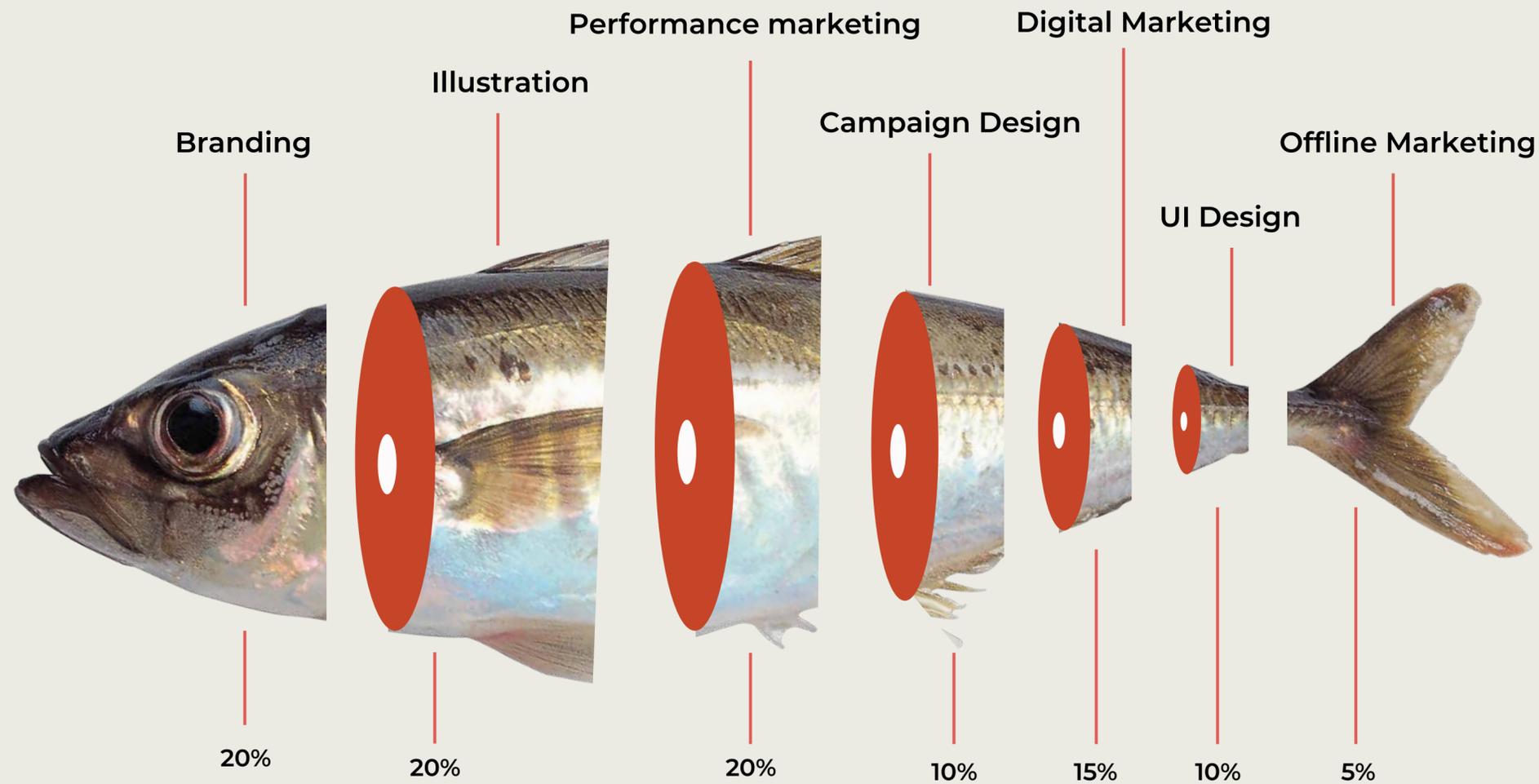


THE WHOLE SHEBANG

Marketing & Design firm





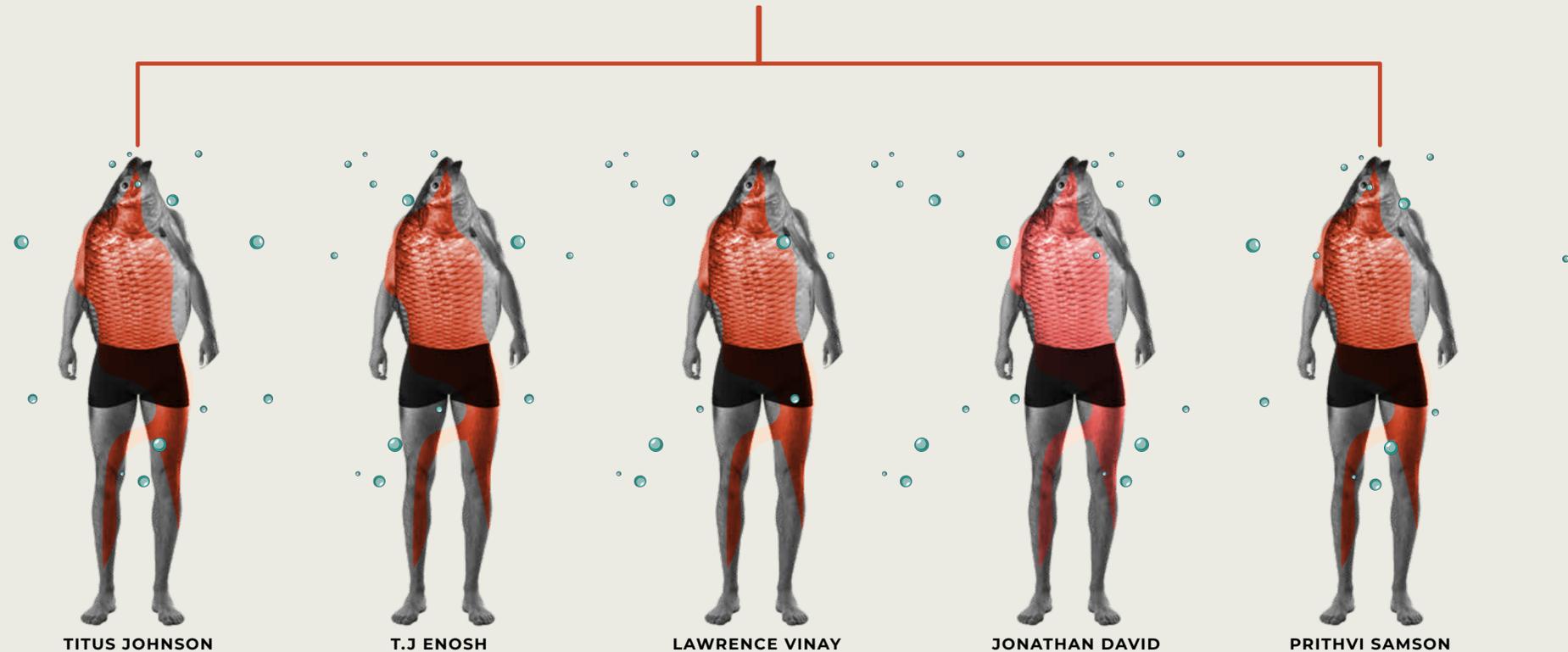
The Whole Shebang was started in 2018 by one of Hyderabad's most popular artists & musicians...

...Pranati Khanna. After freelancing for several years and doing a few agency assignments- she realised that with her contacts and influence in the market-it would be best to start her own design & marketing firm with Ricky Raymond-fellow designer and guitarist of her band. What would be the agency's primary services? Branding, art commissions, social media marketing, print design, illustration, photography, videography, jingles, event curation, online marketplace - the whole shebang! A few months into the inception of the firm, Zafar Khan hopped on as a third partner. Zafar was a popular sales & client servicing executive who had just finished two long stints with J. Walter Thompson & Red Bull. After adding Rasesh Patel to the team in 2020 to run their Marketplace Store - The super team was officially complete!



THE STUDIO

The Whole Shebang's motto is ultimately to be a team of young, enthusiastic designers who are constantly experimenting with new forms of design. It is quite by chance that a majority of the team have been musicians who are also expert designers with degrees in art and media. The studio is in Hyderabad and has an open, spacious atmosphere with lots of noise everyday!



TWS SERVICES



Branding/consultation



Social Media Marketing



UI Design



Web Design



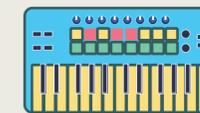
Print/offline marketing



Illustration



Video / Photo



Jingles



Performance marketing

BRANDS WE HAVE WORKED WITH...

...as TWS as well as well as through previous agency associations.



