

6
your brain is dead.

so is your consumer's,

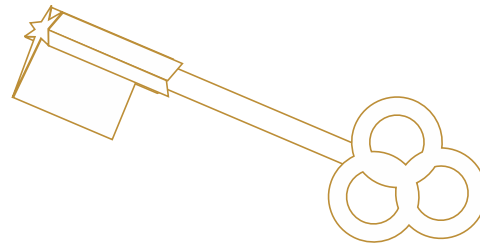
to most communications

created every second.



what is the key ?

the key is...



to first identify
then create

to reach out
then entice

to inform
thus enhance sales

QUIT FUNDAS TO BUILD VALUE

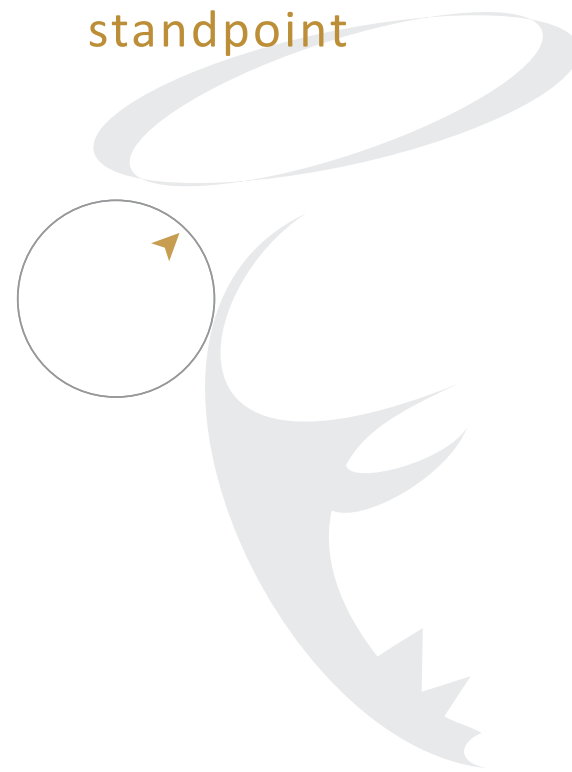
We cannot sell. B'cos no communication can. But there is one thing we can do. Reach through the clutter and get your audience into a mental state where they are open to your proposition. The opportunity to do so exists for a spilt second. And the state itself for a few seconds. A blink can cost millions.

GET BRILLIANT AND NOT BLINDING

An organisation is what its people are. And becomes what they make it. An average age of early-thirties gives the organisation a unique character- ever-evolving, adaptive and never-in-the-box. Visualisers who understand business insights and strategists who interpret creative nuances ensure outcomes that are engaging, incisive, logical and memorable. An open working culture, transparent dynamics, strong work-life balance and varied market exposure keep our innovative juices flowing.

WE ARE SPHINX. WE SEEK OUR BREED

We are not only an advertising or design agency. We are a single window communication house with specialised services to encompass most market, brand and organisational requirements. So, if staring a problem in the eye, flushing out decorative frills and making straight talk is your style, then talk to us. And we will talk to your audience. And have them notice, listen and act.



standpoint

WHAT SETS US APART

For us 'What has to be done' is preceded by 'Why it should be done'. We are not limited by norms and we question everything, to formulate new answers, thereby realigning what was thought to be possible. For us bringing each project to life is like giving birth- we do not rest until we have arrived at the very best.

WHAT VALUE WE BRING TO YOUR TABLE

Ability to grasp business objectives, arrive at insights to evolve workable communication. Proficiency to adhere to brand guidelines and still think out-of-the box. Capacity to go beyond the brief. Capability to visually interpret brand propositions with clarity to spur consumer actions.

WHAT IS OUR APPROACH

We first focus on outlining objectives without ambiguity. The success of any communication project starts with a

flawless project brief. We approach the project first as business communicators and then as creative experts. Striking an optimum balance between science and art is essential. At every stage of the project, alignment to the core objective is checked and ensured.

