



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



## Debadrita Acool

### Portfolio

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**Brand Programs, Strategies, Initiatives and more...**

Selected Projects From 2019 – 2025

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#### Please Note-

This portfolio is for information purpose only.  
These assets are based on my individual  
experience and owned by my previous employers,  
shown solely to demonstrate my work.



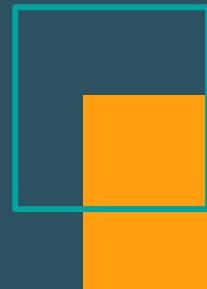
This portfolio is for informational purposes only; the content provided is based on the individual's professional experience and achievements.

# Brands That Inspire And Endure

## Strategic Storytelling & Brand Programs/Initiatives

From redefining brand identities to launching immersive programs, these initiatives showcase how insight-driven strategy and compelling storytelling can create brands that connect deeply with employees, customers, and partners. Each Initiatives/Program focuses on telling stories that not only stand out in the moment but remain relevant and resonant for years to come.

**Disclaimer:** All projects featured in this portfolio are the sole property of the respective employers I have worked for and are not owned by me. My involvement was as an employee contributing to these initiatives during my tenure with each organization. For clarity, the logo of the respective company is displayed on each slide to indicate the project's ownership.



# Rediscovering Employer Narrative

## With Engineer At Heart ❤️

### Challenge

Though LTTS was a global company with over 23,000 employees with rich engineering heritage, the majority of the employees are engineers. But these engineers aren't the typical ones you might imagine—they're often nerds and, many times, introverts. This posed a challenge for employee engagement; their stories were hidden, and it was hard to bring them to the forefront.

### Solution

That's when we introduced our employer narrative: **Engineer at Heart** (EAH).

LTTS already had the answer to the question of 'What we do?' – It's **Engineering The Change**. Now they had the answer for, "Who does it?" – **Engineer At Heart**. At LTTS, being an Engineer at Heart is more than a tag line and is not just limited to whether you are an engineer by degree or not; it's a shared mindset and values that everyone working there have in common.

EAH employee stories on LinkedIn

I am shaping a sustainable tomorrow, I am an Engineer at ❤️

From the diary of an Engineer at Heart

From driving cutting-edge innovation to being part of a culture that inspires growth and instills purpose – this is my journey of #EngineeringTheChange at L&T Technology Services, Japan. Sharing a peek into my world, with ...more

EAH

Day In Life Reel

[Watch Video](#)

And take you through my day at LTTS, Japan

L&T Technology Services

# Curating An All-In-House

## Brand Ambassador Program

### Challenge

Despite having a diverse workforce, employee engagement and brand advocacy remained low. Employees lacked a platform to share their experiences and contributions, leading to underutilized potential in amplifying the company's culture. When we finally thought a brand ambassador program can help, the austerity measures came in and the budget got cut down.

### Solution

Undeterred, we moved forward with an in-house approach. With as an individual contributor, with a two-members team, launched the program from scratch by handpicking the pilot-15 batch, ensuring diversity across the global offices (APAC, Europe, USA). We selected a mix of local representatives from each location, covering various hierarchies and functions. The goal was to create a global network of brand-fluencers who could drive LTTS's growth while advancing their own. We aimed to build a mutually beneficial ecosystem for shared success. By the 2nd phase of this program, 50 more ambassadors were successfully onboarded.

We started by streamlining the LinkedIn handles of our Ambassadors



Brand ambassadors' kit with extensive playbook, merch and brooch



Brand & Bonds - strategic engagement session with CMO



Curated LinkedIn stories which focused on our Ambassador's personal interests, and combined the narratives with LTTS's values



L&T Technology Services



LTTS Brand Ambassador at Radio Mirchi, Pune on Engineer's Day

BA's collaboration with internal initiatives and programs run by other departments like CTO, HR and Sales

# Localization x Brand Ambassador

Scripted & Shot in-house

## Center Walkthrough Series By Ambassadors



## Hot Takes Series



Scripted, shot & edited in-house

## Business Solutions Ft. Ambassadors



Scripted, shot & edited in-house

## Great Place To Work: Japan & US Ft. Ambassadors

Note: The showcased work represents projects completed during my employment with **L&T Technology Services (LTTS)**, and does not imply ownership or endorsement by any of my past or future organizations.

