

## **IBD INDIA**

IBD India is the Integrated Brand Development Company of Percept that offers creative solutions across the entire communication spectrum. IBD India gains from Percept's unmatched array of capabilities to provide clients value and efficacy through their 360-degree communication programs. The approach at IBD India is to create focused brand communication and develop brands through Strategic Planning, Research, PR, Corporate Identity, Advertising, Marketing Communications, Events & Interactive Media.

IBD India, with its bouquet of offerings as a multi-functional full service agency, offers Integrated Marketing Communication services, Digital services, Production services, Design and Packaging services across multiple sectors including FMCG, Consumer Electronics, PSU, Realty, Pharma and Hospitality.

IBD is headquartered in Mumbai with Branch Offices in Delhi, Chennai and Bengaluru.

### **A Percept Limited Company**

IBD India is a Percept Company. With capitalized billings of about INR 9.35 billion (FY'18), Percept today is at an enviable leadership position with a team of over 400 people and 32 offices in India and Middle East. IBD gains from Percept's unmatched width of capabilities to provide client value and effectiveness in a 360-degree communication program.

### **Services offered**

#### **Integrated Marketing Communication: Because it's all about building a relationship**

As brand experience facilitators IBD believe that process, if given supreme power, can become a restraining coop that ensures powerless advertising. Starting from secondary and primary research, IBD analyses the competition and understands the market trends, to formulate holistic brand strategies. A marketing communications plan is created, after which creative solutions are shared for the clients' business. IBD believes that if the product does not have a personality, no one will remember it, and if the product has the wrong personality no one will believe it. Which is why IBD believes in executing work that gains both mind share and market share. IBD's creative work engages, communicates, and sells.

#### **The brand as an experience:**

- Ensuring salience above all
- Maximising differentials in the brand image
- Energising trade and reassuring existing customers
- Building brand identity systems, through ideas that engage the audience's imagination
- Utilising ideas as the ultimate lever to turn marketing insight and knowledge about brands into successful business results

IBD believes in communicating with people to build long lasting relationships. And the results are evident all over their portfolio.

**Rabid Films: Ideas to scripts to films to business**

IBD has a strategic alliance with the production hot shop 'Rabid Films'. The strategic association injects creative vision into the production process at an earlier stage than usual. Rabid Films has its own pool of scriptwriters who develop ideas and concepts, apart from which they also have a network of reputed scriptwriters, directors, cameramen and technically proficient production crew. Services from Rabid Films include TVCs, AVs, Radio Spots, Still Photography, Online Videos, Virals, Graphics and Animation, Location Management and Line Production.

**ByDesign. Creating identities that build lasting brands**

ByDesign works with clients to develop or revitalise brand identities to be a true reflection of who companies or brands are, and most importantly, how they want to be perceived. IBD designs identity solutions that achieve perfection in their completeness, simplicity and elegance. And in the process create a 'face' for the brand that is memorable and builds a lasting relationship with consumers. The approach is simple: being strategically correct and creatively brilliant. IBD articulates a clear identity platform, designs a visual system, and plans the ideal launch for the brand, always making sure that every single touch-point for the consumer-brand interaction is configured so as to create an integrated brand experience. In other words, IBD doesn't just design the brand and corporate identify, but also manages them.

**Packaging Design**

IBD has developed an evaluation tool - Packscores™ - a proprietary tool for developing the most effective brand packaging program. They begin by determining the values a consumer is looking for in the product category and the image that has to be portrayed. Next, they take into account a set of attributes that they have recognised in their studies of the finest packaging from around the globe - memorability, appeal, consistency, relevance and economy. IBD evaluates the packaging via their internal evaluation system - Packscores™. This ensures that, from the simplest bottle label to the largest brand identity program, the IBD standards remain the highest.

**iDigital. Because the future is what inspires.**

At iDigital, the aim is to create engaging brand experiences for consumers in the digital world by bringing media, creative and technology under one roof. IBD offers a comprehensive suite of new media solutions viz:

- Digital Strategy: marketing strategy, digital branding strategy, digital business modeling, user research, customer segmentation

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- Brand Experiences and Platforms: cross-platform user experience design, multi-platform interface development (web, mobile, gaming, interactive/IP TV, in-store, OOH), branded content & entertainment
- Site Design & Development: user experience design, web application design and development, database and marketing systems technology consulting
- Online Advertising: creative and technical development (banners, rich media, video, text), digital media planning & buying, search marketing (SEO/SEM)
- Social Media & Word-Of-Mouth Marketing, including digital public relations & digital influencers engagement
- Direct & Performance Marketing: eCRM, email marketing, SMS, ecommerce, analytics, reporting, and optimization
- SEO and Web PR

Starting from devising a strategy to arriving at the big idea, to focusing on design and development, and finally promoting it, IBD ensures that their 360-degree new media solutions help their clients attain that extra edge and lead in the digital age.

### Awards & Accolades

- Thomas Edison Advertisement Award 2017 in the 'Best Milk Product Ad' category for KC+ Milk
- ISCA Award 2014 for the 'Most Admired Shopping Centre' for the 'THOOSADAY' campaign created for GROWEL'S 101 Mall
- National Laadli Media and Advertising Award 2014 for Gender Sensitivity 2012-13 – "She Can, You Can" TVC for Tupperware
- Georgia Gullini Campaign featured in the International Luerzer's Archive Journal (March, 2010)

### IBD India Corporate Office

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### IBD India Network Offices

Delhi, Chennai, Bengaluru

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## INFORMATION

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For more information, please visit [www.ibdbrands.com](http://www.ibdbrands.com)

### About Percept Limited

Founded in 1984, Percept Limited, an Entertainment, Media and Communications company, is at an enviable leadership position today, with a team of over 400 people and 32 offices in India and the Middle East and a capitalized billings of INR 9.35 billion (FY'18).

Percept companies construct tailor-made content, assets and solutions that deliver in both local and international markets and services millions of clients and consumers across the globe.

Percept operates in 2 core business domains:

- **Percept One – Marketing Communication Services** – this encompasses 3 Strategic Business Units:
  - **Creative Services** – Advertising, Brand Marketing Consultancy & Communications, Corporate Identity, Strategy, Creative, Design & Packaging, and Integrated Marketing Communication Consultancy services
  - **Media Services** – Media Planning & Buying; Out-of-Home Media; Retail Media; Rural Media; and Digital Media
  - **Other Marcom Services** – Brand Activations & Promotions; Incentives, Conferences & Exhibitions Management; Event Management & Marketing; Public & Media Relations, and Social Media Marketing
- **Content and Intellectual Properties** – this comprises 2 Strategic Business Units:
  - **Filmed Content** – Ad Films; Television and Movie Content Production, Aggregation, Distribution & Marketing
  - **Live Entertainment** – Intellectual Properties in the Entertainment, Sports and Media domain

For more information, please visit [www.perceptindia.in](http://www.perceptindia.in)