



Driving Growth with **Brand** **Strategy**



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Portfolio | **Brand Strategist**

External & Internal Communications/Branding Strategies

Selected Projects From 2019 – 2023

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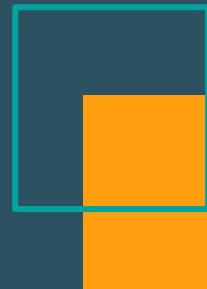


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Crafting Brand Excellence

Igniting The Potential: Strategic Story-Telling & Branding Initiatives

From brand revitalization to market entry, these projects demonstrate the power of strategic branding in shaping brands that resonate with consumers, drive business growth, and stand the test of time.



Navigating Through Market

Challenges With Branding

Challenge -

- Difficulty in positioning in the US Market
- Inconsistent communication strategy specific to the region
- Low post-demonstration conversion

Solution -

- Developing brand, positioning statement & identity creation
- Defining Communication Strategy
- Getting listed on relevant industry-software websites
- System Triggered Email Chain Set Up
- Sales Cadence-Based Email Chain Set Up
- Creating Industry specific Brand Collaterals
- Standardizing demonstration process (in terms of communication)

The Outcome

- Consistent brand presence across platforms
- Better response after demonstrations
- Increased client engagement rate



Brand Name: Testify

Positioning Statement: Assess-Before-Your-Hire

Service Type: B2B SaaS | Assessment Platform

Brand Transformation By

Reshaping The Brand Identity

Challenge -

- Struggling to define positioning statement
- No branding across social media platform
- Logo being irrelevant to the organization's current vision/goal

Solution -

- Revamping company logo
- Defining look & feel with specific color pallet
- Creating Brand Book to make the creative assets consistent

Take A LOOK AT THE BRAND BOOK



POSIST

Brand Name: Posist

Service Type: B2B | Cloud Restaurant Management Software

Strategic Branding Approach To Skyrocket Webinar Registration

Challenge

- A webinar to guide young students aspiring to start their business/start-up:
To create a buzz and get a considerable amount of registration for the webinar.

Solution

- *ThinkBigwithThingQbator* campaign - The young members shot small clips of themselves talking about the initiative, and posted it on instagram handle
- Dedicated registration landing page along with registration form (with precise and limited fields)
- Paid social media ads (Facebook & Instagram)
- Customized email & communication strategy

The Outcome

- Received 1 lacs+ registration for the webinar with significant event day footfall



Brand Name: CISCO, ThingQbator

Service Type: Community | Mentorship Platform

Tackling Market Obstacles

Branding The Way To Success

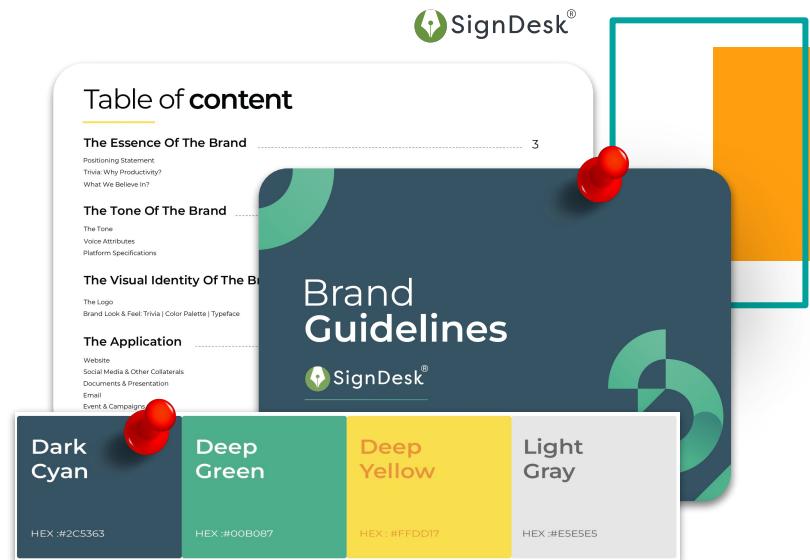
Challenge

- Irregular online brand presence with lack of uniformity
- Positioning Statement being inappropriate in terms of scalability (both region wise & product/services-wise)
- Low quality of creative assets due to previously defined look & feel

