ACCRETIO WEBSITE CONTENT

**Main Tabs:**

About YOU

Showcase

Expertise

Your Career

Let’s Connect

**Landing page flow**

**Main tabs** followed by the Brand video

Header: A boutique Branding and Creative Atelier based in Bangalore, South India working globally. Strategic in approach. Innovative in craft.

**Let’s Connect – Tab**

**Our expertise in**

Artificial Intelligence

Social Media Marketing

Web-Development and Customer Experience

Search Engine Optimization

Design

Content Strategy

Photography and Cinematography

**Showcase:**

**(A few creatives)**

**Our Approach:**

We create experiences for your customers that inspire action, build loyalty, and unlock growth across channels, media and beyond.

**Fearless Creativity:** We bring true innovation to market, breaking the mold with innovative uses of technology and human-centred experience design.

**Real Human Insight:** We go beyond one-time investigations and overarching generalisations to living, real-time human truths, backed by data.

**Business Rigor:** We pair our creative instincts with strategic assessments to validate the innovations that will drive outcomes for your brand.

**Testimonials:**

**1.**

**2.**

**3.**

Header: We are a Creative, Growth and Performance based Marketing agency that caters to aspirational consumers.

**Let’s Connect – TAB – Redirect to Contact us page.**

**TAB TWO - About YOU:**

ABOUT YOU. NOT ABOUT US.

You’re a progressive leader, looking to transform your company and realise its full potential. You’re open to new ideas, new technologies and new partners. You believe in the power of creativity and ingenuity. You’re looking for a respectful sparring partner. You’re obsessed with results.

You’re the client we’ve been looking for.

**Let’s connect – Link to be provided- Contact us**

(3D VERSION OF LOGO) - CREATIVE

What you need. Not what we do.

Today’s leaders need more than ever. You must grow your business faster and smarter than ever before. That’s why you need The Accretio.

Whether you’re tasked with transforming your brand experiences with breakthrough creativity, harnessing the power of technology by enabling it within your organisation or stimulating new growth with bold and brave initiatives, we can help.

**Have a look at OUR EXPERTISE – Link to be provided.**

**Core values:**

The culture of our firm is governed by 3 core values:

1. Commitment to client’s growth

2.  Courage to speak up

3. Embracing Comraderie

**Our team.**

When you hire Huge you get access to our most senior and experienced people. They'll actually work on your business, not just oversee it.

**Karthikeyan – Co-founder and Director**

Karthikeyan started his career with a passion in Design and Marketing.

Under-Graduation in Civil Engineering, Post-Graduation in Hospitality Management at Switzerland and specialization in Digital Marketing from London Business School has experience in handling Branding portfolios and million-dollar Marketing campaigns of major firms across the globe.

**Sudhakar – Co-founder**

**Meet the Founders:**

Sudhakar Sampath served Wipro Limited for a decade and played Global HR Lead

and L&D Specialist roles. He is a management graduate from Tata Institute of Social Sciences and also an ICF certified Coach.

His thought leadership reflected in various articles and magazines published in

Forbes, SHRM, People matters, Chief Executive, Management Today and The Hindu.

**Our family:**

Danielle Macedo – Advisor - Leading Digital Transformation

Vijesh – Head, Social Media Marketing

Zubair – Head, Web Development

Rannva Joensen – Creative Consultant

Prateek Nisanth – Creative Head, India

Dinesh – UI and Design Executive

Prakash – Special Talent, Content Marketing

Lokesh – Special Talent, Animation and VFX

**Let’s Connect - Careers – Link to be provided and redirected to Careers Page.**

Your network. Not our clients.

When you work with us, you join a network of like-minded companies committed to creativity, innovation and growth. Your network will include leaders from many of the world’s budding brands. It is our responsibility to connect you with the best minds in the industry to discuss problems, share ideas, create partnerships and build friendships.

Join The Accretio Club – A private membership club, within which the companies work together for mutual business development. Our goal is to create new business partnerships between brands and facilitate their joint Marketing activities.