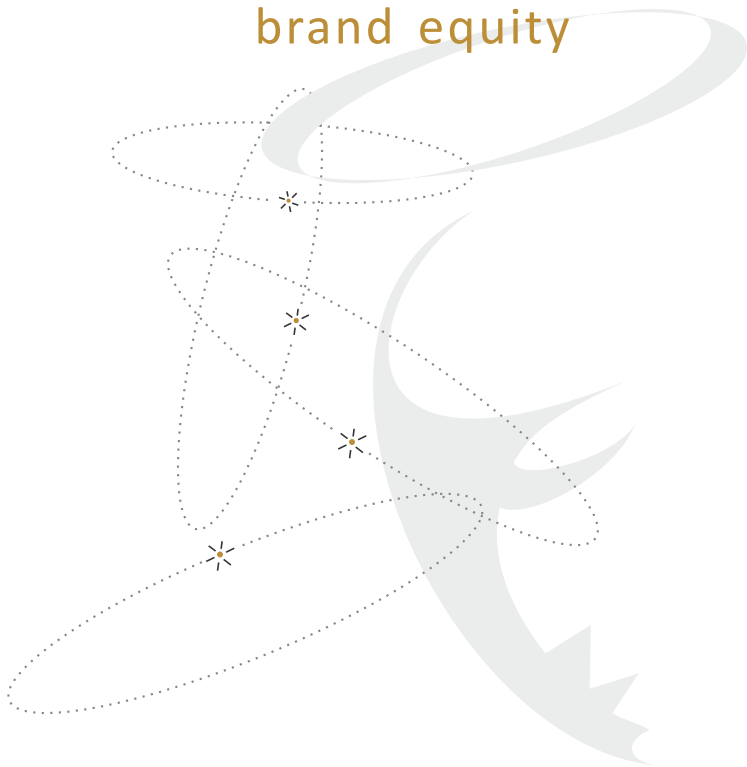
WHAT WE DON'T DO

We don't simply comply with client instructions if we believe they will not add any value to their business. We do not cater to a client's subjective taste but focus on doing the very best for the project at hand.

WHAT WE DON'T OFFER

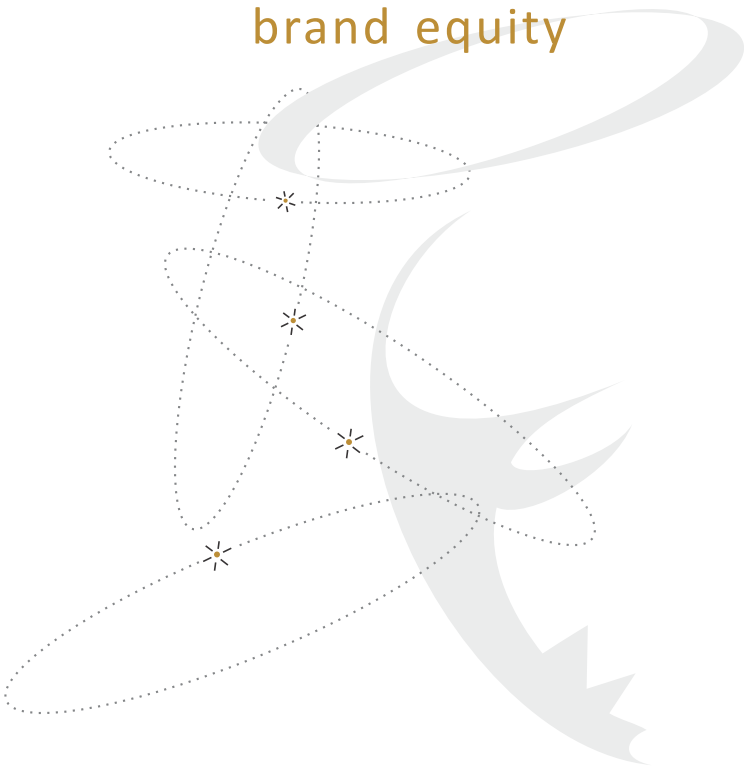
Public Relations. Tele-marketing. Door-to-door marketing.

brand equity



All the above brands are those for whom we have done significant work. Some of them, now, are not our active clients. These trademarks and logos are the exclusive property of their respective owners.

