

FROM 'WORD OF MOUTH' TO  
**'WORD OF EYE'**



**bestow**  
delivering wow!

WHAT IS  
WORD  
OF EYE?

OUT  
GOES VERBAL,  
IN COMES VISUAL!

Successful marketers around the world acknowledge the incredible power of word of mouth. As consumers, we know that friends, family and colleagues have a massive influence on the products and services we buy and companies we choose.

But there's a new force emerging that could potentially influence people's feelings to an even greater extent. For brands looking to engage consumers in today's multiscreen, media-rich environment, the focus should be on getting people to experience their brand through visual design instead of descriptions.

At Bestow, we understand that photos, illustrations, infographics, and videos no longer play just a supporting role. They are the new heroes of communication with consumers — and the quality of a brand's visuals could well determine its future success.

# A CREATIVE COMMUNICATIONS AGENCY

POISED TO MANAGE, ENHANCE AND  
MONITOR BRAND VALUE THROUGH  
INTEGRATED MARKETING.

In this competitive business landscape, brands do every possible thing to grab the eyeballs and lure the customers to push their sales figures in overdrive. Corporate companies pump huge amounts of money to market their products or services. However, in absence of proper communication strategy and media selection, the expected results are often disheartening.

That's where Bestow – your marketing communications partner comes in. With the right confluence of data, insights and creativity, Bestow is here to give a right overhaul and makeover to brands just the way your audience will fall in love with.

01

MULTI-DISCIPLINARY  
COMMUNICATION

02

FEARLESS IN  
CREATIVITY

04

DIVERSE  
TALENT POOL

03

THRIVE ON  
RESULTS

05

BACKED BY  
RESEARCH

# CREATIVE & INTEGRATED COMMUNICATIONS

BEGIN WITH PERFECTLY DEFINING AND KNITTING DIFFERENT BRAND ATTRIBUTES TO FOSTER A DEFINING

## BRANDCULTURE

WITH A SOUL AND LIFE OF ITS OWN.

Be it for corporate image, product promotion or any particular marketing activity, the brand culture and its identity stands as a central figure around which coherent offline and online marketing activities are executed based on insightful research.



### ADVERTISING & PR

Print Advertisements  
Television commercials  
Radio Spots  
Hoarding and OOH activities  
CSR activities



### EVENTS & EXHIBITION

Event Marketing  
Promotional Campaigns  
Retail Design & Display  
Exhibition Stall Designing



Analysis of past branding activities  
Identification of blind spots of marketing  
Business Sector Study  
Competition Analysis  
Determine Future scope of Promotion



### DIGITAL MARKETING

Online Brand Audit  
Social Media Marketing  
Search Engine Optimization  
E-commerce Solutions  
Online PR  
PPC Advertising  
Mobile Site and Apps



### INTERACTIVE MEDIA

Web Design & Development  
Corporate Films  
Interactive Flash Presentations  
Powerpoint Presentations



∴ INTEGRATED COMMUNICATIONS



## EVALUATING MARKET, STUDIOUSLY.

### MARKET RESEARCH & BRAND ANALYSIS

At Bestow, we feel it's important to get into people's heads, be it our clients or their customers. With the help of primary & secondary research as well as interactions with you and brand audience, we try and understand the universe of your brand, its potential, competitive standings, target audience profile and market scenario.



## REACHING OUT, STRATEGICALLY.

### INTEGRATED CAMPAIGNS & CREATIVES

With changing media landscape, the need for unified and integrated communications has become the need of the hour. At Bestow, we craft and execute fully integrated marketing campaigns for your brands. Fused with creativity and strategy, we try and maximize the brand value and the return on every penny you invest in branding and promotions.



## ENGAGING PEOPLE, WARMLY.

### DIGITAL, SOCIAL & MOBILE

We create digital experiences that incite action, influence decisions, and inspire your consumers to click, engage, shop, share and come back wanting for more.



### BRAND AUDIT

- Media review of past branding and marketing activities
- Evaluating the strengths and weaknesses of the brand
- Internal and external brand perception study
- Identifying the blind spots and future scope of activities
- Market research and analysis



### BRAND ACTIVATIONS & PROMOTIONS

- Adopt a 360 degree integrated approach towards branding
- Implement brand experience activities as per media plan
- Emphasize on conventional as well as contemporary media
- Develop unique touch points for brands to interact with its audience
- Engage internal and external audiences with brand communications



### BRAND STRATEGY

- Define brand values, image, identity and positioning in market
- Align brand purpose and business goals
- Brand audience profiling with qualitative insights
- Develop comprehensive media plan based on allotted budget
- Develop rigorous and creative strategy recommendations
- Conceptualize ATL and BTL brand experience activities



### BRAND MONITORING

- Analyze brand communication impact vis-à-vis business goals
- Evaluate brand equity and influences
- Monitor strategy impact over a course of time
- Identify the setbacks and amend future communication strategy



# HOW WE DO

Integrate channels of media to communicate trustworthy & likeable messages to strengthen the brand-consumer relation.

