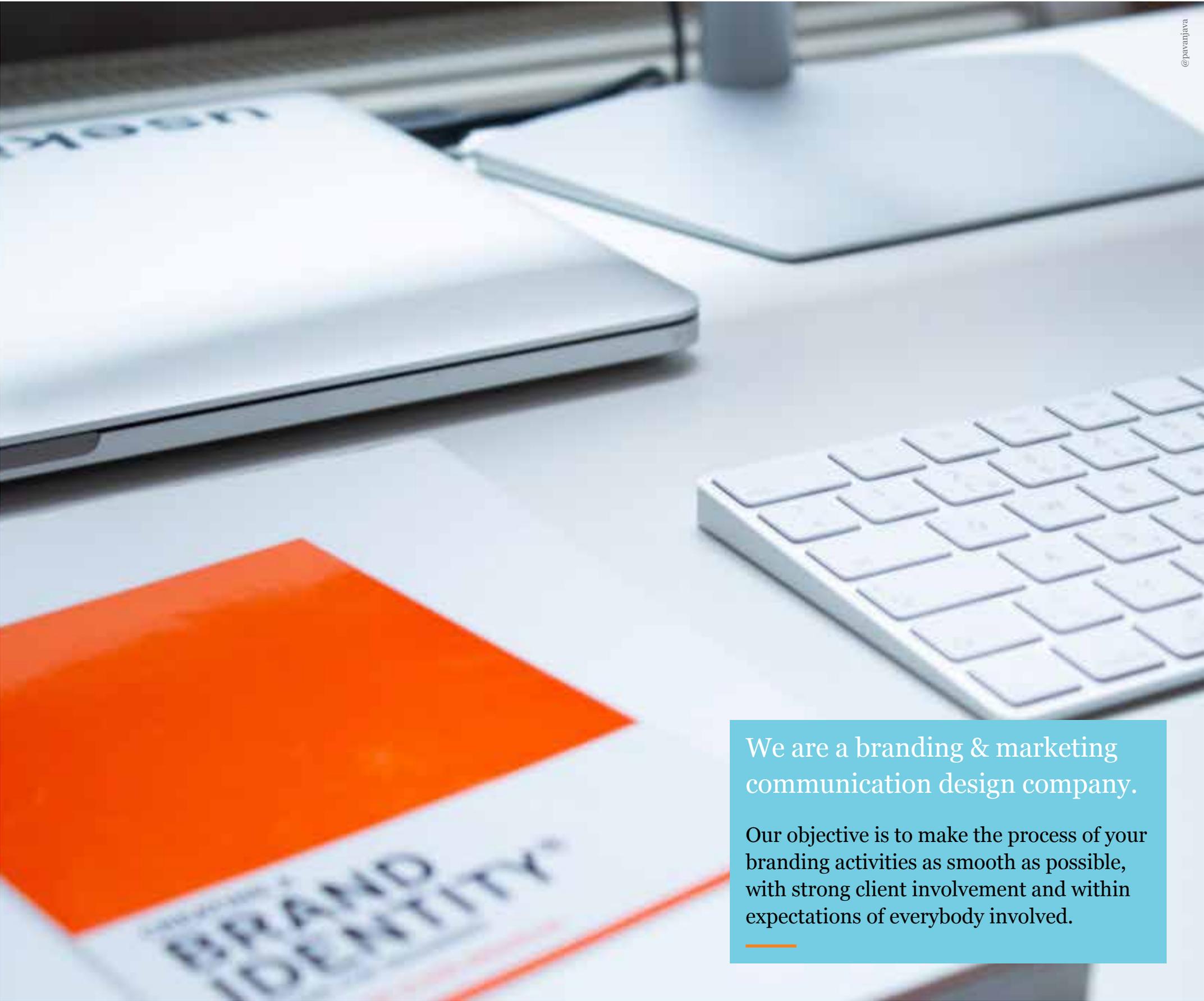




create.  
brand.  
communicate.

---



We are a branding & marketing communication design company.

Our objective is to make the process of your branding activities as smooth as possible, with strong client involvement and within expectations of everybody involved.

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We ideate highly creative solutions with seamless designs.

## DESIGN

Our collective expertise enables us to offer solutions enhancing the effectiveness of the MarComm, helping you impact-fully reach out to your target audience. We offer design for branding and marketing communication on multiple mediums.

## VALUE ADD

Our presence in the industry along with a specific filter strategy helps our customers to fulfil their implementation requirements at various levels of branding and marketing activities as desired.