Through The Accretio Club, new business partnerships are created via strategic alignment, joint collaborations, product placements, endorsements, media sharing, B2B and B2C networking, sales and luxury showcase events.

**We take pride in the relationships we build and the impact we make, and we invite you to be part of our success story.**

**JOIN OUR CLUB** – Link to be provided with a registration form in the new page –

Collect details

Name

Company

Email

Phone number

Comments

**SUBMIT- On submitting we need to receive an email of the details.**

**TAB THREE: Our works:**

**Reimagine your customer experience and create positive disruption with powerful results.**

The Accretio helps you make bold leaps that reimagine your customer experience and create positive disruption with powerful results.

**Our approach:**

We create experiences for your customers that inspire action, build loyalty, and unlock growth across channels, media and beyond.

**Fearless Creativity:** We bring true innovation to market, breaking the mold with innovative uses of technology and human-centred experience design.

**Real Human Insight:** We go beyond one-time investigations and overarching generalisations to living, real-time human truths, backed by data.

**Business Rigor:** We pair our creative instincts with strategic assessments to validate the innovations that will drive outcomes for your brand.

**CASE STUDY: ICONIC CITY, COIMBATORE, SOUTH INDIA**

**Header:**

**Generating leads through an Omni-Channel Marketing Strategy:**

The impact of technology is visible in the Real Estate sector as well. Earlier Real Estate agents used to connect with customers via phone or in person. Now, personal interaction is replaced by digital ones— email, social media, apps, and websites. Through omnichannel communication, we have achieved a unified approach in design, strategy, and customer experience across multiple channels.

(To include gif videos wherever appropriate respective to the project)

**Challenges:**

* To persuade those seeking a premium lifestyle to consider Iconic City.
* Minimum budget
* Last minute request
* Mixed to little results in previous social media projects.

**Objectives:**

* Our mandate was to create the brand and bring it to life through extensive Branding and concept development, and then follow it through a successful sales and marketing for one of the leading real estate brands in Southern India consisting of 200 premium residential plot units worth 10 million USD.
* Create an extensive media coverage through Traditional Advertising and Online Branding highlighting the unique features of the residential community.
* Create a website with unique features and functionalities focusing on bringing User Interface and customer experience to life giving a first impression of the plots and acting as a starting point for all the digital conversions.
* Create an extensive Social Media Marketing strategy with a goal of generating leads, creating brand awareness and building loyalty and relationships with the potential and existing customers.

**Plan Execution:**

To achieve our objectives, we designed and built a series of distinct, compelling concepts – With the level of saturation in real estate, it’s essential to stand out on social media and give people something that improves your credibility and brand values.

* Google Ad-words and Social Media Ad campaigns were built to create awareness and engagement in Facebook and Instagram.
* We aimed to reach out to a broader target audience for Brand Awareness and create a buzz around the project. Launched Ad campaign by generating Brand awareness. We focused on the Ad delivery and efficiency to gain best results. For reach and frequency campaigns, we used videos, carousels and static graphic representations.
* Print Advertising was a major part of our overall Omni-channel Marketing strategy which helped the brand reach a larger section of audience and build trust among them.
* We converted their audience successfully through Remarketing campaigns. We optimized the campaigns that we had launched by keeping focus on quality leads. As a result, the brand gained higher quality leads at a lower cost per qualified lead.
* Create a website with unique features and functionalities focusing more on bringing User Interface and customer experience to life by providing a 360-degree-plot viewing and have an experience of surroundings even before visiting the plot.
* Email Marketing campaign to maintain engagement with the audience featuring blogs and recent updates about the plot.
* Release Magazine Ads and performing traditional marketing activities

**Results:**

* We successfully achieved our objectives – growing brand awareness in South India, generating high quality leads for the project, and converting leads into successful sales. Tangible results included – 50% of the entire project was sold out on Day one during the launch day of the project.
* There was 50% increase in traffic to the main page, 259% increase in session duration and 40% decrease in bounce rate.
* Conversions through Banner and Magazine Ads were much higher when compared to the regional standards.
* In just span of a month, Facebook traffic was increased by 2160% and around 600 leads were generated month wise with very minimum spending.
* Remaining plots were sold in the consecutive months creating a record-breaking sales in a short period of time achieving an overall brand awareness which would help in upcoming projects.