CASE STUDY

@gigglewater_hyd

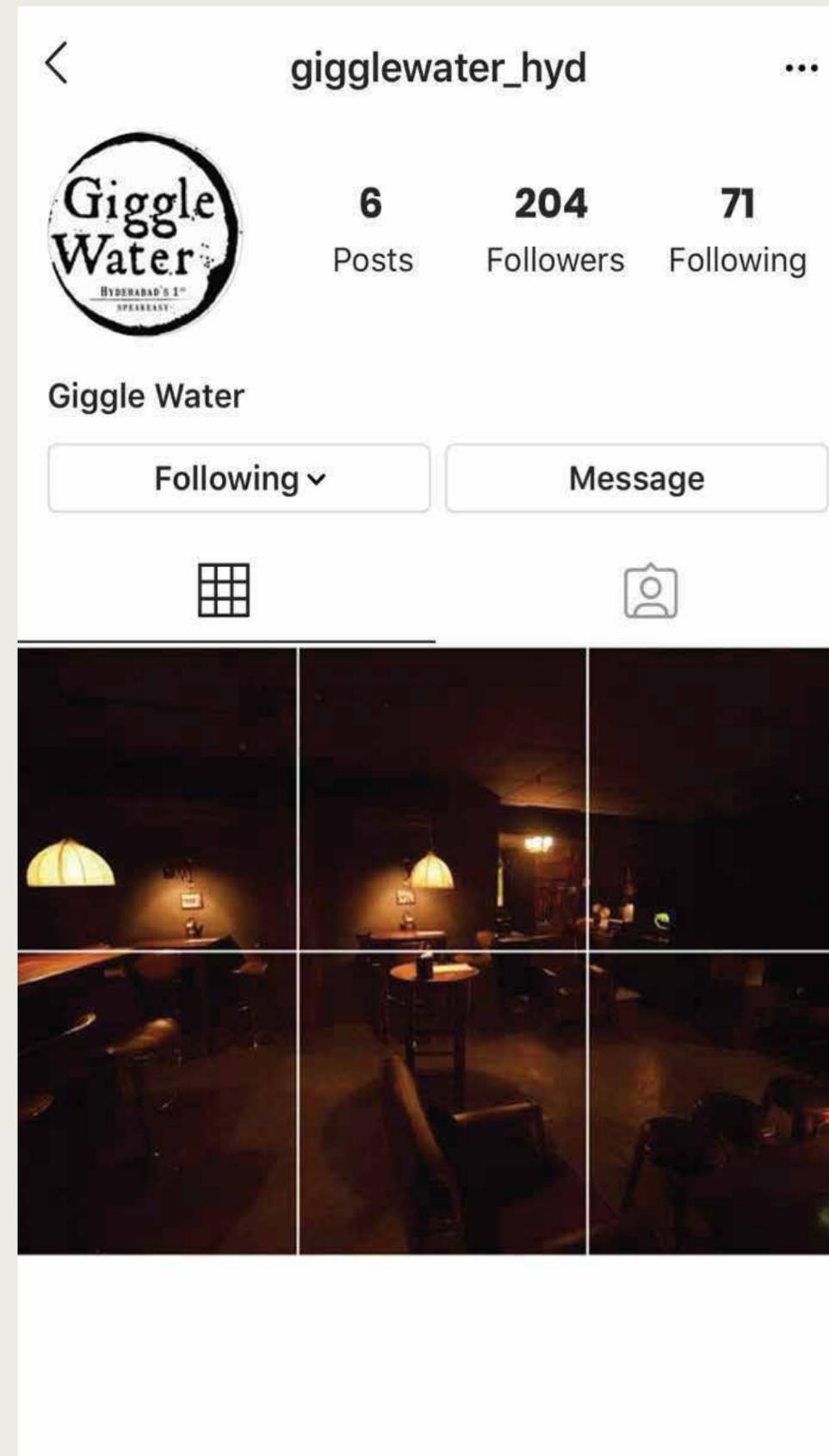
This is one case study which will illustrate just how TWS takes brands which are lacking strength in their positioning and direction; strategises brand repositioning, designs campaigns and original artwork, social media marketing as well as offline marketing plus audience engagement. All of these methods have propelled several businesses to popularity. This is one such business we are proud to talk about.

