WYRD Media Labs

\*What is Wyrd?\*

Some people call us an agency.

Others call us a production house.

A few think we're a tech startup.

They're all kind of right and all completely wrong.

We're just Wyrd.

And we're building stuff that’s a little wyrdr.

Wyrd is an experimental lab where stories, brands, and technology collide.

Born in film.

Evolved through brands.

Growing into tech. (because sometimes you need to build your own tools when the usual ones don't cut it.)

But always, always wyrd.

At our core, we're an ecosystem designed to nurture ideas, talent, and ventures that are too distinctive for traditional spaces.

why wyrd

The world is having an identity crisis.

Everyone's creatively constipated or in an algorithmic coma.

And here we are, remembering when creating stuff used to feel like magic. Before metrics and best practices and engagement rates turned everything into a formula. Yeah. Us too.

Not to fix the internet or save creativity or whatever grand mission statement you're expecting right now. We just want to make stuff that reminds people what real feels like.

Think outside the box? Nah. Forget it entirely.

That's where Wyrd begins.

- \*🦾 Mission\*

Making stuff wyrd enough to matter tomorrow.

- \*👀 Vision\*

To be a tribe that future AIs will cite as proof that humans were just kidding about the whole “sanity” thing.

# What we stand for?

### \*🧐 What We're About\*

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\*Market Position Statement\*

The creative industry keeps making prettier boxes to think outside of. We forgot the box entirely. Remember when making stuff felt like magic? Before metrics, algorithms and life killed the dreamer in you? Yeah, us too.

That's why we built Wyrd - not as another agency/studio/tech company, but as proof that your weirdest dreams might be your best ideas yet.

We're the experimental lab where good work feels like good trouble.

### \*🤗 Why You'd Care\*

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\*Core Value Proposition\*

Most creative work ends up in 'maybe someday' folders.

We help you build the thing you were afraid to build.

We build what you thought you couldn't, break what everyone says you shouldn't, and create what the world doesn't know it needs yet. Not by following trends, formulas or feeding algorithms, but by building entirely new realities - Whether it's films that wake people up, tools that make sense, or ideas that make people uncomfortable in the best way possible.

### \*🌟 What Makes Us Wyrd\*

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\*Key Differentiator\*

Every project is a legacy project (because life's too short for forgettable work).

When tools suck, we build better ones. We're growing into tech, not because it's trendy, but because real dreams need real tools.

We solve technical problems with creative solutions (and creative problems with technical ones)

And obviously,

We're the only lab where films, brands, and tech experiments share the same DNA.

Who we’re for?

Target Audience Snapshot

For the restless souls trapped in sensible jobs. For the brands who'd rather die interesting than live boring. For everyone who looks at the creative industry and feels that itch under their skin - the one that whispers 'what if we broke everything and built something better?’

For everyone who's tired of pretending mediocre is marketable.

For the dreamers who got trapped in sensible jobs but never lost that wyrd spark

Act 2: wyrd dawn

The Urban Desi was about learning how to tell stories. Breaking rules. Making shit happen with nothing but audacity. Here's what happens when you spend years making films: You start seeing stories everywhere.

You ever have one of those moments where the universe just gets tired of being subtle and slaps you with symbolism? So there's our founder, sitting at this tapri in Old Delhi, having one of those existential crisis moments. You know the kind - where you're staring into your cutting chai like it's got all the answers to 'what the hell am I doing with my life?’ And then this rickshaw wallah cruises by wearing a Web of Wyrd t-shirt. Not even in a cool way – just a basic black tee with the Web of Wyrd on it. And that's when the brain went: "Wait. What if we've been asking all the wrong questions?”

Speaking of AI - Here's the thing about AI that nobody's talking about - it's actually pretty stupid at being creative. Like, it's great at pretending to be creative. It can write you a thousand captions that sound exactly like every other caption ever written. But original thinking? That's still our thing. You know what AI is really good at though? All the boring shit nobody wants to do anyway. The endless 'data-driven insights' that somehow always lead to the same boring content.

You know what's really artificial? The whole system. Everyone thinks you need a Bombay address to have a Bombay dream. Like creativity follows pin codes or something. It's like telling a painter they can only make art if they live next to an art gallery.

India's creative industry has this unwritten geography book:

- Bombay: Where creativity is officially allowed to exist

- Delhi: Where creativity goes to become a government job

- Bangalore: Where creativity needs a JavaScript framework

- Everyone else: "Beta, focus on real career"

You spend enough time in this industry, you start seeing patterns. Everyone's got a process. A framework. A system. People turning art into algebra. Making content like they're following a recipe fora bland dish - 'Add two parts trend analysis, one part best practices, remove all traces of personality, serve lukewarm.'