Scripted, shot & edited in-house

## Regional Innovation Program Coverages

# Redefining Brand Narrative

## Brand Refresh Mega Program

### Challenge

We knew who we were. We knew what we did. But the missing piece was how we did it. Our positioning had yet to fully capture the spirit that powered our engineering; the purposeful mindset, the agility, and the innovation that clients experienced in every engagement. Without this clarity, our brand narrative felt functional rather than distinctive, limiting our ability to inspire employees, customers, and stakeholders alike. We needed a unifying idea that could connect our global presence, diverse industry expertise, and culture into one compelling voice.

### Solution

We began with the fundamentals: re-examining our brand prism to uncover the core personality, values, and differentiators that truly set LTTS apart. Through leadership workshops, stakeholder interviews, and competitor benchmarking, we crystallized a refreshed positioning — Purposeful Agile Innovation, as our north star. From there, we translated this into a new **visual identity, messaging architecture, and brand playbook**. The refresh rolled out in phases: internal alignment through employee town halls and ambassador programs, external amplification via campaigns and thought leadership, and integrated brand experiences across events, offices, and digital channels. The result was not just a visual uplift but a stronger, sharper articulation of what makes LTTS the number one pure-play engineering partner globally.

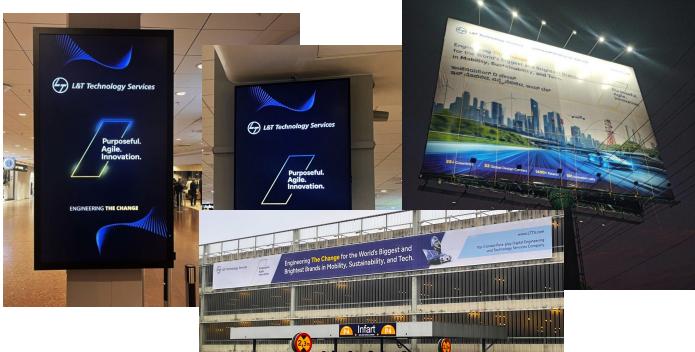
# Redefining Brand Narrative

## Brand Refresh Mega Program

### Taking It To Our Clients

Billboard & Airport Branding  
Across Strategic Locations

India: Bangalore, Mysore, Mumbai



Europe: Gothenburg & Stockholm Airport

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### Taking It To Employees

We wanted to embed the refreshed brand into the everyday mindset of our global workforce. We wanted employees to not only know the words but to feel ownership of them.

[1st Activation Video Link](#)

10K+ Employees Covered Across India



# Bringing Brand To Life

## Conceptualizing Office Branding

Timeline Wall



Regular Brandings



Local cues



Vertical Gardens



Namma Bengaluru: Where Legacy Meets Innovation



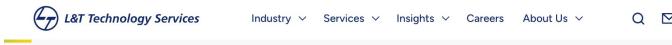
Department Collaboration: HR

Experience Zones



# Microsites & Web Pages Wireframes & Content Samples

<https://www.ltts.com/about-us>



## Our Journey Toward Engineering Innovation and Excellence

Born from the engineering excellence of Larsen & Toubro (L&T), LTTS began as a division within one of the world's largest engineering conglomerates. In 2009, recognizing the enormous potential of both engineering and technology, we became an independent entity. In the years since, LTTS has grown into a global powerhouse – blending deep engineering heritage with cutting-edge technologies to help shape industries around the world.



<https://www.ltts.com/engineering-the-change#partners>



Home // Engineering The Change



## Engineering the Change

Our promise to you  
Change is a constant. Our value relies on being comfortable with change and seeing beyond what is. To leap, we need a bit of courage.

At LTTS, we believe tomorrow for the people we do this through innovation in digitization.

Engineering the Change  
Engineering the people to lead a better future.

This is something different.  
What everyone our world needs.

