

some of the brands we work with

*automobili*  
**Lamborghini**

**Hettich**

**OLYMPUS**  
Your Vision. Our Future

**Honeywell**

 **NATIONAL  
GEOGRAPHIC**

*Indian*  
MOTORCYCLE

**B**  
new balance

**asics**



**Nikon**

**Clarks**

FOREVER NEW

 **POLARIS**

**VOGUE**

 **DELTA**  
FAUCET COMPANY

**DUNKIN'  
DONUTS**

*Miller*



**JNTO** Japan National  
Tourism Organization

and many more...



240+

CLIENTS

150+

BRANDS

200+

APPS, MICRO SITES,  
WEBSITES, SOCIAL  
APPS CREATED

200,000+

SOCIAL MEDIA POSTS + CREATIVE  
ASSETS CREATED

10,000+

PHOTO ASSETS CREATED

6,000+

HOURS OF PRODUCTION

\$20mn

WORTH OF MEDIA  
INVESTMENTS TILL DATE

300+

CAMPAIGNS RUN AND  
COUNTING

• M

*what can we do for you*

*you*

## creative

*Lyxel creates mainline assets for clients and compete with mainline agencies with respect to asset creation.*

Social Media Management

Website + App Design

Creative Strategy

Studio

UI/UX Strategy

Video Production and CGI

Content Marketing &  
Influencer Strategy

Illustrations, 3D



## analytics

*“Clients expect more from digital – with respect to meeting business metrics rather than digital vanity metrics. And that requires a very comprehensive cross-platform approach*

Weavr

E-commerce

ORM / Social CRM

Audience Data Platform

Marketing Automation



## media

*Managing Branding and performance driven campaigns through a highly qualified team and partners for clients across different industry domains*

Partners —

Google

Amazon

Facebook

LinkedIn

Flipkart

Programmatic

All Leading Publishers



## technology

*Proprietary technology to build product offerings for clients to building digital products for clients / CRM applications / e-commerce portals / Mobile Apps and technology that acts as scale levels for our business!*

Proprietary Technology

App Development

E-commerce

Social Apps for Campaigns

Tech solutions for businesses





*what differentiates us*

*the x factor*



*explore*

*our body of work*

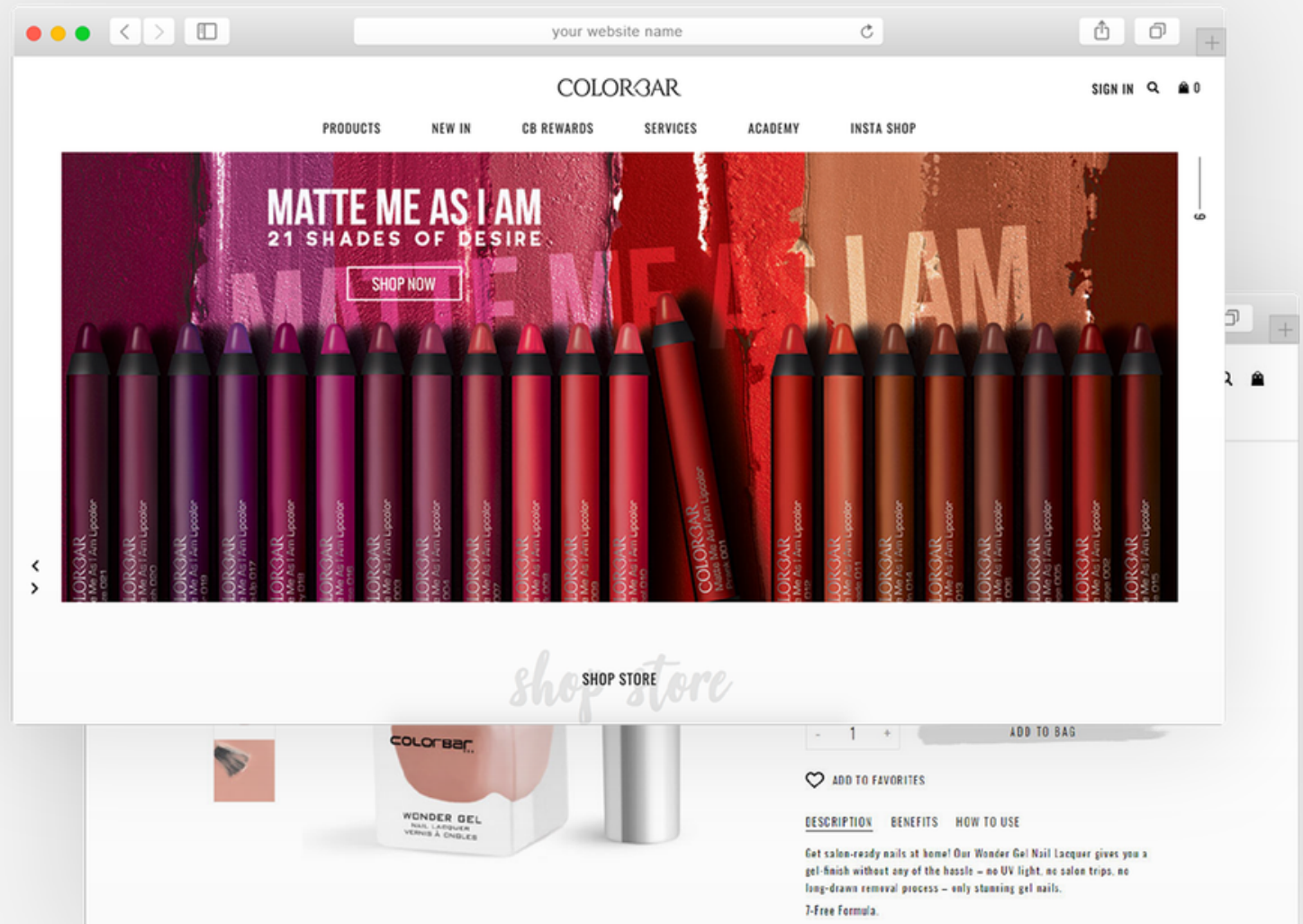


technology

## colorbar

- Created a website using Magento Framework (php)
- Real time check for availability of products using Logics ERP
- e-Commerce website
- Highly acclaimed design

