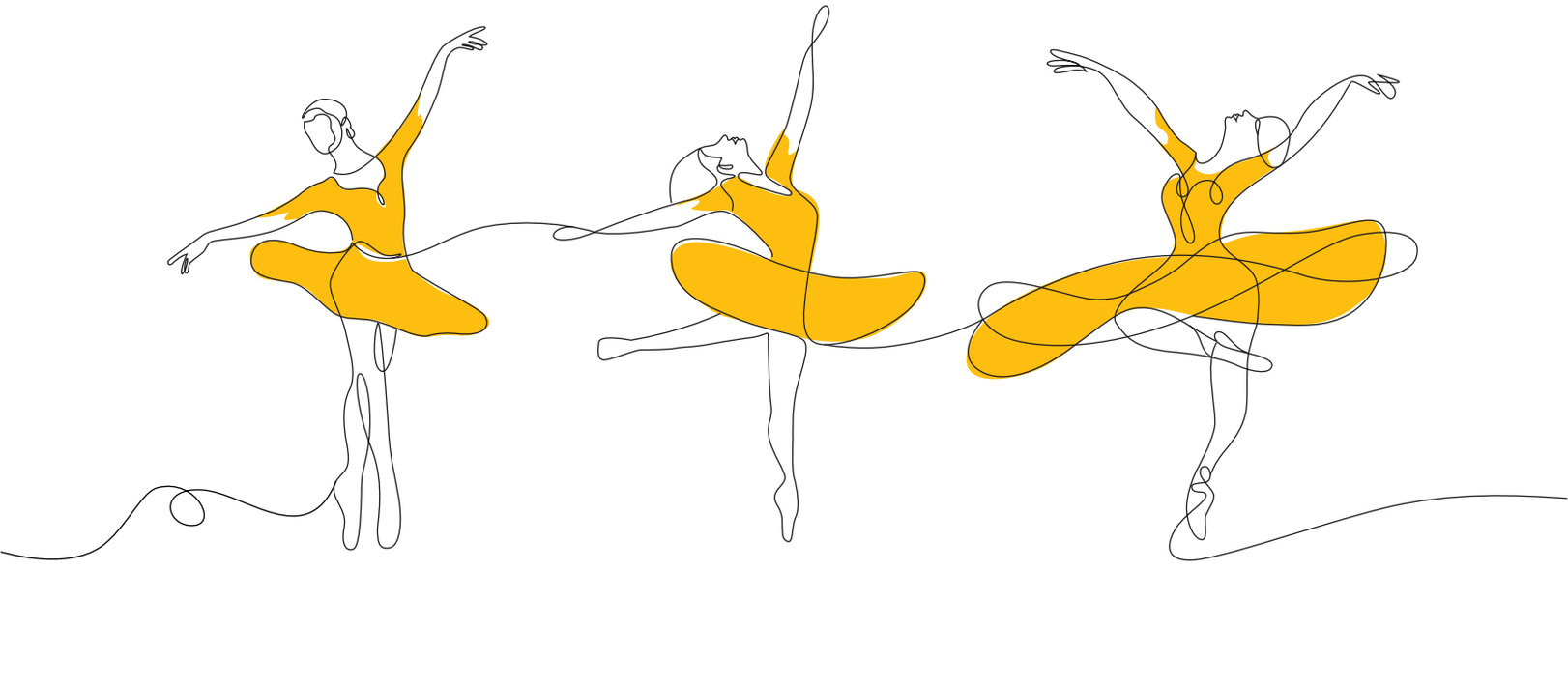
R K SWAMY

Extract from Annual Report 2024-25

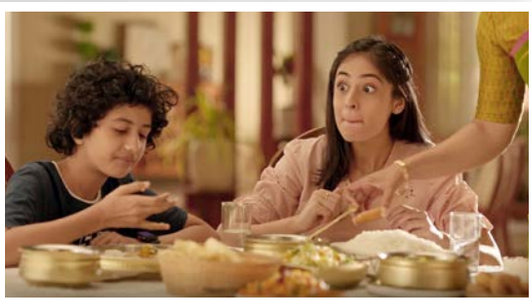
# RAISING THE BAR, EXAMPLES...

