





Think curiously
at problem.
find clarity,
create SOLUTION.
BRING character
with courage.



TASK

To create a content strategy that amplifies Kraftshala's positioning, "Education so good, you only pay after placement".

START CONVERSATION

FRAMING

#1

Freshers who are
looking for decent jobs

FENCE SITTER

#2

Freshers who are
looking for jobs in
marketing

GREEN PASTURE

#3

Working professionals
who are looking to
switch to marketing

OUTSIDE FENCE

BUILD DEEPER CONNECTION



**The Marketing
Launchpad**

GUIDING PHILOSOPHY

Bring
Kickass practitioners, the real experts, to train
emerging talent

INDUSTRYCreds™ program benchmark for hiring

BUILDING BLOCKS

A 20-week program where students train full-time (10
am-8 pm) and pay the fees only once they get a job
with min. 4.5L CTC

+

Program for working professionals, early stage
managers to accelerate their marketing careers

PURPOSE

To empower professionals to become the
best version of themselves

AMBITION

India's most loved marketing & sales
training programs

COMMON SHARED BELIEFS FOR COMMERCE

● UNPEELING



WHY EXIST?

Prepaid college fees and colleges' inability to provide ample placement opportunities (job-oriented education) put students in a downward spiral. Hence Kraftshala wants to empower professionals to become the best version of themselves

SO WHAT?

Fill the void created by the traditional education model by offering outcome driven industry-relevant training cum program with assured placement in marketing

WHY IS THAT IMPORTANT?

A debt-free alternative to student loans or financial burden on family, where a student only pays for the education & training after getting placed at a suitable salary. Through a financial agreement between the student and the institute termed Income Share Agreement.

WHICH MEANS?

REIMAGINE EDUCATION MODEL — inclusive & level-playing where knowledge-based skill meets end application, truly.



● UNPEELING ODOP



WHY EXIST?

In India, each district is known for some specialty and carries the potential to scale.

SO WHAT?

As an export hub will help districts reach their full potential, foster economic and socio-cultural growth, and create employment opportunities.

WHY IS THAT IMPORTANT?

to accomplish scaling of manufacturing, supporting local businesses, investors

WHICH MEANS?

Win win approach for — Aatmanirbhar Bharat' vision



CHALLENGE

PROBLEM

How to own the narrative in a unique way to stand apart in the clutter of assured placement in the education space

INSIGHT

Education as a means can become a distractable burden making us future entrapped

**END
BECOMES
THE MEAN**

ADVANTAGE

INDUSTRYCreds™ program
benchmark for hiring with an advocacy
Score of 95% and Pay after placement
pact