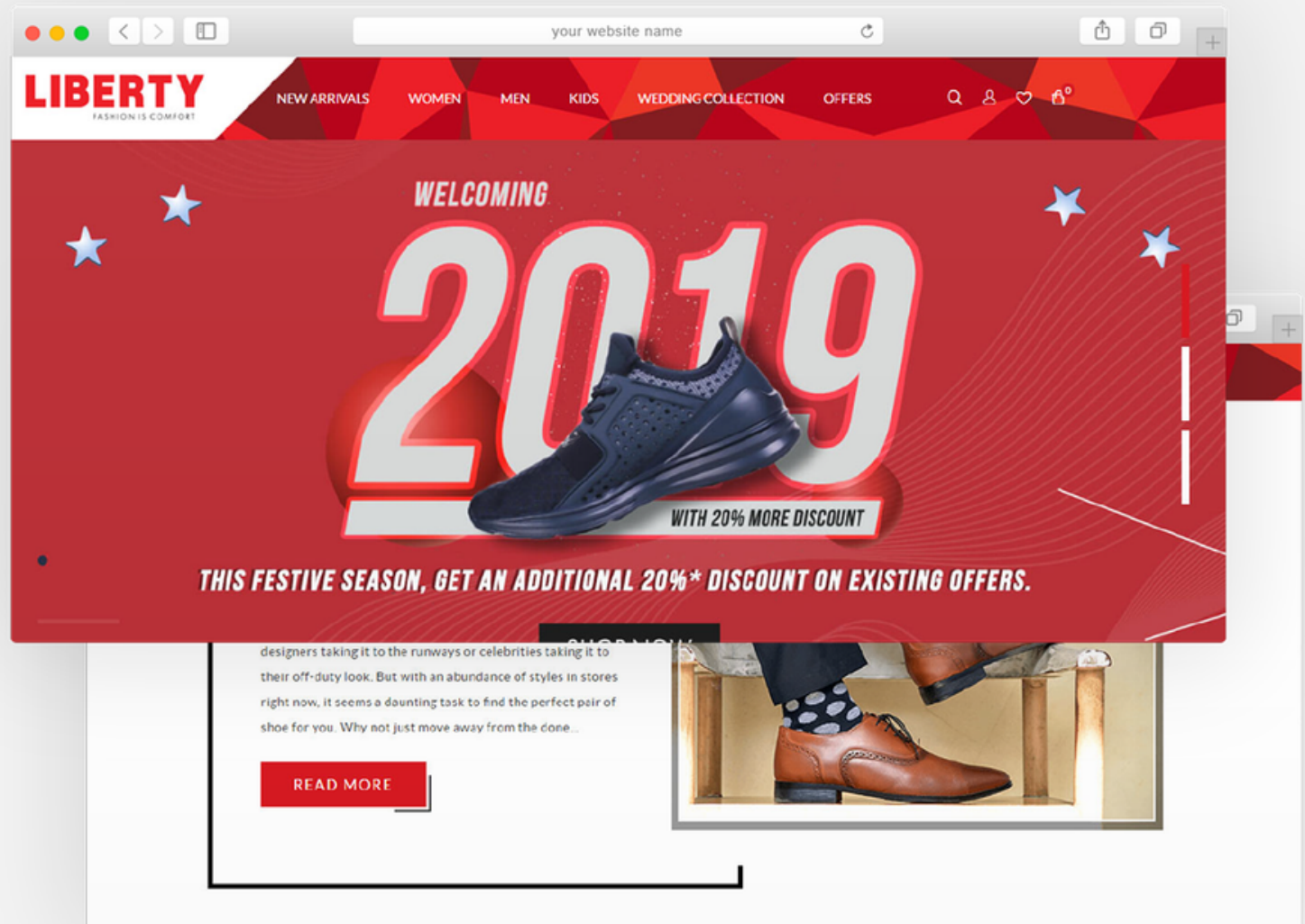
<https://www.colorbarcosmetics.com/>



liberty

- Created a website using Magento Framework (php)
- Real time check for availability of products using SAP ERP
- e-Commerce website

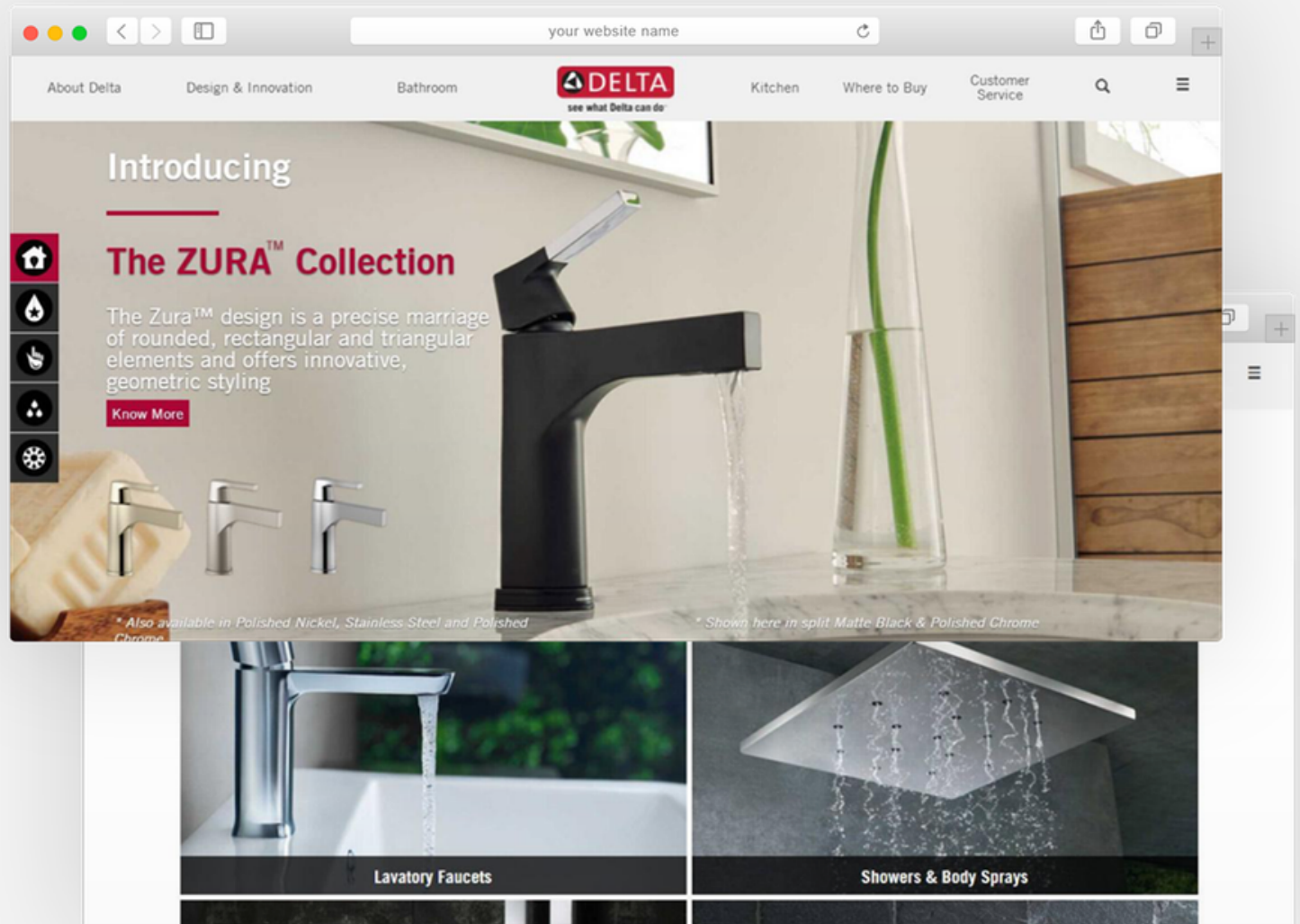
<https://www.libertyshoesonline.com/>



## delta faucet

- Built using custom CMS on Asp.net C# (MVC)
- Runtime custom filters which means no reloading
- High Performing website which can manage 3-4k concurrent users

