHURE DESIGNS

# #01

## BRAND AND IDENTITY

BROCHURE DESIGNS

# #01

## BRAND AND IDENTITY

PROJECT 02
CLIENT: Alps Flavours of Nature

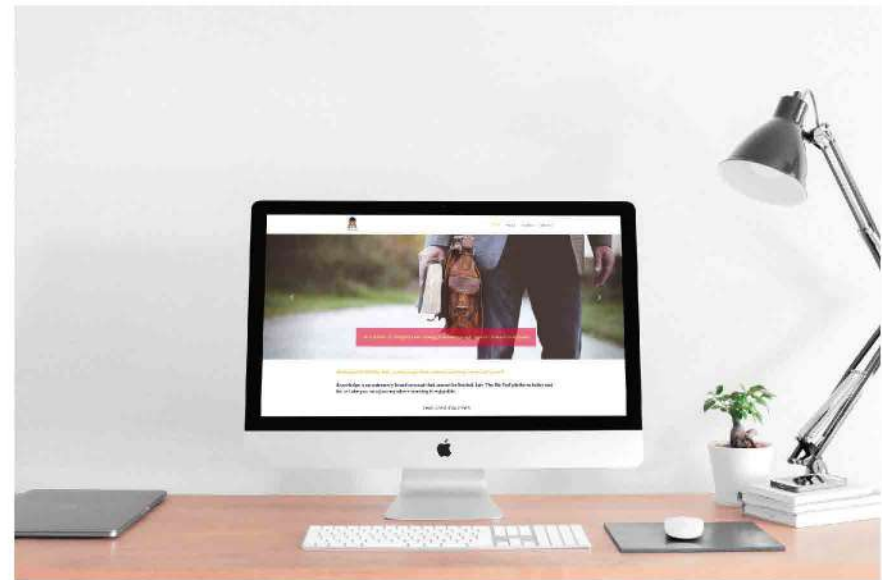Product Packaging of tin packed food

# #01

## BRAND AND IDENTITY

CLIENT: Alps Flavours of Nature & Wllman
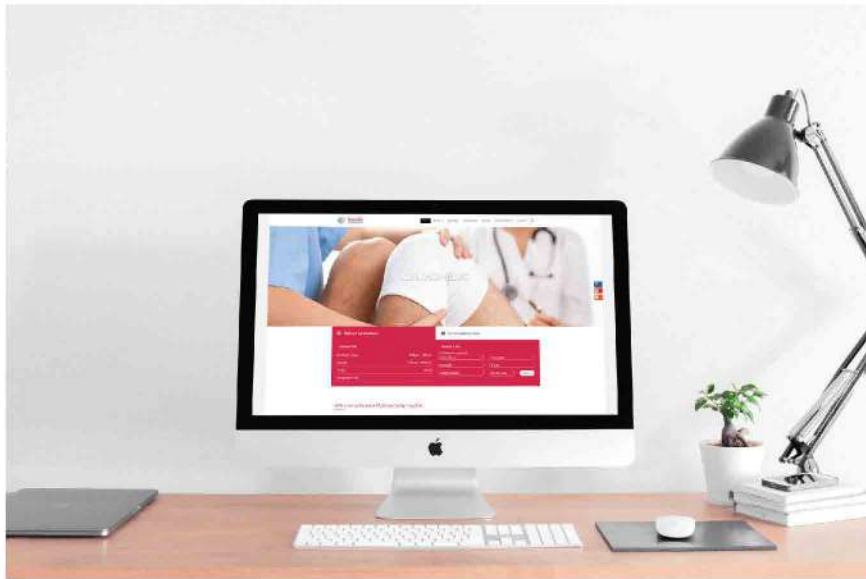
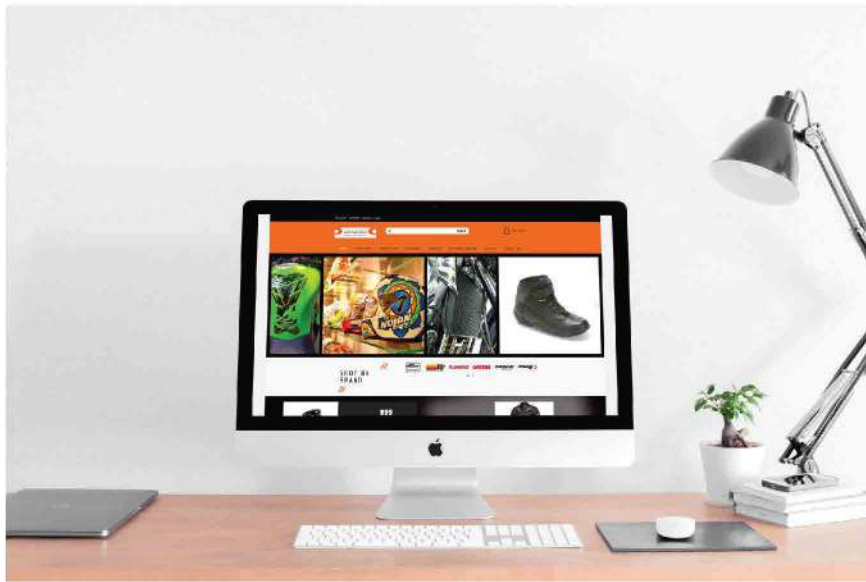Pouch Product Packaging/ Box Packaging/ Countertop

# #02

## WEBSITE & APPS

Whether clean and simple or bold and interactive, every design element, illustration or digital piece produced from our agency is distinctive and handmade.