Think about it - everyone's trying to make AI more human. Teaching it to tell jokes, write poetry, make art. Meanwhile, humans are out there trying to be more like AI. Following formulas. Optimizing engagement. A/B testing their personality out of existence. It's like we're all running in opposite directions but ending up in the same boring place.

But that rickshaw wallah with the Web of Wyrd shirt? That was our moment. Because the Web of Wyrd isn't just some cool Norse design that accidentally ended up on a t-shirt in Old Delhi. It's this ancient symbol about how everything's connected - past, present, future, all weaving together in ways that make no logical sense but somehow work anyway. And if that's not a sign, we don't know what is.

So yeah, maybe it took a random t-shirt in Old Delhi to crystallize this vision. But isn't that how all great wyrd tales begin? With something so improbable it makes coincidence look like careful planning?

Remember: Logic didn't build the pyramids. Logic didn't put a man on the moon. Logic definitely didn't create The Urban Desi. And logic sure as hell isn't going to build what comes next.

You know how they say evolution is a slow process? They lied. Sometimes it happens in an instant.

So we built Wyrd Media Labs.

Wyrd isn't TUD 2.0. It's not an upgrade or a pivot or whatever bullshit term consultants use when they can't explain what's happening. Wyrd is what happens when stories get tired of being just stories. When technology gets bored of being just tools. When reality itself looks at what you're doing and goes "Fuck it, I'm in.”

Everyone's out here trying to predict the future. Drawing trend lines. Making forecasts. Meanwhile, we're sitting here going "What if we just... made our own?" Not in some dystopian tech bro way. More like that kid who wasn't satisfied with any toy in the store so they built their own from scratch. Except instead of toys, we're building cool stuff.

Here's the beautiful part about where we are now: We don't know what's next. And for the first time, that's exactly where we want to be. Because Wyrd isn't about knowing the destination – it's about building new paths. Ones that don't exist on any map.

And if anyone asks what's next? Well, that's like asking what's next while you're in the middle of inventing electricity. You don't know. That's the whole point. You just know nothing's going to be the same after.

Every project is a new experiment. Every idea is a potential universe. And failure? Failure just means we found another way reality bends before it breaks.

Not because we had it all figured out - hell, we're probably more confused than everyone else. But at least we're confused in an interesting way.

P.S. That guy with the Wyrd symbol? Never saw him again. Probably went back to whatever dimension sends cosmic signs to people drinking chai in Old Delhi. If you're reading this, cosmic sign guy, thanks for the existential crisis. It worked out pretty wyrd.

how we are built

\*Here's what happened:\*

🃏 The Jester got bored of just making people laugh.

🧙‍♂ The Sage got tired of dusty wisdom.

They met at a bar, had a few drinks, and here we are.

What evolved was something neither archetype could achieve alone.

The Sage brings the analytical depth (the data, the insights, the deep thinking).

The Jester brings ability to call out bullshit and break patterns.

It's not about being half wise and half wild:

it's about being fully both.

It's about being smart enough to know the rules and wyrd enough to know when to break them.

![Screenshot 2025-01-11 at 1.22.32 PM.png](https://prod-files-secure.s3.us-west-2.amazonaws.com/1a023dd5-bcfb-4d3a-8f53-4c299615d475/fb3526ca-ccf3-4208-88a4-8cbda9079b30/Screenshot\_2025-01-11\_at\_1.22.32\_PM.png)

\*Meet Wyrdo\*

Oh, hello there. I’m Wyrdo. Yeah, that’s W-Y-R-D-O.

People say I’m a cult leader, but honestly? I just show up, talk a lot, laugh even more, and people seem to stick around. No idea why. Maybe it’s the stories. Maybe it’s the beard. Maybe it’s because I wear crazy track pants.

I know I make people uncomfortable. That’s the fun part. I’ll make you laugh, maybe squirm, probably think too much. You might leave weirded out, but you’ll come back because something I said keeps poking at your brain. That’s what I do: sneak past your filters and hit you where it counts.

Life’s too short to be boring. Or fake. Or both.

I know time is ticking, which is why I’m in a hurry to say as much as possible, to as many people as possible, while there’s still time.

TOV

Most brand voices sound like they were created by AI pretending to be human pretending to be professional pretending to be casual. It's like inception, but with more buzzwords.

Everyone's got a brand voice now. Like how everyone's got anxiety and a podcast - except the anxiety is probably more authentic.