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# Our Process

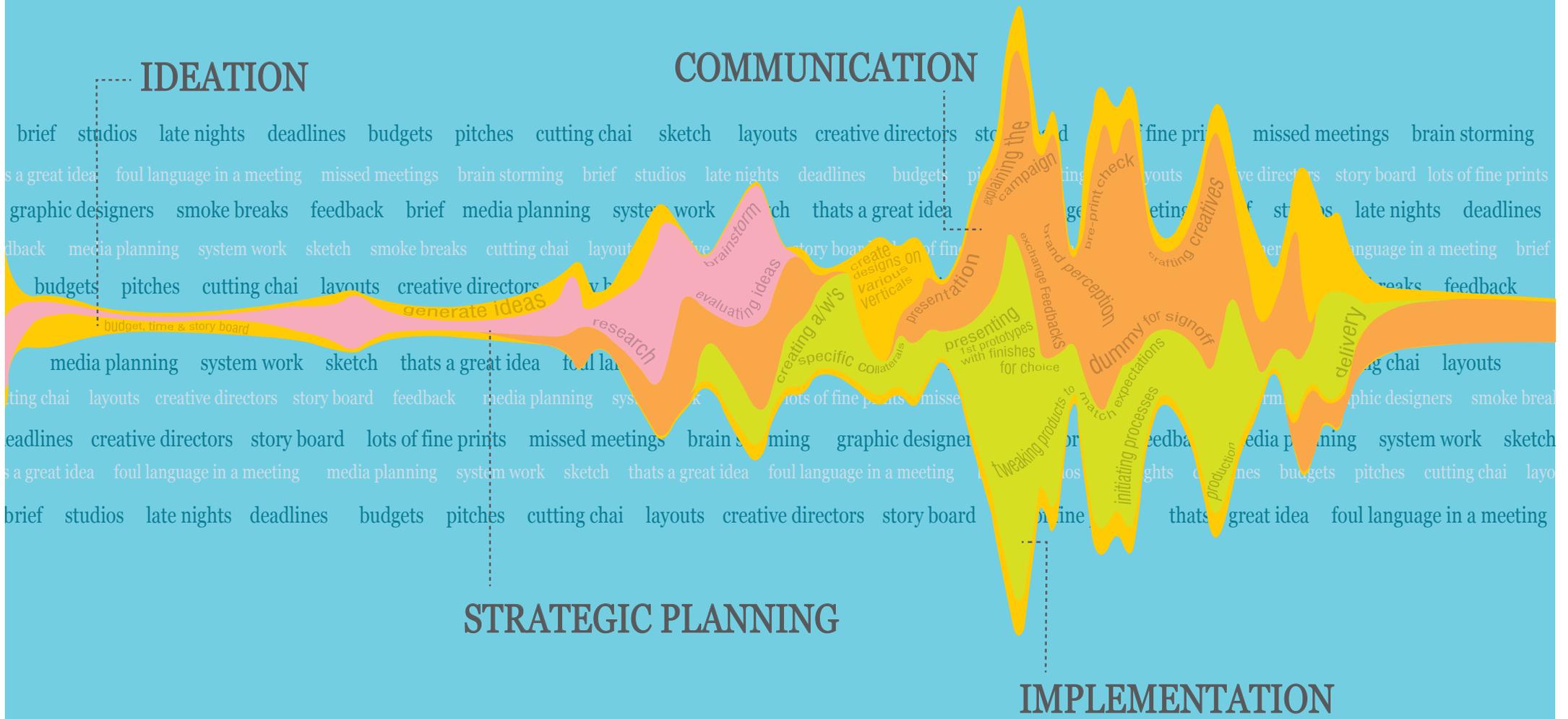
That's a Great Idea™

## IDEATION

## COMMUNICATION

## STRATEGIC PLANNING

## IMPLEMENTATION



# Our Thinkers, Doers & Everything in-between

*There is a reason I walk into work every morning. It isn't advertising nor a paycheck. I walk into work because of products, clients, brand and over all new ideas. I'm driven by them, consumed by them, I make them the center of my existence, and find it impossible to survive without them.*

