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## INFORMATION

### **BOILER PLATE**

I-AM is a design-led branding agency which creates 360° brand experiences that delight customers, builds brand advocacy and drives business performance.

The agency offers services, spanning from the creation of Brand Identities, Brand Strategies, Physical and Virtual Environments and even Commercial Interior Design spaces. I-AM is reputed for these services around the world, across various industries such as Fashion, Finance & Banking, Food & Beverage and Real Estate, amongst many more. I-AM uses a six-stage approach to encapsulate the personality of a brand or a company which helps towards building an accurate performance based brand strategy, which includes brand identity, brand expression and brand application. The agency offers three core services to diverse industry verticals encompassing Brand Identity and Strategy; Physical and Virtual Environments; and People and Culture. I-AM also has another arm called 'I-AM' Beyond, which specialises in creating launch campaigns, brand awareness and guerrilla marketing.

I-AM International has partnered with Percept to set-up I-AM. With capitalized billings of INR 17.26 billion (FY'16), Percept is at an enviable leadership position in the Entertainment, Media and Communications domain with a team of over 400 people and 32 offices across India and the Middle East.