brand equity



mentadent

ORACLE®



IFB



Signal

Microsoft®



INFORMIST
Stay Informed

Pepsodent



TATA INTERNATIONAL



Close up



Godrej

ficim



Birlasoft

TUVINDIA



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milestones

UNILEVER UK

product innovation films
Mentadent, Signal & Pepsodent

UNILEVER FRANCE

product launch films
Signal White Now

UNILEVER SINGAPORE

packaging vitalisation
Signal Toothbrush Range

SAS

first integrated e-DM campaign
segment-based market communication

CRISIL

first corporate brochure
integrating all three businesses

HINDUSTAN UNILEVER

visual aids for research
across 22 countries

first sustainability report
corporate social responsibility agenda

CEO club development
top-performing teams

research insight manual
capturing critical insights from their biggest
research project across 6 countries

ARALDITE

first branding calendar
India operations

product branding
epoxy and resin range

SIEMENS AG

business launch campaign
Siemens AG operations in Sri Lanka

SIEMENS INDIA

corporate foyer branding
business headquarters

annual reports
2001 to 2008

SIEMENS MEDICAL

brand positioning campaigns
CT, MR, US, PET, X-Ray, NM, MI systems

milestones

PUREIT

B2B launch strategy
brand assets, communication kit

ADITYA BIRLA ADVANCED MATERIALS

communication assets bank
interactive internal & external modules

ICICI PRUDENTIAL

sales and branding kit
47,000 insurance agents, across India

HOECHST AGREVO

largest rural loyalty club
cotton-growing farmers

FUJITSU ICIM

company logo

PFIZER

top product line re-branding
Corex, Protinex, Mangex, Vibazine, Becosule

KWALITY WALL'S