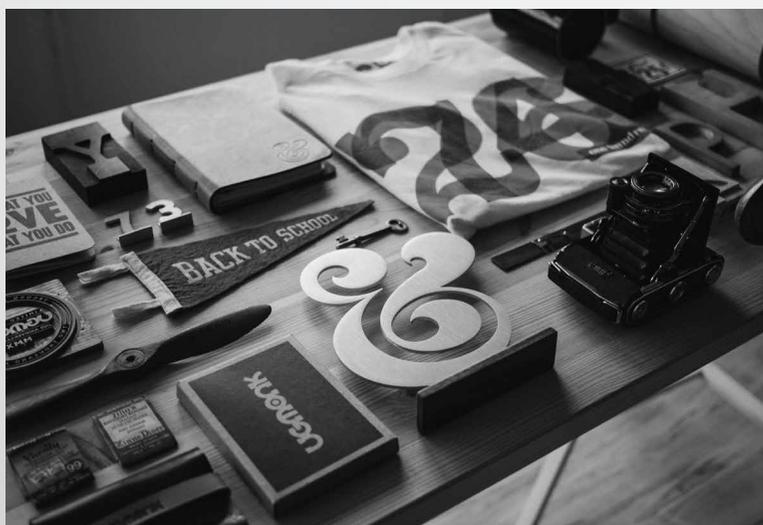
**Pavan Java**  
Creative Marketeer, Ideator

Rutgers Executive MBA 2011 | Harvard Business Executive Program MFB 2014

## An enthusiast who delivers.

Pavan, leads the agency, with a rich experience of over 15 years in brand building, communication across various platforms of advertising. He is responsible for big ideas and setting up new capabilities that have driven brands and revenues.

Successfully directing and implementing broad range of revenue generating design projects, from conception to launch. And, translate Business Requirements into effective advertising and promotion campaigns. He partners' cross-functionally to build consensus and ensure that the projects meet all milestones. Provide guidance and mentoring for the design and marketing content generation functions of our teams.



*When you start with a new idea, you are creating history, and you will be the only one to think that way in the world. I try to step away from the obvious, never follow, make a path for myself.*

**Naazish Ghadyali**

Former Consultant at Acumen, Accenture; Global Operations Manager Unilever  
S.P. Jain MBA 2009 | M.U. Engineer 2005

## A strategist who makes things happen.

Backbone to the agency's Operations, focuses on Service, Project, & Knowledge Management. With in-depth review using analytics to determine the overall success of campaigns, as well as to shape future campaigns for better impact. Detail oriented, she enjoys reinventing, reviewing and analysing trends with the service mix in order to recommend future business opportunities for the agency. She assesses market position and trends, devises advertising strategy, and presents it to brand owners. Her prior experience consulting at Acumen Business Processes Ltd., Accenture and until 2016 as Global Enterprise Solution at Unilever, has added to her expertise in consultative approach of product and services selling.

*No matter what you do, try and do it better than the previous time. Never let a colleague, client or boss know what to expect. Surprise them time and again.*

**Bosco Soares**

Former Senior Officer - Bennett Coleman & Co. Ltd  
MU Graduate

## Less me and more we to achieve goals.

Process oriented, he directs the studio - analysing, reviewing and managing projects. His industry experience in Distribution, intuitively adapts to new priorities and meeting client expectations, whilst innovative processes ensuring brand compliance. Forge & sustain high-performance production and design teams.