OUR ROLE IS TO SOLVE PROBLEMS AND ADD VALUE TO OUR CLIENTS.
WE ACCOMPLISH THIS THROUGH DEEP ENGAGEMENT.
WE ARE SHARING A SAMPLE OF THE WORK WE DO - 30 CASES,
FROM DIFFERENT DISCIPLINES. VERY FEW COMPANIES FROM OUR
CATEGORY CAN PROVIDE SUCH A VARIETY OF CASES COVERING
SO MANY INDUSTRIES AND SECTORS.



## EXTENDING AN OLD NAME INTO NEW CATEGORIES.

The name is over two centuries old. When it wanted to launch new staples, the challenge was acceptance among a new generation. Our communication reinforced the legacy of quality and trust. Brand salience and sales continue to grow.



## LISTENING. CAREFULLY.

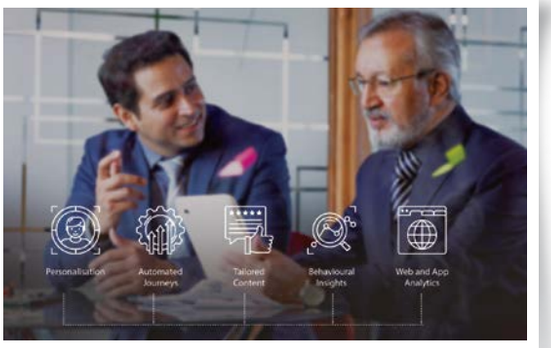
A large private sector bank was bothered about negative feedback. Going beyond surveys, we personally reached out to customers who were dissatisfied, to understand the deeper context. Result - greater empathy and improved customer experience.

## THE BIG-SCREEN CHALLENGE.

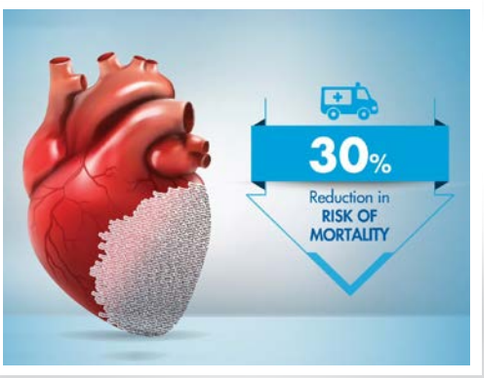
The screen had a width of 49-metres and height of 8 metres – reportedly the largest in the country – requiring the highest resolution of film. We created the challenging inaugural video in anamorphic format for this international event for a major national sector.

## TRANSFORMING CUSTOMER ENGAGEMENT.

For a top AMC, data-led personalization was the answer. Enhanced engagement frequency was driven by behavioural insights, automated journeys across the customer lifecycle, tailored content with personalized images, web and app analytics. Digital-driven business doubled in one year.




## BREAKING BARRIERS CONVINCINGLY.




Healthcare professionals (HCPs) naturally view communication with caution. For a leading diuretics brand, we launched a multi-channel program with workshops, 3D scientific videos, and patient journey content. The approach connected with 15,000 HCPs and built prescriber confidence.

## BUILDING LOYALTY WITH CUSTOMER FOCUS.

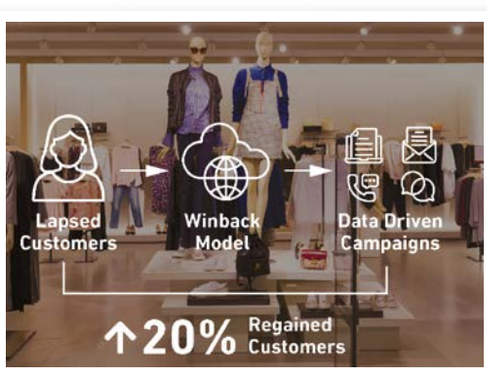
For a leading BFSI client, we analyze Voice of Customer data and actively close the loop with detractors. This proactive approach to managing the Customer Experience helps resolve pain points in real time, drives higher customer retention, deeper trust, and long-term loyalty.

## PERFORMANCE VALIDATES THE PREMIUM.

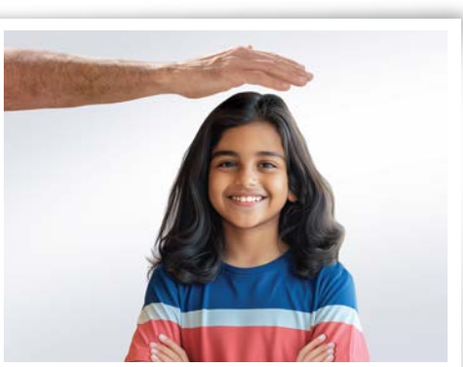
How do we deal with a durable that has a significant price premium in a crowded category? With a strategy that promised performance in the most endearing way, delivered with a fine craft. Result – consistent stock out situation.

