

The Pixelate

PORTFOLIO.

CONTENTS

- Introduction
- Who we are
- What we do
- Our Services
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- Industries Served
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HELLO FROM THE PIXELATE.

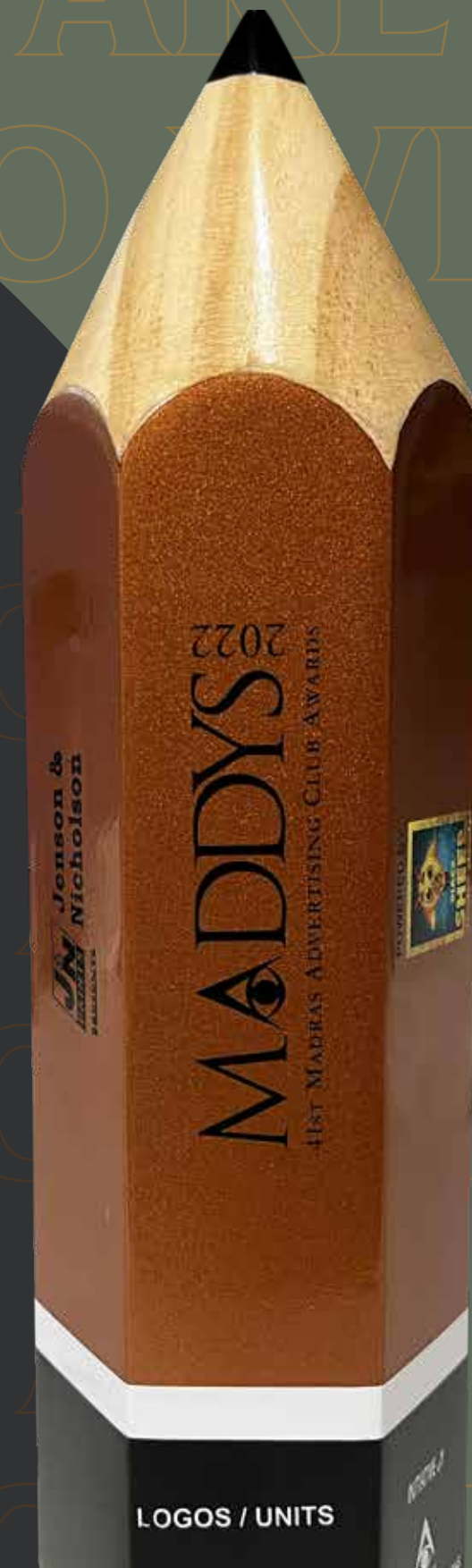
We are a **design and digital-first** creative agency, dedicated to **making brands look good** and reach new heights.

WHO WE ARE

Our team is full of young, vivacious and **creative people** who are passionate about the work they do.

We're always looking for new ways to **challenge the status quo** and create something **truly unique**.

We love nothing more than conceptualizing **great ideas**, and we do it well - trust us, we have **5 awards** to prove it.



LOGOS / UNITS



WHATWEDO

We've been in the Ad world for **8 years** now and worked with **450+ brands** in **10+ industries**.

But one thing has remained unchanged over these years - We love taking up projects that **challenge us** to think outside the box. We're experts at **delivering brand messages** effectively and making your brand's name synonymous with **success**.

SERVICES



Advertising



Branding



Creative Strategy



Social Media Marketing



Brand Strategy and Consulting



Digital Marketing



Guerrilla Marketing



Photography and Videography

VALUE-ADDED SERVICES



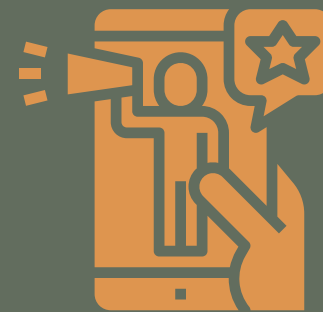
Printing &
Packaging



Architecture
and Design



Website
Development



Influencer
Marketing



Public
Relations



Pop
Ups



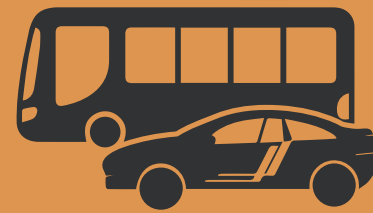
App
Development

VALUE-ADDED SERVICES VALUE-ADDED SERVICES
VALUE-ADDED SERVICES VALUE-ADDED SERVICES
VALUE-ADDED SERVICES VALUE-ADDED SERVICES
VALUE-ADDED SERVICES VALUE-ADDED SERVICES

INDUSTRIES SERVED



Food & Beverage



Automotive



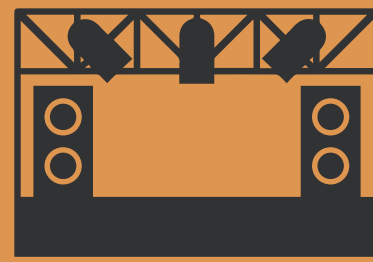
Hospitality



Construction
& Real Estate



Healthcare



Entertainment



Fitness



Retail



Salons & Spas



Footwear



Cosmetics



Logistics

SOME OF OUR CLIENTS



SOME OF THE BRANDS WE BUILT

BRANDING



BRANDING & STRATEGY

Every brand has a story.
We make it ^{an} epic one!

BRANDING & STRATEGY BRANDING & STRATEGY
BRANDING & STRATEGY BRANDING & STRATEGY
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BRANDING & STRATEGY BRANDING & STRATEGY
BRANDING & STRATEGY BRANDING & STRATEGY

night mrkt

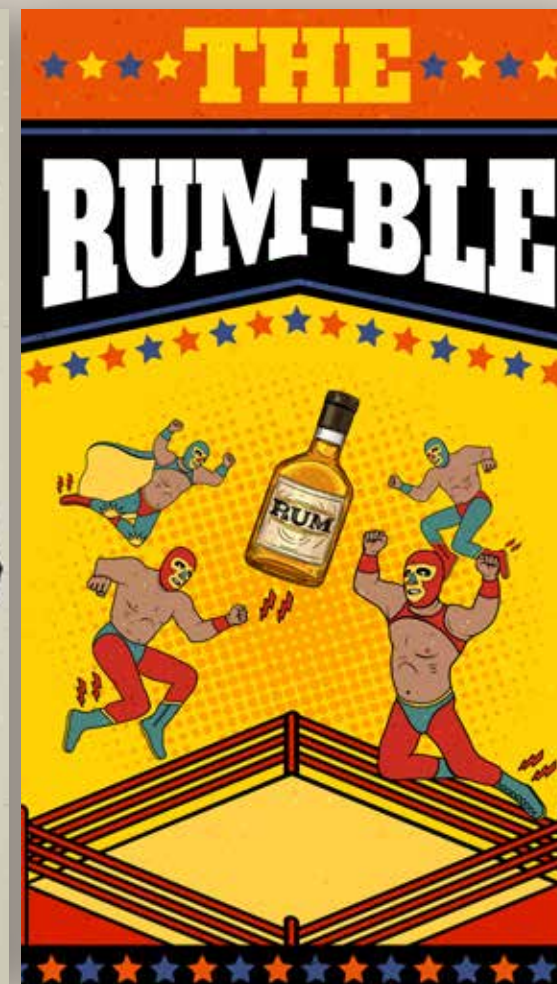
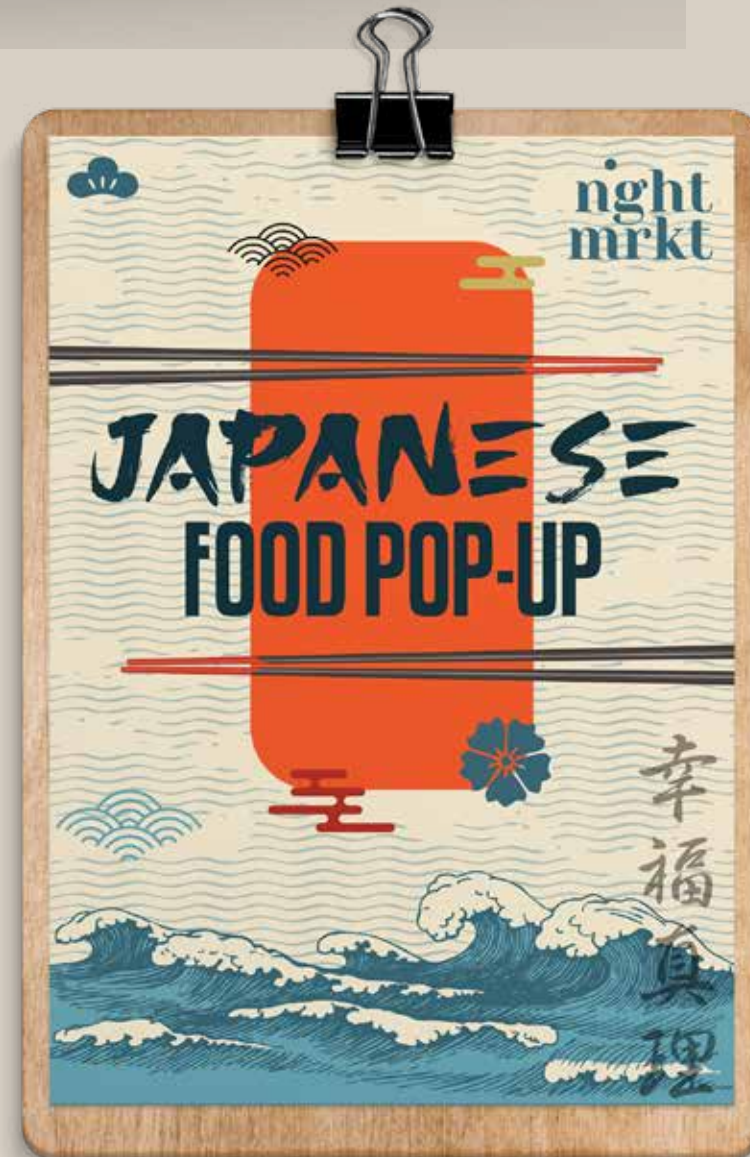
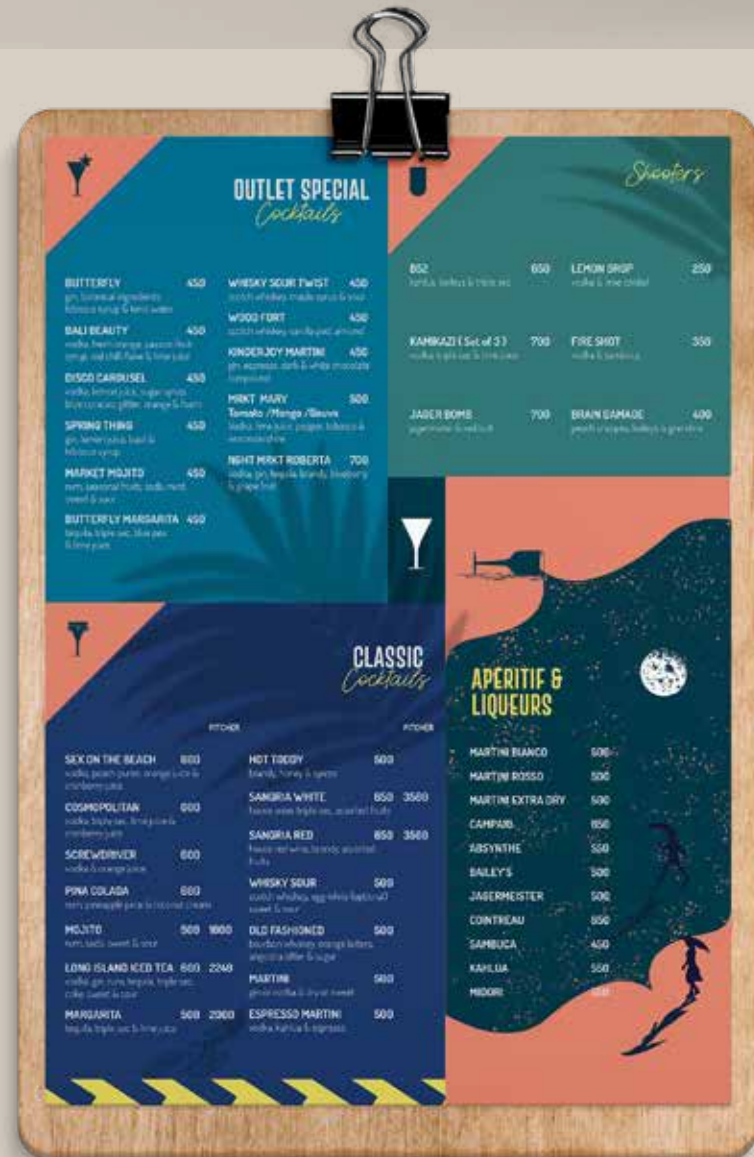
BRANDING | PRINT | SOCIAL MEDIA | STRATEGY

A simple, clean typography based design that is versatile with any collateral, be it marketing or branding, print or digital. The letter 'i' is a negative space that looks like the moon.