1999+

days completed

250+

projects completed

100+

man year experience

39+

satisfied clients

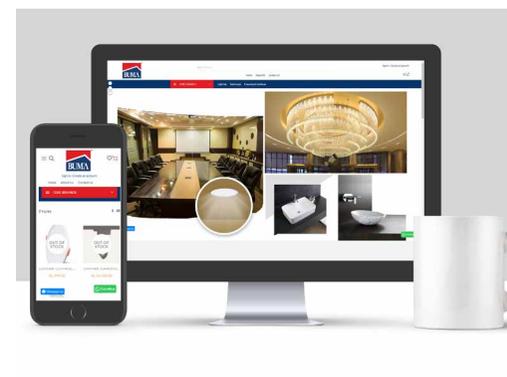
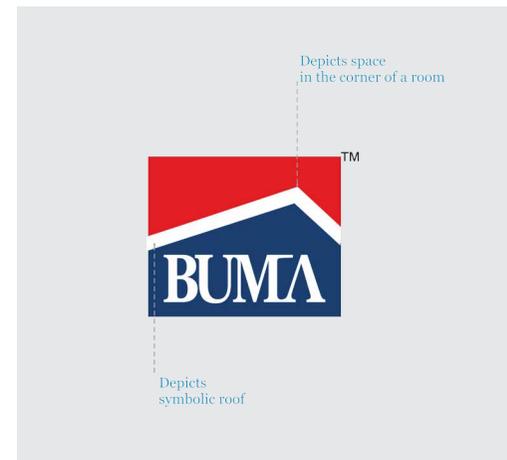
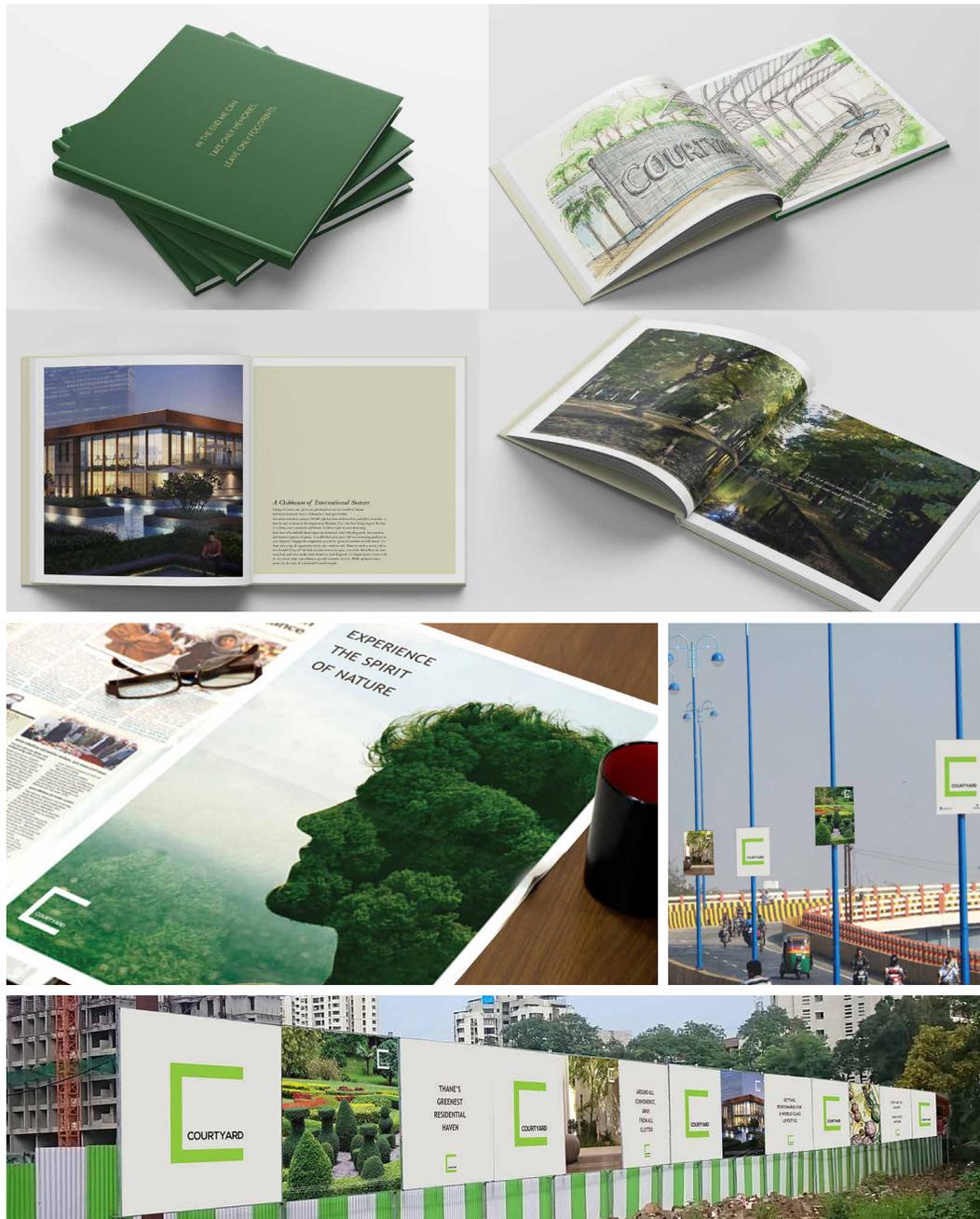
18+

creative team

# Strategy

*The goal is to merge the business objective with creative solutions that moves beyond just functionality.*

We help invent a language to express our client's philosophy, products or services more clearly. By the process of learning and discovery; acquiring a deep understanding of our client's industry, competitors, goals and opportunities that allow us to formulate an executable strategy. The target is to determine what is appropriate. Don't confuse design strategy with a creative brief. Design strategy is how we recommend approaching a project while a creative brief frames the goals and objectives.



# Branding

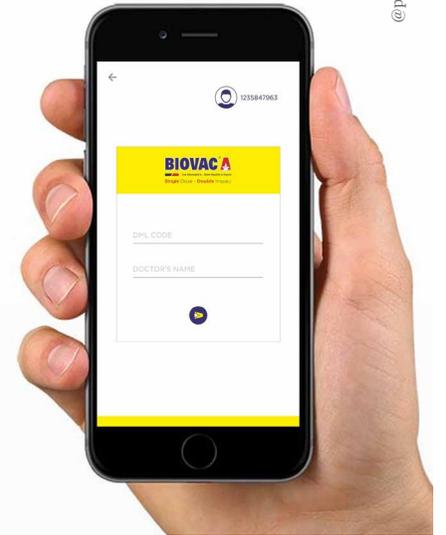
*We determine. We enable. We create. We produce ...*

A brand's potential and use of design strategically enable it to flourish conversations with customers and engage with them across platforms. Create value through new and imaginative perspectives that build emotive brand stories. This is achieved by bridging the gap between creation and execution by providing all brand engagement tools, from definition to digital, under one roof. Enabling your brand's disruptive business growth.

