INFORMATION

I-AM

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 uses a six stage approach to encapsulate the personality of a brand or company. This serves as the I-AM Bible towards building an accurate performance based brand strategy, which includes brand identity, brand expression and brand application.

I-AM offers services, spanning from the creation of Brand Identities, Brand Strategies, Physical and Virtual Environments and even Commercial Interior Design spaces. The agency is reputed for these services around the world, and has worked with various industries across the globe spanning Fashion, Finance & Banking, Food & Beverage and Real Estate, amongst many more.

Key Services

I-AM offers three core services to diverse industry verticals such as banking and finance, telecom, restaurants, retail stores, fashion and real estate. The core offering encompasses:

1. **Brand Identity and Strategy:** This includes creating a brand identity, brand mark, look & feel of the brand, logo, strapline, typefaces, tone of voice, imagery style. As part of this service I-AM also offers brand re-positioning strategy and name generation for new brands.
2. **Physical and Virtual Environments:** As part of this service I-AM creates format strategies, interior and exterior design and detailed drawing packs. I-AM also covers digital channels to include website designs, apps, etc.
3. **People and Culture:** This includes creating strategy for staff behaviour and motivation, internal brand building strategy and cultural development.

Apart from the above, I-AM has another arm called **'I-AM' Beyond**, which specialises in creating launch campaigns, brand awareness and guerrilla marketing.

I-AM offers these services across a diverse industry spectrum which can be broadly classified as follows:

- **Fashion and Retail:** In fashion and retail the store design, brand positioning, merchandising strategy, brand communications and employee engagement are all vital to the profitability of the organisation. 'i-am' understands the importance of creating, promoting and retaining a differentiated and memorable customer experience.

- **Restaurant and Bar Design:** I-AM advices restaurants on their brand design, roll out design, restaurant brand communications, food packaging design, restaurant signage design, promotional leaflets and restaurant menu design.

- **Financial Services and Banking:** From brand strategy and brand design to interior design and banking products. I-AM has created customary experiences throughout the financial services sector with innovative and fresh thinking for some of the largest global financial Institutions. The work includes branch design, interior design, brand naming, brand strategy, brand identity, and brand design and employee engagement.

- **Electronics and Telecom:** I-AM has created new customer experiences throughout the electronics retail sector. Our work includes store design, interior design, brand naming, brand strategy, brand identity, and brand design and employee engagement.

Key Relations Developed

▪ *Abbey*	▪ *D & G*	▪ *Post Office*
▪ *Adidas*	▪ *DAA*	▪ *Smartmove*
▪ *An Post*	▪ *Diesel*	▪ *Spirit of Fashion*
▪ *Argos*	▪ *Domus*	▪ *Strutt & Parker*
▪ *Armani*	▪ *East Street*	▪ *Svetski*
▪ *Avea*	▪ *Finansbank*	▪ *T-Mobile*
▪ *Bakehaus*	▪ *Firetrap*	▪ *The National Trust*
▪ *Barclays*	▪ *French Connection*	▪ *Thomas Lyte*
▪ *Beach Hut*	▪ *Flipkart*	▪ *Tower of London*
▪ *Beyond the Valley*	▪ *Garanti*	▪ *Urban United*
▪ *Britannia*	▪ *Interflora*	▪ *VQ*
▪ *Castrol*	▪ *Isbank*	▪ *STRIDE*
▪ *CCM*	▪ *Itsu*	▪ *AU Bank*
▪ *Chilango*	▪ *Jabong*	▪ *FOUR SEVEN*
▪ *Coke*	▪ *Kale Kilit*	▪ *HDFC (Smart Banking Zone)*
▪ *Co-operative Bank*	▪ *Lloyds*	▪ *IDFC Bank*
▪ *Comptoir Libanais*	▪ *Markham*	▪ *True Blue*
▪ *Costa*	▪ *Material Lab*	▪ *Platform*
▪ *Mote Restaurant*	▪ *Milton Keynes*	▪ *Newburgh Quarter*
▪ *New Look*	▪ *New India Bank*	▪ *Panchshil*

Awards & Accolades

- Blue Elephant Award at the Kyoorius Design Awards 2016
- 'Service Retail Speciality Award' at the VM & RD Awards 2016
- Retail Week Awards 2012 in the 'Non Food Design of the Year' category for Domus Clerkenwell Showroom

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For more information, please visit www.i-amonline.com

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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 200 people and 28 offices in India and the Middle East.

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