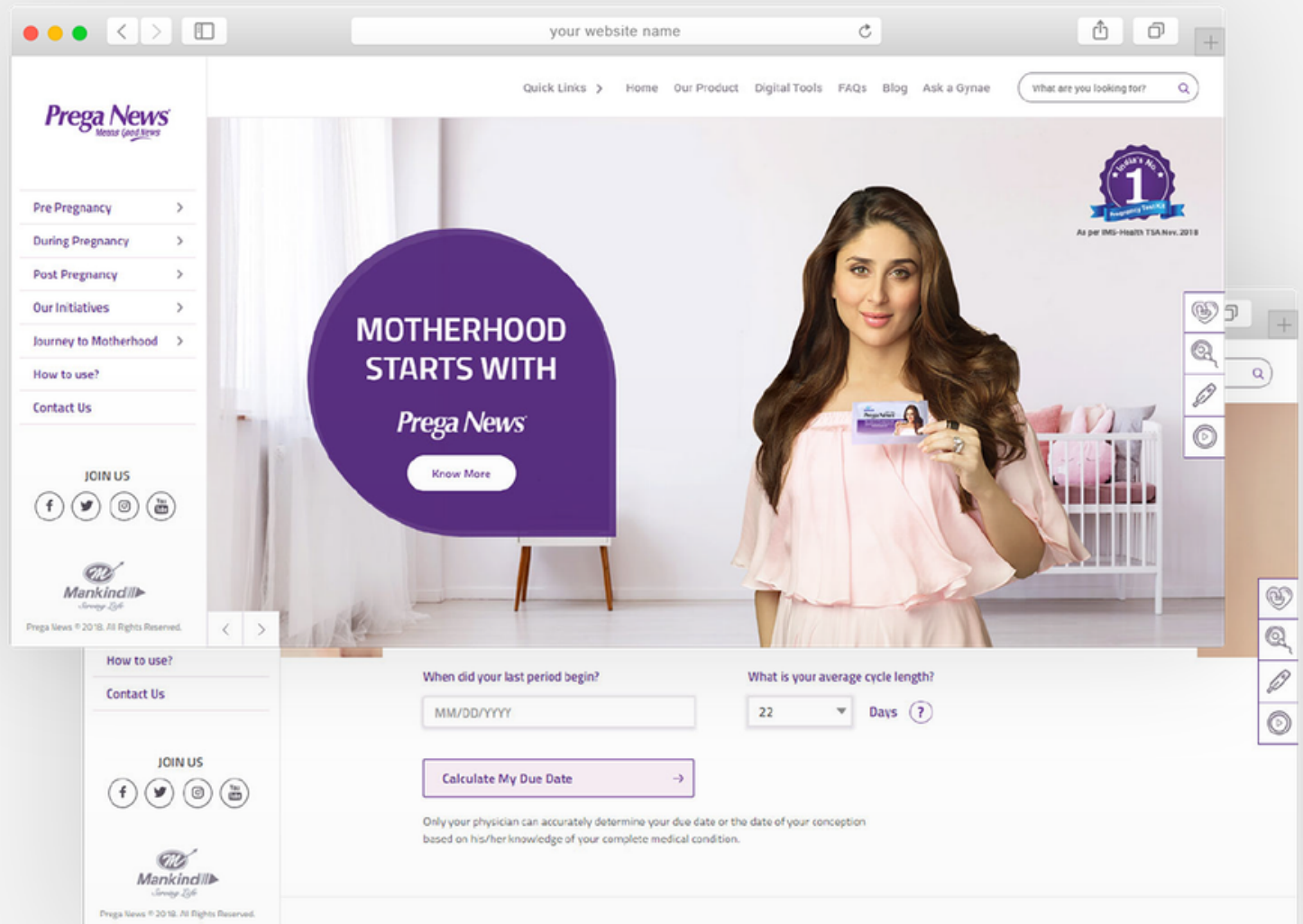
<https://www.deltafaucet.in/>



## preganews

- It is built using Laravel Framework (php)
- Very clean and modern design
- Built some custom date calculators like Due date calculator, Ovulation Calculator, Pregnancy Test Calculator

