

empatia
Design Studio

**“Your brand is a story unfolding accross
all customer touchpoints.”**

- Jonah Sachs

Empatia Design Studio is the *Branding Agency*, where we create Brand Strategies, Brand Identities, Brand Communications and Brand Management that transform the brands & business to improve their customer experience.

We're the group of creative thinkers, strategists and designers who infuse life into brands by creating engaging experience design & content solutions which is needed for all brands in this digital age.

We do it by putting proven strategies, ideas & minimal communications in every possible mediums.

BUILDING TECHNOLOGY DRIVEN BRANDS.

In 2018, We have started our journey as a "Branding Agency"

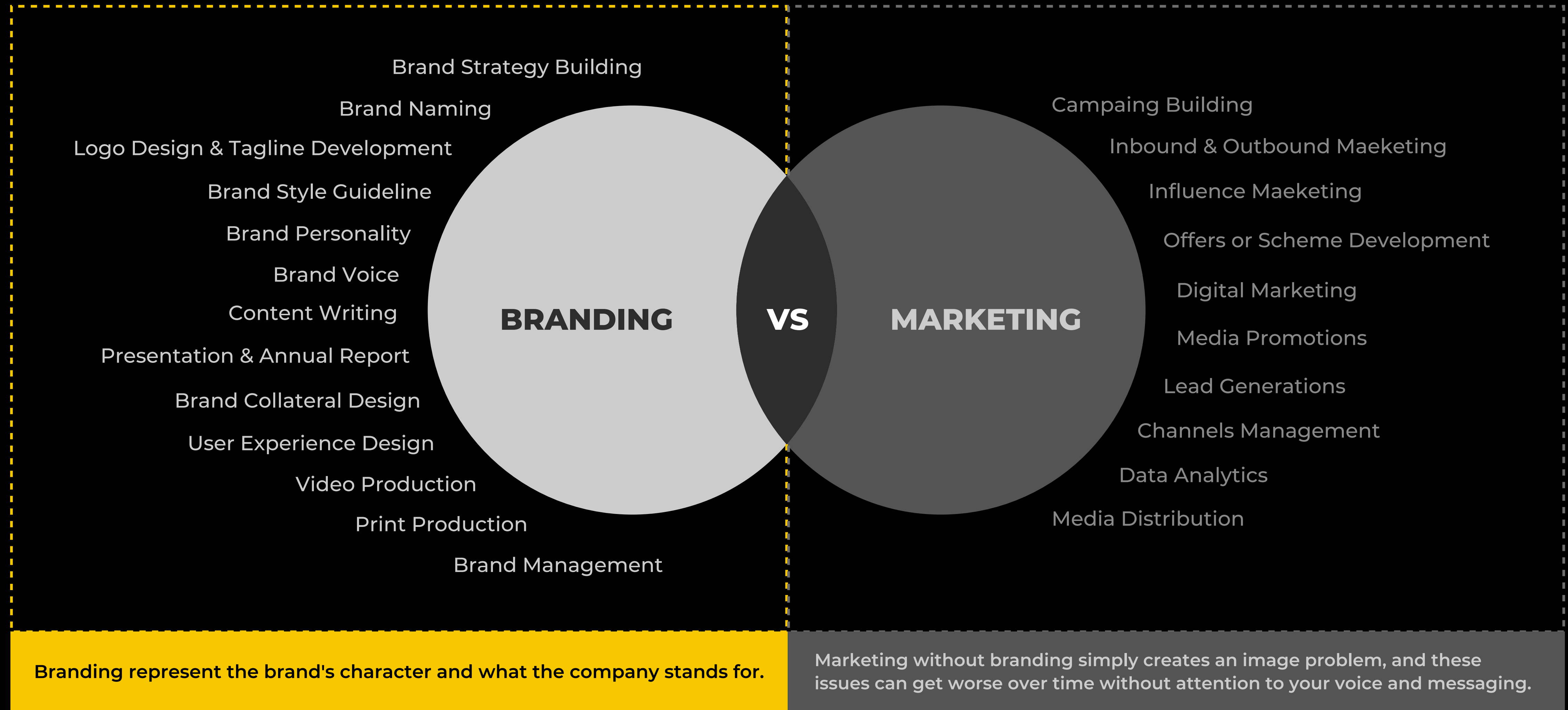
We are a design led organization, which continuously Innovating and solving complex challenges which focus on brands and the technology. We believe that the way forward is to deliver experience beyond exposure. Experiences which involves *engage, amuse, entertain, inform* which are even co-created with consumers.



SAIKAT ROY

Founder | CEO

WHAT COMES UNDER BRANDING?



OUR CAPABILITIES

We execute every aspect of brand development to ensure your business stands out and makes the greatest impact in the world. By combining strong strategic thinking, powerful storytelling, and minimal design which creates engaging and memorable brand experiences to drive the trust, loyalty, evangelism, and growth.