Green
#004438

Peach
#E2816C





06TH JULY
8:00PM ONWARDS
hosted by
ARJUN MOHAN

27TH JULY
8:00PM ONWARDS
hosted by
ARJUN MOHAN

MRKT FRIDAY NIGHTS

08TH JULY
8:00PM ONWARDS
feat
MEDIUM RARE

22ND JULY
8:00PM ONWARDS
feat
SZN TWO

saturday
vibe check

16TH JULY
8:00PM ONWARDS
feat
NEZ

30TH JULY
8:00PM ONWARDS
feat
K

GAME NIGHT!

20TH JULY
8:00PM ONWARDS
hosted by
THE BOARD ROOM

night mrkt

JULY AT THE MRKT

CHRISTMAS MRKT BRUNCH.

VIRGIN BRUNCH ₹ 2000
DOMESTIC BRUNCH ₹ 3000
IMPORTED BRUNCH ₹ 3800

Featuring a Live Act by
Maarten Visser & Siddharth Kumar.

*Prices are inclusive of 15% service charge and 5% taxes.

night mrkt

LET'S Eid TOGETHER

night mrkt

CALL FOR RESERVATIONS: 7009494041

ROAD HOUSE
BURGERS

coffee & cake

**CAN'T GO TO THE MRKT?
WE'LL BRING THE MRKT TO YOU!**

night mrkt

Cartwheel Pasta

**GLOBAL DELICACIES
BROUGHT TO THE PALM
OF YOUR HAND.**

night mrkt

MOMO MAMA

TERI MAKI

SUSHI BAR

**DELIVERED
RIGHT TO YOUR
DOORSTEP.**

night mrkt



MENU



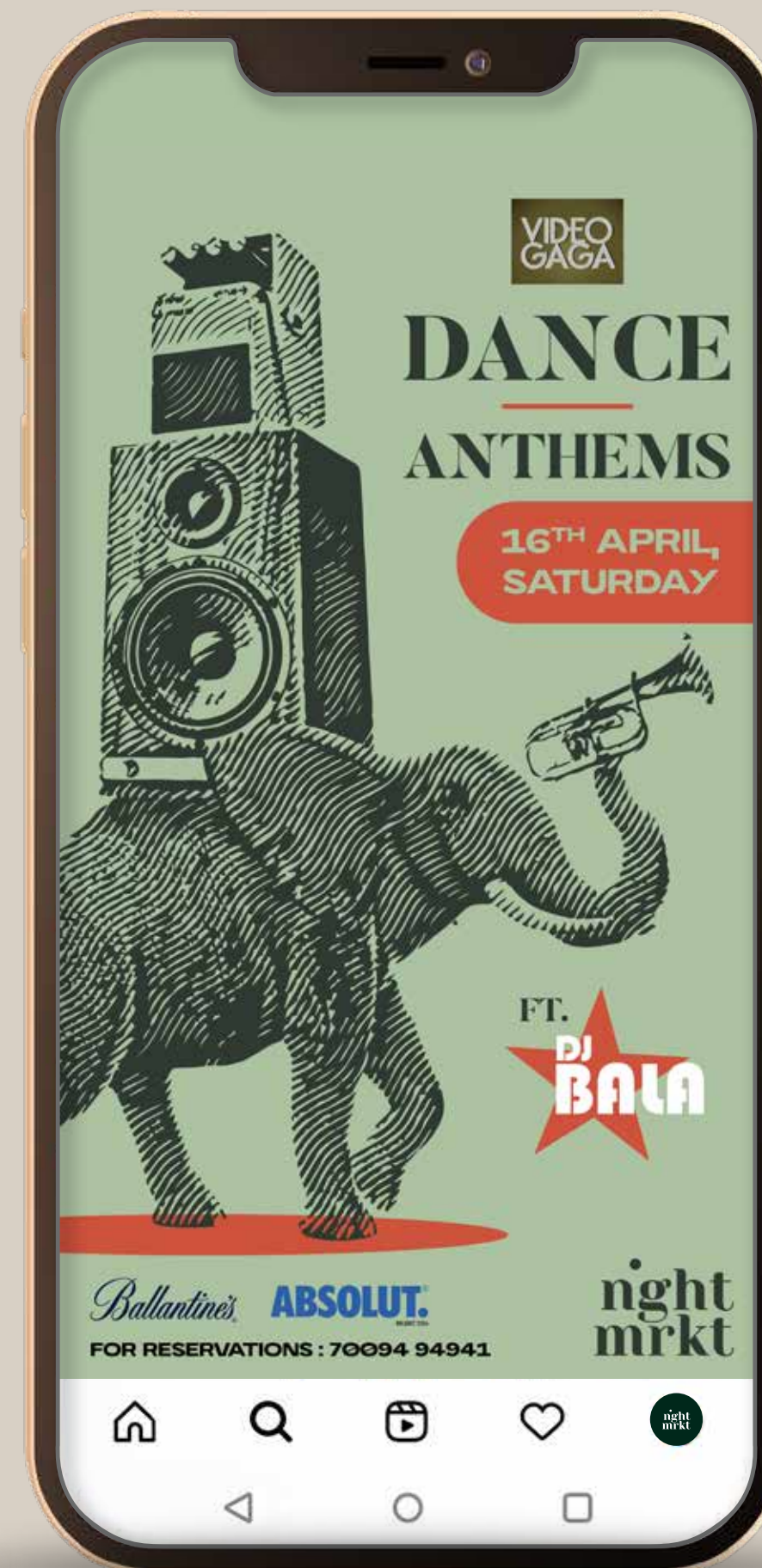
EVENTS

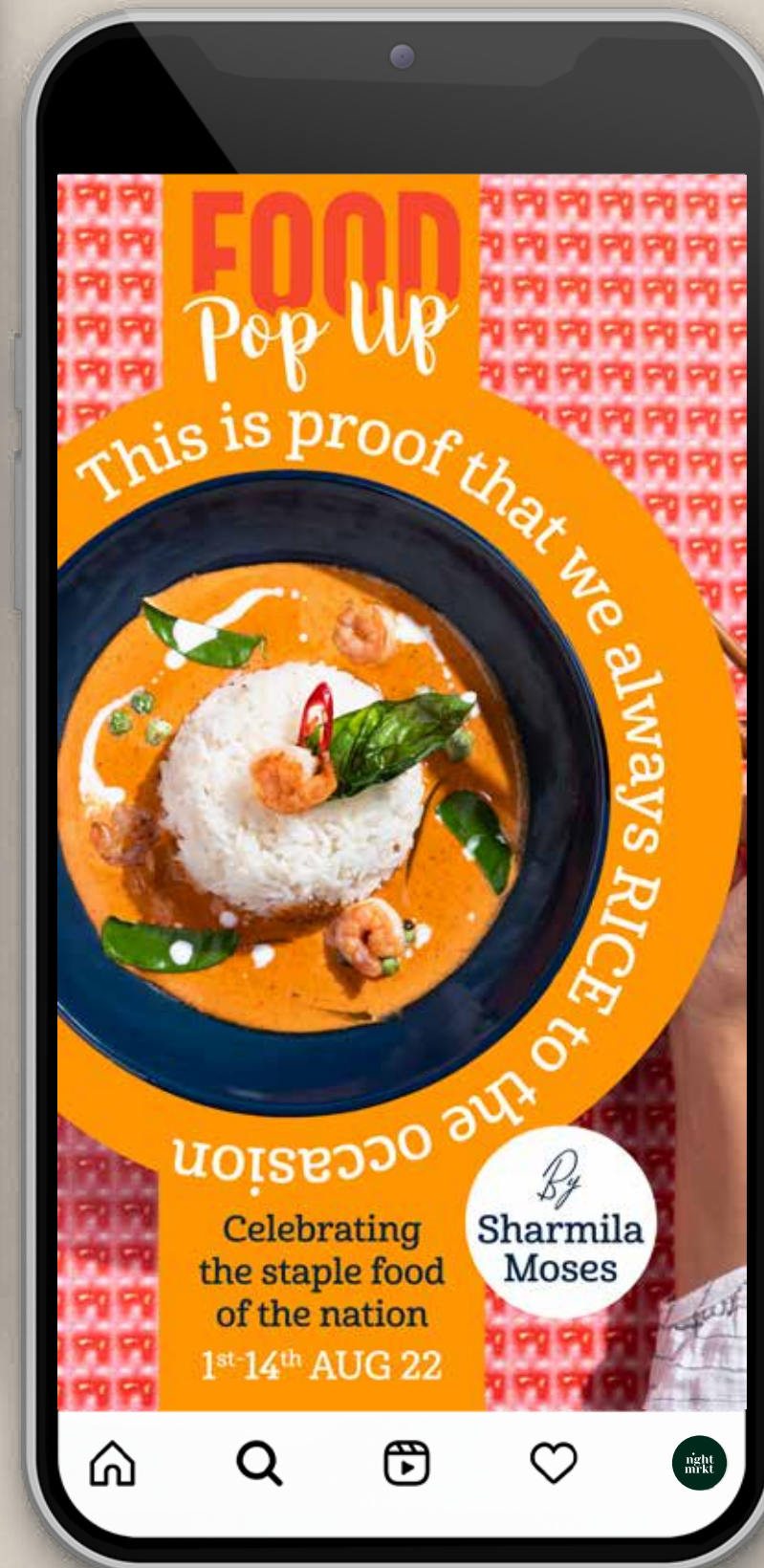


HALLOWEEN



NGHT LIFE





CHURCHILL &

C O M P A N Y

SOCIAL MEDIA | STRATEGY | BRAND COLLATERALS | PACKAGING

Churchill Shoes is yet another footwear brand we poured our hearts and 'soles' into. Starting from their social media posts to their ad collaterals, hoardings, and packaging, we were the answer to all their digital and creative marketing requirements.

Yellow Haze
#cfa54b

Dark Grey
#3a3a3c

6	WEEKS OF CURING AND TANNING OF LEATHER FOR THE PERFECT OUTCOME	LEATHER SOURCED DIRECTLY FROM TANNERIES IN EUROPE
252	PROCESS STEPS WITH THE RIGHT BALANCE OF EXPERT CRAFTSMAN AND MACHINE	
EACH PAIR IS HAND BURNISHED FOR THE PERFECT FINISH	48	HOURS ON THE LASTS TO GET THE PERFECT SHAPE.



6	WEEKS OF TANNING OF THE PERFECT	CHURCHILL & C O M P A N Y
252	PROCESS STEPS WITH THE RIGHT BALANCE OF EXPERT CRAFTSMAN AND MACHINE	
EACH PAIR IS HAND BURNISHED FOR THE PERFECT FINISH	48 HOURS ON THE LASTS TO GET THE PERFECT SHAPE.	



CHURCHILL &
C O M P A N Y

*Your daily
dose of*
comfort



CHURCHILL &
C O M P A N Y

Let's take the
right steps
to start a
fantastic year
ahead!

2022



CHURCHILL &
C O M P A N Y



HER

*Make every step
you take, count.*





BRANDING | PRINT | SOCIAL MEDIA | STRATEGY

Our work for Office Ride involves everything from creating artworks and collaterals for their brand and print requirements. We also take the lead on their social media planning and strategy, content creation and ad targetting strategy.