The business: *Giggle Water, a speakeasy in Hyderabad owned by The Olive Group.*

Pre TWS engagement: *Avg. monthly footfall of 20 people per month.*

Social media following: *204*

Social media activity: *6 posts within 6 months of opening.*



GIGGLE WATER

TWS was engaged with the brand a year after it opened - in 2019. The speakeasy is a 100-capacity venue which is very exclusive and functions from Friday to Sunday. We managed the following:

- Internal branding/art designs
- Social media marketing
- Event programming
- Photo & video shoots

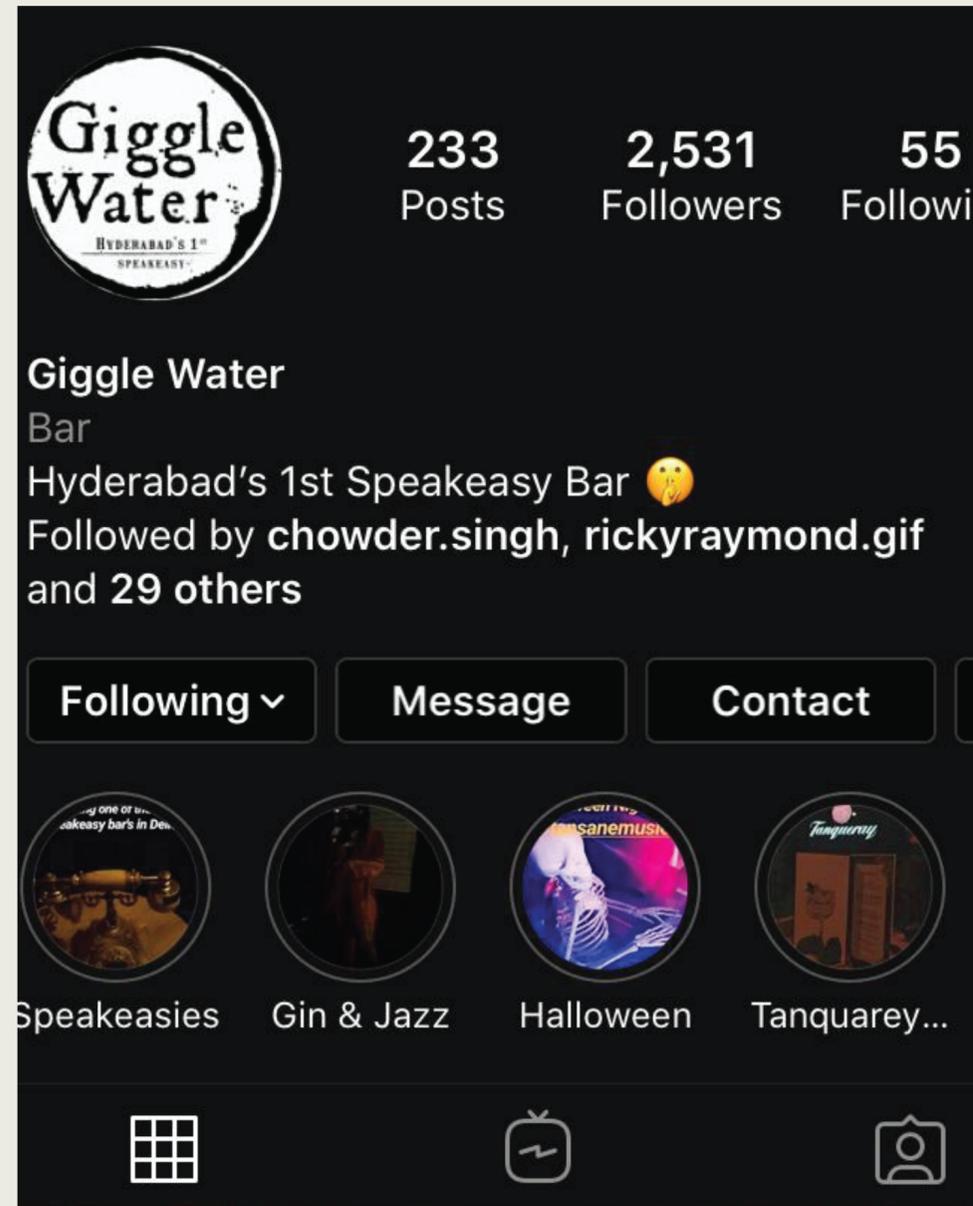
The numbers before the year ended were:

Avg. footfall: 600

Social media following: 2,530 (all organic)

Social media activity: 6-7 posts & stories per week, page management, DM management.