**Connect with us tab.**

**CASE STUDY: I2C2 CONCLAVE BRANDING**

There is a huge difference between having great purpose driven design aesthetics and having great designs. There are plenty of nice logos out there, plenty of brands with beautiful images, but a lot of them lack substance. That’s where we came into picture. To find a balance between design aesthetics and substance.

(To include gif videos wherever appropriate respective to the project)

**Challenges:**

1.Limited resources

2.Creating visually appealing branding collaterals as it involved International delegates.

3.Choosing the most effective Event Marketing channels.

4. Engage with larger audience through social media on event days and post event engagement.

**Strategy and Plan:**

At The Accretio, everything starts with a brand story, on what we intend to convey to the audience through design elements be it through logo, effective promotional materials, event teasers, banners or any other brand collaterals.

We had a detailed discussion with the client on the scope of the project, understand their Target audience and story behind why the event is being held. As it involved International participants, we understood the large scope and nature of the project and the importance of Branding to set the tone for the conference.

To harness the full potential, we sat with our team and created brand guidelines and started working on the brand identity, brand archetype, brand promise, values, tone of voice, typography, images and other assets.

To effectively use all the promotional materials to build brand awareness, increase the reach and create a buzz around the conference.

**Plan Execution:**

We began with research and brainstorming about the project, their company, markets, and competitive landscape. Delegates included Policy Makers from Govt. of India, Nepal, educators, and scientists from across many countries.

To give an International look and feel for the conclave, we developed a logo first conveying the essence of the conference theme: Innovation in Education.

Our creative talents came up a conference teaser which we could use to promote it online and send it across to all the delegates to give a first look of how the conference is going to be. This set the tone for the big day.

We designed the World Forum for Education website from the scratch for the Three day International Innovation and Creativity Conclave. We started with creating the right landing page and to keep it simple and minimal as it was the main hub for the details and registration. We prioritized including all the details by providing the brochure and a clear CTA to get updates and register for the event.

Our team focused on the content Marketing as it was very important for a large scale event involving intellectual audience. We regularly updated the live happenings in social media, posted live pictures and videos from the event from welcoming them in airport to panel speeches, recorded testimonials, sent official press releases to all the magazines, conducted interviews with featured speakers.

Live streaming was done in YouTube

Official Press Release was sent for all the magazines during the conference.

**Results:**

The result was a significant increase in traffic to the website and a surge in their social media network.

Our effective promotions through videos resulted in garnering an overall impression of around one lakh impressions and created an excellent pre-conference buzz in social media platforms.

Overall brand building through the event by giving an International look and feel to the conclave through communicating through different medium.

With the capability to manage leads, run automated email campaigns, and personalize the experience of every individual, The Accretio will transform how you approach your next event.

**Connect with us – Tab**

**Our other works:**

**Representing our clients at Dubai Expo:**

**Evergreen Naturals – Video**

**Other works to be showcased below the case studies and a few of them in landing page. Use these creatives for them.**

* **Green City**
* **SPI Global**
* **Kubhera Parivar**
* **Parktown**
* **RSK**
* **Nippon Paint**

**TAB THREE – Our expertise:**

# Your growth. Our expertise.

As a business leader, you know all too well about the relentless focus on delivering results for your company. And that's where The Accretio comes in. Our deep and expansive expertise has proven, time and time again, that we can achieve powerful outcomes for our clients. We are here to deliver the results you need.