Dark Blue
#042350

Light Blue
#1A83BB



Travel from
Hyderabad To Goa

TEMPO ₹6,500 SEDAN ₹4,000 onwards

OFFICE RIDE

OFFICE RIDE RENTALS

Travel from
Mumbai to Mahabaleshwar

TEMPO ₹10,000 SEDAN ₹6,000 onwards

OFFICE RIDE

OFFICE RIDE RENTALS

NEW LOOK WITH
NEW FEATURES

Find your Office Ride

PROTECT AND STAY PROTECTED

THE POWER TO DO MORE

OFFICE RIDE

Travel from
Pune to Lonavala

TEMPO ₹7,500 SEDAN ₹3,300 onwards

OFFICE RIDE

OFFICE RIDE RENTALS

OUR HAPPINESS

>

MY HAPPINESS

OFFICE RIDE

COMMUTE TO BKC FOR FREE ALL WEEK

OFFICE RIDE

SMARTER. SAFER. HAPPIER.

16:29 86%

Office Ride

Smart for your business, safe for your employees

Office Ride

Commute smarter, safer and happier

Truck Transportation • Chennai, Tamil nadu

1,247 followers

6 employees on LinkedIn

+ Follow Visit website

Home About Posts Jobs People Videos

Posts

All Images Videos Articles Doc

Office Ride

1,247 followers

6mo • Edited

We make the transition from #wfh to #rtw safe and seamless with Office Ride Enterprise. For more information: <https://bit.ly/3n8GPES>

0:38



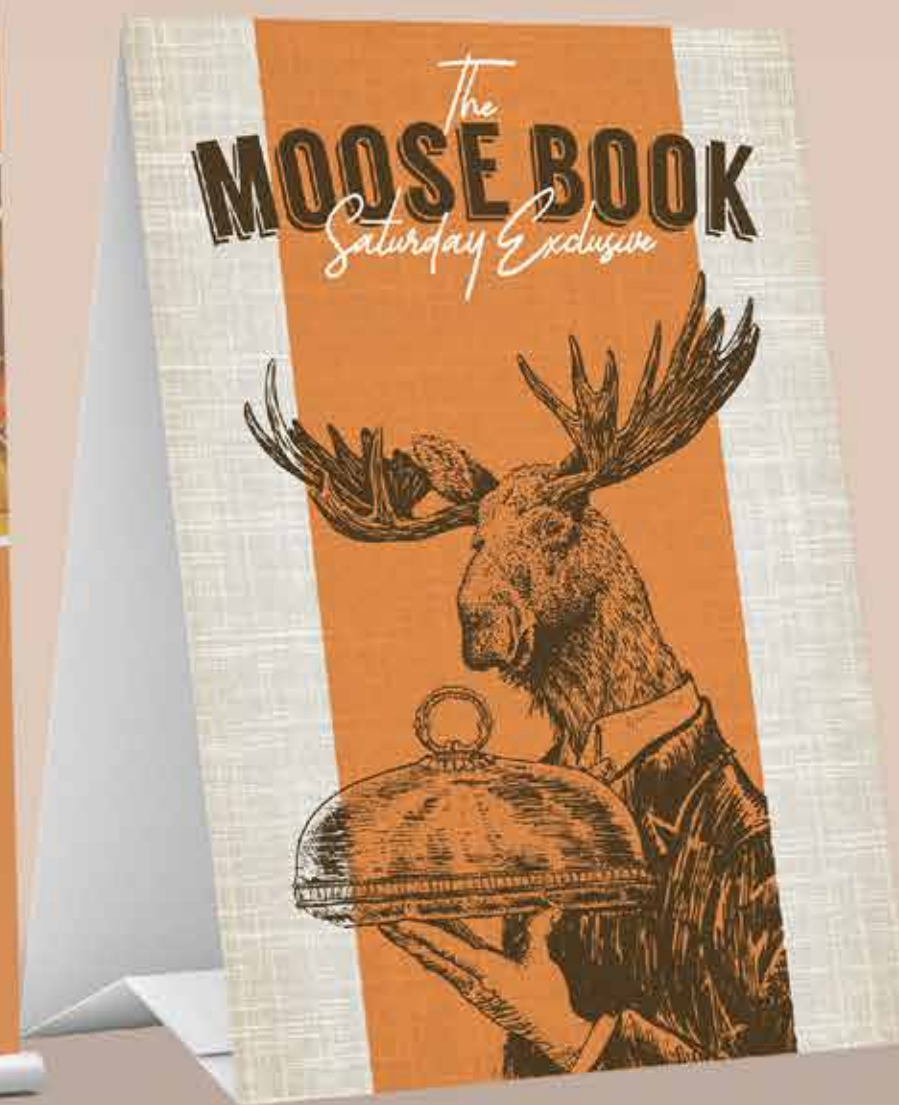
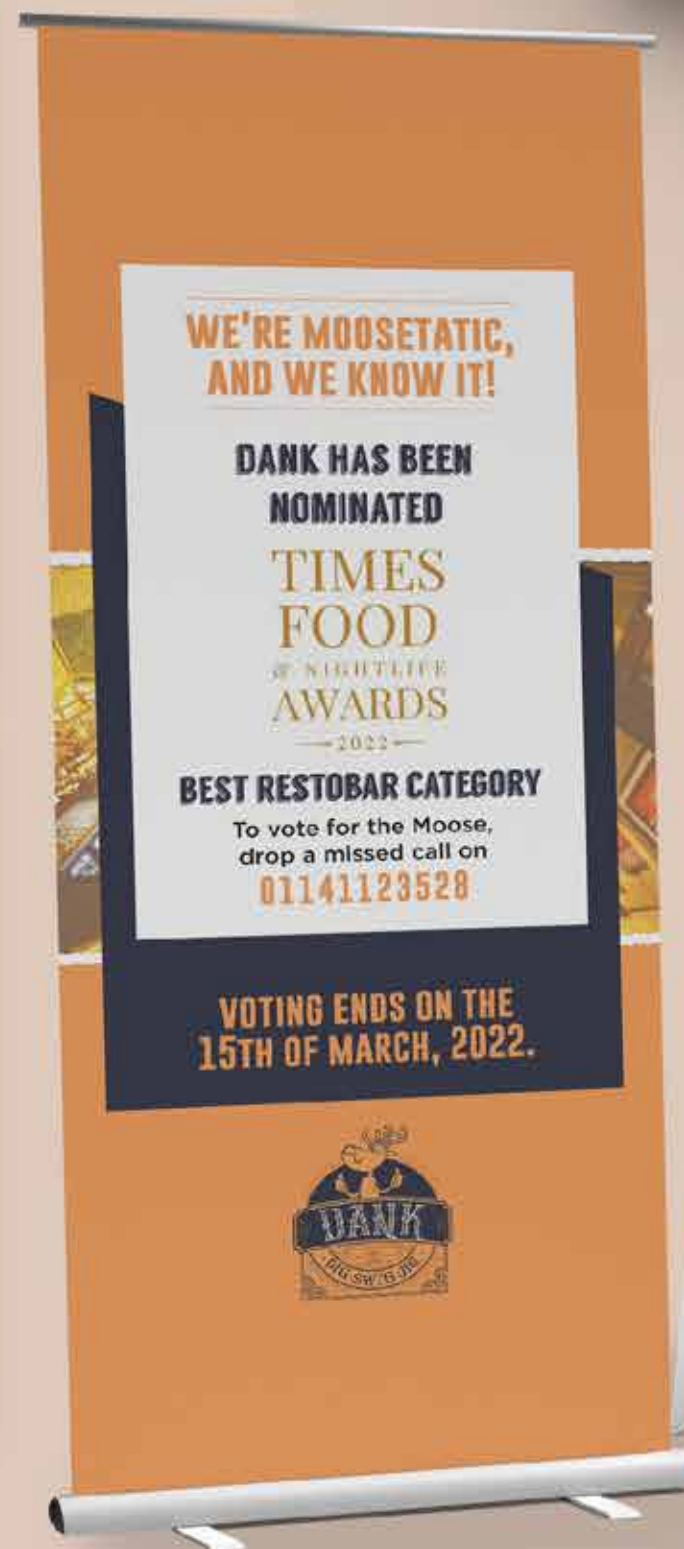
BRANDING | PRINT | SOCIAL MEDIA | STRATEGY

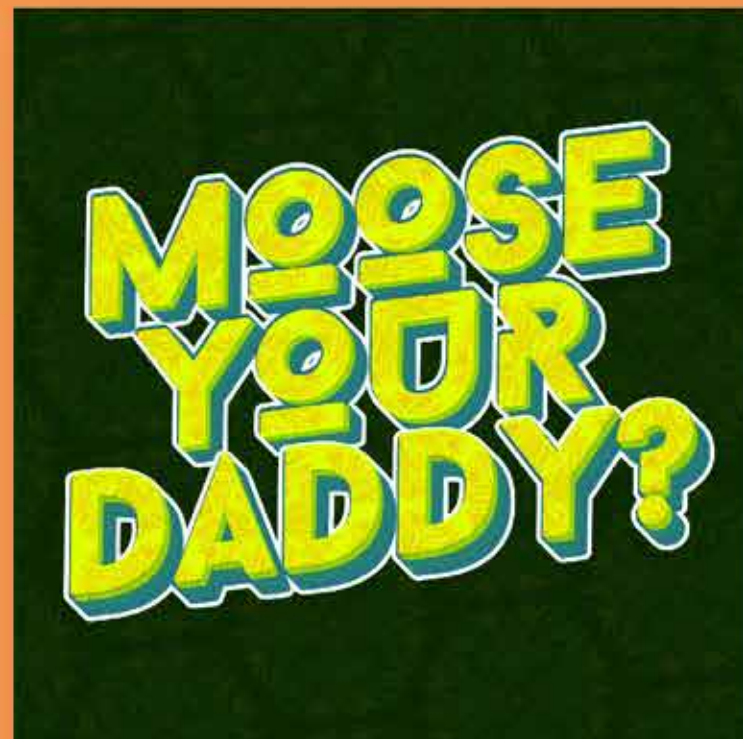
Fun, groovy and bringing the jive to the brand is Dank with their signature moose. From branding to social media, we did it all for Dank. From being the newest bar in town to being the home of the best parties in the city, Dank gained Chennai City stardom, and we are happy to have been there for the ride!