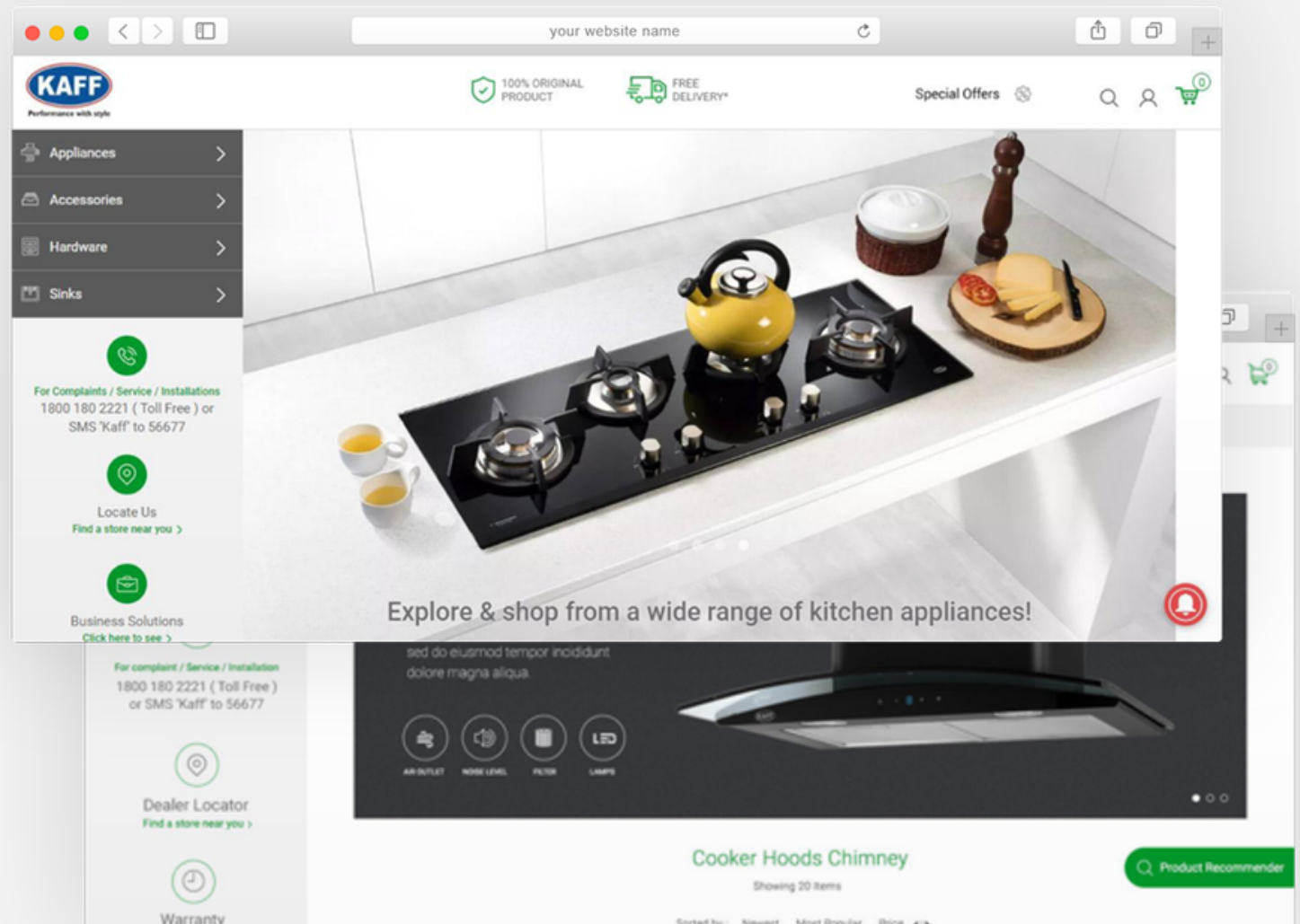
<https://preganews.com>



kaff

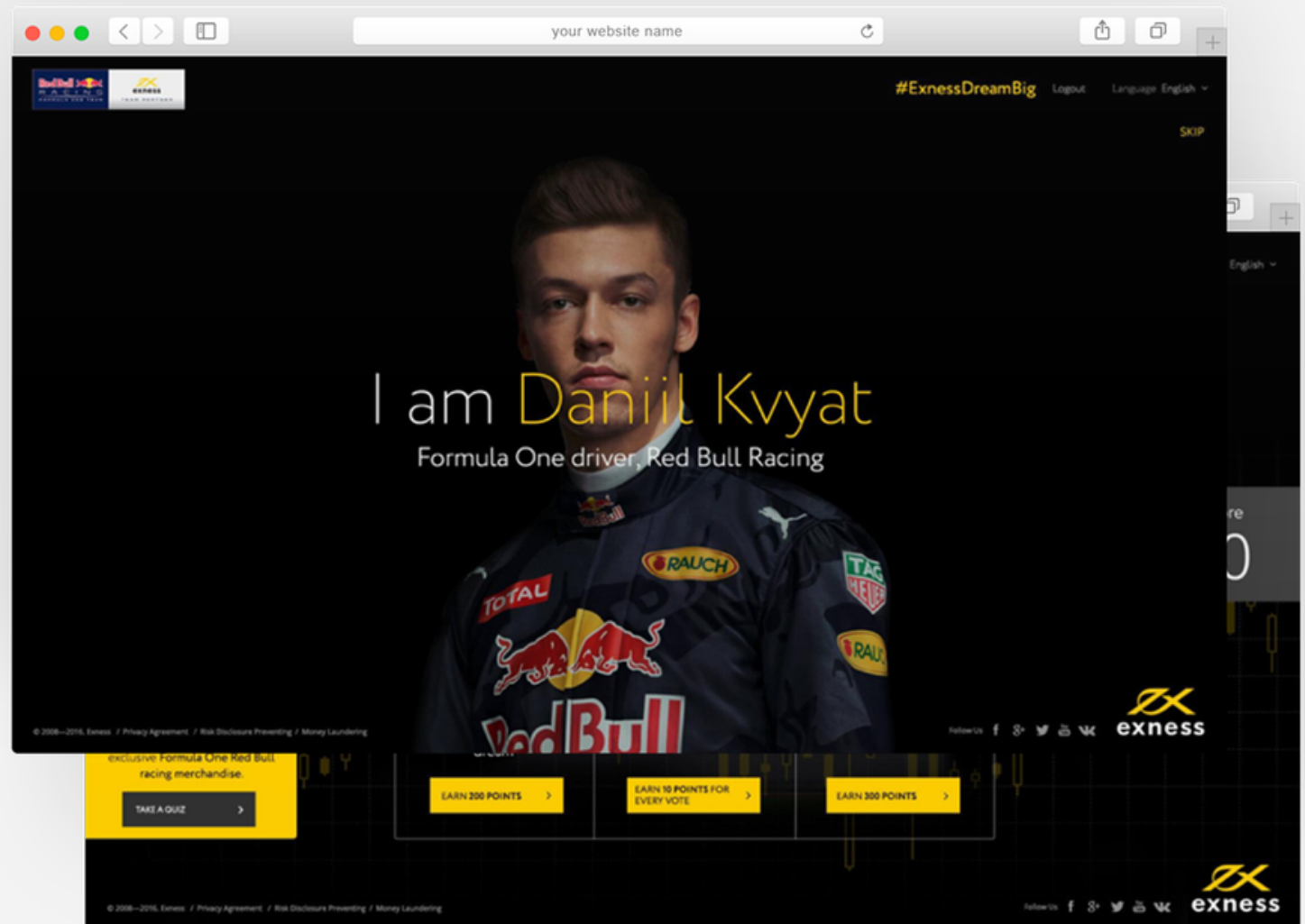
- Created a website using Magento Framework (php)
- Real time check for availability of products using custom ERP
- Assigning order to dealers on round robin basis along with their proximity to the delivery area.
- Achieved google page speed of 90

