

01/

RESEARCH & INSIGHT

We use research, analytics, and market intelligence to gain a clear and deep understanding of unmet needs and opportunities related to brands & customers to create value for businesses.

What We Offer:

Market Study
Research – Customer, Market
(Psychographic / Ethnographic)
Surveys
Analytics
Opportunity Mapping

02/

BRAND STRATEGY

Brands are assets. We build a strategic and creative foundation for the future by clearly defining their purpose, identity, and role. This creates identification, differentiation, loyal customers, and value for businesses.

What We Offer:

Brand Creation
Purpose Discovery
Naming
Positioning
Architecture & Planning
Brand Platform Creation
Brand Idea

03/

DESIGN

We build unique, holistic & creative designs that connect people and brands in meaningful ways.

What We Offer:

Logo & Identity
Visual Identity Guidelines
Stationery
Packaging Strategy
Experience / Touch-points graphics
Presentations
Web & mobile applications

04/

MARKETING

Through thorough research, strategic planning and creative platforms we bring a brand experience to market and make sure it reaches audiences at relevant touch points.

What We Offer:

Go-to-Market Strategy
Marketing plans
Print, Digital & Outdoor Media
Digital Marketing PR Strategy

Ground Activations / Event Ideas

Website: www.luxerra.in