BRAND

Strategy

Brand Persona Mapping

Brand Positioning

Brand Messaging

Strategic Media Planning

BRAND

Identity

Brand Naming

Brand Logo Design

Brand Guideline

Company Profile

BRAND

Communication

Marketing Collateral Design

Products Packaging

Corporate Video

Content Writing

BRAND

Management

Brand Evaluation

Campaign Management

Environmental Branding

Presentation & Annual Report

WHY BRANDING IS SO IMPORTANT ?

Branding is important because It is a way of distinguishing yourself from the competitors and clarifying what it is you offer that makes you the better choice. Your brand is built to be a true representation of who you are as a business, and how you wish to be perceived.

- Gets Recognition
- Increases Business Value
- Generates New Customers
- Improves Employee Pride And Satisfaction
- Creates Trust Within The Marketplace
- Supports Marketing & Advertising



Non-Branded Coffee

Price: Rs. 10 - 30



Branded Coffee

Price: Rs. 100 - 400

BRANDS PROVIDE EXPERIENCES THAT YOU CAN SHARE

IN THE BEGINNING OF INDUSTRIALISATION

- Company with machine, earned more revenue
- When all companies had machines, then the company with a factory/ advanced facility earned more revenue.
- Now when Intellectual Properties started becoming an obligation of use, companies who could use Innovation in **product development or branding**, earned more revenues.

BRANDING : Defines, who you're as a company? & Why you're different?

MARKETING : Defines, whom you're selling to?

ADVERTISING : Only buy from us.

WE DO THE MATH FOR OUR CLIENTS...

ADD VALUE (+)

DIVIDE SOLUTION (%)

SUBTRACT WORRIES (-)

MULTIPLY OPPORTUNITIES (x)

We innovate around our clients money making model.

Now a days people are not limited to few options anymore, they don't want to be sold to, they want to make decisions and buy.

Hence it is not about Unique Selling Proposition anymore. The concept has outdated and the only thing that remains from this is **'Unique'**.

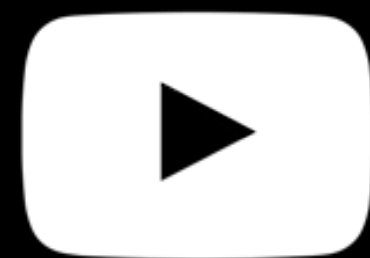
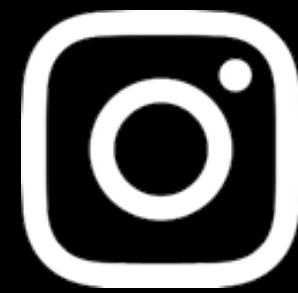
Therefore, instead of finding your USP, ***you need to establish your UBT (Unique Buying Tribe).***

Hence, **Biggest winner** is not the first one into the market place
but the first one in people's mind.

UNDERSTAND WHAT TO COMMUNICATE

ONLINE	PRODUCT/SERVICE	AIM
Leads and Enquiry	Maximum Sales	Profits ● YOUR BUSINESS NEEDS
Engagement, Awareness & Traffic	Quality, Hygiene, comfort, etc.	Experience ● YOUR BRAND NEEDS