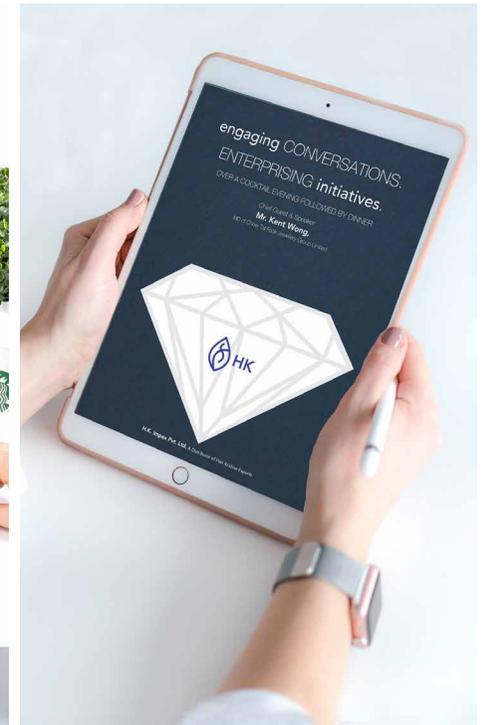
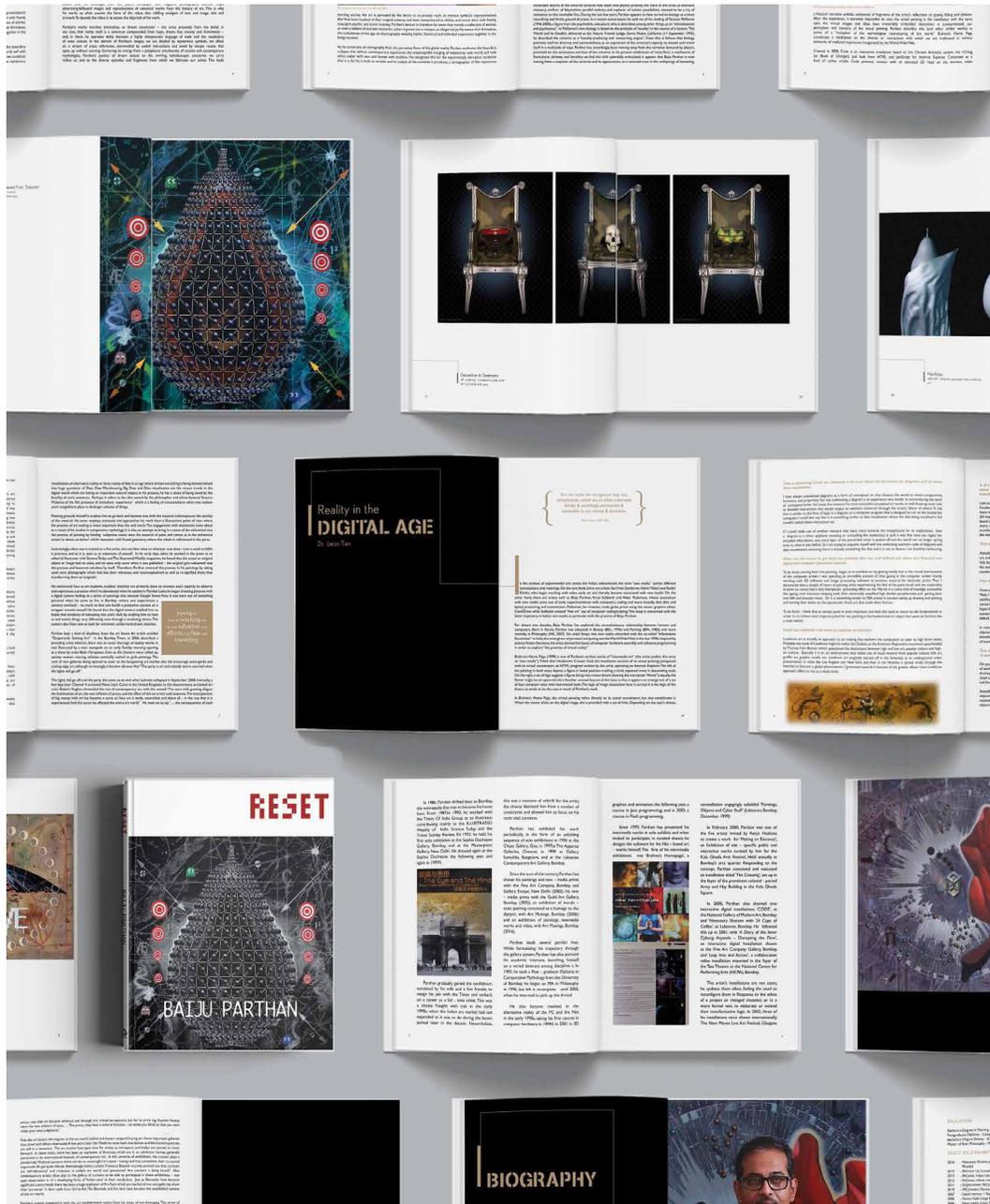
# Communication