<https://www.kaff.in/>



## exness

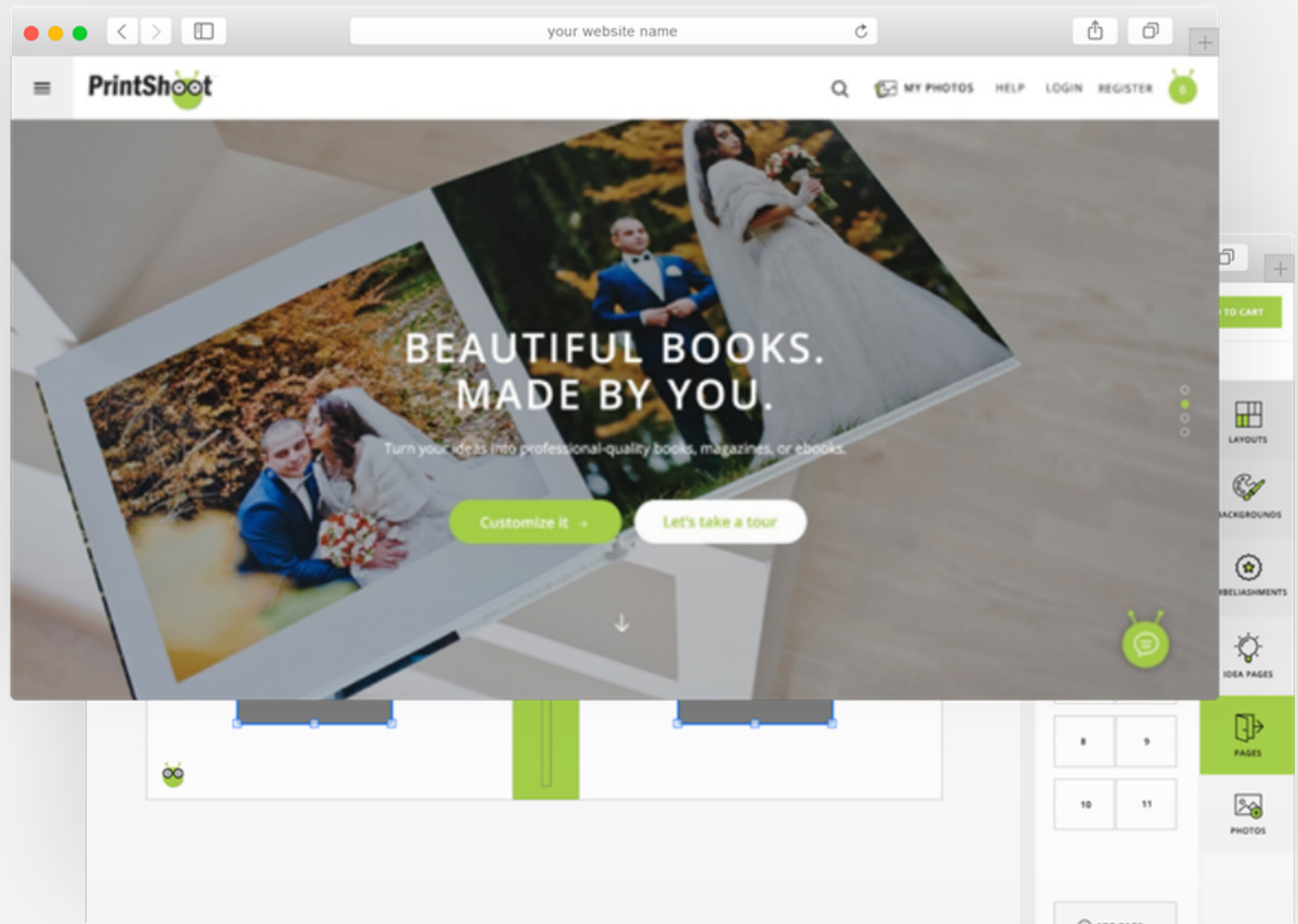
- Built a website using Asp.net MVC C#
- Build an interactive website in multiple languages (RTL + LTR).
- International standard of design and performance
- Login, reward system and point system at various levels of website
- Promoted across the globe with more than 30,000 logins in 2 months.

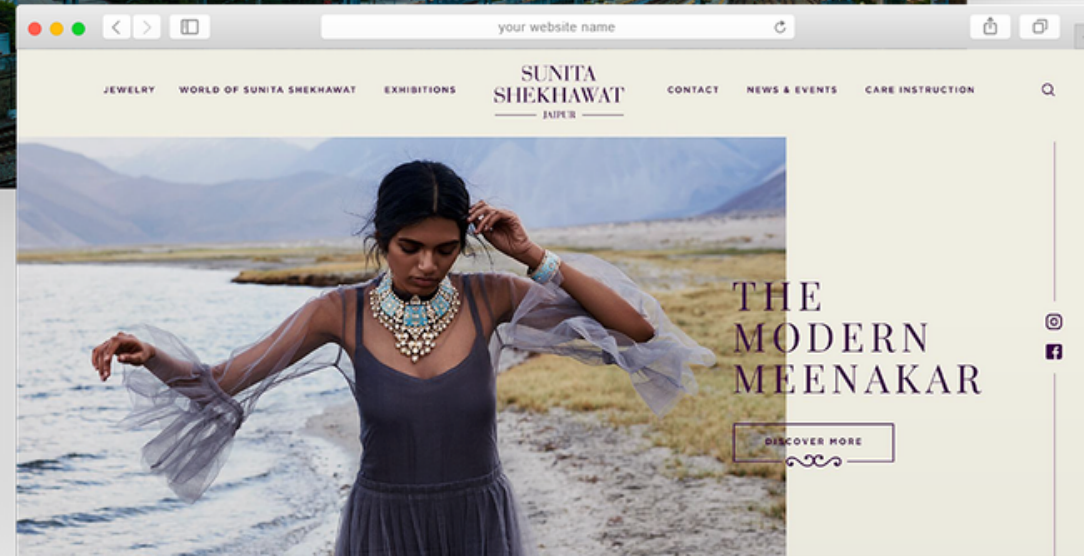
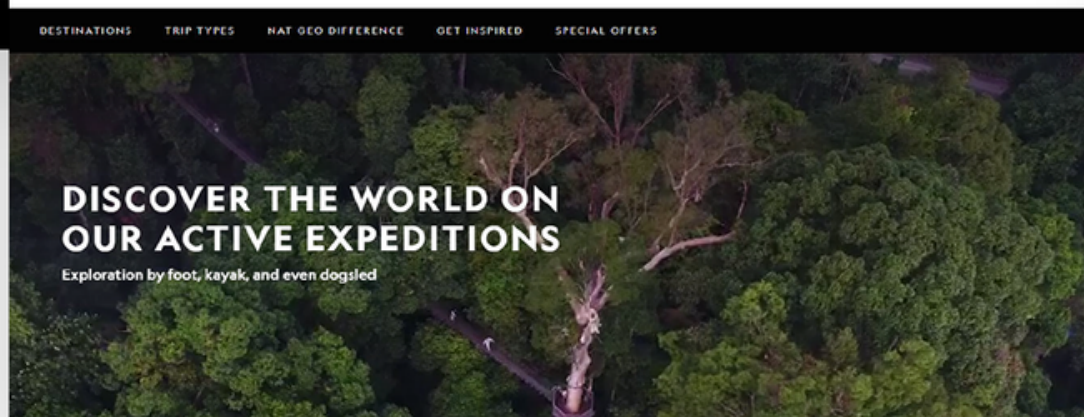
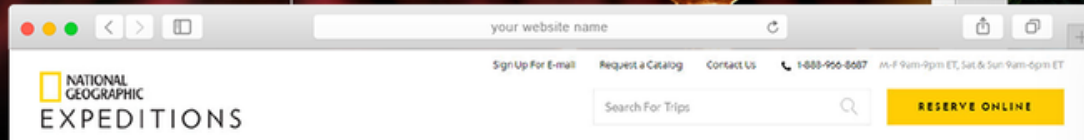
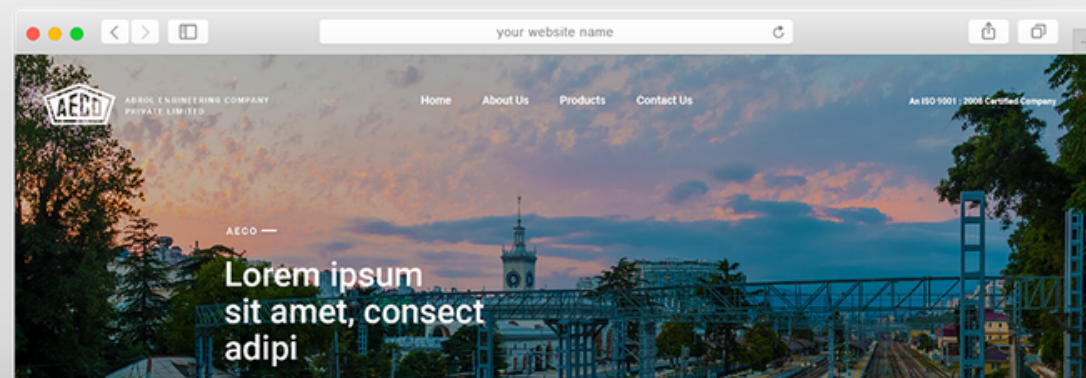
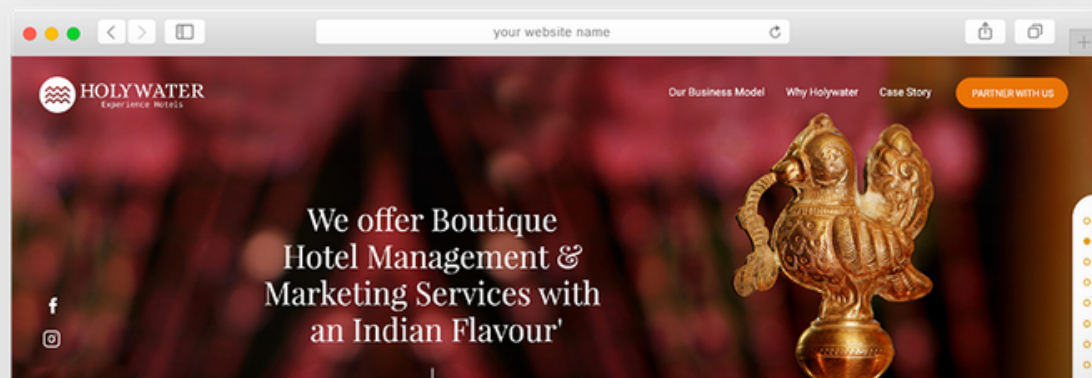