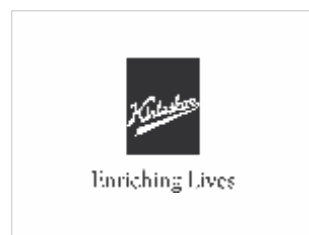
“THE CONSUMER ISN'T A MORON; SHE IS YOUR WIFE”

Wise words by none other than David Ogilvy himself, the quote astutely sums up the brand-consumer relationship. Based on bedrock of trust, strong commitment, unadulterated love sprinkled with happiness and humour, the brand-consumer relation should be handled with utmost dedication and care.

At Bestow, an independent and creatively driven marketing communications agency, we're a bunch of creative doers and optimists who bridge the gap between brands and their audience. By building love and trust through solid research, strategy, content, design and overall presentation, we connect B2B and B2C brands with their audiences through creative and compelling content. At Bestow, we are here to blend a perfect cocktail of communication, creativity and channels for game-changing results.

# Reputed Clientele

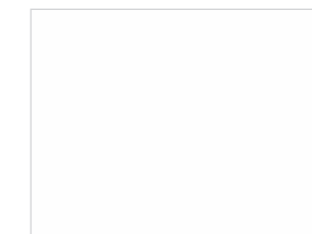
## EDUCATION



## HOSPITALITY

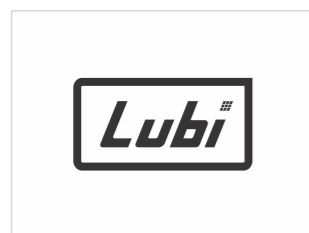
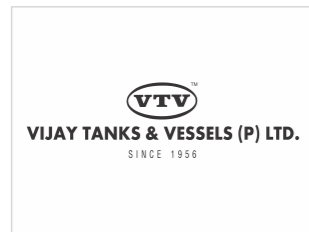


## FMCG - RETAIL

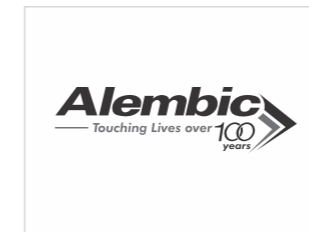


# Reputed Clientele

## INDUSTRIAL



## HEALTHCARE AND PHARMA



To watch our industry wise

# Portfolio

scan the QR code.





# SKILL SET

BUSINESS DEVELOPMENT COPYWRITING VISUALIZATION  
DESIGNING MARKETING STRATEGIST  
DIGITAL MEDIA MARKETING (SEO, SEM, SMM & PPC)  
WEBSITE DESIGN & DEVELOPMENT MOBILE APPS MEDIA PLANNING  
CREATIVITY WEB APPLICATION VIDEO  
EXHIBITION VFX EVENTS

## The team of 'Hotshots in *Creativity & Commitment*'



**Pradeep Amin**  
Head Creative Studio



**Sakib Shaikh**  
Head Copywriter



**Pranali Buch**  
Manager: Social Media  
Marketing



**Raish Mir**  
Creative Head



**Divyata Prajapati**  
Senior Visualizer



**Uday Panchal**  
Graphic Designer



**Kirangi Shah**  
Client Servicing Executive  
(Digital Marketing)



**Priyanka Chitre**  
Copywriter



**Jayesh Ahirrao**  
Graphic Designer



**Dipen Patel**  
Business Development Manager



**Kaushal Alaiya**  
Print Media Manager



**Shruti**  
HR Executive



**Megha**  
Accounts Executive



**Navin**  
IT-Head



**Rahul**  
Outdoor Media Executive



**Bhavesh**  
Office Boy



An endeavour by Bestow, ShareDil is an initiative that puts forth a platform for 'Sharing happiness, skills, resources and more importantly time with people. An ongoing phenomenon that will be functional throughout the year, with ShareDil, we want to engage with people and share our life's moments with them. The Difference:

In donation, there is always a feeling of give and take and evokes a feeling of inequality and inferiority between donor and receiver. While ShareDil, it is a movement to create value for each individual human beings by not giving/donating, but devoting our time, resources and skills, which are invaluable.

Objectives of the Campaign:

- Cultivate a sense of togetherness and human value for each individual barring their socio-economic status.
- Create a platform of equality, unconditional sharing and human relations.
- Invite employees, ex-employees, vendors and clients to share this platform.
- No monetary/commercial gains intended. It is a whole-hearted campaign purely meant to bring people together for sharing life's moments.

## चलो बाँटकर अपनी आधी मिठास करायें किसी को पूरी खुशियों का एहसास



# OUR COLLABORATION



Bestow is pleased to have entered into a definitive merger with Dow-Media, a leading provider of a full-service media agency. The merger further strengthens our position in the creative communication world. The partnership is also expected to result in greater efficiencies and significantly increase the market value.

# DOW MEDIA PROFILE

A leading agency in Mumbai who excels in their strategic approach to creativity and design. We aim to deliver the best to our clientele by giving a complete 360 solutions to the marketing challenges. Our skilled team truly believe in adding value to ideas and providing exceptional work forward.

## SERVICES



STRATEGY



BRANDING



DIGITAL



EXPERIMENTAL

Conclusion: As we grow to newer avenues and spread our wings, we are also receptive to be associated with new businesses globally. Hence, giving a spectrum to your brand at one place.

4 & 5, New Nandu Industrial Estate, Off Mahakali Caves Rd, Gundavali, Andheri East, Mumbai, Maharashtra 400093



**bestow**  
delivering **wow!**

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