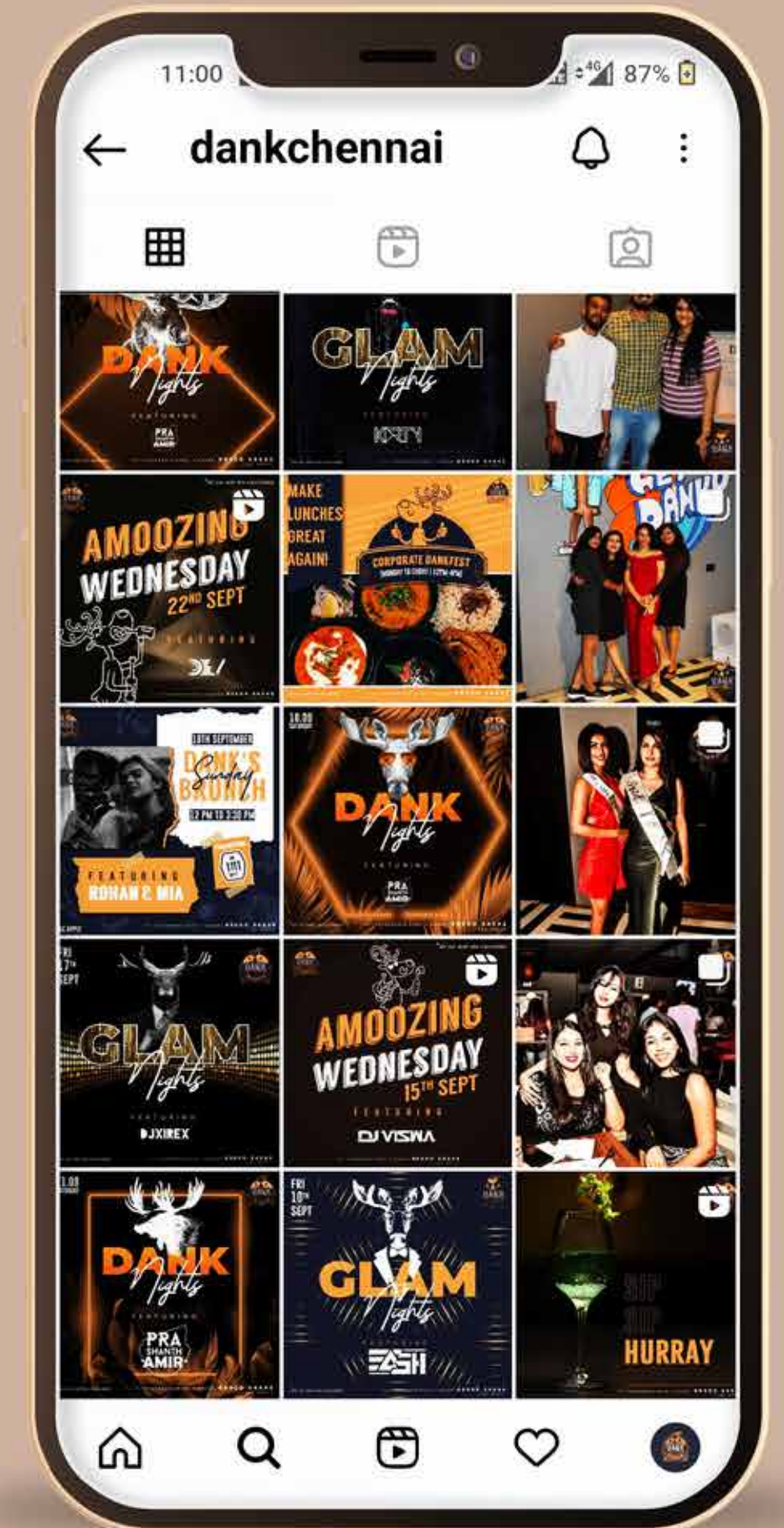
Orange Bloom
#F1964E

Sandy Earth
#9A5925

Dark Forest
#24293A







CSK VS SRH



DO YOU THINK THE LIONS
WILL SET THE RISING SUN

THURSDAY 30TH SEPT 7:30PM

11, THIYAGARAYA ROAD, T. NAGAR | 99400 54545
T&C APPLY



STAFF MEMBERS ARE 100% VACCINATED
REGULAR SANITIZATION OF OUR
KITCHEN AND SEATING AREAS
EMPLOYEES ALWAYS WEAR
MASKS AND GLOVES

REGULAR TEMPERATURE CHECKS OF
CUSTOMERS, EMPLOYEES, AND DELIVERY PARTNERS

SPACED-OUT SEATING
WE TAKE SAFETY
SERIOUSLY!



*ALL OUR STAFF ARE VACCINATED
11, THIYAGARAYA ROAD, T. NAGAR | 99400 54545



DID YOU KNOW YOU CAN
ORDER YOUR FAVOURITE
DANK DISHES ONLINE?

NOW THAT YOU DO. WHAT
ARE YOU WAITING FOR?

ORDER LIP-SMACKING, GOURMET
FOOD WITH US.



*All our staff are vaccinated

11, THIYAGARAYA ROAD, T. NAGAR | 99400 54545
T&C APPLY



DANK IS DELIGHTED TO INVITE YOU
TO OUR ONE-OF-A-KIND EVENT ON

*24TH FEBRUARY, 2022, THURSDAY!



Join us in celebrating our 2nd anniversary
with mouth-watering delicacies hand crafted
by celebrity Chef Saby, paired with amoozing
music by violinist Shravan Sridhar.

Feast on a range of exclusive dishes and soulful
music at this moosetastic invite-only event.





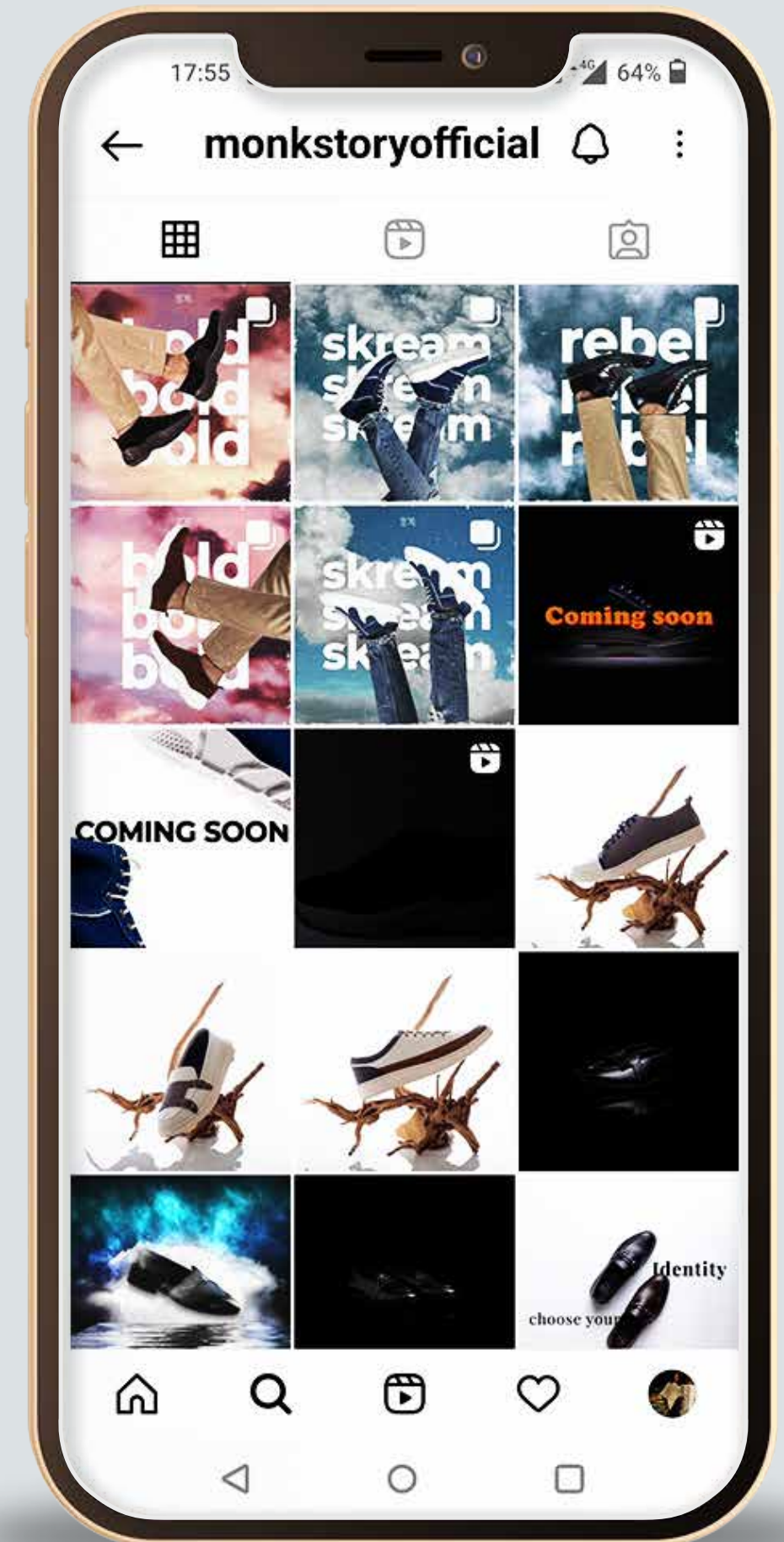


BRANDING | SOCIAL MEDIA | STRATEGY

The branding of Monk Story, from the development of the logo to the very colours and theme of the brand, was an incredible journey for us. By creating the essence of their brand and helping them grow in the digital sphere, we helped Monk Story cement their online presence.

Bright Rust
#ea6225

White Light
#3C3C3B





FRENCH LOAF

BREADS | CAKES | COFFEE

PRINT | SOCIAL MEDIA | STRATEGY

For French Loaf, our goal was to translate the French experience to the Indian audience, using eye-catching designs in the signature brand colour. The same concept was incorporated in all the standees, banners, and brochures we created for the brand.

Roman Blue
#256ab2

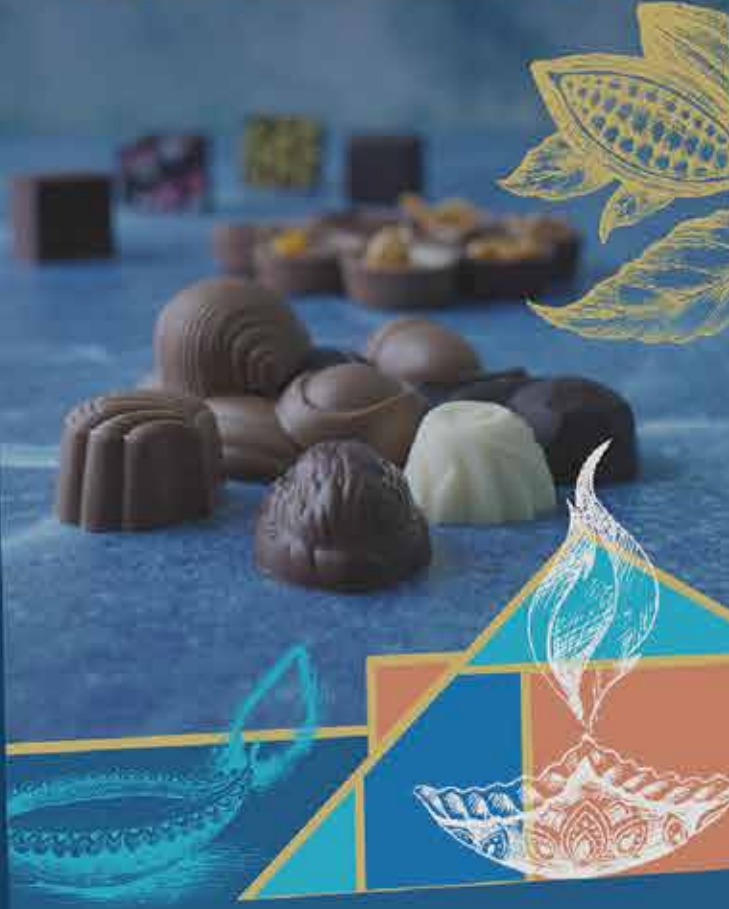
White Cream
#ffffff



FRENCH LOAF
BREADS | CAKES | COFFEE

Everyone deserves to *Celebrate*
THE FESTIVE SEASON

10% of our profits from chocolate box sales will be used to spread some joy to underprivileged children this festive season. Together we can make these children's lives a little bit sweeter.







As we prepare to celebrate the festival of lights, it is a great time to reflect on what makes Diwali special — creating sweet memories with your loved ones. Spread the spirit of the season with sumptuous goodies from French Loaf.

What you get in a box of goodies

- COCONUT RICE
- COATED ALMOND
- CRISPY CHOCOLATE
- HAZELNUT COATED
- ORANGE FILLING CHOCOLATE
- BUTTER SCOTCH FILLING CHOCOLATE
- HAZELNUT FILLING CHOCOLATE
- ALMOND FILLING CHOCOLATE
- CARAMEL FILLING CHOCOLATE
- DARK FILLING CHOCOLATE

What you get in a box of goodies

- CHOCOLATE
- HEALTHY FILLING CHOCOLATE
- CHOCOLATE GARNISH WHITE
- CHOCOLATE GARNISH DARK

France in a Box - Rs 1299/-

France in a Box - Rs 1299/-

France in a Box - Rs 1299/-

France in a Box - Rs 1299/-

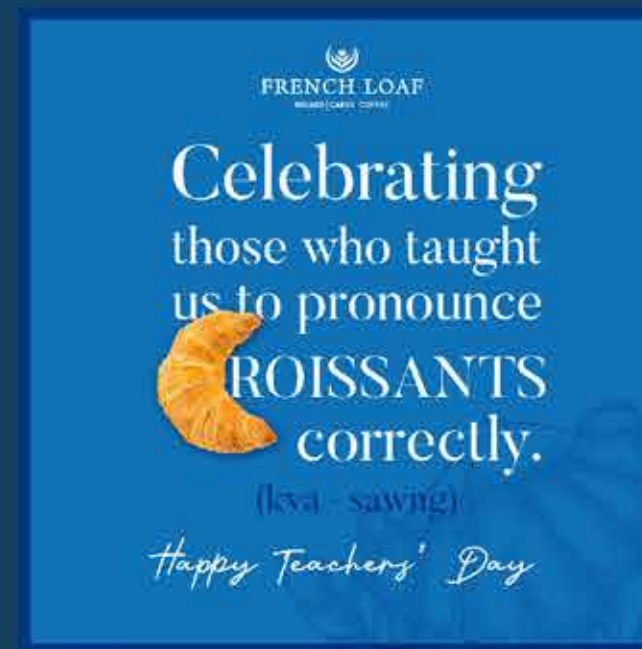


FRENCH LOAF
BREADS | CAKES | COFFEE

Here's your ticket to a *French Experience.*

Hot Chocolate, Coffee, and Croissants available at French Loaf.