*Creating Meaning, Celebrating Context. Delivering Enriching Design.*

We nurture and enable organisations to achieve strategic advantages and growth through creative communications. Our creative edge has allowed us to craft compelling stories across media using a variety of tools. We design stories to create valuable relationships with our brands. Minding the gap between creative solution thinking and the intended purpose of the business strategy. We have been building experiences for our clients, using print, merchandise, digital mediums aimed at strengthening involvement with their brands.



@pavanjjava



## Digital

*A loudspeaker or a subtle tap on your shoulder*

We make sure your brand's voice is amplified and heard in the most opportune way possible. Call it social media support, digital services, or breaking the internet – we'll ensure your brand always has zest, oomph! and a whole lot of awesome! We have been building digital experiences for our brands, using digital optimization and digital marketing aimed at strengthening consumer involvement with your brands.

# Packaging

*Make your product stand out amongst all the others on the shelf.*

We create effective Packaging through responsive and clutter breaking expressions of the brand's promise and benefits in a consumer friendly design solution. Packaging, when done correctly and creatively, is ultimately what sells. It's more than just putting your logo on a package. We understand today's minimalistic approach and zero tolerance wastage and keep that in mind when proposing our design for packaging.



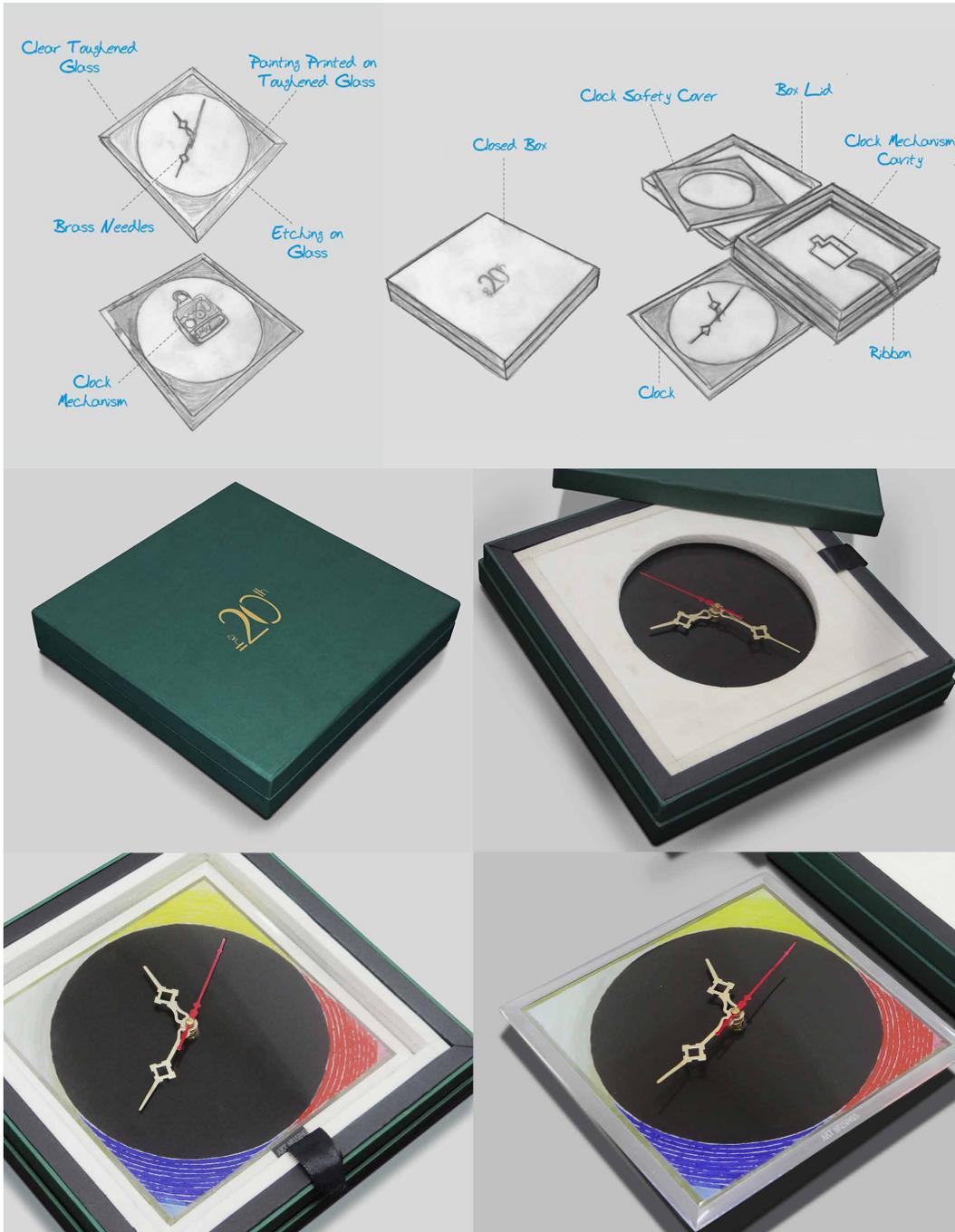
@pavanjava



# Product Design

*A human-centered approach to integrate the needs, along with the possibilities of technology.*

When it comes to innovating great products, design is the most important “feature.” We’ve moved into the stage where product design dominates all the other factors — it’s what sets companies apart and gives a real edge over competitors.



@pavanjava

# Client Engagement

*Business is between people. We help our client use this fact to their advantage.*

Our Customer engagements stretches across teams and metrics. It can be defined, at a high level, as the experiences and touch points that a customer has with your product, company, and brand values. It is the relationship between your company and your customers, and is closely related to customer loyalty and retention. Make the human element a part of your brand - "the best growth hack in the game." The rewards for investing time and energy in improving engagement are real: Highly-engaged customers are simply more likely to pay more, promote more, and be more loyal.



