

How everythingdesign⁺ helped an Ad-tech consultancy to rebrand and stand out

Project Overview

ABOUT

Adnaut is a digital media consultancy that helps advertisers make data-driven decisions to boost business outcomes.

INDUSTRY

Ad-tech

PROJECT BRIEF

“We wanted to move away from being just a service provider to a disruptive, data-driven ad-tech brand, prioritizing both business and environmental sustainability to ensure every click counts.”



JEET
FOUNDER, ADNAUT

PROJECT TIMELINE (18 WEEKS)



 Brand Renaming
Brand Strategy
Visual Identity
Merchandise &
Collaterals

 Mascot Design
 Content Strategy
Copywriting

 Website Design
 Website Development

 Brand Launch Video

LOGO - BEFORE


Industry terminology as a brand name limits brand building. The logo was not distinct.

WEBSITE - BEFORE

We help businesses unlock the true potential of digital & data assets.

Analytics & Data Science
We are experts in analytics, business intelligence, and decision sciences. We bring deep expertise, speed, and deliver results for our customers.

Advertisers
Data-driven platforms and media environments leading to better performance and efficiency while providing superior high-quality traffic.

About Us
Our mission is to help businesses unlock the value of digital and data assets.

Facebook **Twitter** **LinkedIn** **YouTube**

RTBANALYTICA

LOGO - AFTER


A name inspired by 'Navigators of the Ad-Tech Universe'. A logo with distinct character.

WEBSITE - AFTER

Your navigator in the ad-tech universe.

We guide digital marketers to make data-smart media spends that maximize ROI.

Transforming the future of digital media execution:

Grow 2.5x faster

Boldly. Fearlessly. Sustainably.

Declutter the digital space full of data overload and wasted impressions, and take-off from ground-zero, all the way to the zenith.

Our five step approach to skyrocket your ROI.

ANALYSE
Uncover actionable insights through Nebula, our advanced analytics and data science platform, to harness the power of data to enable smarter, data-driven media strategies.

PLAN

ACTIVATE

MEASURE

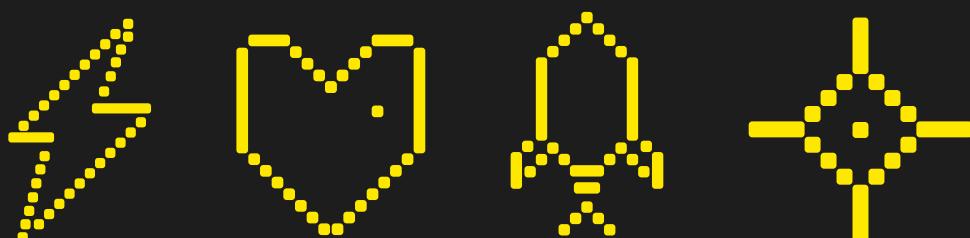
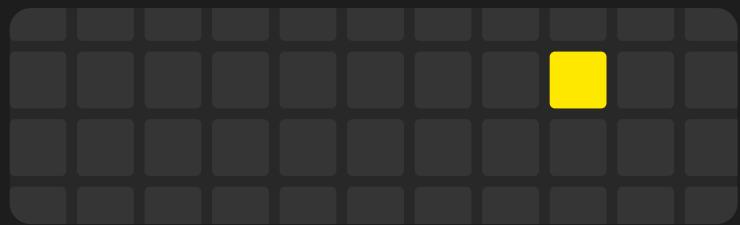
OPTIMISE

Our orbiters

BLD BIO **IKRIL** **eg** **BBJK** **WTF**

The ‘pixel-verse’

The entire visual look was derived from the humble ‘pixel’, the building block of the digital media universe.



Custom icons inspired
by the pixel concept.