STRATEGY

CHANGE THE ORDER

As education should be a journey of freedom to bring out the best in us

Pay not from pocket

Pay from salary



**BRAND
PRISM**

Industry-relevant program in marketing

**EARNING FOR
*LEARNING***

**END BECOMES
THE MEAN**

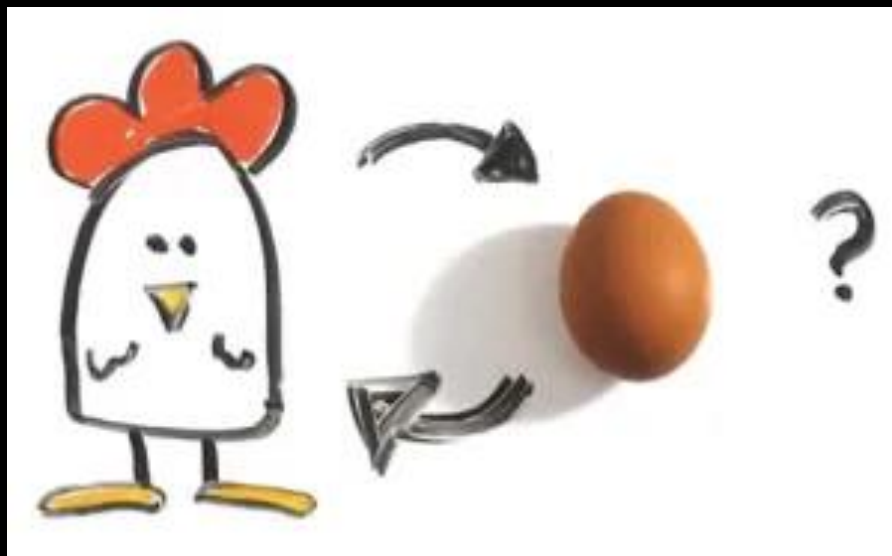
Pay after placement

Become the best version of self



**THEMATIC
RELAUNCH**

**WHICH CAME
FIRST?**

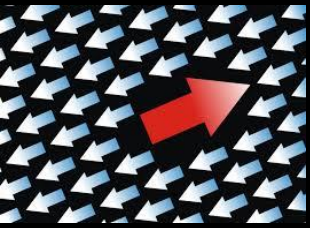


**FOR KRAFTSHALA
ITS ALWAYS**

Jöbfirst

Learn, earn and pay





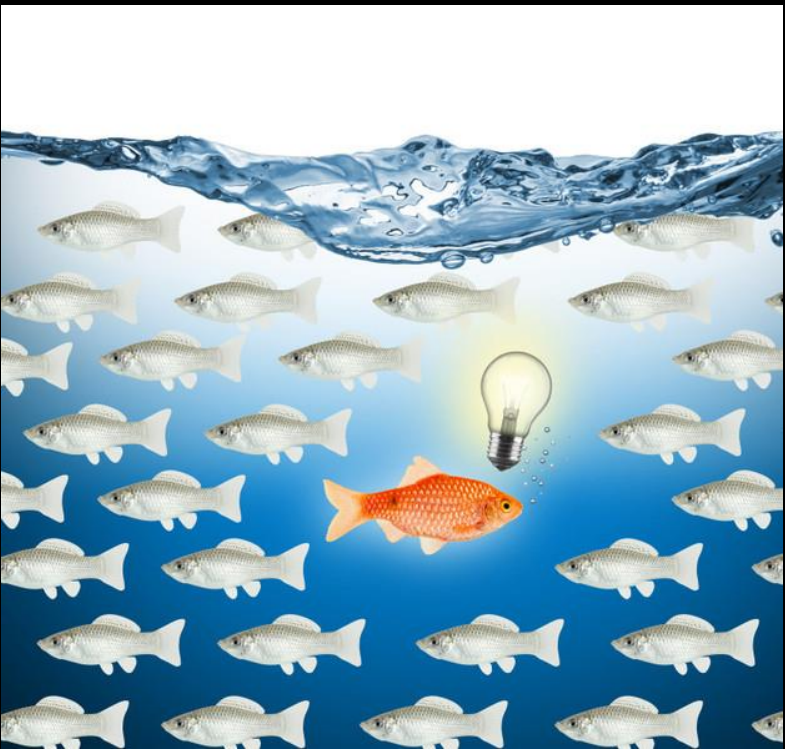
Going against the flow makes you more
stronger and stubborn to reach the top of
the mountain.

— Soulful words™ —

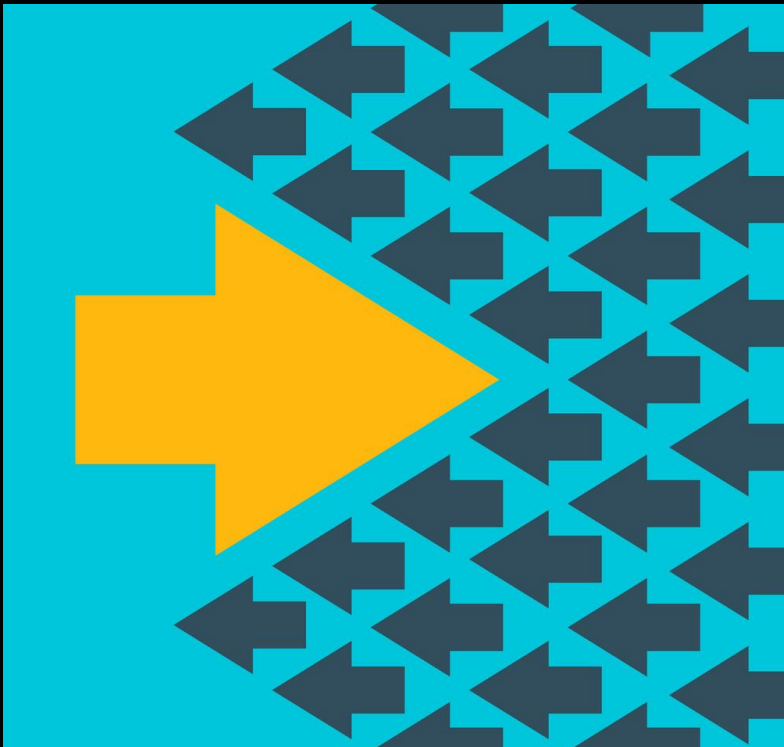
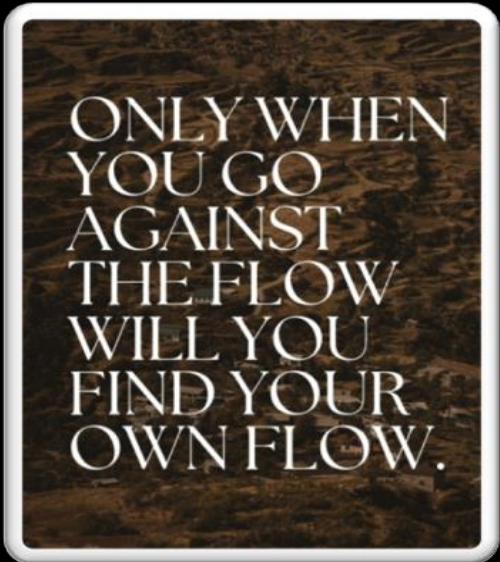