# Employee Engagement

*Pro-actively & Passionately adding value while aligning with company's mission & operational goals.*

Engaged employees wear it on their face, demonstrate it in their work attitude and in their workplace communication. We have tailor made creative engagement models for many of our clients seeking to motivate employees in their work. Driven by open communication, a great work culture, involvement with causes, and achieving purpose and fulfillment.

# Customer's Speak

Our association with Pavan Java Studio, seems to be going a long way, their quick adaptation to our changing needs, comfort and ease of servicing various intrinsic processes, and precise knowledge and understanding of final products, combined with timely deliveries, have made Pavan Java Studio our preferred choice.



General Manager  
Crompton Greaves Limited

We have been associated with Pavan Java Studio for more than 3 years now. The team is very innovative, the concepts are different. Our awards campaign work is being taken care by them now for 3 years and we appreciate their work and thought in devising campaign every year. Team is very supportive and cooperative.



Promoter  
Diamond World

The clean fresh ideas brought to the table, command on design and written word, along with effective assistance has effortlessly swayed OIS in your direction and kept us there since the past 7 years. However the USP of Pavan Java Studio is its insight in sensing the needs of the project that may not have been voiced. We would be happy to recommend your work to anyone who is looking for creativity in its element - set alight with the spark of professionalism.



Brand Manager  
Oberoi International School

Pavan Java Studio is a professional company and its work is honest & above board. Response level is really quick & quality is high.



Sr. Associate Director  
Colliers International

I really appreciate the dynamic team @Pavan Java Studio for the kind of work they do.... as for me they are one stop market place where I get great creative along with great service. Who said beautiful persona does not have beautiful mind? It's there @Pavan Java Studio.