## STYLE MEETS STRATEGY.

For a leading women's fashion brand offering styles from ethnic wear to workwear, we leveraged a thoughtfully developed Win-back Data Model. The data-driven campaigns resulted in a 20% increase in re-engaging lapsed customers and measurable revenue gains.




## THE FUTURE. IN OUR HANDS.



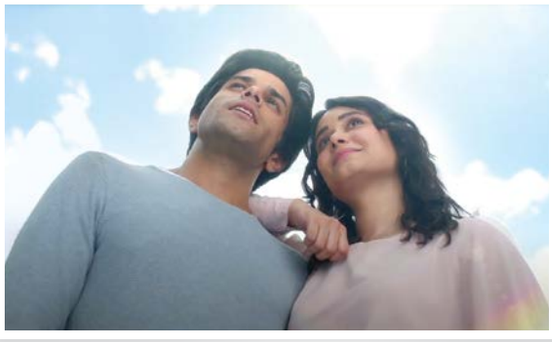
Security post-retirement is ensured through regular income from Pension. For the Regulator responsible to drive adoption of Pension, our communication campaigns addressed those on the way to retirement, with consistent creativity and charm.

## UNCOVER THE DECISION DRIVERS.

For a premium brand of handle locks, it was hard to tell what variable was driving online sales. Depth interviews and secondary research were conducted. Key behavior patterns and decision drivers were gleaned leading to conversion-driven strategies.

## PORTFOLIO STRATEGY DRIVES VALUE.

Our Client was selling a commodity in construction materials. We helped drive a portfolio strategy, carved out a premium sub-brand with a higher price. This was a big contributor to profits, leading to a historic valuation.



## LEAD GENERATION AT SCALE.


For a leading automotive OEM, we built a data-first CRM strategy with AI and ML led segmentation. Over 300+ strategic campaigns across the brand portfolio coupled with performance tracking delivered >1.2x high intent leads compared to previous year.

## REVVING UP RECRUITMENT.

A leading two-wheeler giant was keen to understand the shifting career aspirations of engineering students. A special study in leading campuses was done, enabling the Client to refine their employer brand and align recruitment strategies to recruit top talent.

## LOCAL MARKETS. LOCAL FOCUS.


We assist India's leading real estate property portal in building their brand. Their leadership position has been achieved by creating an enduring connection with home-buying customers. Local area marketing communications was a special area of assistance.

## NEVER MIND THE LIMITED BUDGET.

A leading beverage brand required innovative thinking in its approach to Media. With a differentiated approach, our Media team ensured high visibility with a fraction of the budget of competition, amplifying the core theme through associations and sponsorships.

## LENDING REIMAGINED.

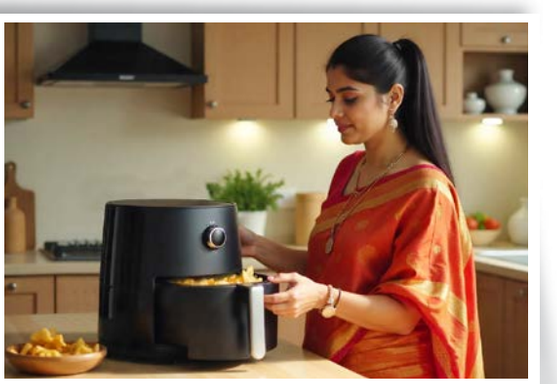
For a top consumer lender, we consolidated fragmented lead data with sophisticated scoring models, brought together behavioral and demographic data to prioritize high-value targets and enabled multi-channel engagement on hyper-targeted levels. Result - a 47% increase in conversion ratio.


## SUSTAINABLE CELEBRATION

For a leading bank, we curated an evening that embraced both sustainability and creativity - eco-friendly décor, complete onground recycling and five product launches using anamorphic content. Live-streamed to 20+ satellite events and 75,000 employees nationwide. Engagement, delivered.