Everyone goes with the flow... but
the one who goes against the flow
becomes someone remarkable in
life.

— Swami Vivekananda —

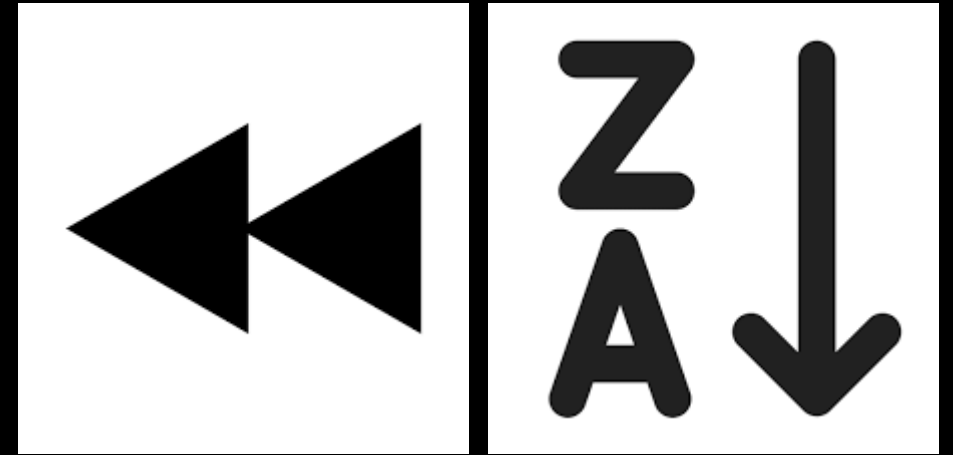


**UNDERTAKE DESIGN AND ADD
DESCRIPTOR CHANGE**



THE COMPLETE GUIDE TO PR STUNTS

https://youtu.be/Rk_sAHh9s08 | CREATIVE
FOR REFERENCE & IDEA SUGGESTION



**OWN EVERYTHING IN
REVERSE ORDER & APPLY IT
IN ALL MEDIUM BLOGS, POST
ANYTHING, JUST CHANGE
THE ORDER**



Upside Down

Learning to See
in New Ways



CONTENT

Information and experiences (message) that are directed towards an end-user or audience.

MAPPING

Message Scope Vs Audience Journey

TANGENT

Message Scope : Rationale to Emotional &
Audience Journey: Awareness to Purchase

DECISIONS

Prompting content creation relevance & type





AUDIENCE



TASK

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who are looking to
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OUTSIDE FENCE