retail launch communication
Unilever's Paddle Pop ice cream range

GE HEALTHCARE

employee referral strategy
core positioning assets, integrated campaigns

TATA MOTORS

learning calendar
navigation tool, engagement campaign

workspace branding

marketing headquarters

MTV

diwali teaser promos
MTV bakra

iFLEX

first international brochure
flagship product, Flexcube

CROMPTON GREAVES

national re-branding campaign
home appliances range

GODREJ PROPERTIES

first digital marketing kit
sales force, nationwide

recognition



PRODUCT LAUNCH

appreciation certificate

Pepsodent Oral Care

COMMUNICATION STRATEGY

best region award

across Siemens worldwide

CREATIVE STRATEGY

most creative region award

across SAS worldwide

outstanding innovation & creativity

Siemens India

IN-HOUSE MAGAZINE

all India award, 3 consecutive years

Siemens India

gold award, ABCI awards

Hindustan Unilever

ANNUAL REPORT

national award- annual report

Siemens India

DIRECT MAILER

most innovative promotion award

MTV India

STALL DESIGN

IT.COM: best stall award

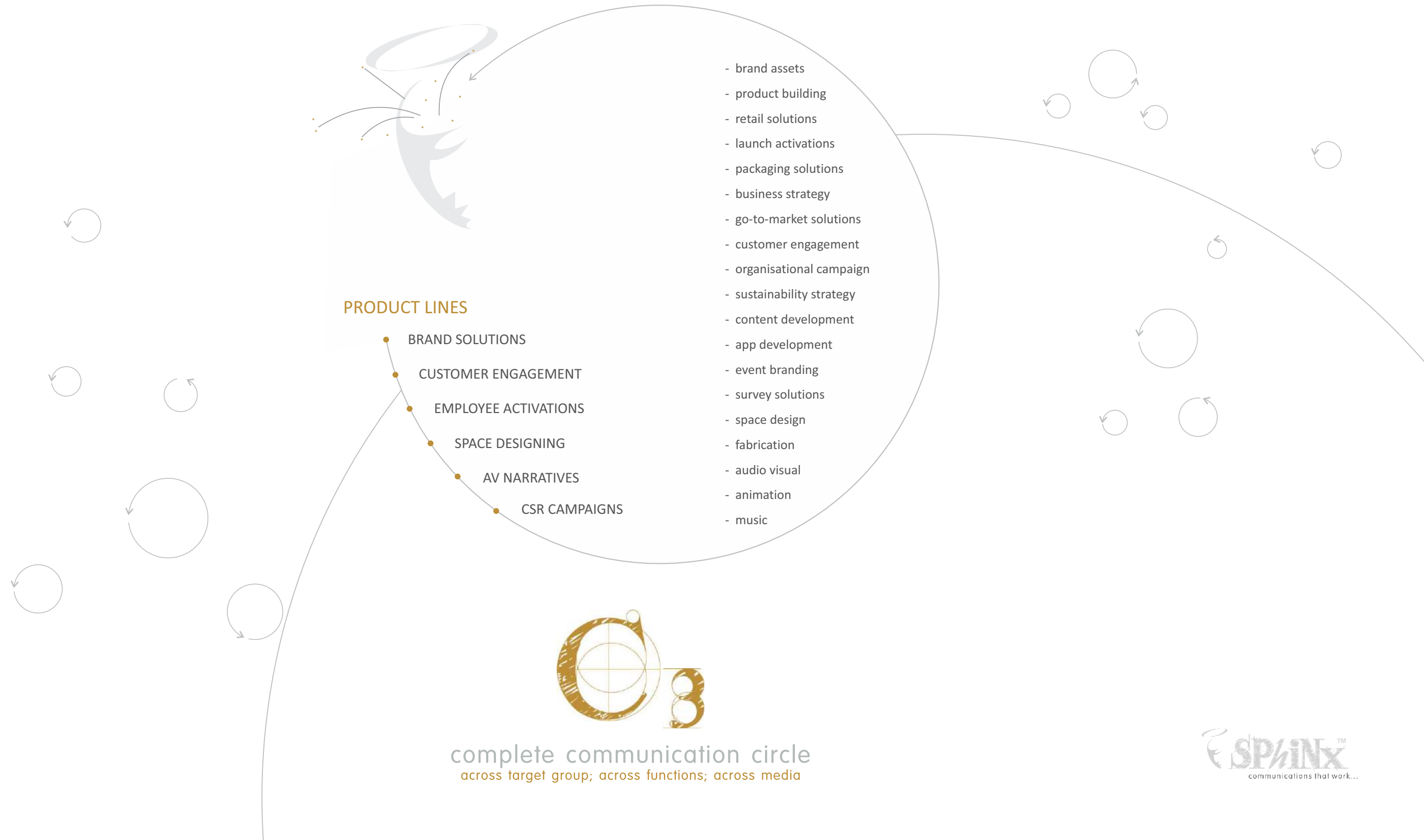
Nirmal Datacom

Techno Fair, Sri Lanka: best display, 2005; best stall, 2006; best design & people's choice, 2007

Siemens AG

HOSTS Star Silver Vendor Award

Unilever Food Solutions



competence

across target groups

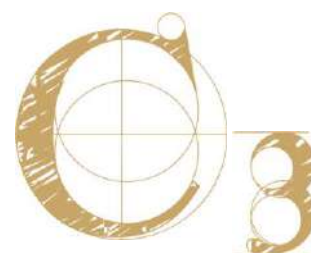
consumer
employee
channel
shareholder
investor
society
media
vendor
associate

across functions

corporate communications
brand building
product development
sales & marketing
customer support
human resources
learning & development
talent acquisition
research
compliance
sustainability
trade channel
finance