BRANDING | PRINT | SOCIAL MEDIA | STRATEGY

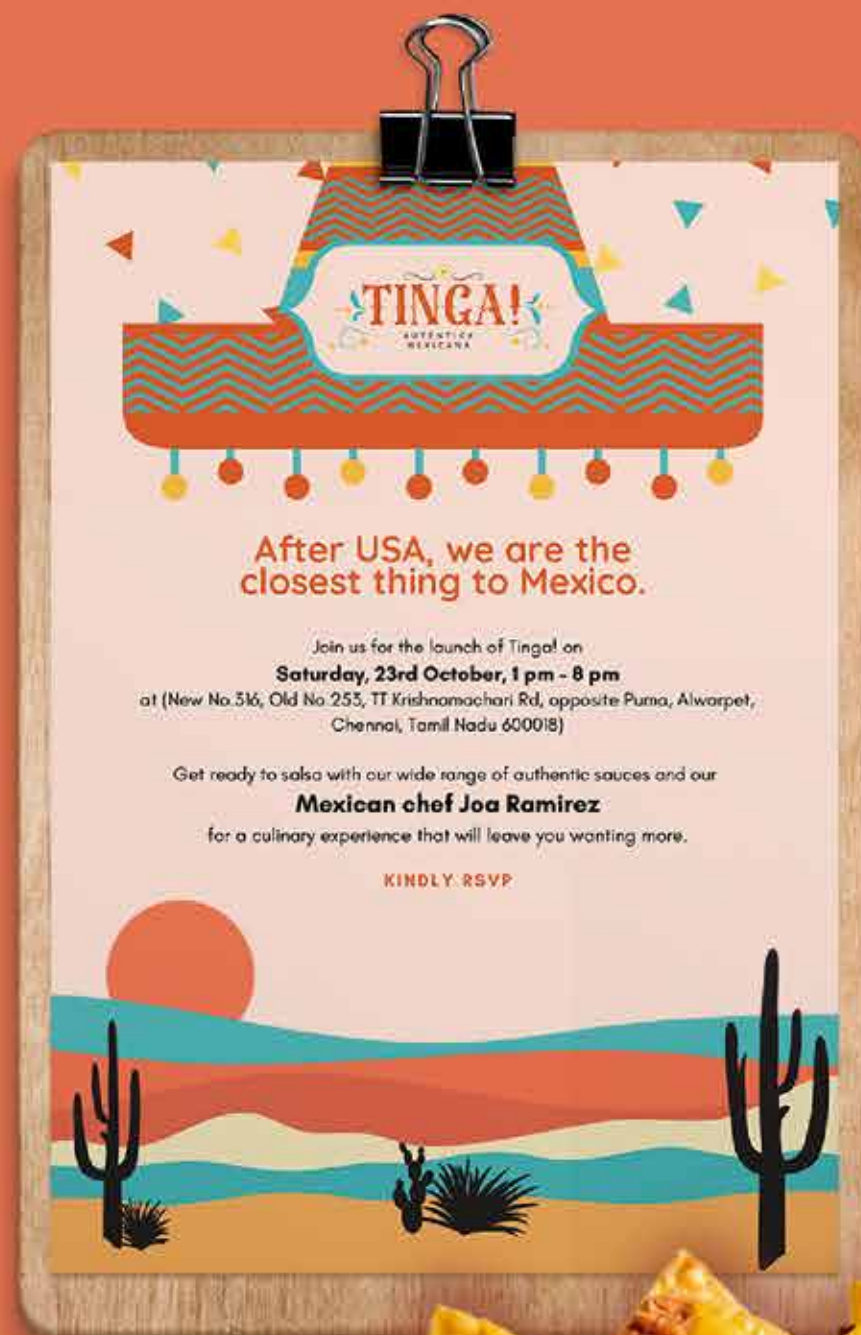
Our work for Tinga involved developing a brand identity and social media presence that reflected the Mexican essence of the brand. This included package design and creatives incorporating Mexican motifs with quirky content.

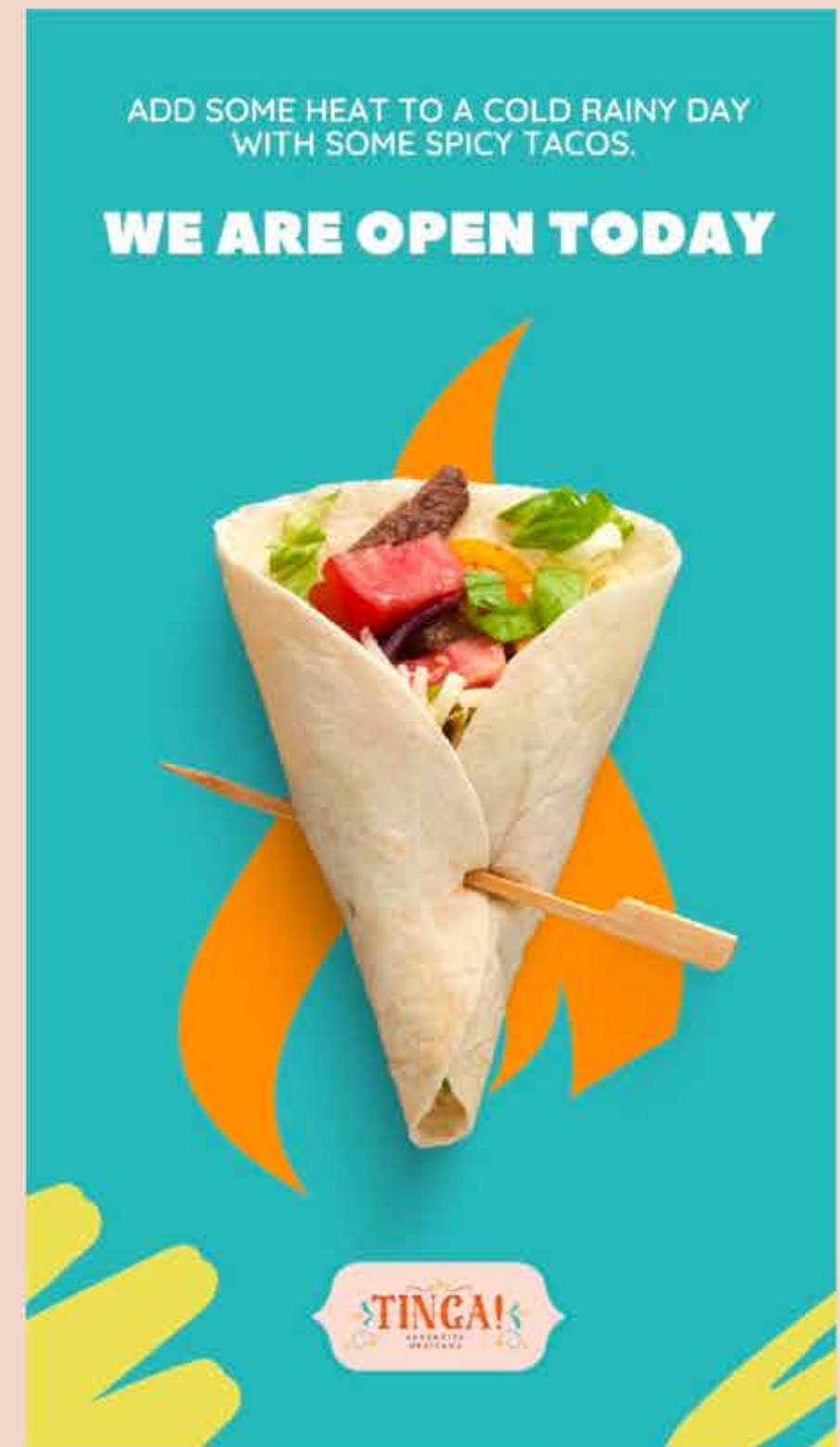
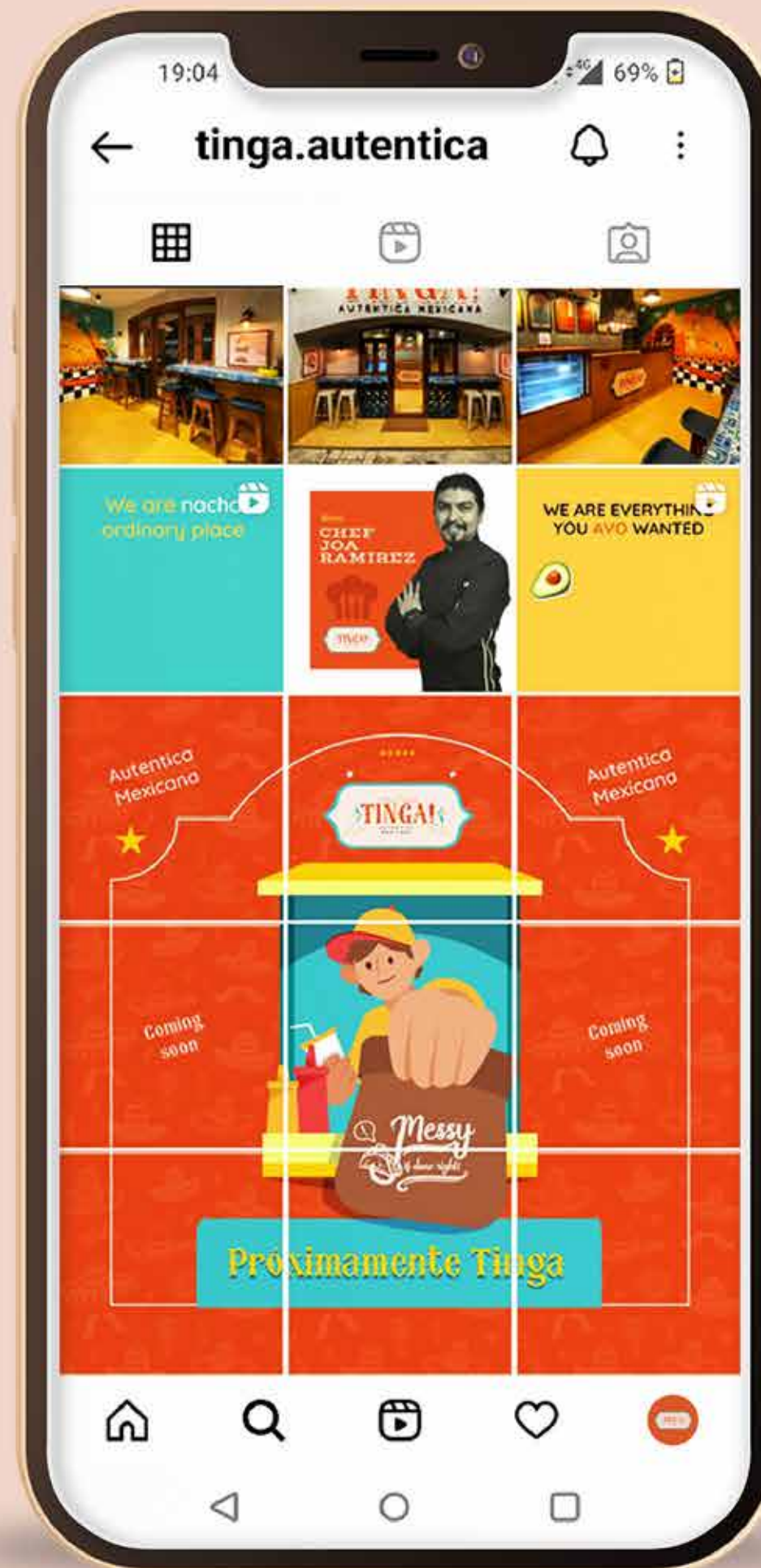
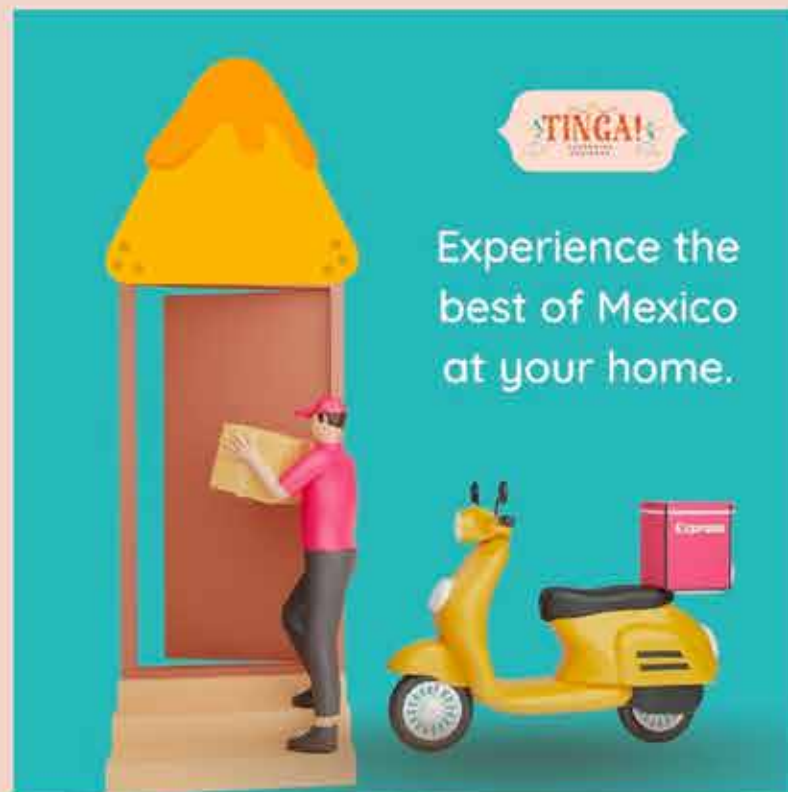
Rust Orange
#DB5728