#1

RE-IMAGINE

#2

RE-EVALUATE

#3

RE-INVENT





AWARENESS

PURCHASE

EMOTIONAL

RATIONAL

ENTERTAIN

PERSUADE

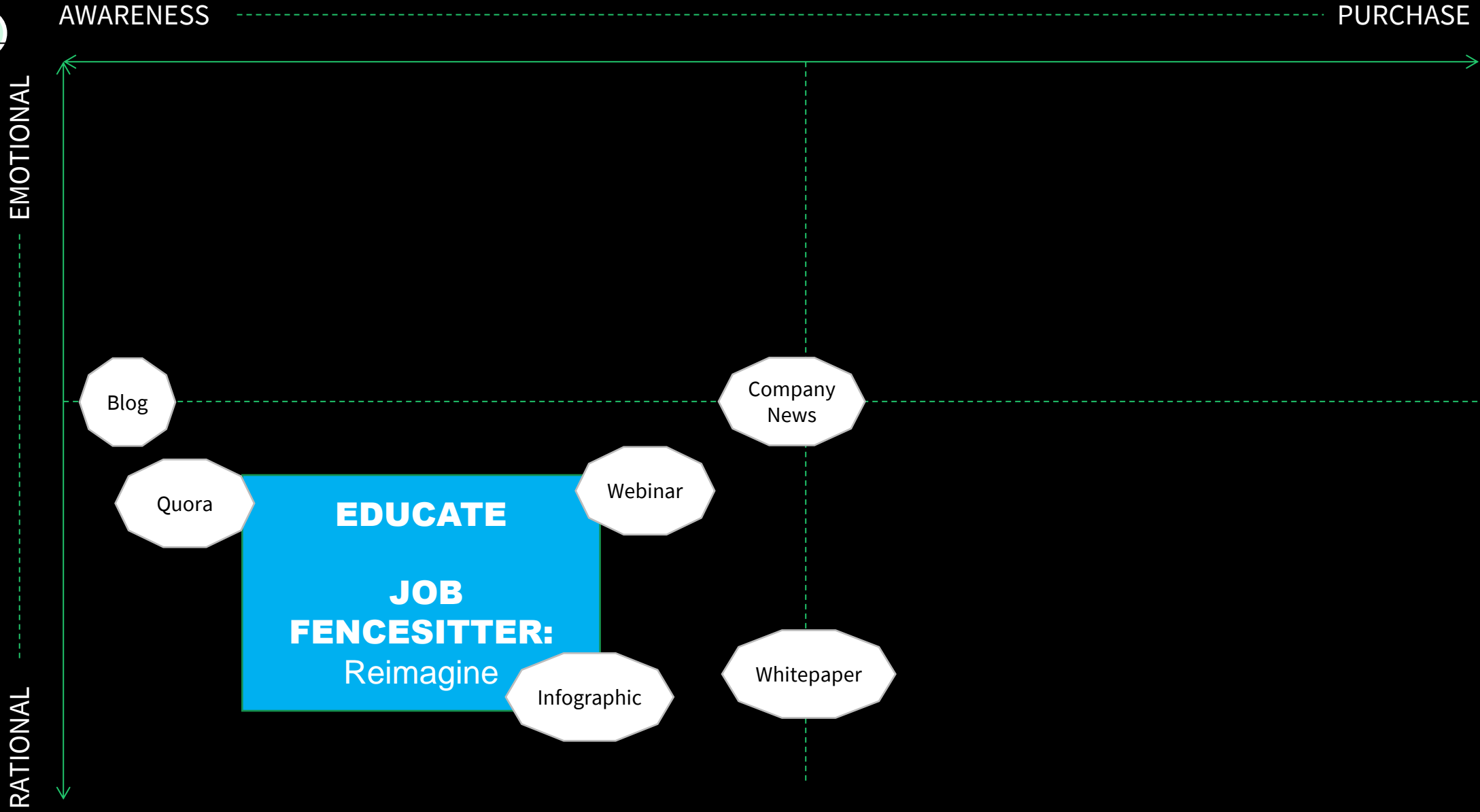
DECISIONS

Prompting content creation stagewise

EDUCATE

CONVINCE







AWARENESS

PURCHASE

EMOTIONAL

RATIONAL

Viral

Events
Conference

ENTERTAIN

**LOOKING FOR A
MARKETING JOB:
RE-EVALUATE**

Branded
Video

EDUCATE



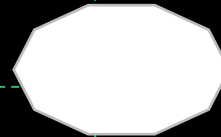
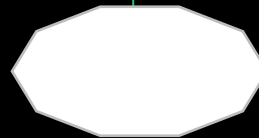
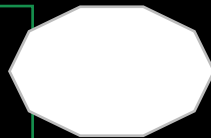
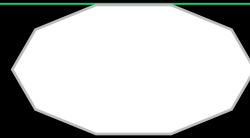
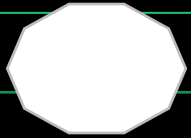
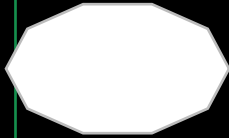
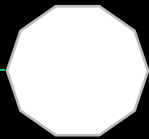
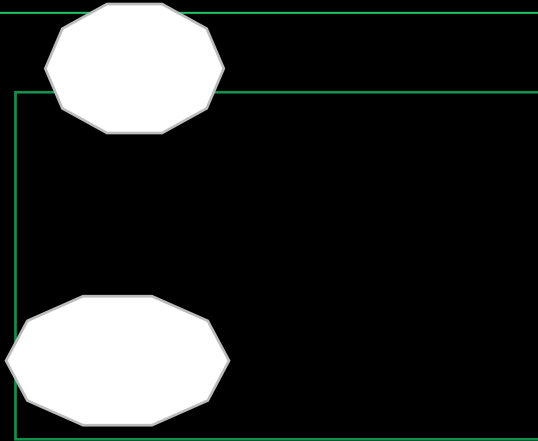