## America

- Rockford, Illinois
- Pearland, Texas
- Santa Clara, California
- Toronto, Canada
- Dublin, Ohio
- Plano, Texas

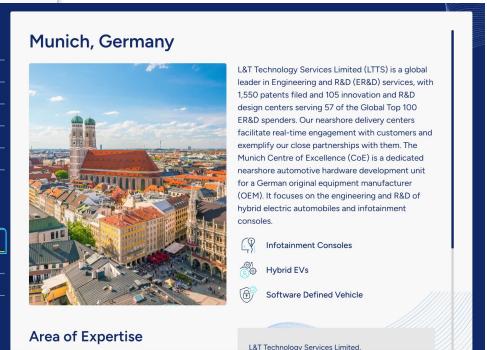
## Europe

- Augsburg, Germany
- Munich, Germany
- Göteborg, Sweden
- Krakow, Poland

## Rest of the World

- Jerusalem, Israel

<https://www.ltts.com/about-us/nearshore-design-centers>



## Munich, Germany



L&T Technology Services Limited (LTTS) is a global leader in Engineering and R&D (ER&D) services, with 1,550 patents filed and 105 innovation and R&D design centers serving 57 of the Global Top 100 ER&D spenders. Our nearshore delivery centers facilitate real-time engagement with customers and extend our client's reach with the opening of a new center of excellence (CoE) in a dedicated nearshore automotive hardware development center for a German original equipment manufacturer (OEM). It focuses on the engineering and R&D of hybrid electric automobiles and infotainment consoles.

- Infotainment Consoles

- Hybrid EVs

- Software Defined Vehicle

## Area of Expertise

L&T Technology Services Limited,

# Redefining Flagship Programs

## With Strategic Brand Storytelling

### Innovation Program - Event Branding & Asset Creation



#### Curtain Raiser & Socials



#### Event Experience Zone Ideation & Branding



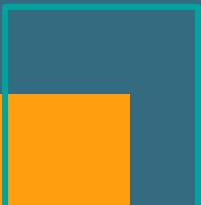
### Investors' Day (IAD)

### Event Branding & Asset Creation



#### Event Experience Zone Ideation & Branding

# Older Projects



# Tackling Market Obstacles

## Branding The Way To Success

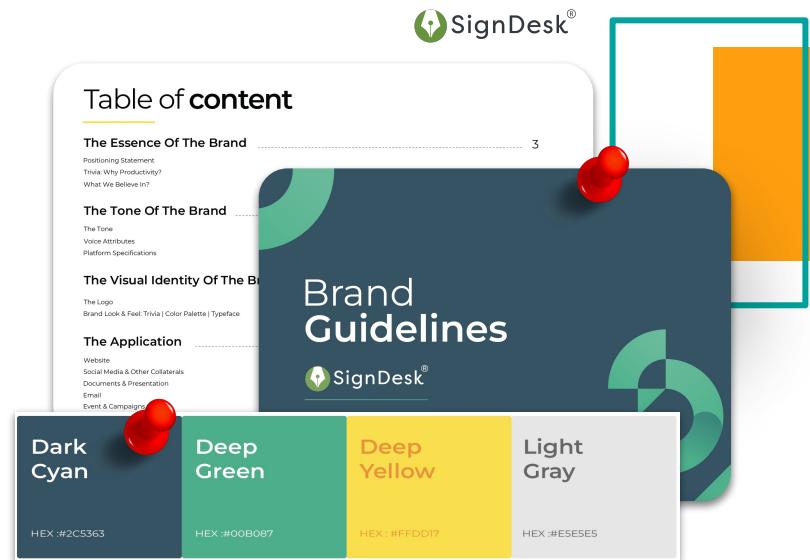
### Challenge

- 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

**SD's Next Techtonic Shift!**

SignDesk Product Updates | May 23rd, 2023

We wanted to pop in and give you a sneak peak of what's gonna brew at SignDesk's upcoming sprint. We won't keep you waiting; let's dive right in!

**SD Tech Briefing**

SignDesk Product Updates | May 16th, 2023

This week's update is jam-packed with exciting solutions that we're eager to share with you. Our team has been working tirelessly to bring you new features and improvements that will make your experience with SignDesk even better.