across media

press
print
expo
ambient
digital
app
audio visuals
outdoor
audio
retail
research



complete communication circle

STRATEGY

WRITING

DESIGN

ACTIVATION

DIGITAL

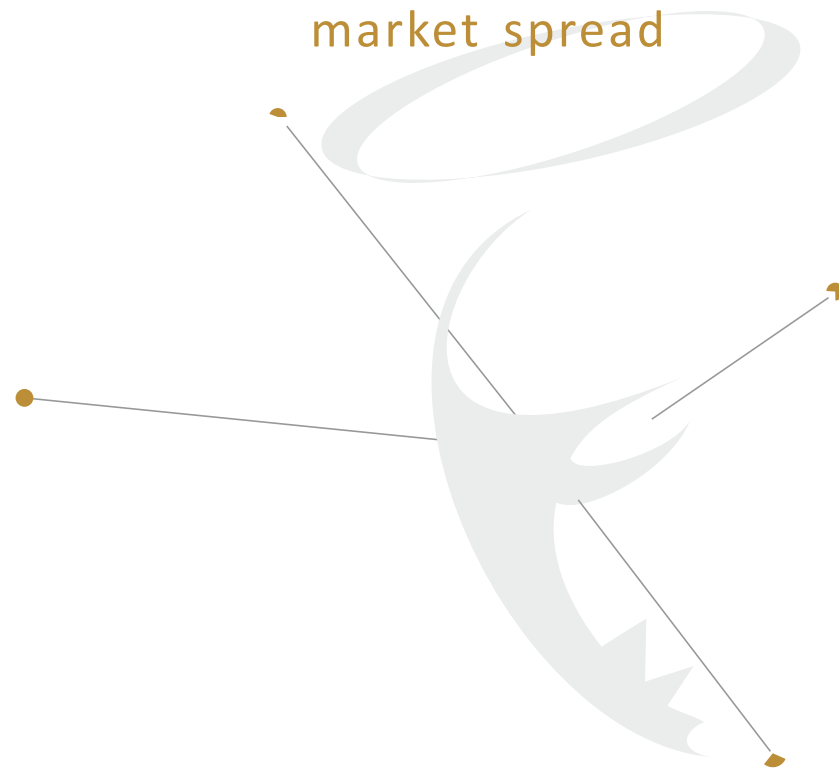
APPS

AUDIO VISUALS

ANIMATION

SPACE DESIGN

Adding value to brands since 1998, Complete Communication Circle is what we offer. Be it a manufacturer or a service provider, we have built the capability to bring value to their business across diverse touch-points to enhance sales, build equity, consolidate loyalty and scale market share.



FINANCE

banking
investment
stock broking

HEALTHCARE

pharmaceuticals
medical equipments
hospitals & clinics

INFOTECH

software solutions
banking solutions
tech hardware

EDUCATION

play school
school
activity centre

CONSUMER PRODUCTS

garments
electronic goods
white goods

SERVICES & SOLUTIONS

business intelligence
banking products
insurance

PERSONAL CARE

oral care
skin care
health & hygiene

FOOD & BEVERAGES

ice creams
soups
seasonings

REALTY

commercial
residential
investment

ENTERTAINMENT

channels
music
films

INDUSTRIAL

flooring
chemicals
automation

HOME DECOR

furniture
artefacts
interior

RURAL

pesticides
fertilisers

FASHION

salon
jewellery

E-COMMERCE

e-shopping
food portal

MEDIA

news wire
feeds

client speak



TATA MOTORS

Head- Talent Development, *Mukund Vyas*

“In a short time after working with them, I saw Sphinx as an excellent partner for Tata Motors. The entire team has proven to be absolutely creative and extremely reliable, despite having extremely short timelines to deliver complex outputs. We partnered with them for branding and creative projects for strategically critical initiatives driven by our CEO; first, the launch of new PMS and second, the launch of Transformation Training for our entire top management. This included brand units, kick-off videos, collaterals, training kits, and various other work around branding.

I must admire the efforts made by the entire team, their dedication to deliver flawless quality while adhering to timelines. The most important aspect was their understanding of the context and key objectives and building on it in the form of workable ideas. Their work has been admired by our management and those who participated in these key initiatives. All in all, the work was above and beyond what I expected from start to finish; the personal attention was extraordinary! Great job!”

SIEMENS INDIA

Vice President, CorpComm, *Kavita Ghatge*

“We have been working with Sphinx since several years and have found their creativity outstanding. Each job is treated as a piece of art, infused with tremendous passion. Sphinx, for us, is a part of our extended team. They understand us, understand our business and most importantly, understand what our customers need to understand. Best regards.”

PUREIT

GM, Brand Development, *Venkatesh Babu Ramanathan*

“We are very happy with the work that the Sphinx team have done for us in the launch of Pureit in the B2B space. They truly understood the brand requirements and the intent of launching in the B2B space and were able to leverage the equities that the brand has in the consumer segment and adapt them appropriately for the needs of the B2B customers.”

client speak



GE HEALTHCARE

Talent Acquisition Leader, South Asia & AKA, *Rahul Nandi*

“Sphinx helped us revive and craft critical Talent Acquisition branding initiatives in GE Healthcare. The quality of creatives and communication strategy put together by Sphinx realigned with our business and internal customers, and helped us evolve our brand's story in an impactful way.”

HINDUSTAN UNILEVER

GM, Legal & Business Integrity, *Amit Bhasin*

“Business integrity is a vital subject and all communications therein are sensitive and critical. The challenge, always, is how to make such a sensitive subject relevant and interesting for recipients. Sphinx worked with us on this subject for the last few years and developed very good understanding. They are able to provide communication platforms for Business Integrity which is relevant and subtle. Sphinx has developed some interesting concepts to bring alive the spirit of Business Integrity.”