EMOTIONAL

RATIONAL

AWARENESS

PURCHASE



CONVINCE

**WORKING
PROFESSIONAL:
REINVENT**



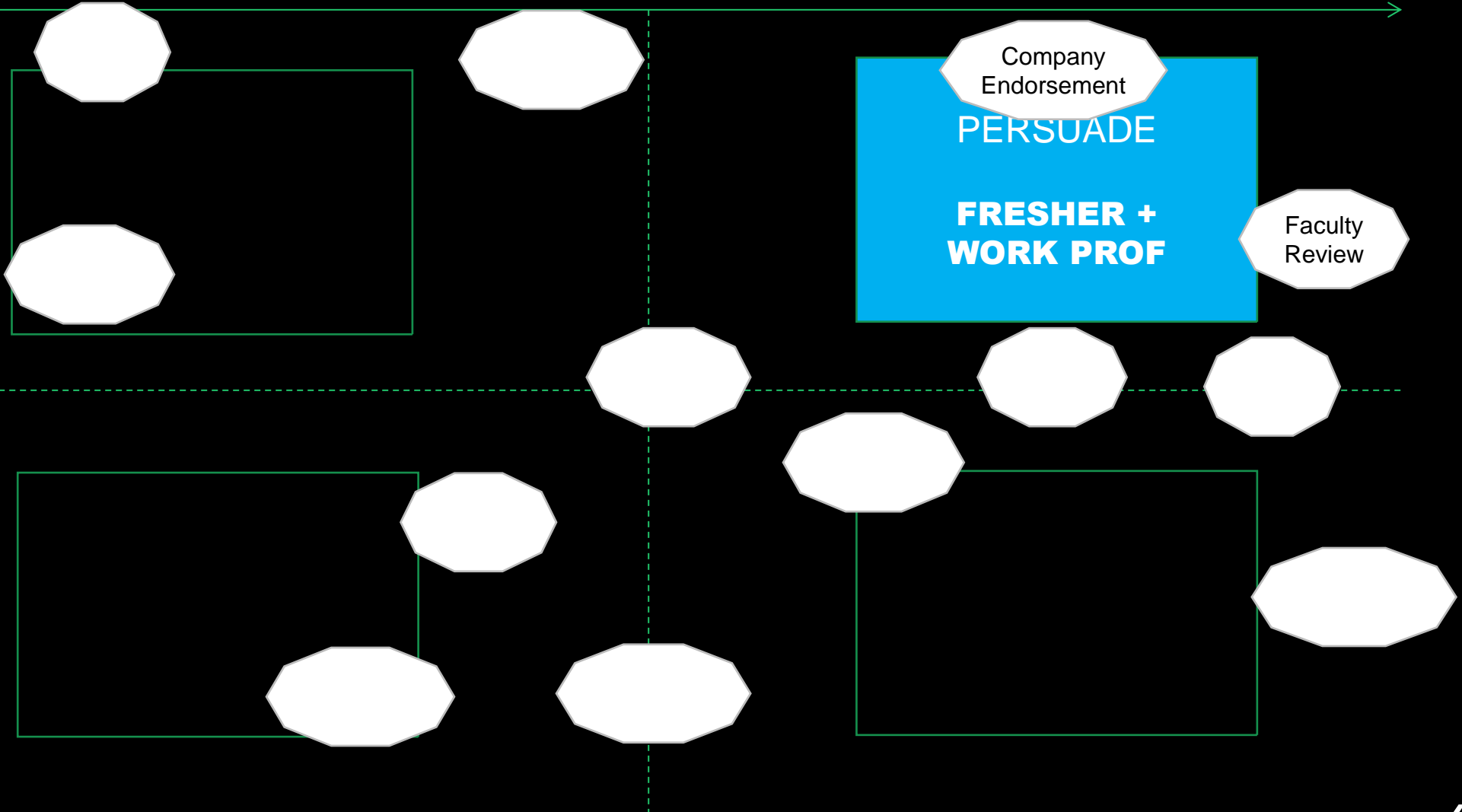


EMOTIONAL