Unlock New Possibilities With:

- Simplify workflows with Group Signing
- Verify Signers with Audit Validation
- Accelerate workflows with Automated Signing

We're here to support you through every step of the way! Don't hesitate to reach out if you have any questions or feedback: [product@signdesk.com](mailto:product@signdesk.com)

**That's it for now! Stay tuned for more updates!**

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# Brand Transformation By

## Reshaping The Brand Identity

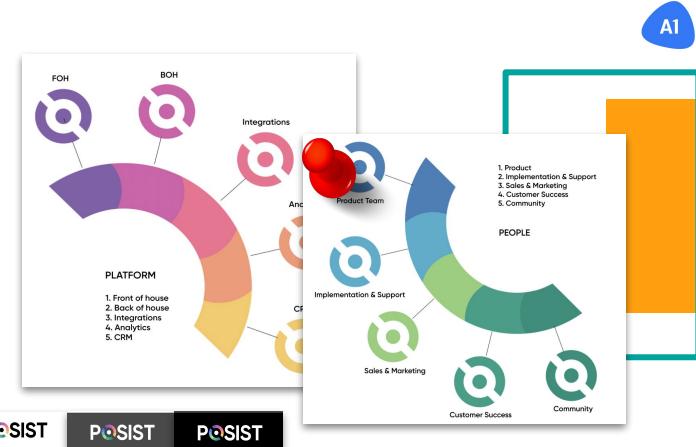
### Challenge -

- 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

## Concept To Reality - Leveraging

### Gamifying A Year-long Sales Program 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*)



**Campaign Name:** Throttle100

**Slogan:** Get . Set . Sell !!!

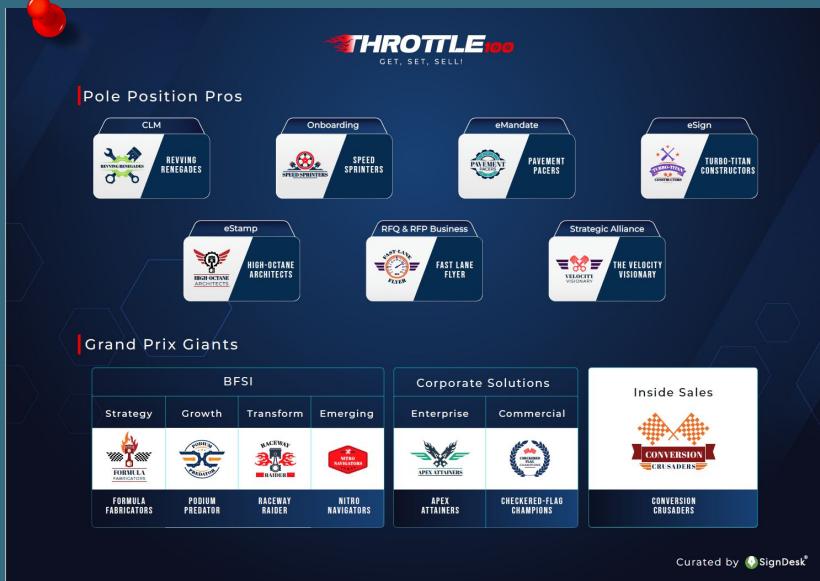
#### Why F1?

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.

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# Merchandising



# 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 **THROTTLE<sup>100</sup>** theme, channeling the high-octane vibes of racing and open road. The props and decorations were inspired by Formula 1.

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# Upholding Internal Culture

## A Strategic Employer Brand 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 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.