COGENCIS

Chief Executive Officer, *Pankaj Aher*

“This is to acknowledge the fantastic job Sphinx did on the corporate presentation and that too in the extremely limited time that they had to turn this around. The presentation looks superb and this is our best corporate presentation ever. This is amazing work and has raised the bar as far as our expectations from Sphinx are concerned. Thank you, once again.”

UNILEVER UK

Global Strategy Manager, *Jeremiah Ty*

"We worked with Sphinx to create test stimulus for our 2017 launch. The team were great to work with: providing incredibly fast turnaround given a super demanding timeline to deliver a film that communicated clearly the functional benefits we wanted to drive. In fact, these visuals were so clear and concise – we used them as part of the foundation for the final comms development."

client speak



INDIAN RADIOLOGICAL & IMAGING ASSOCIATION

Chairman, *Dr. Bharat Parekh*

"I would like to congratulate team Sphinx for creating one of the most outstanding brochures in our Association's history, on the occasion of the 60th Annual Conference of Indian Radiological & Imaging Association and the Diamond Jubilee Celebration. I am inundated with complimentary messages for this brochure from all parts of the country and even from the international faculty.

Truly, this excellent document has not only carried the details of the conference but has helped enhance the image of the Organising Committee in the Radiology fraternity. I would once again, on behalf of the organising committee and myself express our sense of appreciation for the superlative work of conceptualising, designing and creating this work of art. Looking forward to associate for our future projects and wishing you all the very best in life."

UNILEVER

Oral Care Director, South Asia, *Anuj Kumar Rustagi*

"Thank you for being instrumental in making the vision of Project Karishma, a reality. As we launch this innovation, here is to the grand success of Karishma in the market."

CITIBANK

Training Manager, L&D *Deepika Sharma*

"It was a complete delight to work with the team at Sphinx. The creative ideas, responsiveness and implementation have been far beyond industry norms and even exceeded my expectations for timeliness and accuracy. Looking forward to work with you all in future and start a long-term mutually-beneficial relationship."

SIEMENS INDIA

Chief Manager, Healthcare Marketing, *Lalitha Maheshwaran*

"Sphinx is a good creative agency with an ability to produce the right communication solution for its customers. They understand the depth of the problem before arriving at any solutions. They are great guys to work with. Hope they reach great heights in their endeavors."

client speak



MAQUET MEDICAL

Chief Executive Officer, *Ashim Purohit*

"I'm reminded of the time when Sphinx team helped us give form to the idea of "Caterpillar to Butterfly" transformation at the time of hive-off from Siemens. These are moments and things you don't forget so easily. I appreciate in particular, the team's ability to get into the client's shoes and translate the raw ideas, into form and detailed content. Here's wishing you all at Sphinx – enough challenges in the future, which will see you all reach even greater heights."

SSA GLOBAL

Marketing Director, South Asia Pacific, *Rushenka Perera*

"I have done a number of jobs with Sphinx which ranges from copywriting to electronic pieces, design work for electronic and hard copy, printing and sourcing. The work is always of the highest quality and Sphinx is always thinking of ways to maximise response rates. I wholly recommend them as an agency."

HINDUSTAN UNILEVER

Sustainability Communications Manager, *Yashmi Yadav*

"A big thank you to Sphinx for your support for Unilever Foundation Day. It turned out to be a great event and was hugely appreciated by employees, as you can judge by the number of slips put up on the pin board, each day. As always, I was confident working with the team that we will be able to make it a success. It was great working with all of you. Looking forward to your continued support."

SIEMENS INDIA

CorpComm, Executive, *Lancy Jivani*

"IRIA 2011 was a great success. The panels came out very well and as did the 'Did you Know' AV. We appreciate the efforts put in. It was great working with each one of you at Sphinx. Looking forward to the same enthusiasm and co-operation from your end. Once again, good job done."

client speak



SAS

Marketing & Creative Director, Global CCom, *Steve Benfield*

"First of all, I would like to congratulate on the great interpretation of "The Power to Know" Creative Direction and its application to these campaign materials. I have shared them with my leadership team and others in Corporate Communications Global (CCG), and we are all impressed with your progress. Very nice work!