Solution

- Developing Brand Positioning Brand Identity
- Revamping Positioning Statement As Per The US Market & Upcoming Product/Service Pipeline
- Brand Guidelines Sanitization
- Brand Book Creation

Take A LOOK AT THE BRAND BOOK



Brand Name: SignDesk

Positioning Statement: Productivity Expert For Every Business

Service Type: B2B SaaS | Document Automation

Platform (*RegTech*)

Unlocking Sales Potential

Through Strategic Branding

Challenge

- Streamlining Sales Process With Branding & Marketing

Solution

- Creating Product & Region Specific ICP (Ideal Customer Profile)
- Setting Value Proposition: As the intelligent document automation for smart businesses, empowering you to increase productivity of your teams.
- Sales Hygiene Sanitization Through CRM Implementation (Pipedrive)
- Defining Customized Communication Strategy As Per ICP & Industry/Region-Relevant Content
- System Triggered Email Chain Set Up
- Sales Cadence-Based Email Chain Set Up
- Customer Nurturing Email Chain Set Up

The Outcome

- Improved Quality Of Leads
- Improved Quality Of Content & Creative Resources
- Consistent Communication Funnel
- Trackable Customer Data & Reduced Customer Churn



Brand Name: SignDesk

Positioning Statement: Productivity Expert For Every Business

Service Type: B2B SaaS | Document Automation Platform (*RegTech*)

Spotlighting Innovation

With Product Specific Branding

Challenge

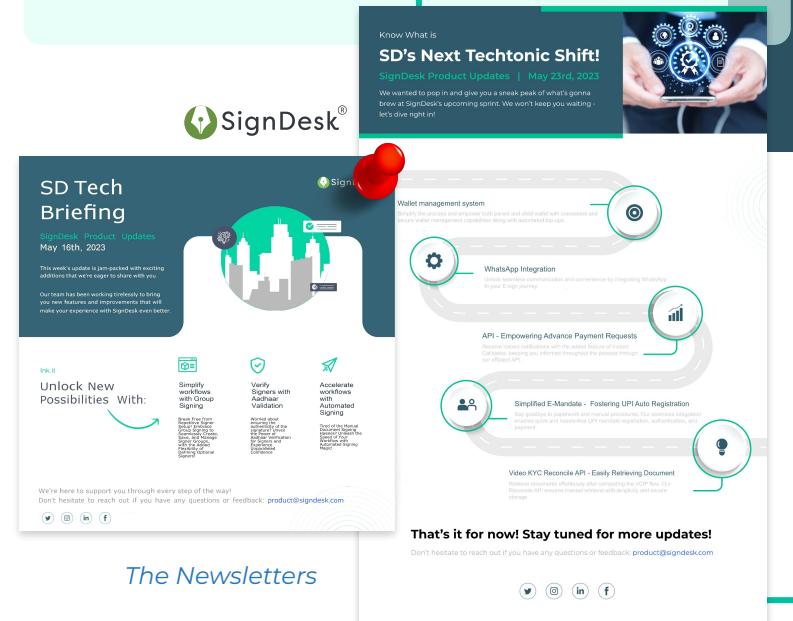
- Letting Customers know about the latest product upgrades | Creating a buzz around the new releases

Solution

- Pre-Sprint Promotion Through 'Sneak Peak' Newsletters (upcoming feature updates) | Website Pop-Up/Linked Form - for sharing product feedback
 - *Feature Hub* - Knowledge-Base of Features - Landing Page
 - 1 quarterly webinar - '*SD Interactive-Tech Briefing*' for the Big Clients
 - Monthly Feature Flicks - 10 seconds long shareable Video updates containing 3 features (max).
 - *Let's Talk Tech: SD Weekly* - Feature-benefits updates through weekly newsletters
 - Introducing '*Customer Engagement Score*' For New Features/New Versions
 - **Social Media:** Shifting to Pain-Points & benefits-based approach from product feature based approach (Making it more relatable to the target audience's problems).

