

# WISHBOX

Dear Sir/ Ma'am,

The world of advertising has changed leaps and bounds between you receiving this letter and opening to read. The trajectory of strategic promotion is soaring every moment and there are new brands that are capturing markets with an unbelievable pace. As such, where do **your brand** stand is an important question of concern!

**Wishbox**, an advertising and creative studio based in Chennai and Nagpur, understands that a brand is as unique as a person. Hence, its distinction needs to be built in the market like a man who safeguards his character. The brand should connect discreetly with its dynamic audience.

At Wishbox, we study different brands and their requirements to uphold and burgeon in the global environments individually. And for the same, we recommend pulsating branding and creative recovery solutions. We are connoisseurs of logo, web, print and motion designs for custom advertisements and commercials.

In its inducing and prolong journey, a brand may need certain make-over that reinstates its image in the mind of civic. This restoration is achieved by ground-breaking brochures, leaflets, booklets, catalogs, poster prints, and most radically by pulling off a level deeper grasp of the social and online marketing cultures. **Wishbox** is an integrate key of all.

With our association, you will build a stronger liaison with your extended clientele and consumers. Our familiarity and proficiency in graphics, designing, printing mediums and our partnerships with trusted printers, event managers, media buyers & promoters, we certainly are an enviable pick for your brand.

To know how we work, we have exclusively attached a **Brand Recovery Kit** along with the letter. We would be glad to receive your consideration.

Wishbox India, greatly look forward for an enduring involvement to realize creative artworks for your brand.

Our virtual presence *here*: [www.wishboxindia.com](http://www.wishboxindia.com)

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## Brand Recovery Kit

### Brand Diagnosis:

- **Brand History:** Wishbox understands your brand better by learning about it along with various media that were utilized to promote the brand in the past.
- **Research & Information:** All the information about your brand is collected and researched for the right target audience, suited for your product.
- **Brand Competitors:** Wishbox makes sure to collect a set of database about other competitors selling the similar product with its growth chart.

### Brand Analysis:

- **Strategy & Planning:** Once all the research information is in place, Wishbox plans out a solution chart to make your brand successful. A well-planned strategy is chalked out including media planning and choosing the right creative direction.
- **Decision Making:** Brainstorming takes place keeping the strategy in mind and final decisions are carried out with the client's approval.
- **Recovery Tools:** A final review of the plan is done for the team to completely understand the strategy before the final action, and then final deadlines are set for the completion.

### Brand Operation:

- **Brain Storming:** The Wishbox team gets together for creative experiments and discussions where suggestions are thrown in and dummy sketches for the creative implementation are made.
- **Creative Designing:** Our designer starts working on the design discussed by the team.
- **Presentation:** The designs are presented to the client who gives us suggestions and final approvals.

### Successful Surgery:

- **Final Executed Project as Print:** The final design is sent to our high end printers and one copy of the dummy is sent to the client for print approval before the bulk printing.
- **Target Audience Distribution:** The discussed target audiences are divided into group area wise, and the distribution of the material takes place or the brand promotion activity is executed.
- **Complete Report:** A complete report is filed and submitted to the client.

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## **Brand Medicine:**

- **Follow-up:** We regularly follow up with the media plan and the target audience for complete analysis of the brand success.
- **Feedback:** A final feedback is taken from the client.
- **Future Plan and Marketing Consistency:** Analyzing the success rate, we then plan regular small activities to keep the brand fresh in the minds of audience.

**We believe a wish – an idea** – should never stay shut in the box. Maybe, that's why the box of Wishbox is always open. Its wish – its idea – which roar inside, is so vibrant and alive that it will tear the box up from inside out, and fly away to where it belongs!

In such way, right from its inception, **Wishbox India** gave wings to many of its dreams. To many of its thoughts. The thoughts that surfaced with each clients. Clients who walked in with their grand ventures, and walked out only to walk in again, all over again!

We are naming some of our successful advertising and promotion campaigns:

While our punters are too pleased, there are many others who dive in our box too often. Need we say more?