**Love, passion and imagination form the hallmark of every piece of work we do.**

Combining the right balance of novelty, aesthetics and familiarity forms the recipe of our design philosophy. We apply strategic design thinking to even the toughest of business challenges. Our unmatched detailing establishes a connection with end customers swiftly, makes every story memorable and adds a lot more to your Brand personality.

When you partner with Accretio, you harness the power of a passionate team that lives and breathes design. Together, we'll embark on a transformative journey, unlocking your brand's true potential and positioning it as an unrivalled force in the market.

**Website Development**

**Today, more than ever, your website acts as a reflection of who you are and what your brand stands for.**

Based on what your target consumer experiences on their first visit, they will decide whether to invite your brand and its content to become a part of their lifestyle.

Presenting you the W series, a speciality Web and App designing studio by The Accretio. We are here to set new standards in Web designing by creating premium quality websites, incorporating various analytic tools bringing in new innovations and eventually increasing online conversions.

Our experienced UX team works on User-Centered Design principles to map the

journey of users to create a site that performs and converts. We use data acquired

from Real Time Heat Mapping and other analytical tools to provide a seamless and

engaging User Experience.

**SEO:**

The hardest problem for companies on the internet is to be found.

As a specialised SEO firm, The Accretio consultants work tirelessly to increase the

traffic to clients’ websites and in turn convert them into buyers. This is achieved through

combining the knowledge of client products, Brand positioning and competitor study

to aid Keyword research – How the target audience is searching a brand and its

offerings on search engines.

And with Voice assistants coming in, there is the usage of long sentences, and it's quite common today to do that, for example, hey Alexa, can you find me the best construction company nearby. And, when you optimize your search engine results to those long keywords, it brings up website ranking quite significantly and helps them stand out in SEO ranking.

**e-Commerce:**

e-Commerce transactions should be more than transactional. Go-to-market strategies, modern operating models, and technology to deliver a proper eCommerce, and virtual initiatives are all in our wheelhouse. Our shared mission will be to unlock growth, increase conversion, and nurture brand love and loyalty.

**Brand Strategy:**

Header -Building sustainable relationships with customer is all about making them fall in love with your brand.

Brand relevance is more critical to growth than ever before. You can anchor your brand in purpose, create lasting connections, and provide a solid foundation everywhere you come in contact with your customers.

**Experience Innovation:**

Break the bonds of the expected to forge new frontiers of growth. Put your audience at the heart of unexpected experiences across channels, in physical, retail, Web 3, VR, blockchain and more—all wrapped in brilliant storytelling.

**Marketing Transformation:**

Powerful consumer insights, brought to life with the best creative ideas and innovative media thinking can transform your marketing. The outcome is a highly collaborative, user-first approach to modern marketing that scales across traditional channels and emerging spaces like the metaverse.

**AI:**

Our AI-powered solutions enable us to optimize various aspects of your brand's ecosystem. From personalized customer experiences and targeted marketing campaigns to intelligent data-driven forecasting and predictive analytics, we harness the capabilities of AI to enhance efficiency, boost performance, and drive growth.

**Let’s connect – Link to be provided – Contact us**

**Your Career:**

# Your career. Your future.

The Accretio is a little different to most companies. That’s because we operate a borderless business, unconstrained by offices or geographies. Instead, our people work from wherever they choose, attracting the very best talent from every corner of the world. So, no matter where you’re located, we’re ready to work with you.

We want you to do the best work of your career as part of our global team. The Accretio is a 100% flexible work environment. That means you can join us from anywhere in the world as long as you are eligible to do so.

**Join our team – ALL ROLES – JOB OPENINGS LINK TO BE PROVIDED**

We are obsessed with helping you grow.

Your career is important, but needs to fit into a busy life. You want flexibility. You want to be trusted. With the freedom to work from wherever you choose. You demand a diverse and inclusive culture. One that backs up its talk with action.

You care about a career that's challenging and rewarding. You thrive and strive for creativity. You're searching for a place that's special.

You’re looking for The Accretio.

Help us design a better world.

**Let’s connect - TAB**

**Contact us page**

Enquiry form