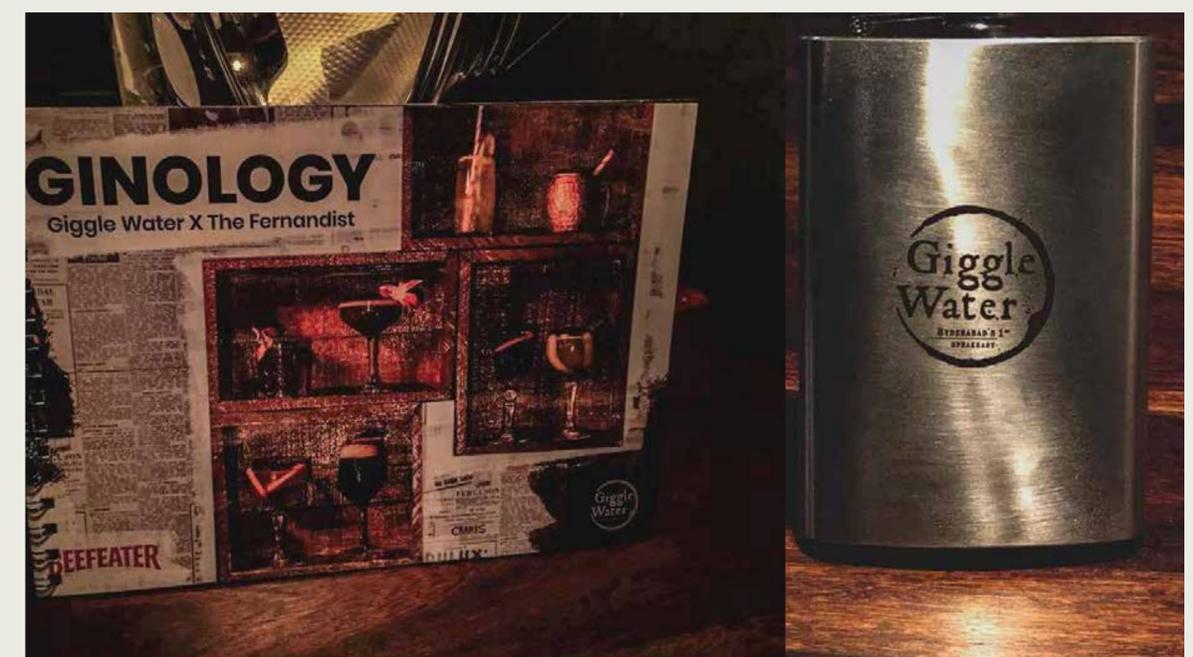
Culture development: We started a Jazz appreciation movement there as well as made it the city's first LGBTQ inclusive venue



GIGGLE WATER

Methods used by TWS to achieve 650% increase in sale over 12 months:

1. Curated a design language based on 1920s American culture as well as designed exclusive merchandise for GW
2. Social media campaign designs, execution, boosting management, DM management, Instagram LIVE curation + weekly engagement
3. Boosting 15 out of 30 posts/stories per month with a curated target audience plus submission of a monthly analytic report
4. Influencer posts and engagement
5. Event curation for the space including Jazz Nights every Friday which turned into a massive movement
6. We made it an LGBTQ inclusive space



CASE STUDY

@youthfeedindiaofficial

Youth Feed India is an initiative started by Shaaz Mahmood in Hyderabad, which aimed at large scale distributions of basic supplies to poor people in the city during the COVID-19 lockdown.

Fundraiser: COVID-19 relief fund for daily wage workers & their families

Goal: Raise Rs. 1 Cr. to meet a target of 10,000 package distributions P/M

Method: Celebrity/influencer video posts & donations

The distributions were conducted in Hyderabad, Bangalore, Chennai, Delhi, Gurgaon & Mumbai

YOU HAVE THE POWER TO CONTROL STARVATION.



SO FAR, YOUTH FEED INDIA HAS PROVIDED:

33,00,000 meals to over 2,30,000 people across India through 47,000 relief packages

BUT THIS ISN'T ENOUGH!

Please keep donating to help us continue feeding India

LINK IN BIO



**All donations 80G exempted.*
@youthfeedindiaofficial @safaindia

in Partnership with



OUR CURFEW THEIR DOOM

The daily wage worker has been most affected by the lockdown. They are without jobs and therefore without any food for their family! The Government has declared some relief but this will never suffice. The private sector needs to step in and help in all relief work!