RATIONAL

AWARENESS

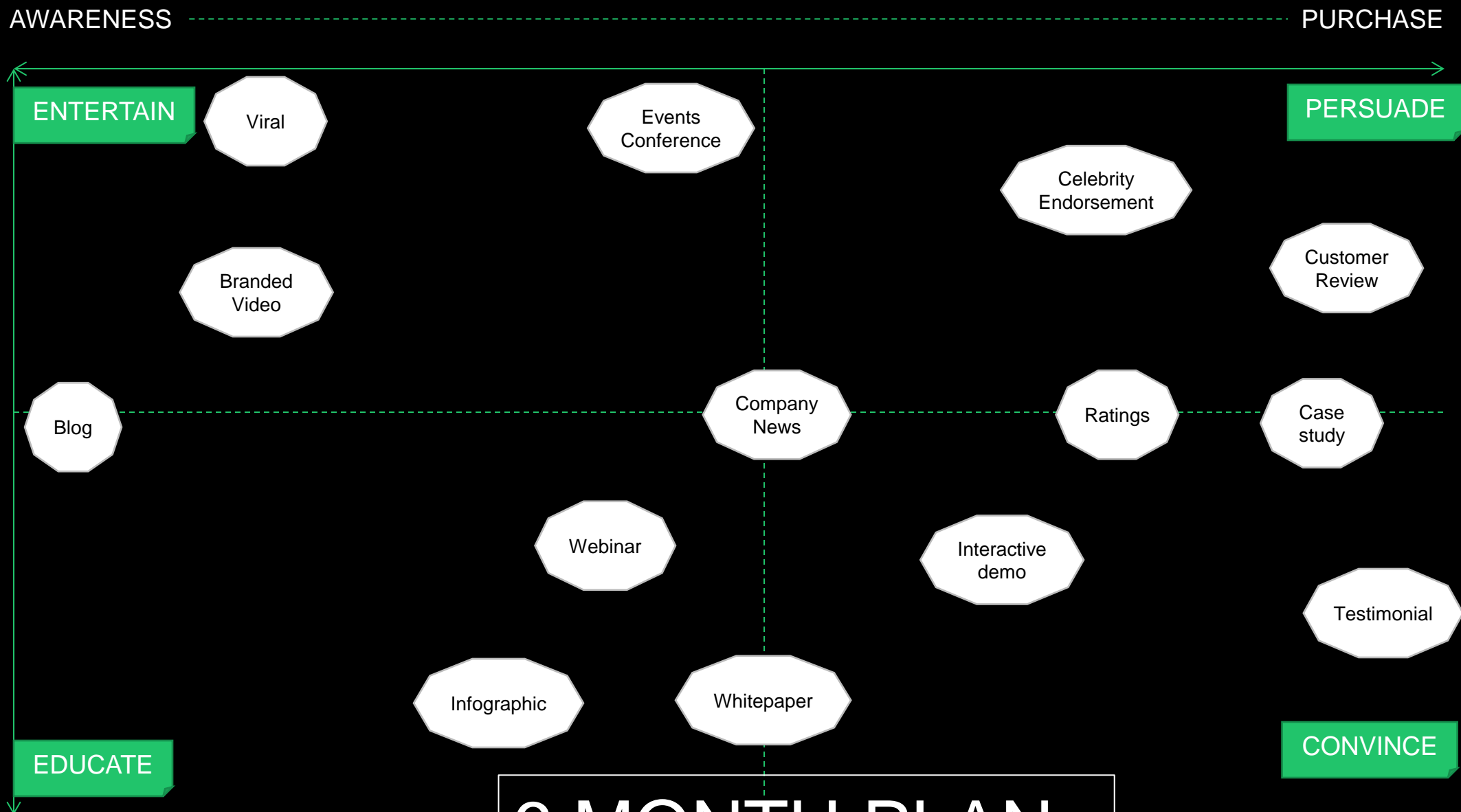
PURCHASE





EMOTIONAL

RATIONAL



6 MONTH PLAN
Prompting content creation stagewise