## HELPING WITH PRODUCT DESIGN.

Consumers want tradition & modernity. For a leading appliance maker, we used our Consumer Inspired Design (CID) framework, to help create a dual-function air fryer-oven that meets the needs of Indian women - combining speed, versatility and cultural relevance.

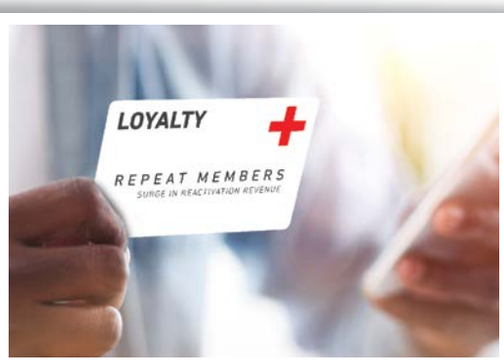


## CONSISTENT ADVOCACY.

We work closely with the leading regulator who has their task cut out - with many issues to educate about and the entire nation as their audience. Numerous advocacy campaigns were delivered with intelligence and intensity, all in multi-media.

## REVENUE FOLLOWS LOYALTY.

From a me-too program to a lifecycle-based customer retention program – that is what we helped achieve for a personal care and pharma major. Results were gratifying - increase in repeat members, and surge in reactivation revenue.




## BALANCE. IN FARMING.

A leading fertilizer and crop-nutrient player has a mission – improve farm yields, maintain soil health. We support them with powerful communication to educate and guide farmers across multiple on-the-ground, on-air and on-line platforms in numerous languages. Gratifying.

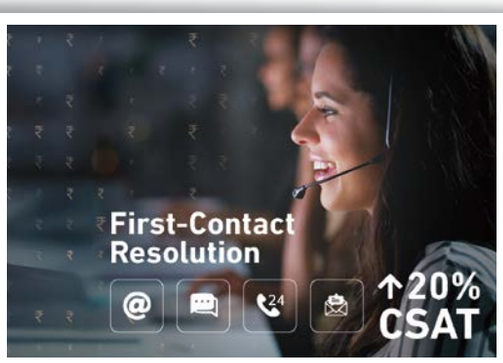
## A SIMPLE INSIGHT. A WIDER PLAY.

A leading OTC brand was always being used for rehydration. Our Research revealed something bigger – younger consumers viewed it as useful for holistic recovery. The brand was repositioned for fatigue management, not just rehydration. The benefit was immense.

## REGIONAL OPPORTUNITIES APLENTY.

A new product from a large brand of ice cream in the South deserved visibility. Our Media team helped achieve just that - leveraged IPL regional language feeds with extensive brand integrations and live tasting by the commentators.

## CUSTOMER SUPPORT ENHANCES CSAT.




When a corporate Fintech/SaaS provider experienced a surge in clientele, we turned on a complete customer support experience. We prioritised first-contact resolution with meticulous handling of calls, emails, chat and smart turnaround time. Customer satisfaction (CSAT) was up 20%.

## OCCASIONS DRIVE CONSUMPTION.

A leading kitchen appliance brand targeted Raksha Bandhan as a sales occasion. We created a special communication connecting sister and brother. “Don’t just give cash, give something special” was the message. Delivered in the most endearing manner.

## BENCHMARKING TO DELIVER VALUE.


For a leading UPI brand, we regularly conduct pricing audits to benchmark rates and offers against competition. This strategic review ensures it secures optimal deals from vendors to deliver the best value to its customers - transparent and customer-first.

## CONNECTING INDIA LIKE NO OTHER.

This regional airline connected the far away locations of the nation. Our impactful communication reminded people in the current idiom as to what they were missing. The prompt was simple - such places are only a flight away.

## ANALYTICS GETS PREMIUM SEGMENTS.

Getting leads and converting higher income audience is expensive.
For a leading NBFC, we used advanced analytics, methodical A/B testing, predictive modeling and personalised retargeting. Such qualified lead generation resulted in a 6x boost in ROI.


## STAND OUT IN A CROWD.

There are so many cough syrups to choose from. Context and wit came together in this communication that we created for a pharma major. Get relief in 15 minutes was the main message, delivered with cut-through by a celebrity.

## A TIMELY REMINDER.

A booster shot of the DTP – IPV vaccine is required at the age of five, often times forgotten. We helped launched this back-to-school initiative, urging parents and doctors to act.
The raised hand - a symbol of participation & protection.