As a group of young Indians we've created an ecosystem of NGOs across the nation to help create a distribution of care package for the daily wage worker, the single mother, the old helpless widow, the Indian who is Hungry!

We need to stand together and do our civil duty and provide for our brothers and sisters!

PROVISION PACKAGES

- 2 KG Wheat Aata
- 1 KG Rice
- 1 KG Onion
- 1/2 KG Oil
- 1/2 KG Sugar
- 100 GM Tea Powder
- 1 KG Tur Dal
- 200GM Mirchi Powder
- 100 GM Haldi
- 1/2 KG Salt Packet
- 2 Soaps
- 1 KG detergent
- 1 box Zinda Tilismath
- 1 strip Crocin

CURRENT DISTRIBUTION

Hyderabad
North Karnataka
Bangalore
Chennai

METHOD



DONATIONS

DONATIONS IN INDIA
NEFT/RTGS/IMPS
Bank transfer to NGO
Acc No: 408601011001394
Vijaya Bank
Branch: Banjara Hills
IFSC Code: VJIB0004086

FOREIGN DONATIONS
Bank transfer to NGO
Axis Bank
Greenlands Branch
SB Account No.008010101429169
IFS Code: UTIB0000008



***Your donations are exempted under 80G which can be claimed against your Income Tax**



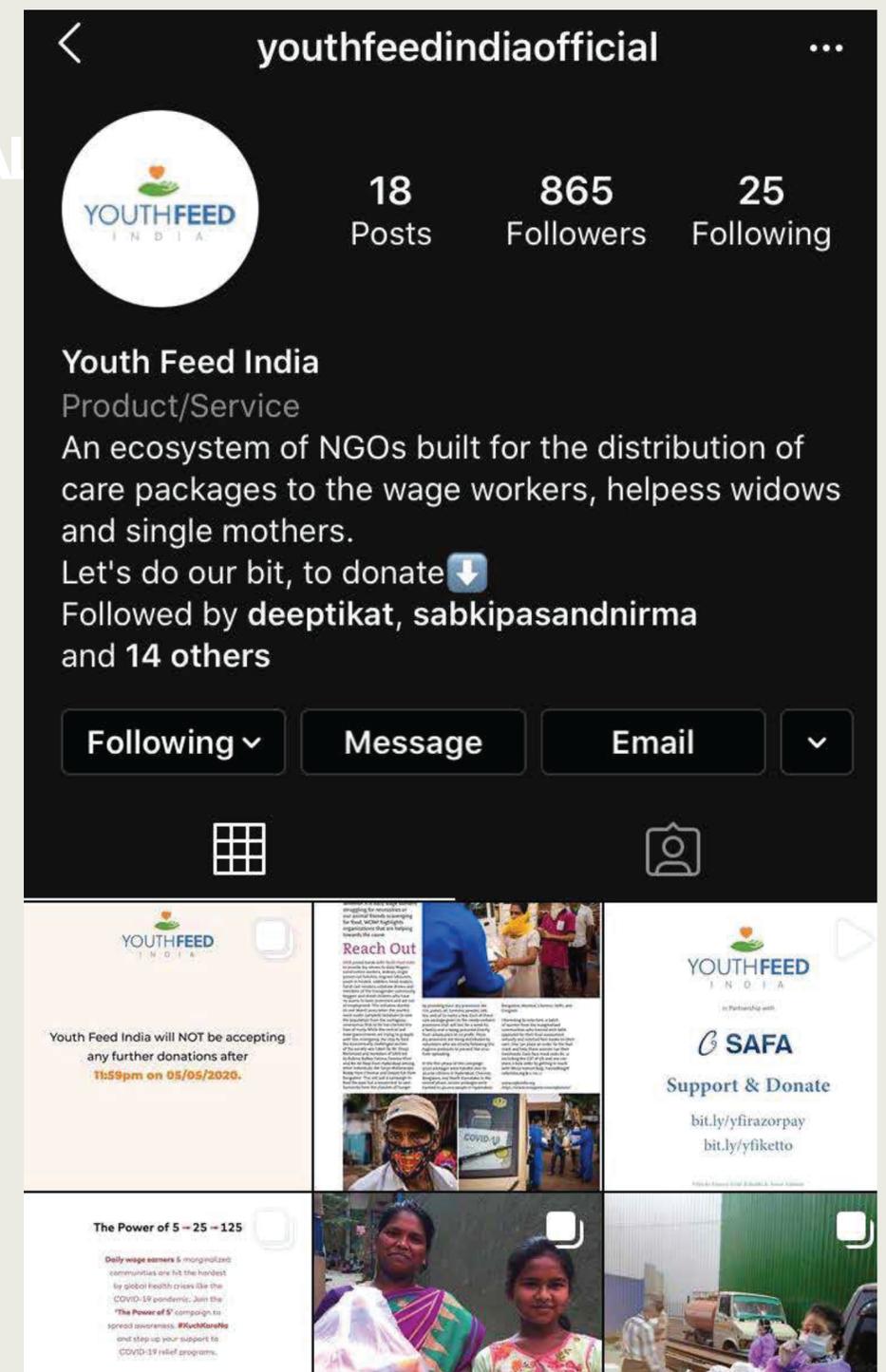
CASE STUDY

@youthfeedindiaofficial

Duration: 1 March - 1 April (Phase 1)

Raised: 25,00,000

Method: Sania Mirza was the primary brand ambassador that we brought on board and through her - we received over 23 more celebrity donations aside from sending out emailers, messages & hard-hitting social media posts which converted into lakhs of donations for purchasing food packages.



CASE STUDY

@youthfeedindiaofficial

Duration: 1 April - 1 May (Phase 2)

Raised: 1.25 Cr.

Method: Heavy social media marketing strategy, tie-up with a distribution service, several volunteers, celebrity influencer posts, emailers, YouTube video appeals and sponsored Instagram ads



shaazmehmood · Following

1/4

As of March 30th
Rs. 1.25 Cr raised
Over 1,00,000 Indians in need will have access to over 14,00,000 meals

The lockdown may not end soon & our new targets are:

Till April 30th
Provide dry food provisions to over 4,00,000 Indians who will have access to over 56 Lakh meals

Donate Now to help us continue our initiative
*All donations 80G exempted.
@youthfeedindiaofficial @safaindia

YOUTHFEED INDIA in Partnership with SAFA

Liked by **deeptikat, asmitamarwa** and 119 others