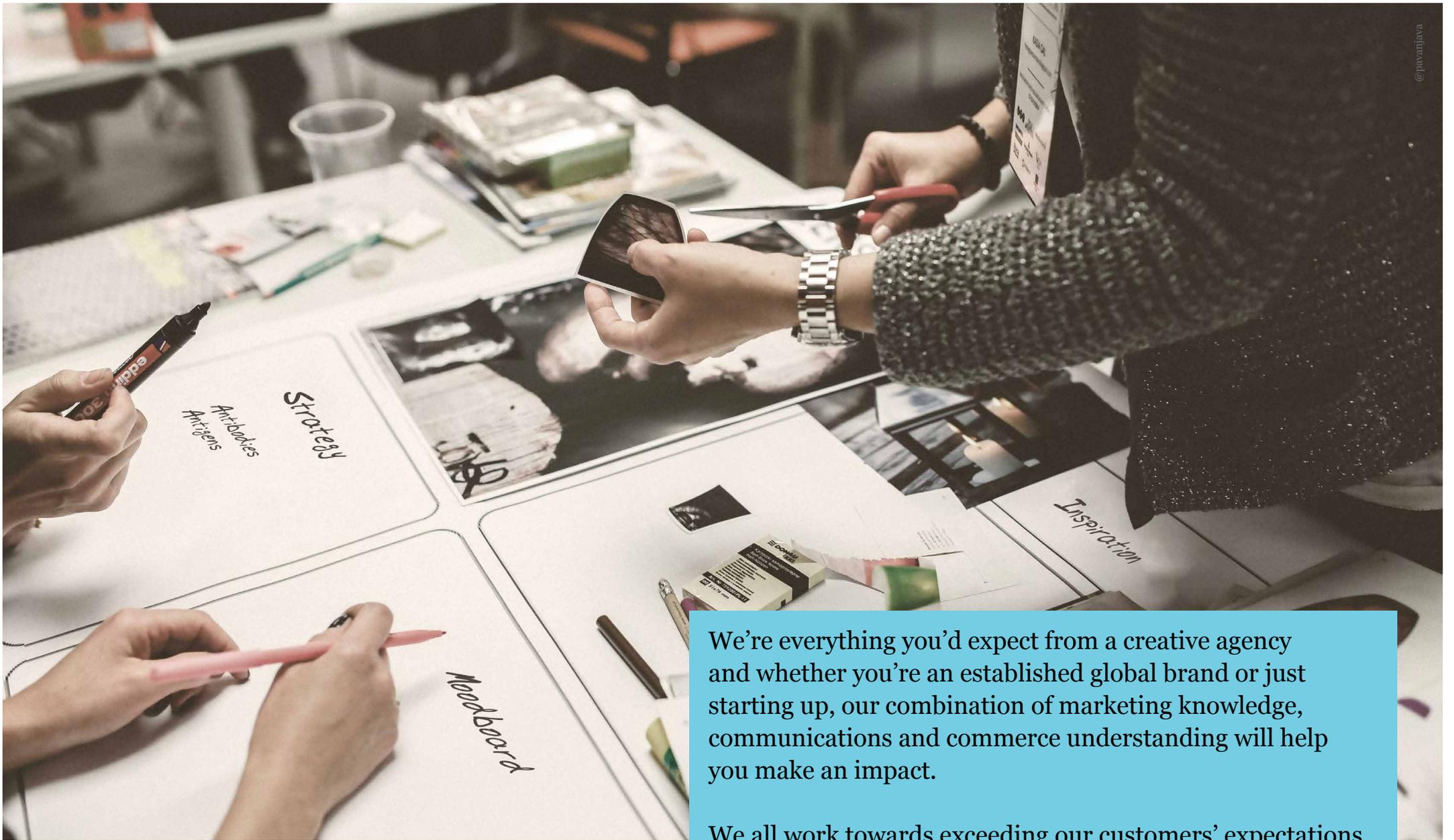


VP, Marketing & Sales  
Tata Housing

We are working with Pavan Java Studio for more than 5 years now and every time Pavan Java Studio is meeting and taking our expectation to the next level with its professional quality printing and timely delivery with seamless support from the Pavan Java Studio team. Good to a business partner. Cheers!!



Associate Director  
Grant Thornton India LLP



We're everything you'd expect from a creative agency and whether you're an established global brand or just starting up, our combination of marketing knowledge, communications and commerce understanding will help you make an impact.

We all work towards exceeding our customers' expectations.

PAVAN / JAVA

create | brand | communicate

+91 83560 31916  
hello@pavanjava.com

CREATIVE SERVICES **Strategy** - Concept Development | Marketing Strategy **Branding** - Logo | Brand Manual | Packaging | Space Branding | Way Finders | Media Kit **Marketing Communication** - Brochure | Catalogue | Coffee Table Book | Sales Kit | Newsletter | Direct Mail Campaigns | Advertising Campaigns | Print Ad | Financial Communication | Research Reports | Calendar | Diary | Promotions & Exhibitions | Press-Kits, Invitations | Hoarding **Internal Communication** - Core Value, Vision, Mission Statements | Event, Scheme Communication **Digital** - Greetings, E mailers | Website Design & Management | Search Engine Optimisation | Social Media Strategy & Creatives | Digital Banner for Websites, Applications **Add On** - Positioning Statements | Press Releases | Merchandise Curation