PLATFORMS TO COMMUNICATE

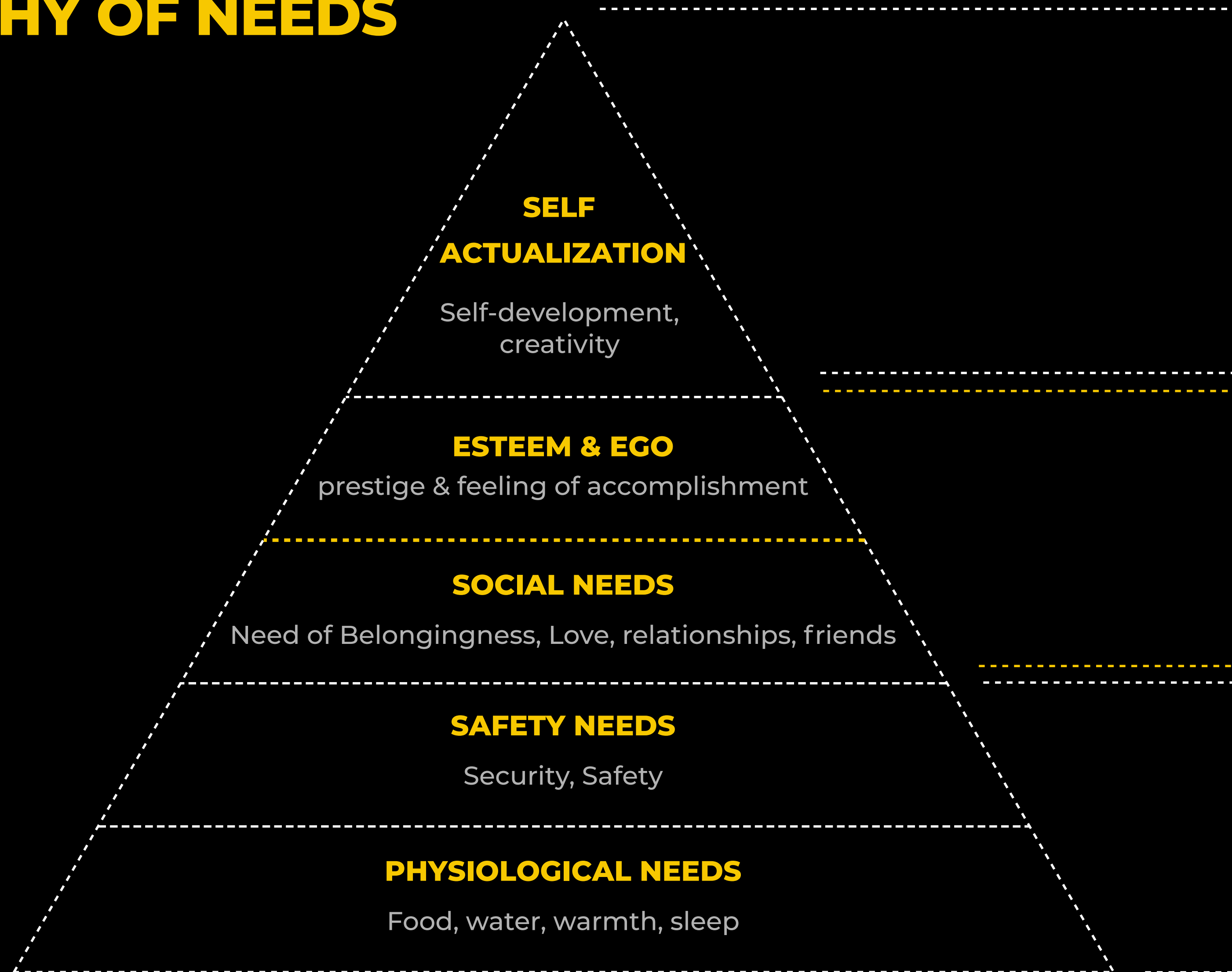


Medium

WIKIPEDIA

Q

MASLOW'S HIERARCHY OF NEEDS

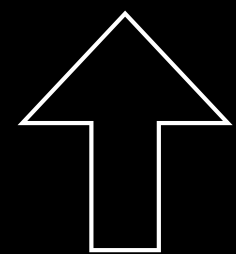


SELF-FULFILLMENT NEEDS

THE MOST IMPORTANT IS PSYCHOLOGICAL NEEDS

BASIC NEEDS

(no more the primary criteria for persona selection)



NOTE :

THE SHIFT OF ESSENTIAL NEEDS TO BE CATERED BY THE BRAND.

**LET'S CREATE AN
AMAZING BRAND EXPERIENCE
FOR YOUR CUSTOMERS**

#VocalForLocal

OUR WORKFLOW.

01. MEET UP

We recognise that every one of our projects is unique, and has its own vision. What we need is to understand the driving force behind the project, that is, its people. The meet up will allow us to get to know each other, analyse your needs, and explore the best solutions we can propose.

02. INITIAL BRIEF

Our first priority is to visualise your needs and requests. After that our concerned department will collect all information relevant to your project and analyse it to draw up a customised plan of action.

OUR WORKFLOW.

03. QUOTE

Once we have outlined your specific requirements, we draw up an estimate based on the services needed and asked for. We believe in holding open and fair discussions that can set both parties on the path to a stunning result. We want every project we take on to result in outcomes that work and gives back a total return on investment.

04. CUSTOM DESIGN

Custom design is at the core of our passion. We don't believe in tweaked, off-the-shelf products. Instead, we will carefully engineer a solution catered to your specific needs. We deliver memorable results that enable our clients to truly engage with their audience.

OUR WORKFLOW.

05. PRODUCTION

We make sure to use the right suppliers in order to deliver a print/digital solution that is ready and raring-to-go. Our technical know-how combined with our network of suppliers ensures that the results we deliver are pixel perfect and primed for each project's specific market.

06. DELIVERY

As a final step, we deliver the final product to you, but our work does not stop there. Print or digital, we supervise the procedure and ensure that everything goes according to the set timeplan. Our team is always there for you with a 360° approach, a completely in-house control system, and a perfectionist mindset.

THERE ARE FOUR WAYS TO WORKING WITH US.

01. FIXED PRICE

We use this model for projects which have a predefined timeline and scope of work. This type of collaboration is ideal for overtures where there is little to no change expected in terms of features and overall scope.

02. RETAINED PARTNERSHIP

This model is perfect for those projects which need a team of people working full time on it. It enables you to work with designers, developers, and other experts on a long term basis.

THERE ARE FOUR WAYS TO WORKING WITH US.

03. TIME AND MATERIALS

Most new product development projects are classed under this model because their scope is often difficult to predict. Our team will begin with a broad projection for a budget and timeline. Each subsequent phase will go into more detail to ensure you have complete control over spending.

04. CONSULTING AND TRAINING

We also provide consulting sessions with our clients who wish to revise their strategies or products, or simply gain a greater understanding of branding.

**“Products are made in the factory,
But brands are created in the mind.”**

EVOLVE BETTER WITH US