The Outcome

- Increased & Trackable Customer Engagement Rate
 - Better Product/Feature Specific Feedback
 - Leading To better UI/UX



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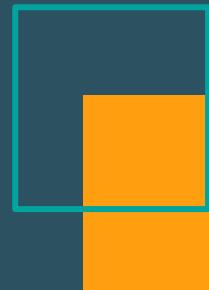


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Internal Branding Initiatives

Fueling Success from Within: Building Brands from the inside out, by crafting powerful communication

Delve into the success stories that highlight how internal branding initiatives have inspired unity, sparked employee engagement, and shaped a thriving organizational culture



Concept To Reality - Leveraging

Internal Branding For Growth

Challenge

- Not only the sales team, but bringing together the entire organization to **achieve 100 Cr. for the financial year** by encouraging them to put collaborative effort and keeping them motivated throughout the year.

Solution

- Gamification by introducing an F1-themed sales contest
- Depending upon the sales team structure, defining two different leagues
- Creating different team names & including League Designations
- Merchandising & Introducing Scoreboards
- F1 Themed Sales KickOff & Logo Launch
- Logo Launch Video
- Pre-Launch Promotion & Hype Creation
- Including 5% From All Departmental KRAs (*for contribution towards achieving the goal*)

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Campaign Name: Throttle100

Slogan: Get . Set . Sell !!!

Why F1?

The high-speed thrill and glamor of F1 appeals to everyone irrespective of their age group & gender. A financial year, full of high-octane competition to achieve 100 Cr, requires undivided dedication from its participants - which theme can go better than F1 for this case? The theme's drama, historical significance, and glamorous spectacle successfully engages everyone in the organization.

Branding & Merchandising



THROTTLE 100
GET. SET. SELL!

Pole Position Pros

- CLM: REVIVING RENEGADES
- Onboarding: SPEED SPRINTERS
- eMandate: PAVEMENT PACERS
- eSign: TURBO-TITAN CONSTRUCTORS
- eStamp: HIGH-OCTANE ARCHITECTS
- RFQ & RFP Business: FAST LANE FLYER
- Strategic Alliance: THE VELOCITY VISIONARY

Grand Prix Giants

BFSI				Corporate Solutions		Inside Sales
Strategy	Growth	Transform	Emerging	Enterprise	Commercial	CONVERSION CRUSADERS
FORMULA FABRICATORS	PODIUM PREDATOR	RACEWAY RAIDER	NITRO NAVIGATORS	APEX ATTAINERS	CHECKED-FLAG CHAMPIONS	CONVERSION CRUSADERS

Curated by  SignDesk®

THE SALES KICKOFF
FY 23-24

THIS TABLE BELONGS TO:

- Aashir Venkat
- David L.
- Llewellyn Michael
- Samir Dutta
- Umapathy

CONFERENCE REGISTRATION

8:15 AM	CONFERENCE REGISTRATION	8:30 AM
8:30 AM	BREAKFAST	9:00 AM
9:30 AM	SESSION 1A	9:45 AM
9:45 AM	SESSION 1B	10:00 AM
10:00 AM	SESSION 1C	10:15 AM

MEETINGS

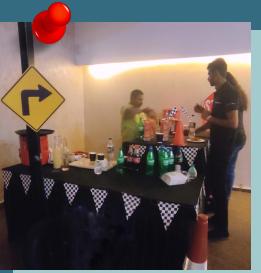
10:15 AM	SALES TEAM MEETING	10:30 AM
10:30 AM	MARKETING TEAM MEETING	10:45 AM
10:45 AM	GENERAL TEAM MEETING	11:00 AM
11:00 AM	HR TEAM MEETING	11:15 AM
11:15 AM	FINANCIAL TEAM MEETING	11:30 AM

MEALS

12:30 PM	LUNCH	1:00 PM
1:00 PM	GROUP PHOTO	1:30 PM
1:30 PM	LUNCH	2:30 PM
2:30 PM	TEAM BUILDING ACTIVITY	3:00 PM
3:00 PM	BREAK	4:30 PM
4:30 PM	KEYNOTE SPEECH	5:00 PM
5:00 PM	KEYNOTE SPEECH	5:30 PM
5:30 PM	TEAM BUILDING ACTIVITY	6:00 PM
6:00 PM	DINNER	6:30 PM
6:30 PM	NETWORKING	7:00 PM
7:00 PM	AWARDS CEREMONY	7:30 PM
7:30 PM	CARS TO DRINK	8:00 PM

Glimpse

From the
launch day!