UI/ UX | Website Development | Website Design | App Design | App Development
E-Commerce | Static | Dynamic | Interactive Website

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# #02
## WEBSITE
## & APPS

CLIENT: Clipbyte, RGV, Wound and Vein Advanced Clininc, Biopad

# #02

## WEBSITE & APPS

CLIENT: Skyline Auto Solutions, Physio Lounge, Kapadia Hospital, Being Dubai

# #03 CREATIVE DESIGN

Design is an opportunity to continue telling the story; not just sum it up

Social Media Campiagns | Digital Invites | Conceptual Designs | Visual Communication
Digital Art and Illustrations | Interactive Designs

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How's the जोश ?

High, Sir!

abreeze

FROM THERE TO HERE.

The real #10YearChallenge

abreeze

Here it is!
THE SWISS KNIFE OF SNACKS!

ABREEZE HONEY STICKS

abreeze
There is
A QUEEN BEE
IN EVERY WOMAN

Kamyo

Your CAR NEEDS A RELAXING SPA
as much as you do!

Kamyo

Look at the roads
without any worry
*Glass polish at Kamyo*
prepares your car
for monsoon

AFTER
BEFORE

Kamyo

For teaching us
to choose the
right path
in life.
Thank you!

aromas
CAFE & BISTRO

Celebrate International
·YOGA·

Day with us
On 21st June 2019

# #03

## CREATIVE
## DESIGN

Social Media Posts

# CREATIVE
# DESIGN

Social Media Posts

Merry Christmas

May this Christmas be full of surprises, gifts and greetings for you. Merry Christmas to each and everyone celebrating this auspicious occasion!

Happy for **Kashmir?**

Get ₹**370** OFF

**On Full General Service**

OFFER VALID ON 7th - 8th AUGUST 2019

The road in front of you **not visible?**

WHEELZ

Tip: Get your car's headlight treated with **Wheelz Headlight Restoration**

CAFÉ RIDERS PARADISE

COFFEE AT OTHER PLACES

COFFEE AT CAFE RIDER'S PARADISE

E F

E F

SINCE WHEN IS ONE ICED TEA ENOUGH?

Dubl'up
BUY ONE GET ONE

BUY 1 AND GET 1 FREE WITH DUBL'UP APP!

Dubl'up
BUY ONE GET ONE

**Oh, sugar.**
You've just gone & done the best thing in your whole life: Skin City

BUY ONE GET ONE OFFERS on skin care sessions!

DINESH DECORATORS

*Professional Meetings?*

*Enquire Here*

# 03

Social Media Posts

CREATIVE DESIGN

# CREATIVE
## DESIGN

#03

# #04 DIGITAL MARKETING

The best digital marketing strategies and techniques are applied to surpass the market competition and rank #1 on the Search Results. SeoDesigns always focuses on delivering the best services for its clients which is of good quality.

Serach Engine Optimization (SEO) | Search Engine Marketing (SEM- Paid Ads) | Social Media Optimization (SMO) Social Media Marketing (SMM) | Hashtag Marketing | Content Marketing |

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# SEO

SEO stands for Search Engine Optimization. It is an evolving process as Google and other major search engines enhance their ability to track and share the most relevant and useful content across the web. We use content, keywords, meta data, site architecture, and other aspects to position you at the top of relevant search results

SEO is an investment with potentially high return. Elevating your rank to the top 3 positions on the first page, where most clicks go, can provide a considerable return on a small investment in SEO. We provide our clients the ability to assure that digital content remains accessible to their target audience. To achieve your goals and 'enable' you reach targeted customers who are looking for the type of products and services you offer, we provide an integrated set of SEO services such as keyword research, website optimization, content marketing and building backlinks. Foxy Head will operate as your SEO partner.

# #04
# DIGITAL
# MARKETING

# SEM

Search engine marketing is yet another effective internet marketing technique that primarily aims to promote websites by increasing their visibility in search engine results pages (SERPs) mainly through paid advertising. When it comes to advertising, the basic principles apply. To design adds that drive traffic to a business website requires, again, full understanding of business objectives and target market. Media Pundit will:

• Listen to clients' needs

• Define target audience and suitable paid advertising channels

• Launch and monitor campaign results and advice client accordingly

# #04
# DIGITAL
# MARKETING

# SMO- SMM

**Develop Brand Awareness - followers:**

Growing your followers on social media will help you increase word of mouth and referrals. Our social media marketing services will help you increase your followers with relevant people. We will ensure that your followers match the demographics, interests, and behaviours of your typical customers.

**Build Relationships - engagement:**

When you build a strong connection through engagement with your audience, they are more likely to buy from you. Media Pundit will help you increase engagement (likes, comments, etc.) on your social media posts. The more engagement you have, the stronger your connection is with your audience.

**Increasing Website Exposure - traffic:**

Increasing your website traffic will directly influence leads and conversions. We will focus on developing social media campaigns that drive high volumes of traffic to your website.

# #04

## DIGITAL
## MARKETING

# Content Marketing

Content marketing, as the term indicates, is a marketing technique that uses "content" to drive a targeted audience to take an action intended by the marketer. Infographics, videos, podcasts, and web pages are examples of content that a business can use. Understanding the target audience is key to success. Media Pundit will guide its clients through a well-defined process that begins with:

• Refining who the target audience is

• Defining what the business need and objectives are

• Deciding on what content is appropriate to meet those objectives

Consistency and relevance describe the content chosen, and Media Pundit specialises in the selection, creation, and distribution of content to meet specific business goals.

# DIGITAL
# MARKETING

#04

# LET'S GET STARTED

We know you have something
great and we'd love to get involved.

Whether you want to work on branding and identity, a bespoke website,
creativity or digital marketing we're all about exceptional results.
Let's get started today.

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Let's talk: (+91) 8169092528
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themediapundit@gmail.com
www.mediapundit.co.in