## printshoot

- It is built using Laravel Framework (php)
- It has most of the features of photoshop
- Web to print website
- It has some features like auto PDF generation for high end printing, e-commerce flow

<https://omega.printshoot.com/>





upcoming projects

case studies





## brief

Annually, World Popcorn Day is observed on January 19th. In view of the same 4700 BC, India's 1st Gourmet Popcorn Brand wanted to create a simple social media campaign to leverage the day.



## challenge

We connected popcorn lovers and movies-goers and relived the nostalgia of popular movies with the habit of eating popcorns.

## insight

How do you integrate popcorn and movies, that can create shareable content for a week?





## idea

#PopcornOfFame was created, to showcase iconic movie personalities as popcorn figurines, all made with clay art. We asked users to tell us their favourite pop culture icons and gave them free popcorns



## step 1

We identified iconic movie personalities and started recreating their figurines in clay, yet also look like popcorn. View here - <http://bit.ly/2BTYutS> & <http://bit.ly/2GP9cRw>

## step 2

We shared creatives of one movie personality every day, for a week, who was part of the #PopcornOfFame series View here - <http://bit.ly/2F1dipl>





## 4700BC Popcorn - World Popcorn Day

We ended the campaign with a video that revisits the magic of cinema and 4700BC Popcorn

## impact

| Reach   | Shares | Likes   |
|---------|--------|---------|
| 561,506 | 23     | 560,482 |



**DESIGN, TECHNOLOGY & MEDIA**

**DRIVING QUALITY LEAD GENERATION  
WITH USER GENERATED CONTENT**

**Brief**

'I am Nikon' is the one of the most effective brand campaigns that Nikon cameras have owned and has extended the proposition to various occasions. With the onset of the festive season the brand wanted an effective idea that will extend the proposition.

**Challenge**

The brand wanted to extend the 'I am Festivity' proposition beyond sales and engage consumers with user generated content, that will drive quality leads.

**Insight**

The festive season is all about savouring moments that consumers capture with pictures videos.

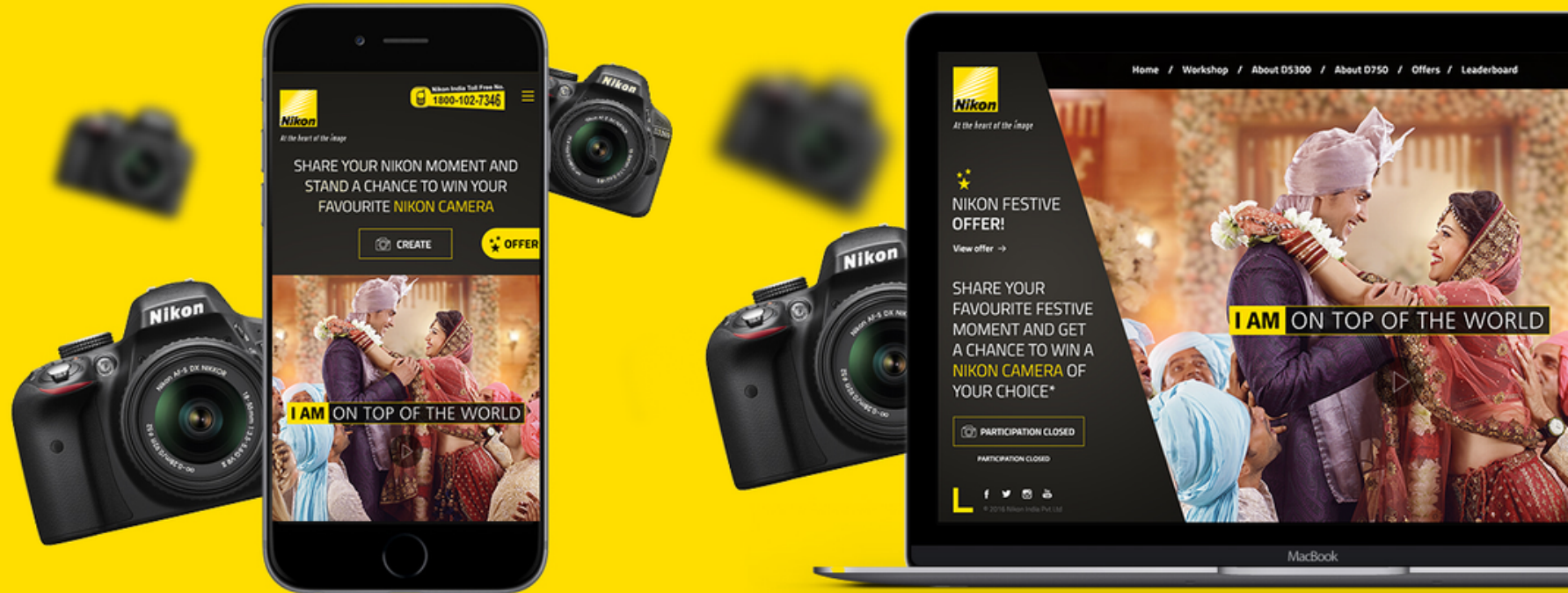
**Idea**

The idea was to tap into the festive moments of consumers and ask them to submit a picture of themselves or their loved ones for a chance to win a Nikon Camera. The facebook post with the most shares, tags and likes wins!