The launch day event had a grand logo reveal, followed by an exciting teaser video that got everyone pumped up. The whole place was decked up in **THROTTLE¹⁰⁰** branding, channeling the high-octane vibes of racing and open road. The props and decorations were inspired by Formula 1.

Upholding Internal Culture

A Strategic Branding Initiative

Challenge

- Upholding a strong organizational culture with the help of internal branding as well as motivating everyone to put extra effort towards organizational growth

Goal

- To increase employee engagement
- Enforce internal brand presence
- Encourage employee participation in various internal events
- Creating a platform for the employees to showcase their ideas, leadership skills and talents
- Helping employees open up and encouraging them to contribute in the organizational growth

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Campaign Name: V24

V stands for 'Vision' and 24 stands for 24 months.

The Concept

24 months of dedicated effort to reach specific organisational goals - in terms of achieving better company culture, better employee engagement, creating the next set of leaders and expanding to international markets.

This was a contest open to all the members of the organisations, irrespective of their designation & departments. After getting selected they were expected to be part of team V24 and work towards achieving the same goal.



Selection Process: Through Psychometric Tests, GD & PI



Merchandising: Branded Varsity Jackets, Caps, Badges & Hand Bands



Pre-Launch Strategy:

- Open-ended interactive questions on culture, collaboration & innovation by C-level leaders directed to all through email and the organization's preferred channels without revealing the event. This encouraged the employees to answer back and created a sense of curiosity about what was coming!
- Promotional teaser drops without revealing the exact name of the event/campaign



Launch-Day Strategy:

- Interactive event, followed by V24 newsletter launch and felicitating the winners of V24 with certificates and merchandising
- Post Launch Strategy: Monthly meet-ups followed by progress analysis with event day branding, Interactive talk shows with Guest speakers.

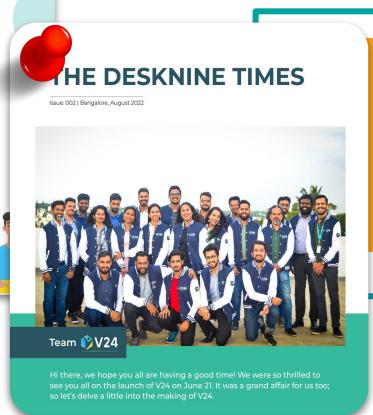


Post-Launch Strategy:

- Building a company culture handbook
- Building Micro-Community for improvement of Company Culture:

Sports and Adventure | Tech Trends | Upskilling | Literature, Arts and Photography

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Creating **3** different **Houses** within the V24:

Culture | Innovation | Collaboration

Selected members, as per their preference, could be part of any of these teams. The process of selection created hype throughout the organization as well as post-selection of the launch event created hype around the selected members. The V24 members were being looked at as 'stars' of the organizations and were super excited to put extra hours towards the organizational growth.

Reinventing Internal Branding

Connecting Through Conversations

Concept

- An initiative to find out what really matters beyond our corporate life. What Matters is a talk show to exchange ideas between the youth and experienced - while creating a stimulating workspace in terms of discipline, rigor, and fun, besides creating joy at work. From work life to professional life to mental health - the talk show covers all the topics, inspiring the employees to grow in both their professional & personal life.

Merchandising

- Logo concept creation
- Branded photo booth
- Post & Pre-Promotional Collaterals Creation
- Merchandising for the crew & members
- Social Media Promotion & Management Through Dedicated Page

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Talk Show Name: What Matters

Event Type: Internal Branding
Exercise

An Instagram post from the account "Whatmatters_hq". The post features a large image of the "WHAT MATTERS" logo. The caption reads: "Rev up your engines, it's time for another exciting episode of What Matters! 🚗". It includes engagement metrics: 4 likes, 12 comments, and 1028 others. The post is from SDians and was published on [date].

Platforms

The event is conducted live at the office premises and the episodes air on youtube later on.

Till now, speakers like - Phanindra Sama, the Founder of Red Bus, and Cyclist Anil Kadsur have been part of this Talk show as speakers.



Instagram Photobooth



Let's
Connect!!!



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