

A
SP CINECORP
VENTURE



House of SP

**YOUR BRAND'S
ARCHITECT**



We recognize ourselves as the architects of your brand by helping you build your identity through conscious and meticulous actions.

When people hear the term 'Branding', their minds usually head towards Social Media and Logo Design, however, there are many platforms and avenues out there and finding the ones where you can connect with your customers is the real key.

SP's Brand Enhancement service is designed to keep you in total control of your communications across various networks, and is based on understanding your own unique business challenges and objectives. As with everything, one size rarely fits all, so our Brand Enhancement service puts the focus clearly on what matters most to your company.

How our Team can help?

We will make sure you never fall victim to cliched content and common mistakes. We understand that people want to talk to you and not listen to constant, one-way sales messages pushed from your marketing agency. We strive to make your online presence more interesting in the minds of your target audience.



WHAT WE DO.

Our entire approach is centred around identifying avenues of generating better visibility and engagement.

Brand Management

Brand Management is all about the end user. This is important to keep in mind because way too many brands are trying to use marketing techniques for just pushing out sales and corporate content, which is the worst thing to do. We help you conceptualise campaigns that are valuable and connect with your audience. This way, your brand is perceived as a reliable and desirable identity in terms of its engagement and overall brand awareness. And also helping you with sales.

Social Consultancy

We'll help develop a social strategy based upon your end goals. You may already have in-house marketing teams who just require guidance, or you may need us to help build your social presence from scratch - We'll help find the best approach.

Business Development Consultancy

For many business owners, the concept of achieving long term and consistent growth is like trying to unravel a puzzle. With so many ideas for marketing and sales promotion, it tends to get a little disorienting during the decision making process. We work closely with you as an integrated part of your sales and marketing team, consulting you with the best possible approach for weaving sales and marketing into a well knit execution to help you achieve your desired results.

Cross-Promotion

We make sure that your message reaches your audience and fits across all your marketing channels, giving you a coherent and instantly recognisable voice across both online and offline platforms.

HOW WE WORK

BRANDING



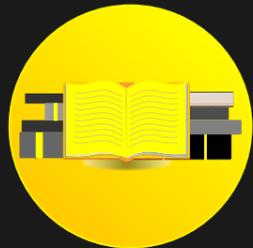
Strategy & Research

Need a brand refresh? Or want to start from scratch? We can help. We apply a well-thought-out strategy to everything we do. This includes a thorough study of your particular business and all other businesses within the same industry to ensure you're always a step ahead.



Logo Design and Style Guides

Designing a great logo is like creating a great movie protagonist. Even when the story is exciting, directors still need to make us care. A style guide is a visual reference to using your brand across media, including print, social media, broadcast, and your own website. We don't just provide great logo design, we help you decide whether these services are right for your business, your message, your audience, your budget.



Branding Collaterals

If you can think it, we can design it. And yes, we'll make sure it reflects your identity. Including, but not limited to:

- Stationery Design
- Logo Brand Manual
- Organized Invoices
- Offline Marketing (Posters, Hoardings, Standees etc.)
- Brand Catalogue
- Merchandise Designing
- Social Media Creative.



Event Support Materials

Using events to enhance the connection between your target audience and your brand is a really smart idea. Whether it's a trade show, fundraiser or corporate event, properly marketing your big event can help ensure you reach your target audience, generate buzz, put people in the seats, and deliver an amazing event experience. Includes tickets/passes, invitations, offers/coupons, feedback forms etc.

SOCIAL



Profile Optimisation

It's imperative to ensure that the most important pieces of information about your brand are up-to-date and reliable. We make sure that the people who are interested in you, can get in touch with you and get to know all the details about you, in the most convenient manner.



Social Media Tone & Nature

The ways in which businesses can use social media differs massively. We'll be there to help find the right tone of voice and style for your brand, making sure that your business is portrayed exactly how it should be.



Social Media Monitoring

We'll comb the social networks, making sure that you know who's talking about you, what they're saying and what they think, and whether it's positive. This ensures that you are always ahead of the conversation, ready to contribute whenever you need to.



Social Advertising

As well as standard updates, social ads can be used to improve your presence or generate interest in your social media campaigns. This could be through promoted Twitter accounts or trends, Facebook & LinkedIn Ads or sponsored YouTube, Instagram or Pinterest content. We help strategise the process in a way that it optimises your approach and generates maximum impact.

CREATIVE DISCUSSION

Generally, people tend to be satisfied with things that have gone well with others, accepting that as their own identity. We don't believe in that. We believe everyone has a unique story to tell and it's up to us to make it compelling. So we keep moving forward, opening up new doors and doing new things, because we're curious...and curiosity keeps leading us down new paths. And in the process, we help you unfold your own myth. Our creative team ensures that all of our campaigns articulate the true essence of our intended message both visually and with its content, and is a true reflection of what your brand stands for.

"Always design a thing by considering it in its next larger context - a chair in a room, a room in a house, a house in a environment, an environment in a city plan"

- Eero Saarinen.

Content

Deciding the content of a campaign is an important task to ensure a consistent and credible route towards your end objective. Our team identifies the most relevant topic to spark a conversation with your audience after understanding your requirements.

Design

All of our content is backed by aesthetically appealing designs that prompt a visual reaction from the audience. Our team helps materialise your brand into an identity through it's striking visuals and elegant designs.

Photography/Videography

We specialize in capturing genuine visuals that communicate a message, memory, or feeling for our clients. We offer a variety of photography and videography services from event coverage to product photography to make sure you're backed by your own content executed in a professional manner.

Website Development

From general updates to redesigning from scratch, we provide assistance with all web development processes along with SEO and meta-data optimization to ensure your brand is easily accessible and visible across the digital network.



Redefining Boundaries

We are a sociable bunch and our new business primarily comes from recommendations & referrals from previous associations & friends who know how we work.

We don't think that salesmen should do all the talking for us, so we recommend that you speak directly to our clients to understand who we are and what we do.



“When it comes to designing,
If you do it right, it will last *forever*.”

-Massimo Vignelli



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