## Microsite

Campaign microsite that urges users to submit their picture for a chance to win a Nikon camera.



Impact

1,209,957

PAGE VIEWS

86.23%

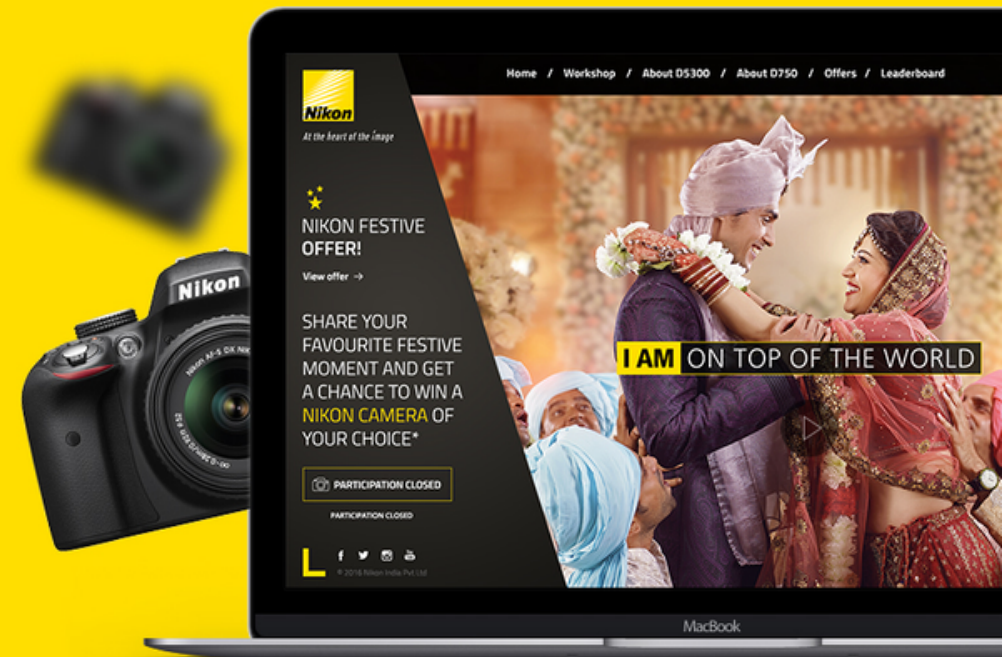
NEW SESSIONS

56,000

PARTICIPATION

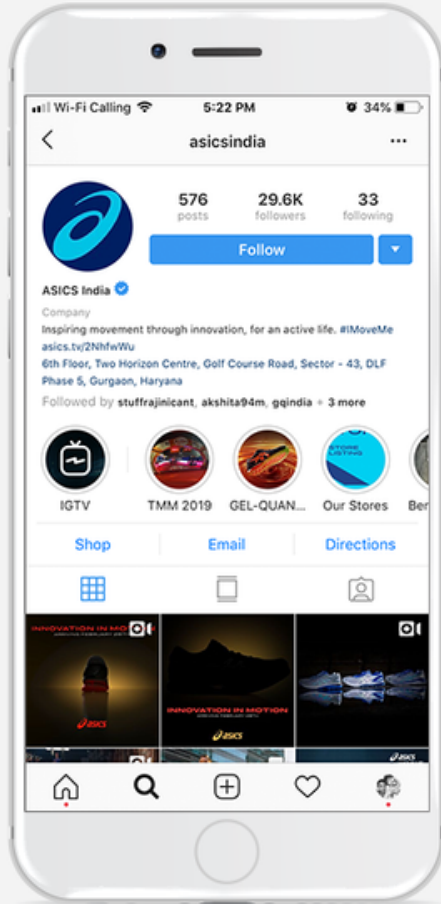
914,864

SESSIONS

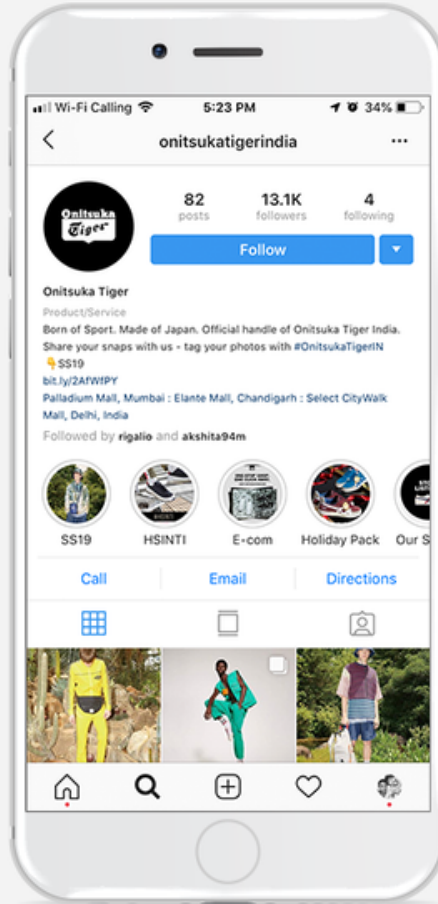




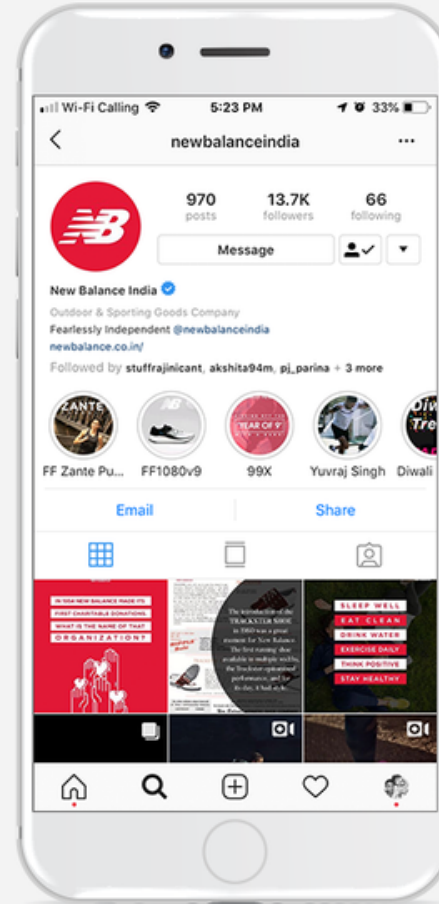
social media