"We're human-centric." As opposed to what? Dolphin-centric? Penguin-centric? (Although we'd actually read a penguin-centric marketing strategy)

We're disruptive!" Yeah, like a toddler at a funeral - technically true, completely missing the point.

After deep introspection and hundreds of ridiculous conversations, we identified five core elements that make our voice distinctly Wyrd.

### \*🗣The Character Profile\*

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These are our five elements. Think of them as the five horsemen of actually saying something real - except instead of bringing the apocalypse, they just bring the death of corporate bullshit.

- \*☯ SOUL\*

Noun /sōl/

That thing your ex says you don't have. What your Spotify playlist claims to have and your screen time suggests otherwise. The intangible force that makes sunsets prettier, heartbreaks poetic, and binge-watching feel like self-care. It’s not loud, but when it speaks, it sings—or screams—and you’d better listen.

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\*Space/Ether\*

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It’s invisible force that connects everything, just like soul is that intangible thing that makes communication resonate.

The space where meaning happens.

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\*When to use it:\* Always, but especially when talking about why we do what we do

\*How to check:\* If it doesn't make you feel something, it's not done

- \*✅ TRUTH\*

Noun /tro͞oTH/

The thing everyone swears they want until it actually shows up. Heavy, blunt, and inconvenient. It stings, and if you ignore it, it just gets louder. Not the kind that hurts feelings - the kind that changes minds. It doesn’t care about your feelings, but somehow, it always sets you free. The uncomfortable reality check in a world of comfortable lies.

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\*Fire\*

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Burns through bullshit, transforms what it touches, can either illuminate or destroy - just like truth. Powerful, cannot be contained, and changes everything it touches.

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\*When to use it:\* When the elephant in the room needs a microphone.

\*How to check:\* Does it make you uncomfortable? Good.

- \*🧬 NERVE\*

Noun /nûrv/

That moment when you realize the crazy idea is actually the right idea, but now you have to convince everyone else.

The audacity to leap, the courage to fail, and the boldness to try again (sometimes louder). Often mistaken for courage; always the reason for great stories. The reckless audacity to bet on yourself when everyone else is hedging their bets. It’s saying, “Let’s try it” when logic is screaming, “Maybe don’t.” What your parents think you lost when you decided to “follow your passion.” Not just guts, but guts with a game plan.

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\*Air\*

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Nerve is the force that moves things forward, can be a gentle breeze or a storm, invisible but powerful. Like nerve, it's about movement and pushing boundaries.

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\*When to use it:\* When conventional wisdom says "play it safe"

\*How to check:\* Does this make you slightly nervous to send?

- \*🃏 WIT\*

Noun /wit/

The verbal sucker punch you wish you’d landed during that argument three months ago. The perfect comeback, the sly observation, the intellectual wink. If humor is a smile, wit is the smirk that gets there first. Intelligence having a good time. The art of being smart without being smug about it. It’s the perfect cocktail of brainpower and sass, shaken, not stirred. Not just clever comebacks – strategic disruption disguised as entertainment.

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\*Water\*

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Fluid, adaptable, can cut through stone over time or crash like a wave. Like wit, it finds its way through any crack and takes the shape it needs to while maintaining its essence.

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\*When to use it:\* When you need to cut through noise or make a point stick

\*How to check:\* Would this make someone smile while thinking?

culture

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\*Earth\*

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The ground we stand on, our roots, what gives everything else context and foundation. Like culture, it's what everything else grows from.

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- \*OUTSIDE (The Indian Culture)\*

Noun /kul-chər/

That thing your NRI cousin keeps trying to explain to their foreign friends. Deep roots in the streets where creativity doesn't ask for permission. The streets where every truck is a poet. This isn't about being Indian for the sake of it – it's about tapping into a centuries-old tradition of telling stories that make you think, laugh, and feel seen, all while honking musically through traffic.

\*When to use it:\* When connecting our work to the larger world

\*How to check:\* Does this feel authentically rooted yet universally relatable?

- \*INSIDE (The Wyrd Culture)\*

Noun /kul-chər/

Culture is what happens when you put smart, weird people in a room and let them be smart and weird. It's the inside jokes that make no sense to outsiders but perfect sense to us. The stuff that makes us us. Not forced fun Friday bullshit. Not "we're like family" manipulation. Culture isn’t curated; it’s chaotic, loud, and unapologetically specific.

the rules of writing

\*THE ONE RULE THAT RULES THEM ALL\*

Say what you mean. Mean what you say™

- \*Keep It Real\*

- Skip the fake cool

- Say the obvious thing

- Don't try to sound smart

- \*Write Like a Human\*

- No one says "leverage" in real life

- If it sounds like it could've been written by ChatGPT (even if it is generated by it), delete it and try again

- Read it out loud. If you cringe, rewrite it

- When in doubt, ask: "Would this make someone smile while rolling their eyes?"