shaazmehmood We started early so we managed to get our packets out... We are trying our best and continuously push out the packages to those... more

MARKETPLACE STORE

We have our own seller accounts available on E-commerce platforms such as Amazon & Flipkart. You don't need to setup a warehouse, Simply sign up with us & we'll list, stock & process your orders. What do we provide? We provide solutions for sales & marketing on various marketplaces for sale of your goods. We look at account registrations, product listing and in-app advertisement management.



How does this benefit your brand?

Our team has over ten years of experience in driving marketplace sales. We help you reach your sales targets on various marketplaces and will not only provide a complete marketplace management solution but also ensure that leads are accurately provided for maximum chance of success.



ADOBE CC 2020
LICENCED SOFTWARES



Google
Partner

AWARDS

Asia Inc. 500 award

In November 2017, Pranati was presented with an award by Asia Inc. 500 for excellence in art and music.



AWARDS

'Profitpur key Sholay' is an animated fiction film made by TWS in association with Boxcar Caravan. It highlights the features of Mahindra Supro & Jeeto through the characters of the iconic Bollywood blockbuster Sholay.

INSIGHT BAGS RMAI FLAME AWARDS

Insight Outreach made quite a splash at the first virtual event of the prestigious RMAI's FLAME Asia Awards 2020 for its campaign

Mahindra Jeeto Supro
'Profitpur Key Sholay'

GOLD

Best Experiential Marketing
Campaign of the Year



A FILM BY
Boxcar Caravan



TEDx

TedX Talk

In January 2017, Pranati gave a talk with at a TedX event held in Hyderabad about the concept of story-telling through art and music and the ways in which famous artists have been using that to inspire change.



CONTACT US

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PRANATI KHANNA
PARTNER, TWS

BRILLIANT IDEAS

MASTER OF ADOBE

UNSOLICITED ADVICE

LIFE IN THE OCEAN

TALKING BIG

WALKING BIG

EXTRA CURRICULARS



"Please appreciate my brilliance or I might feel moved to cry. I can sing."

Pranati Khanna
Ph: +91 99494 53558



ZAFAR KHAN
PARTNER, TWS

HUMAN TOLERANCE

WRITING SKILLS

UNSOLICITED ADVICE

LIFE IN THE OCEAN

TALKING BIG

WALKING BIG

EXTRA CURRICULARS



"Arsenal till I die."

Zafar Khan
Ph: +91 9000866399