Jens mentioned that your work here may be used by the AP offices. Very good examples of the Campaign Creative Framework elements. Great rendering of the gradient in the SAS logo on multiple-colored backgrounds - it looks good on all posters good image choices and nice designs."

UNILEVER FOOD SOLUTIONS

Senior Executive, Categories, *Krunal Shah*

"The Knorr Sambar Selling Story looks really great. This is why I trust Sphinx always."

HINDUSTAN UNILEVER

Manager, HR- Supply Chain, *Sonal Jain*

"A friend in need is a friend indeed. Sounds like an old saying but I experienced it after working with the Sphinx team. While we were working for a critical project, Sphinx team shared the same seriousness, urgency, quality, anxiety, and commitment. We walked together step by step to ensure that we create a delightful experience for our employees. We have truly enjoyed each moment of working with the Sphinx team and wish them a great future ahead."

HINDUSTAN UNILEVER

GM, HR- Marketing, *Ankush Punj*

"The Respect session with MC went off very well yesterday. Thanks to your team for pulling off the AV at such short notice. The AV played a pivotal role in setting the context and bringing alive the content from our many sessions. Overall great work!"

client speak



SIEMENS INDIA

Manager, CorpComm, *Rekha Khare*

“I grab the opportunity to congratulate all of you on the fabulous job done on Medcare. We have received appreciations from many people. And above all, our Medical representative Komal is there at the venue now and has commented that the posters are looking awesome. Great work done, I really appreciate the support of all those involved in this project. Hope we work with similar standards at a greater pace towards betterment at every step.”

KWALITY WALL'S

Brand Manager, Cornetto, *Ankur Malhotra*

“Please accept my compliments for an excellent job done for the different creative elements. Selection cups dangler drew an excellent response from our team in Kolkata, for the colours which brought the festive mood alive.

Tram branding, which was done for the first time by the category was hugely appreciated for the manner in which colours and different elements were used. Above all a special thanks to the team for all the time, effort, understanding and efficiency in work. My compliments once again...”

UNILEVER

Operations Manager, South Asia, *Anuja Agarwal*

“Sphinx is a team of dedicated professionals, extremely good at understanding client requirements. I found them very professional and extremely good at their job. They are speedy and helped us meet a highly crunched timeline, without any compromise on the quality of outcome.”

KNORR

Brand Director, South Asia, *Kartik Chandrashekar*

“Sphinx is a creative hotshop that is able to churn out ideas and concepts, efficiently and effectively. They have done great work for Unilever in executing concepts that we have briefed them on for our skin care and oral care categories. They keep things simple and build on the ideas that you brief them with. They go the extra mile to help the client and keep at it. Sphinx is the place to go to for executing concepts at the right price and in the right time.”

client speak



HINDUSTAN UNILEVER

Global Project Manager, Oral Care, *Marco Maggiorotto*

"I started working with Sphinx in August 2008 upon the advice of the HUL agency selection service. I was looking for a 'small size' agency able to respond quickly with quality work to different sort of briefs. I have from the very beginning been very favourably impressed by the professionalism of the contact and follow up from Sphinx key accounts.

Very understanding of client needs, they always go the extra mile; especially regarding 'impossible' deadlines!. They have on various occasions shown that for them, the client is truly first. I would definitely recommend working with Sphinx."

UNILEVER FOOD SOLUTIONS

Marketing Manager, *Priya Salian*

"It is nice to see that UFS stall has bagged the Silver Vendor Award at HOSTS 2010. My thanks and congratulations to all members of Sphinx who worked hard in designing and execution of the stall."

SIEMENS INDIA

Executive, MarComm, *Gitanjali Laad*

"Working with Sphinx, was like working with your own family. The sense of ownership and commitment was phenomenal, even while executing the smallest of projects. Utmost positivity and good understanding of customer, helped me deliver all projects on time."

CLOSEUP

Brand Manager, *Samardeep Subandh*

"Our experience with Sphinx has been very satisfying. We have found the Sphinx team to be eager to contribute and understand the brand and customer requirements. They delivered quality output for our brands."

How the answers
appear, will a lot
depend on how you
ask the questions

brand solutions | customer engagement | csr campaigns
employee activations | space designing | av narratives

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