

Pubblika's journey began as a spark of an idea shared among three visionary minds: Syril Thomas, Swaroop S, and Rony Wilfred. These three individuals, united by their passion for storytelling and creativity, sought to redefine how brands connect with their audiences. Recognizing a gap in the market for an agency that blended artistic flair with scientific precision, they decided to create something extraordinary.

The idea for Pubblika was conceived during a late-night brainstorming session over coffee. Syril, a creative at heart, envisioned a space where creativity could flourish unbounded. Swaroop, a techie with a knack for leveraging technology, saw an opportunity to integrate data-driven strategies into creative marketing. Rony, with his financial expertise, brought the business acumen to ensure their vision was both sustainable and profitable.

From the outset, the trio agreed on a mission: to help brands tell their stories in a way that resonated deeply with their audiences. They believed in the power of storytelling to evoke emotions, create connections, and inspire action. However, they also understood that storytelling in the modern age needed to be backed by data and technology.

Their first step was to establish Pubblika in Kochi, a city known for its vibrant culture and artistic heritage. The name "Pubblika" was carefully chosen, reflecting their aspiration to make storytelling accessible and impactful for the public. With a small office space and a team of just three, they set out to turn their vision into a reality.

Syril took charge of the creative direction, ensuring that every project embodied the artistic essence of Pubblika. Swaroop managed the technological initiatives, integrating cutting-edge tools to enhance their storytelling capabilities. Rony handled the financial planning and operations, aligning the company's goals with market trends and ensuring sustainable growth.

Their breakthrough moment came with their first major client—a local brand seeking a fresh identity. Syril's artistic concepts, Swaroop's technological insights, and Rony's financial strategies combined seamlessly to deliver a campaign that exceeded expectations. Word spread quickly, and soon, Pubblika was attracting clients from various industries, each drawn by the unique blend of art and science that defined the agency's work.

As Pubblika grew, the founders remained true to their vision. They resisted the allure of traditional marketing and influencer campaigns, focusing instead on their core strength: visual storytelling that transcends boundaries. Their projects became synonymous with innovation and authenticity, earning accolades and forging lasting relationships with clients.

Today, Pubblika stands as a testament to what can be achieved when passion meets purpose. Syril, Swaroop, and Rony continue to lead the agency, inspiring their team to push creative boundaries while staying grounded in data and strategy. Together, they have created a legacy that redefines how brands communicate, proving that the fusion of art and science can indeed change the way stories are told.