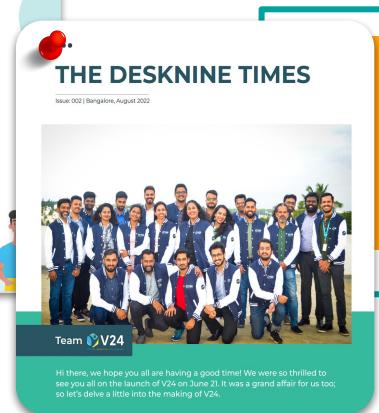


### Post-Launch Strategy:

- 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 Engagement

## 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



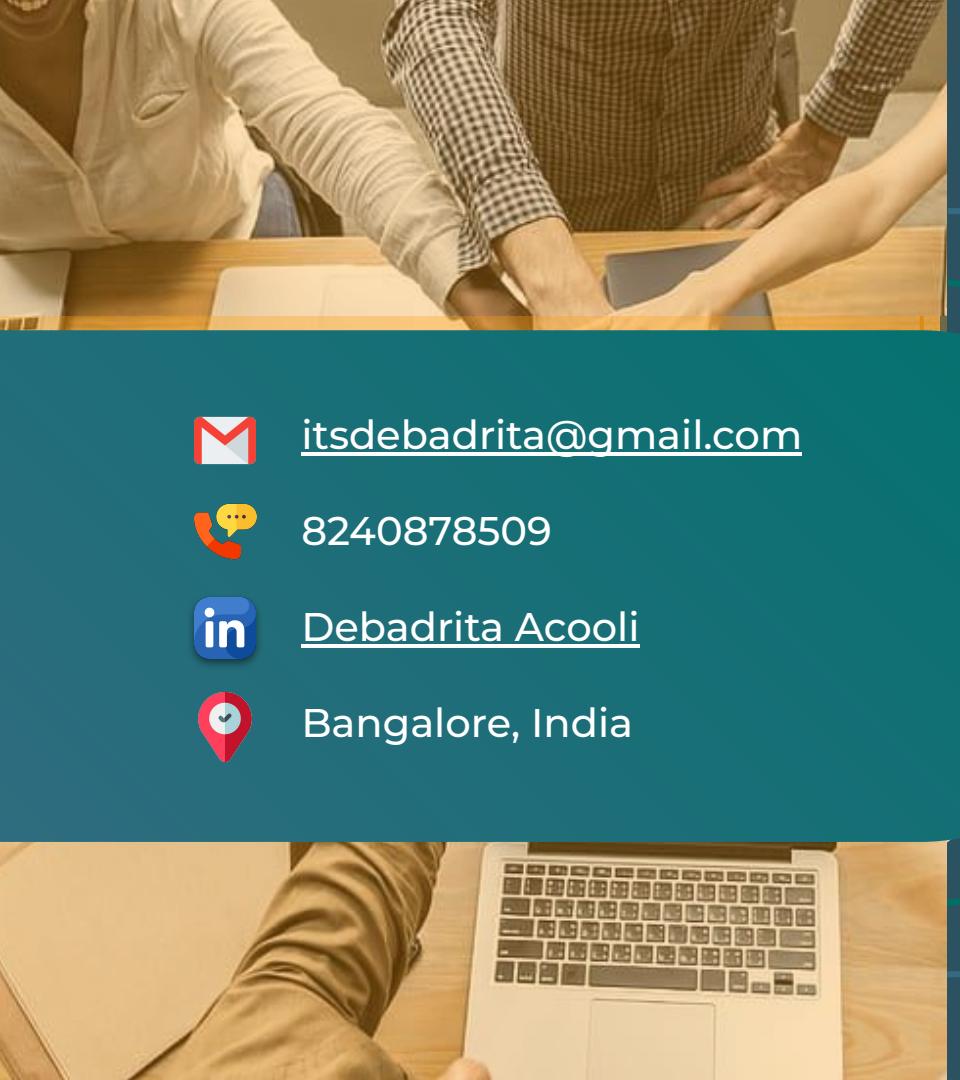
Event Day Shots

An Instagram post from the account 'Whatmatters\_hq'. The post features a large image of a microphone and the text 'WHAT MATTERS' in bold white letters on a green background. Below the image, the caption reads: 'Talk Show Name: What Matters' and 'Event Type: Internal Branding Exercise'. The post has 1028 others liked and 78 comments. A blue arrow points from the text 'Event Day Shots' to this Instagram post.

### 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.



Let's  
Connect!!!

...



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Bangalore, India

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