- Talk TO people, not AT them

- Use humor when it fits (it usually fits)

- Share the weird thoughts - they're usually the best ones

- Don't hide behind big words or corporate speak.

- Write like you talk (but better)

- If it sounds like corporate BS, delete it

- No fancy words when simple ones work

- \*Make It Sharp\*

- Cut the fluff

- Make your point

- Move on

- But make it stick

- \*Technical Stuff That Matters\*

- Oxford commas are non-negotiable (because we're not sAvAGes)

- Contractions are your friends (don't, won't, shouldn't) — unless you're being dramatic. Then. You. Should. Not.

- Start sentences with 'And' or 'But' whenever you want. But do it purposefully.

- Capitalize for Emphasis When It Matters™

- Use sentence case for headlines (because THIS LOOKS LIKE SHOUTING)

- \*The Art of Not Boring People\*

- Lead with the weird

- Follow with the why

- End with the what-now

- Always leave them wanting to screenshot something

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### \*For Clients\*

Be straight

If something's wrong, say so

Don't promise what we can't do

Example: "Here's what we think will work, and here's why we think that."

- \*For Clients Who Get It\*

\*Tone:\* Sharp and unapologetic

"The internet has enough perfectly optimized mediocrity. Your audience deserves better than more digital cotton candy”

- \*For Clients Who Need Convincing\*

\*Tone:\* Professional but with personality

"We could explain our process with a flowchart, but we'd rather show you the results."

- \*For The Corporate Folks\*

\*Tone:\* Smart with a side of sass; calculated facts

"Yes, we have KPIs. No, they're not boring. (We measured that too.)"

"Your data says growth. Your comments section says coma. Numbers lie better than people"

- \*For Pitches\*

Tone: Confident but not cocky

"We could show you a deck full of buzzwords and bar graphs. Or we could show you what we actually do. Your call."

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### For The Wyrd Tribe

Clear beats clever

Bad news first

Keep it short

Direct and real

No sugar coating but

Keep the energy up

- \*Small Talk\*

Don’t loose your originality here, we don’t own you. Let it prosper, talk like you would talk to your team.

- \*Important Stuff\*

\*Tone:\* Real, raw, and ready for anything

"This might work. This might fail. Either way, we're learning something."

- \*When Things Break\*

- Say what broke

- Say how we're fixing it

- Say when it'll be fixed

- Clear about what happened

- Clear about what we're doing

- No BS, no panic

"Here's the situation. Here's the fix. Here's what's next."

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### \*Public Stuff\*

- Don't try to go viral

- Skip the hashtags

- Say something real or say nothing

- Make them think and smile

Example: "While everyone else is thinking outside the box, we forgot where we put the box."

- \*In the Public Eye\*

\*Tone:\* Raw insight

"Everyone's so busy being disruptive, they forgot how to be interesting"

"The most engaged audience for your content is your own social media team. And even they're faking it"

"They say write what you know. But what if what you know is just questionable life choices and too many unfinished scripts?”

- \*For Social Media\*

\*Tone:\* That person whose tweets you screenshot for later

"Spent so long studying the hero's journey you forgot to live your own story”

"Fun fact: I've seen more sunrises while exporting renders than actually watching sunrises”

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\*✅ WYRD\*

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"We make good shit that works"

"We figure stuff out"

"We solve problems like someone who's both overthinking and underthinking at the same time."

"We've made every mistake in the book. Some twice. Now we're writing our own book."

"Turns out people still buy from humans, not hashtags. Wild, right?"

\*❌ NOT WYRD\*

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"We're disrupting the creative space with innovative solutions"

"Our team leverages strategic insights"

"We take a strategic approach to problem-solving."

"Our team brings years of experience."

"Our unique methodology drives results"

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### 🪦 DEAD LANGUAGE (The Cemetery of Creativity)

- "We leverage synergistic opportunities..."

- "Our data-driven approach optimizes..."

- "End-to-end solutions provider..."

- "Revolutionary AI-powered insights..."

- "Best-in-class methodologies..."

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\*REMEMBER:\* If it sounds fake, forced, or like something a "professional" would say - rewrite it.

We're not here to sound important. We're here to be real and make cool stuff.

Every word should earn its place

If it doesn't make you feel something, it's not finished

When in doubt, be wyrd.

But never weird just for wyrd's sake.

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