Defining the Brand Voice

Transforming the Future of
Digital Media Buying:

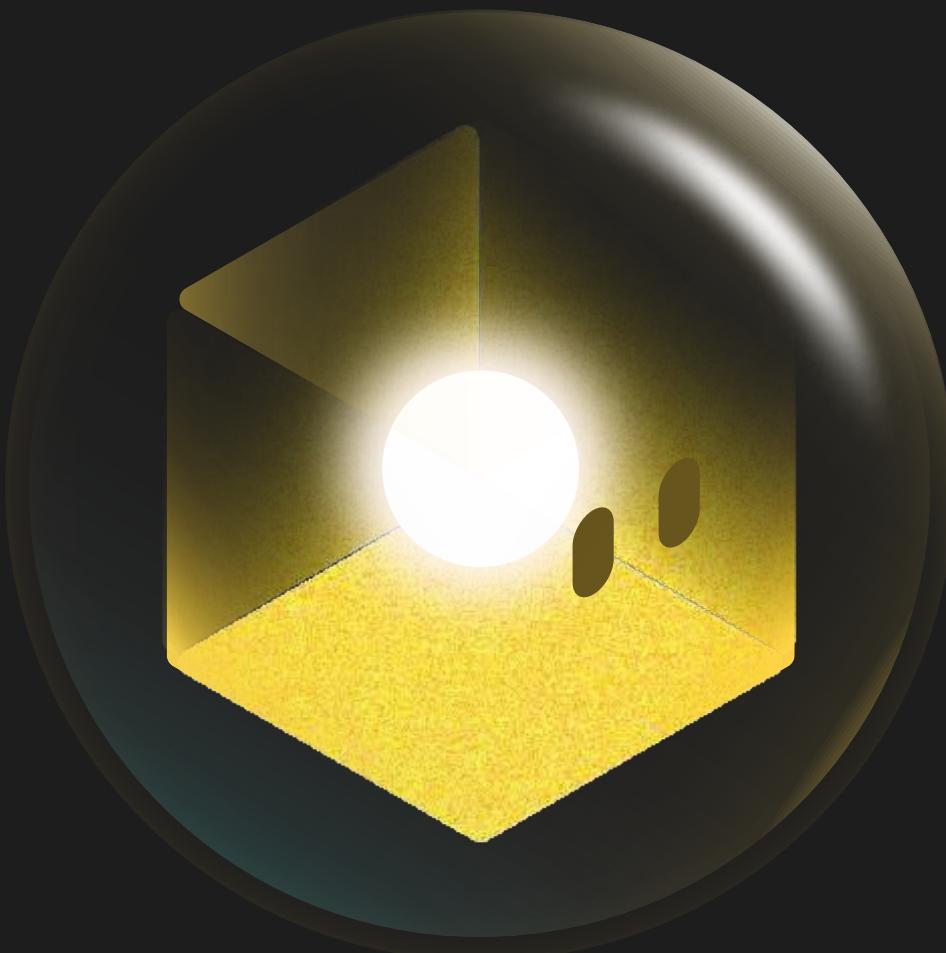
Boldly.
Fearlessly.
Sustainably.

CRISP
BOLD
FORWARD-THINKING
WITTY

Why a Mascot

The intersection of their proprietary tech and exceptional team are their strongest differentiators. There was a need for a symbol to embody this.

Hence, that symbol became the brand mascot.



GENDER NEUTRAL
EXPRESSIVE
SIMPLE FORM
TECH CORE



happy



ecstatic



analysing



eureka!



sleepy

Brand Applications



[VIEW PROJECT](#)

launch video

www.adnaut.digital

PROJECT TEAM

Design

Athira Krishnan
Project Owner |
Lead Designer

Ekta Manchanda
Principal Designer |
Partner

Zakia Ali
Mid-Weight Designer

Nanki Arora
Illustrator

Development

Jiyash AK
Senior Webflow Developer

Saurabh
Head of Webflow Dept.

Rajashri
Webflow Developer

Strategy

Swathi Mohan
Content Writer

Mejo Kuriachan
Brand Direction

Management

Arpan Sen
Chief of Staff

Akshay A D
Project Manager

Motion Design

Felix Hartley
Head of Motion Design

Nanki Arora
Motion Designer

Sreejith K
Mid-Weight
Motion Designer

Varsha P
Motion Designer

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CLIENTS WE HAVE WORKED WITH



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