Bright Yellow
#F5C430

Aqua Blue
#52B5B9

Light Cream
#F8DDD2







PRINT | SOCIAL MEDIA | STRATEGY

As a co-working/managed workspace provider in Chennai that is growing rapidly, WorkEZ is a brand that presents itself as a home for businesses looking to grow and expand. Our work for them consists of social media management paired with both digital and on-ground strategy with a dash of creativity throughout the entire process.

Rust Orange
#DB5728

Bright Yellow
#F5C430

MAKING YOUR FOOD PLANS EZIER!

Looking to order food in bulk or on a regular basis?

Send your requirements to fmb@workez.in and we will get it sorted for you!

WORKez

*Please contact us directly for any Food and Beverage requirements.

TAKING YOUR DINING EXPERIENCE TO NEW HEIGHTS

Rooftop Cafeteria, Urban Square
Open From 25th July (Monday)

WORKez

SOMETHING SPECIAL FOR SOMEONE SPECIAL

This International Dog Day we are organizing a unique Pet Adoption Drive in collaboration with the BLUE CROSS OF INDIA.

A chance for all the pet lovers to interact, volunteer or donate to the blue cross.

WORKez

ADOPT A FOREVER BUDDY

at WorkEZ ANNA SALAI
26 AUG '22
11 AM ONWARDS

You can also purchase an exclusive range of Blue Cross Merchandise available at all our centres.

The sales of these products will go towards giving the much-needed care the animals deserve.

WORKez

DONATE BLOOD, SAVE LIVES.

Your blood can make a difference, donate today.

14 TH JUNE URBAN SQUARE	15 TH JUNE SM TOWERS
16 TH JUNE ANNA SALAI	17 TH JUNE GUINDY

10 AM ONWARDS

BONUS: Donors get a complimentary OP card from BE WELL HOSPITALS

Contact your Community team for more information.

WORKez **Be Well** **CHENNAI BLUE CROSS CENTRE**

NMNC! NO MASK? NOT COOL!

Spread Love, Not the Virus!

WORKez

#StoppingTheSpread is easier when we WORK TOGETHER!

Kindly follow the safety procedures we have implemented. **Thank You!**

WORKez

WE'RE SORRY TO GIVE YOU MORE HOMEWORK.

Please do not wash your Plates/Lunch Boxes in the Wash Basin. We appreciate your understanding!

WORKez

World Photography Day Exhibition!

We will be showcasing incredible photographs, and we cordially invite you to view the exhibits at Urban Square.

Categories:
Nature and Landscape
Architecture
Capture the Streets

Venue: WorkEZ Urban Square
Date & Time: 19th August onwards
(The exhibits will be displayed for a week)

P.S. The proceeds from the sale of photographs will be donated to a charity.

WORKez

SAFE WORKSPACE = SAFER EVERYONE!

- Wash your hands frequently
- Wear a mask at all times
- Face Shields are required in certain areas
- Observe Social Distancing at all times

WORKez

A lot goes into these tissues.

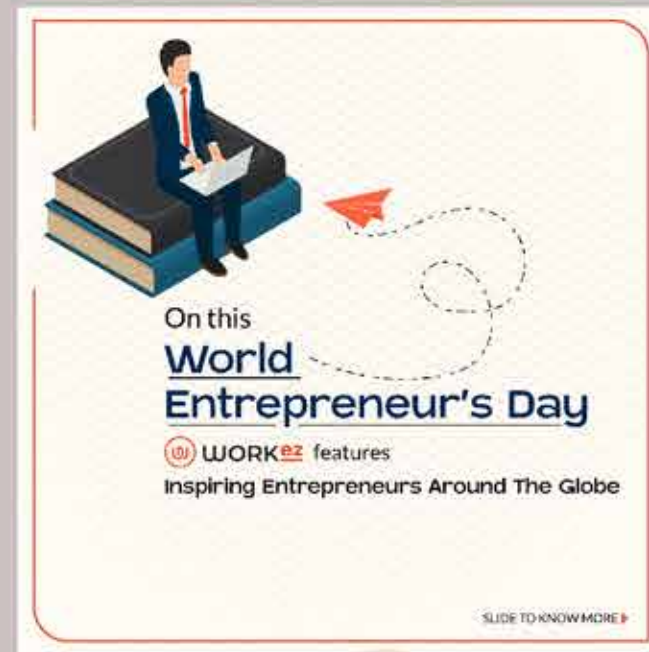
USE THEM WISELY!

17 Trees and 20,000 gallons of water have to be contaminated to make just **one ton** worth of tissues.

WE DON'T LIKE TO WORK WHEN THERE'S NO ONE AROUND.

Please turn off the AirCon and Lights when not in use!

WORKez



EVENTS



LOCATION



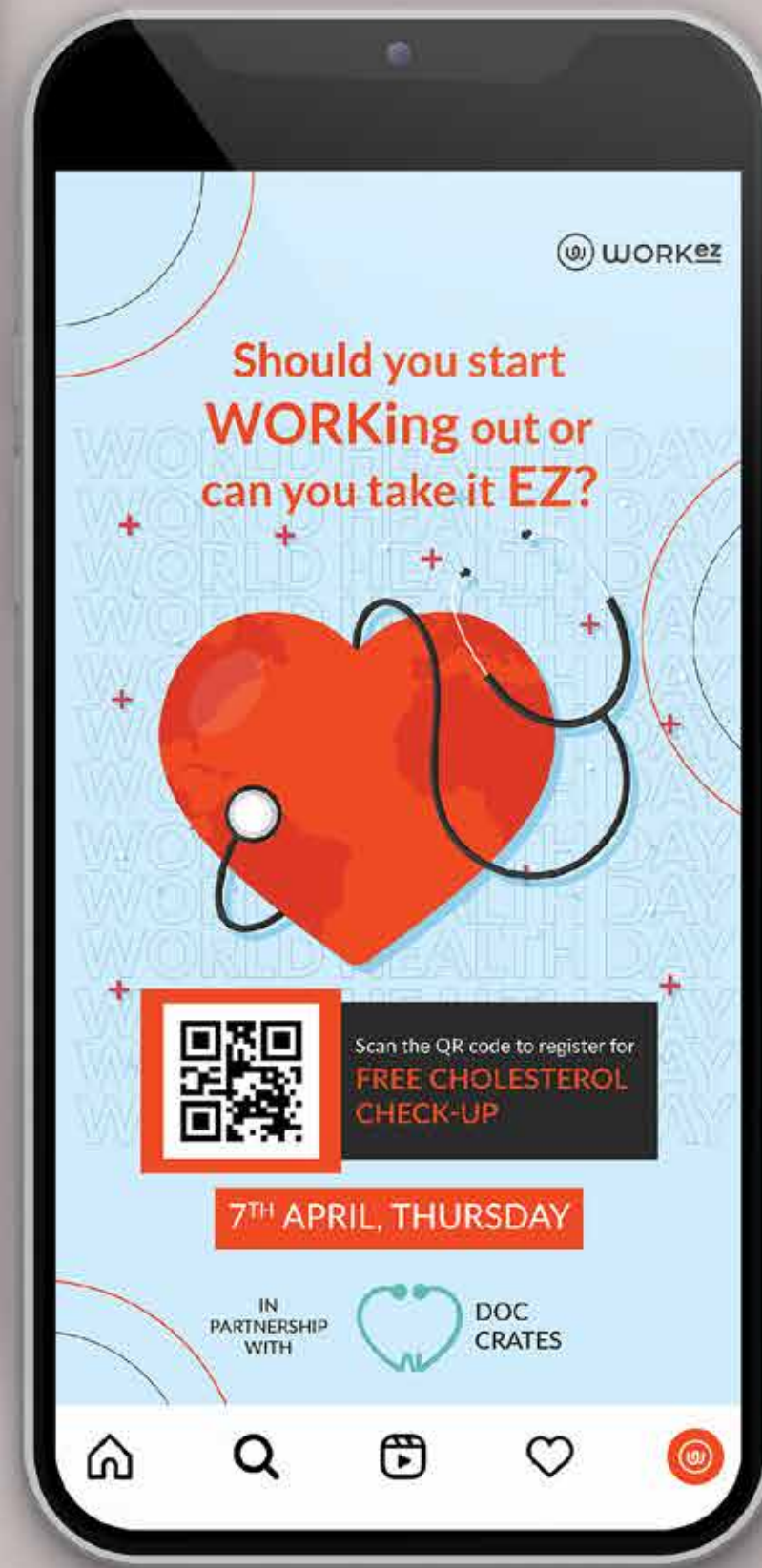
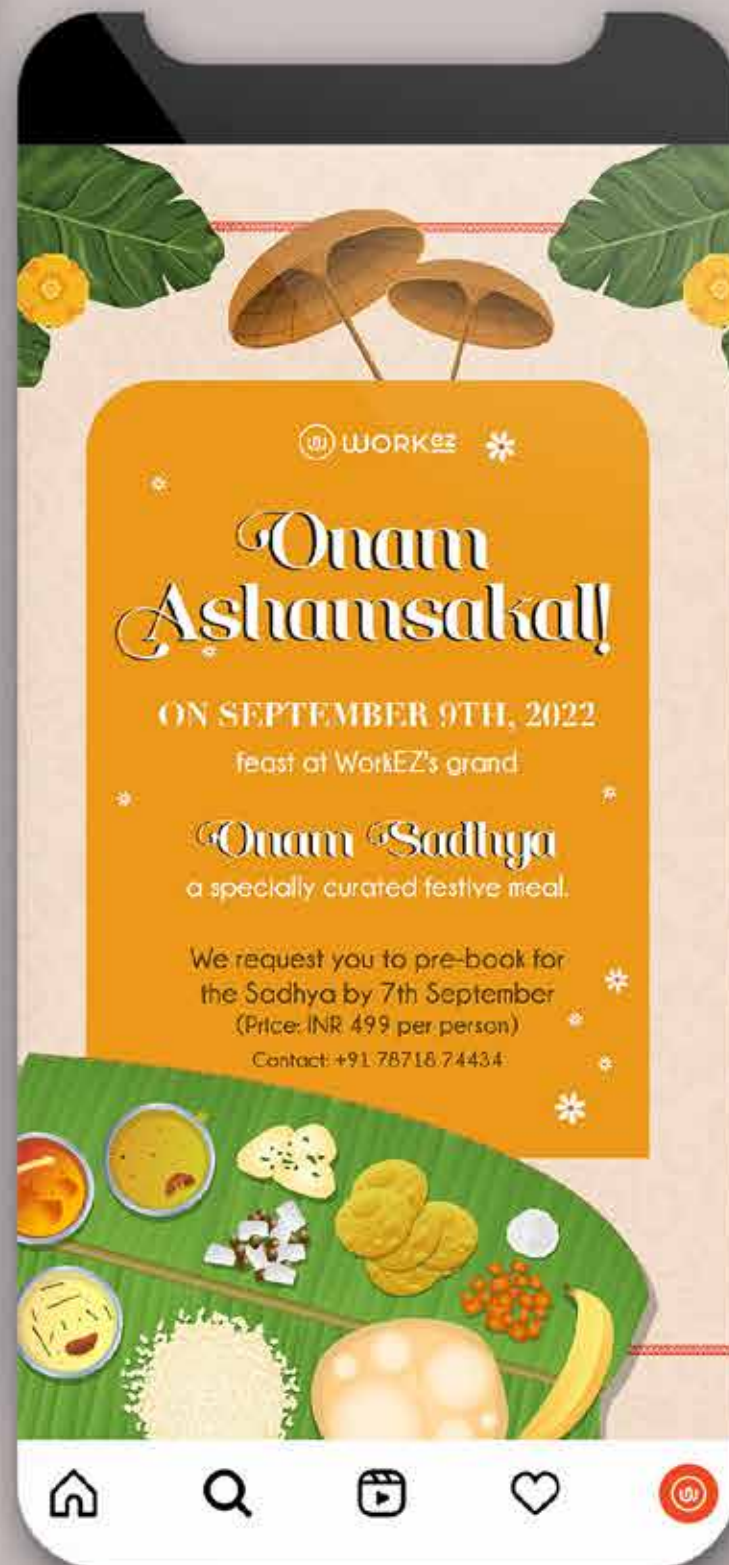
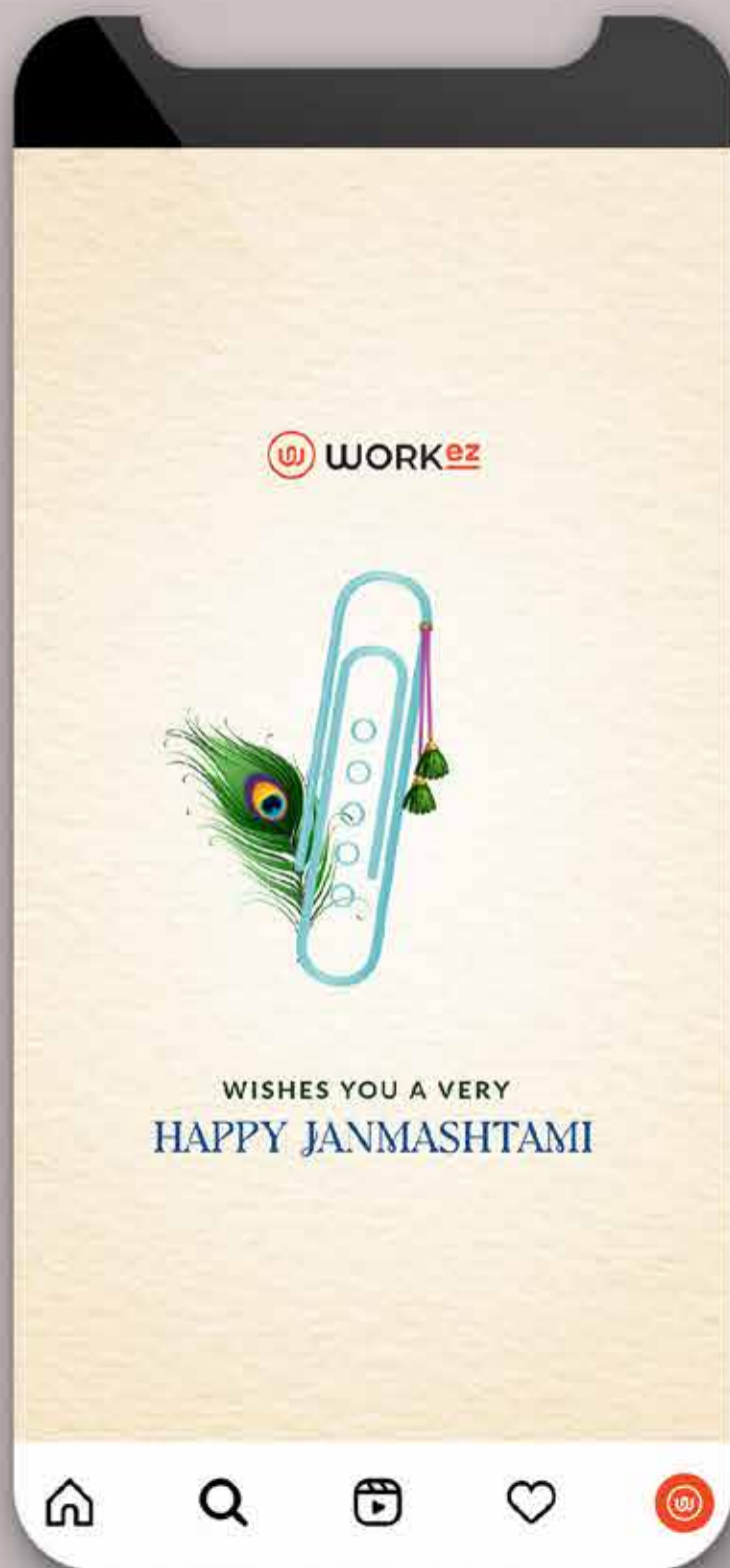
BOOK YOUR
SPACE