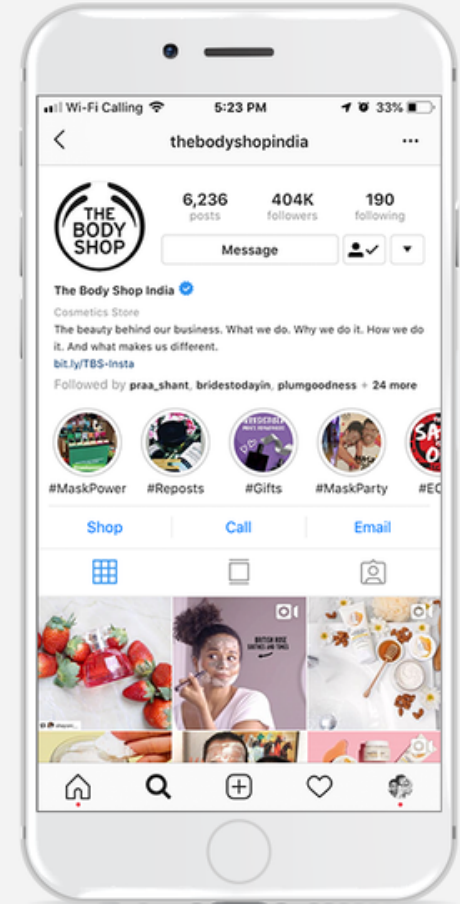
@asicsindia



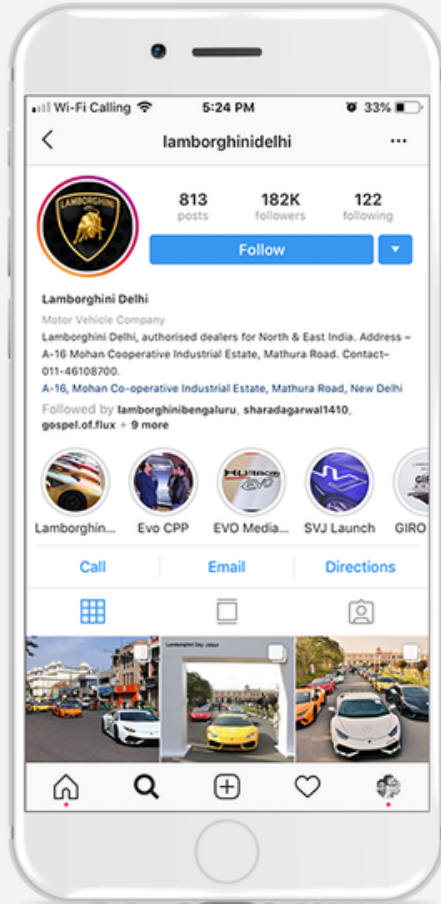
@onitsukatigerindia



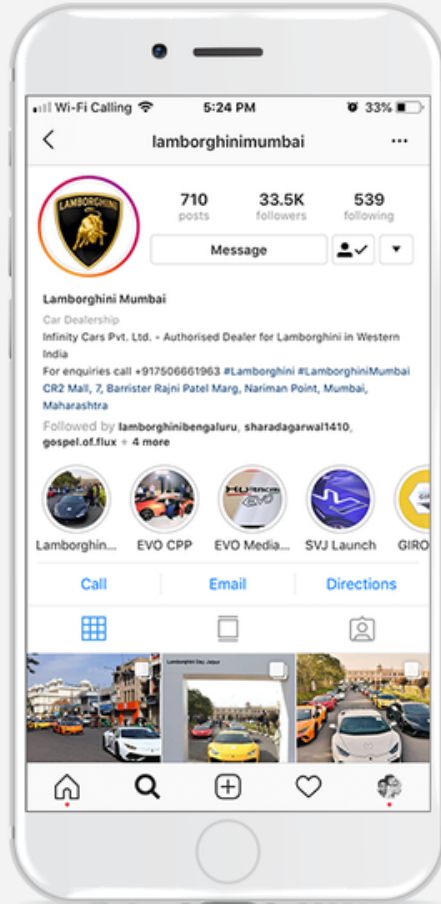
@newbalanceindia



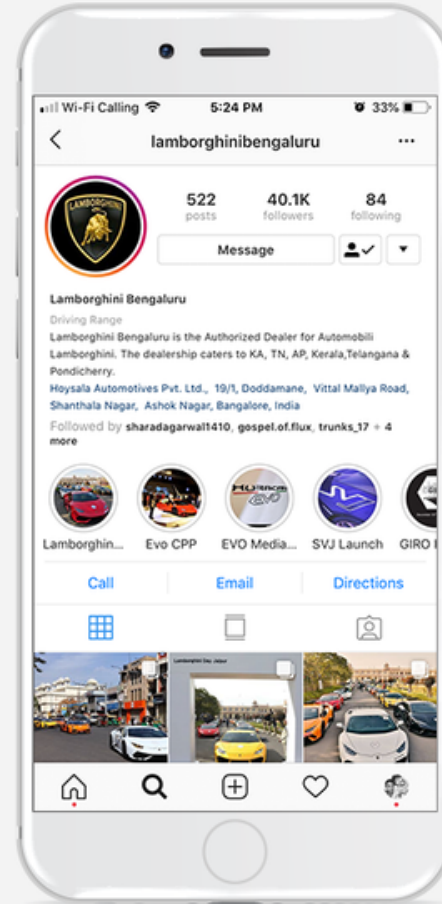
@thebodyshopindia



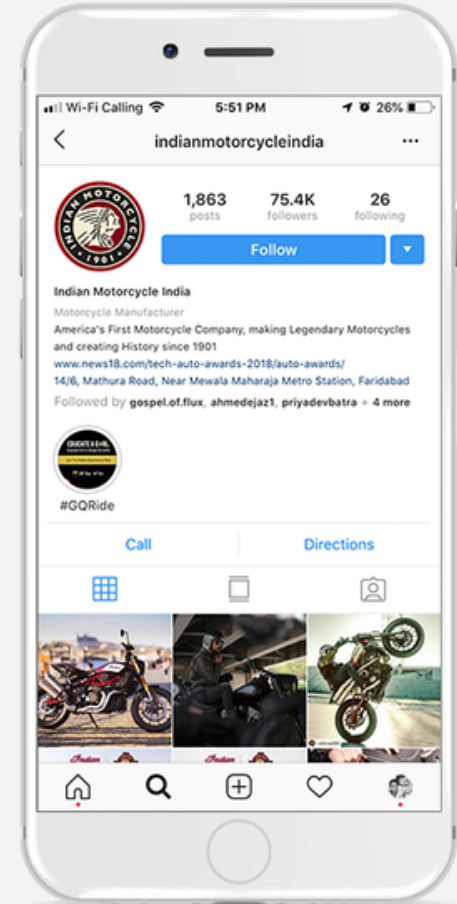
@lamborghinidelhi



@lamborghinimumbai



@lamborghinibengaluru



@indianmotorcycleindia



creative asset creation

photography

M



# M