IN THE NEWS



AMBIENCE



SOCIAL MEDIA SOCIAL MEDIA SOCIAL MEDIA
MARKETING MARKETING MARKETING
MEDIA SOCIAL MEDIA SOCIAL MEDIA SOCIAL
ETING MARKETING MARKETING MARK
SOCIAL MEDIA SOCIAL MEDIA SOCIAL MEDIA
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SOCIAL MEDIA MARKETING

In an age of dwindling attention spans,
we know how to catch your eye and create
content that has a lasting impact.

BlushBee®

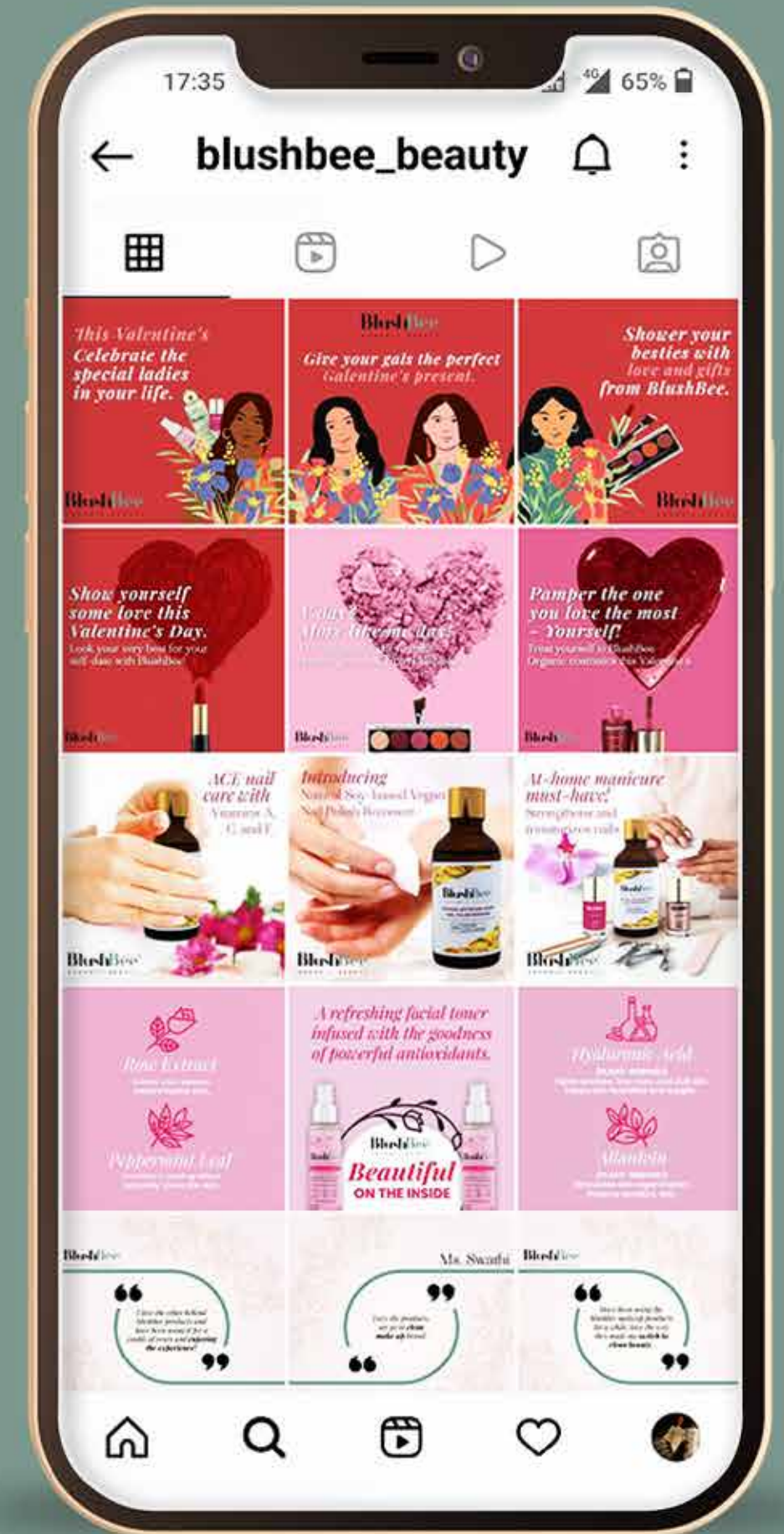
O R G A N I C B E A U T Y

SOCIAL MEDIA | STRATEGY

BlushBee is a green cosmetics company that creates makeup that's not just good for you but good for the earth. We incorporated this brand quality in all of the designs and content we created by using earthy tones and floral motifs to bring in the natural feel. In addition to developing social media strategies and creatives, we also worked on their website banners, coupons, and event standees.

Forest Green
#7C988F

Char-Khol
#3C3C3B



Nail Polish



Blushbees Faces



Unboxing



Lipstick



Reviews



Events

Made with certified organic
and natural ingredients
100% toxin-free cosmetics
PETA certified vegan products



BlushBee
ORGANIC BEAUTY



BlushBee
ORGANIC BEAUTY



*12 luxurious shades
for your every mood.*

Shop Now!

~~₹800~~ ₹650



Get more for less!
Clean and conscious cosmetics.

25% off
on all products.

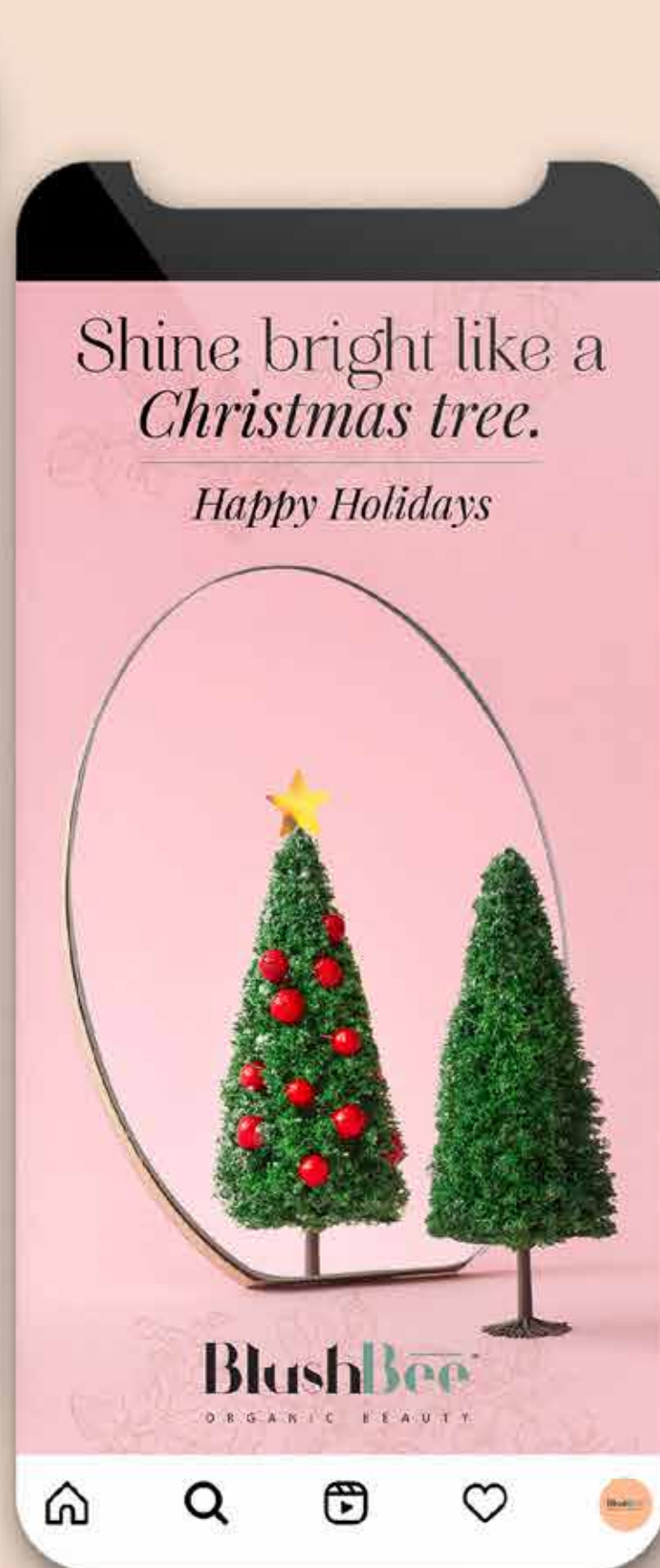
Use code
SWEET25



BlushBee
ORGANIC BEAUTY

*Valid till January 1st, 2022





LAVAZZA

TORINO, ITALIA, 1895

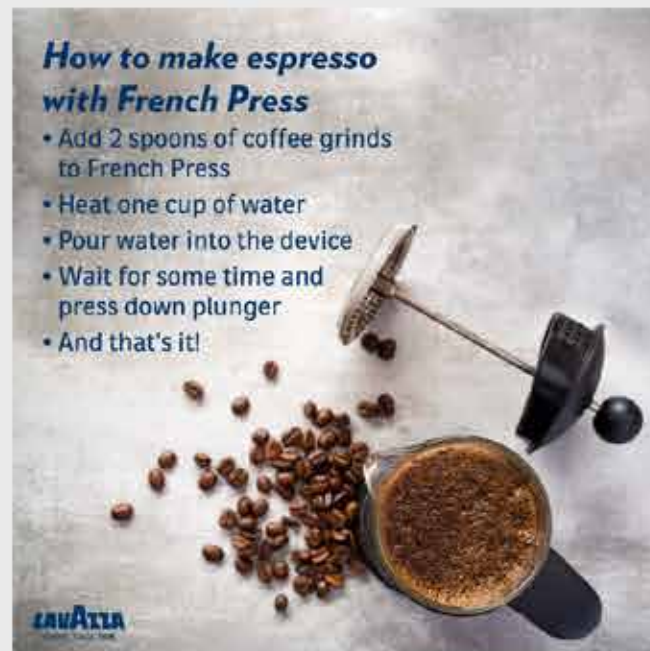
COFFENATED

SOCIAL MEDIA | STRATEGY

Our objective for Coffeenated is to create social media strategies and content that resonate with coffee lovers across the globe. The page aesthetics feature clean typography, cool tones, and minimal content.

Night sky
#102F49

White Steam
#EAEAEA



Watch Us
This World Coffee Day
 1st October 2021

LAVAZZA x **CONRAD**
TORINO, ITALIA, 1895 PUNE



for a live brewing session with

Mr. Abdul Sahid Khan
 Head Trainer, Lavazza

Mr. Devendra
 Coffee Barista, Conrad Pune

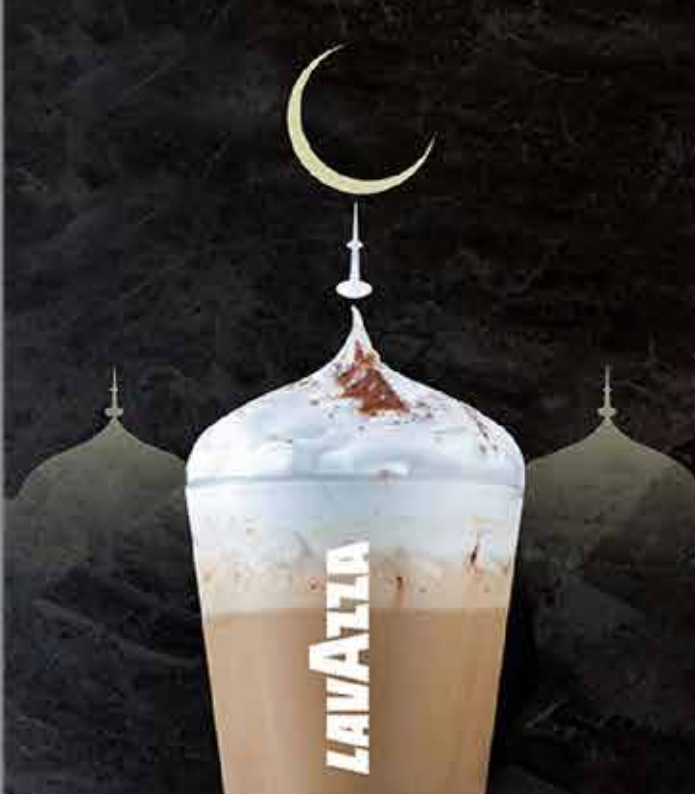

Learn about different brewing methods,
 coffee with food pairings & much more!

9.30 am Onwards
 We will be
 GOING LIVE ON

LAVAZZA
TORINO, ITALIA, 1895

We wish everyone a
Happy Bakrid!

**LET'S MEET
 FOR COFFEE!**

SEE YOU AT AAHAR 2022



DISCOVER THE ITALIAN COFFEE EXPERIENCE
AT AAHAR INTERNATIONAL FOOD FAIR 2022

Pragathi Maidan New Delhi	26 th to 30 th April 2022	Hall No GH-05	Stall No 07-A
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LAVAZZA
TORINO, ITALIA, 1895
www.lavazza.it




LAVAZZA
TORINO, ITALIA, 1895



The easiest way to make
 your day brew-tiful.

Follow us
 for delicious cold brew recipes.



LAVAZZA

TORINO, ITALIA, 1895

COFFEESOCIAL

SOCIAL MEDIA | STRATEGY

A page dedicated to those with a career in coffee, our long-term strategy and social media plan for coffeesocial revolves around creating unique and creative content that can add value to coffee professionals. Our primary goal is to make this page a hub for coffee knowledge for Baristas in HORECA Segment

Night sky
#102F49

White Steam
#EAEAEA

Coffee Dust
#8B3E2E

Dark Roast
#50392C





CASE STUDIES

REQUIREMENT:

Night Mrkt is a new restobar that opened post-pandemic in 2021 with a completely new concept of a food market being introduced in Chennai. Their goal has been to increase visibility and walk-ins.

SOLUTION:

Apart from a strong social media posting strategy, a tweak in the approach from graphic designed posts to that of photo and reels based content has worked well for the bar. Consistently posting on a few days at particular times has prompted further walk-ins to the bar.

To further the visibility of the brand, traffic ads in the form of reels and stories were run.

RESULTS:

Traffic ads with the objective of generating WhatsApp inquiries have ensured that the client is able to track the walk-ins and also convert people to attend the events held in the bar. Using trending music and well researched hashtags has helped the brand grow organically as well.

20%

Organic Growth of the page month on month.

20%

Increase in enquiries or events.



WHEELS INDIA LIMITED

TVS Group: Steel Wheel Manufacturer | Pan-India | Auto-Component Industry

REQUIREMENT 1:

Wheels of 2 brands sold in the international market under the OEM's name are readily available by Wheels India in the Indian market, but the consumer is not aware of the same. The goal is to generate leads for their steel wheels division and maintain a presence on social media platforms.

SOLUTION:

We ran a 45 day ad campaign on Facebook and Instagram with the aim of lead generation for the steel wheels of one brand under Wheels India's portfolio. The ads were run in story and reel format to gain maximum traction over the 45-day period.

RESULTS:

At the end of the 45-day period, a good percentage of leads were converted, generating 800% ROAS. The response was so overwhelming that the brand had to hire dedicated sales agents to reach out to leads coming from the digital platform.

513

**Leads Generated - Lifetime
Month : 350**

800%

Return on Ad Spend



WHEELS INDIA LIMITED

TVS Group: Steel Wheel Manufacturer | Pan-India | Auto-Component Industry

REQUIREMENT 2:

Build a lasting social media presence for Wheels India, promoting the message of Made In India for the World, improving brand visibility on meta and increasing followers on both platforms.

SOLUTION:

A traffic ad was run to gain brand visibility on meta platforms with the objective of getting DMs, followers and reaching a wider audience. The ads were run as posts and stories, modifying the approach with each passing week.

RESULTS:

The visibility that the brand received from the various social media activities has also had a positive impact on their distributors, dealers and their consumers. The brand custodians have also received enquiries via call with response to the activities done on meta platforms.

251%

**Indtagram page growth
in 3 Months**

200+

**Product enquiries via DMs
on meta platforms**



Ford's Corporate Cab- service | Pan-India | Cab Aggregator

REQUIREMENT:

Office Ride wanted to increase their app sign-ups from corporates and individuals alike on the LinkedIn platform. Their key aim was to reduce the cost per lead, increase the number of clicks on the ad, and direct conversions.

SOLUTION:

Lead generation campaigns were carefully curated, monitored and tweaked on the LinkedIn platform. The ad creatives were modified and when required, to reduce the CPC to the least and maximize the efforts. Large corporate clients were targeted by these efforts.

RESULTS:

By carefully tracking spends and performance of each ad creative for different industries in a span of a few months, we were able to achieve each of their objectives and help them improve their overall topline, from online ads and appropriate targeting.

50%

Cost per lead reduced

100%

Increase in link clicks

100

Corporate leads generated

REQUIREMENT:

Ford had launched its logistics division for movement of different types of goods and wanted to cater to 5 major industries with their efforts. The objective was to generate leads and keep the CTR at a minimum.

SOLUTION:

Specific ad campaigns and creatives were made for Ford Mobility, understanding the various pain points and solutions that can be offered thereon. Daily monitoring of the ads ensured that the CTR for the ads was kept to the minimum.

RESULTS:

More than 100 leads were generated across multiple industries, generating revenues from a multiplicity of brands requiring unique solutions. The CTR fluctuated from 0.6% to 1% throughout all the ad campaigns, which is considered better than the industry average.

0.6
to
1%

CTR maintained

100

Corporate leads generated

REQUIREMENT:

Lavazza needed an India page for its operations in the country and had to start from scratch with their online presence on Meta Platforms. Their objectives were multi-fold: Gain brand visibility, cater to a large audience of coffee lovers while staying ahead of the edge by educating the Indian audience on the right type of coffee practices and also have a retail objective of selling coffee.

SOLUTION:

While maintaining the brand page of Lavazza India, traffic ads, reach ads and even lead generation ads were run month on month. The placement of these ads varied from posts, stories, traffic ad banners to that of reels placement as well. Collating all efforts, the brand had a consistent movement in terms of sales and direct lead generation as well.

Lavazza is a global coffee brand that is operating in India under the name of Fresh & Honest | Global | Beverages

RESULTS:

The brand has had a sales and e-commerce push for multiple products with festive season having the maximum thrust. The CTR for the brand has been maintained at <3% for lead generation ads. Educational posts have worked in creating a community of coffee lovers, who do not just love the beverage but also like to learn the best way to make it, the right beans and different brewing methods. Topical content has also worked in favour of the brand and given a positive outlook on the Indian market.

611

**Leads generated
for their in-house
coffee machine**

3%

**CTR for lead
generation
campaigns**

20%

**Growth of page
month on month**

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