THE WHOLE SHEBANG

Marketing & Design firm

All Design is a great symphony.

PRANATI KHANNA

- 17D NORTH
- JWT
- TWS

10+ years in advertising

Worked in Hyderabad
and Bangalore

Experience spans brands like
A.P Government, Olive Group,
Apollo Hospitals, Red Bull, Shoyu,
DE Shaw, Supergas, St. Andrews,
Airdriven, and more

WE'RE THE WHOLE SHEBANG.
AND THIS IS WHAT WE DO.

Strategy   Creative   Digital
Jingles   Films

TEAM CAPABILITIES

Our team consists of some of the best talent that spreads across different areas of creative and strategy expertise.

Platform Specialists

Data Analysts

CRM Tool Specialist

Creative

Strategic Planner

CAMPAIGNS WE HAVE WORKED ON

Here are two examples of campaigns we worked on and brands we built from scratch.

BRANDS WE HAVE WORKED WITH

GIGGLE WATER

Hyderabad's first Speakeasy & LGBTQIA+ inclusive space

Campaign Goal: To turn an attic into a concept bar and solely use Instagram for monthly campaigns.

Targets Met: Since we took over partnership with the bar, we ran a Branding & Marketing campaign that went viral, nationwide.

2018 avg monthly sale 2L

2022 avg monthly sale 15L⁺

2018 followers on Instagram 204

2022 followers on Instagram 5,627

Our Involvement

Digital Marketing

Created a unique brand language that translated
into a viral marketing campaign on Instagram

Digital Advertising

Running ads for Social Media campaigns
& tracking performance

Influencer Marketing

Engaging with local and national influencers to visit
and post about Hyderabad's Jazz & LGBTQIA+ venue

Internal Branding

Wall art, menus, tent cards, decor ideation

SHOYU

Telugu actor Naga Chaitanya started a gourmet Pan Asian cloud kitchen called 'Shoyu' and partnered with Swiggy for deliveries across Hyderabad.

Campaign Goal: To create awareness around Hyderabad about the brand and uniqueness of the menu and thus increase number of orders.

Targets Met: After engaging with Freeform Creative in November 2022, our digital marketing campaigns made the following impact

Customers increased by 25,650

Swiggy deliveries increased by 100,000+

Private catering bookings increased by 50+ P/M

Our Involvement

shoyu
tasteful asian delivered
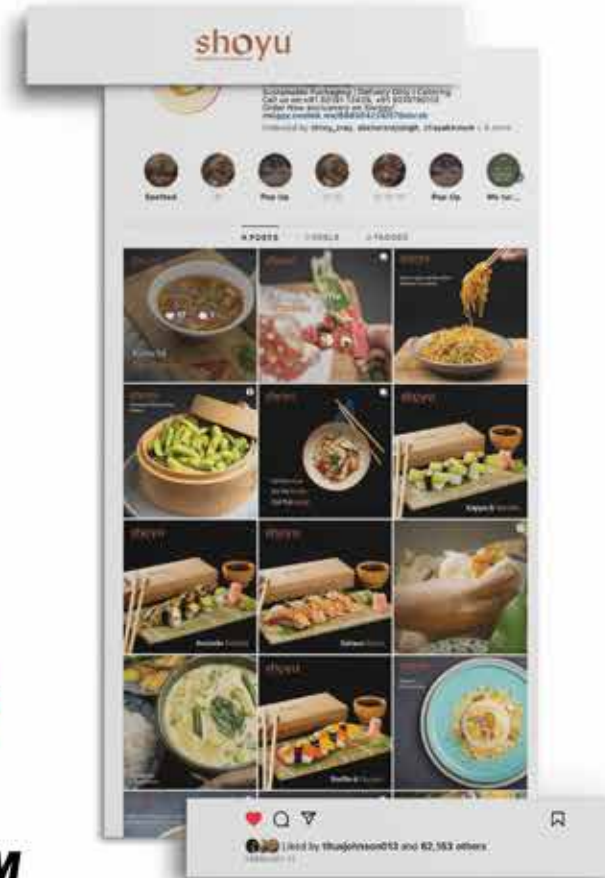
Campaign Strategy: To develop a digital strategy that covers Instagram, WhatsApp & Swiggy in order to increase brand awareness, orders and bring the customer closer to the brand by doing pop ups and private caterings as well.

10,000+ *post & story likes & shares*

Engaged with **12** *influencers in 1 year*

Our Impact

June 2022

12,523 Followers
on Instagram

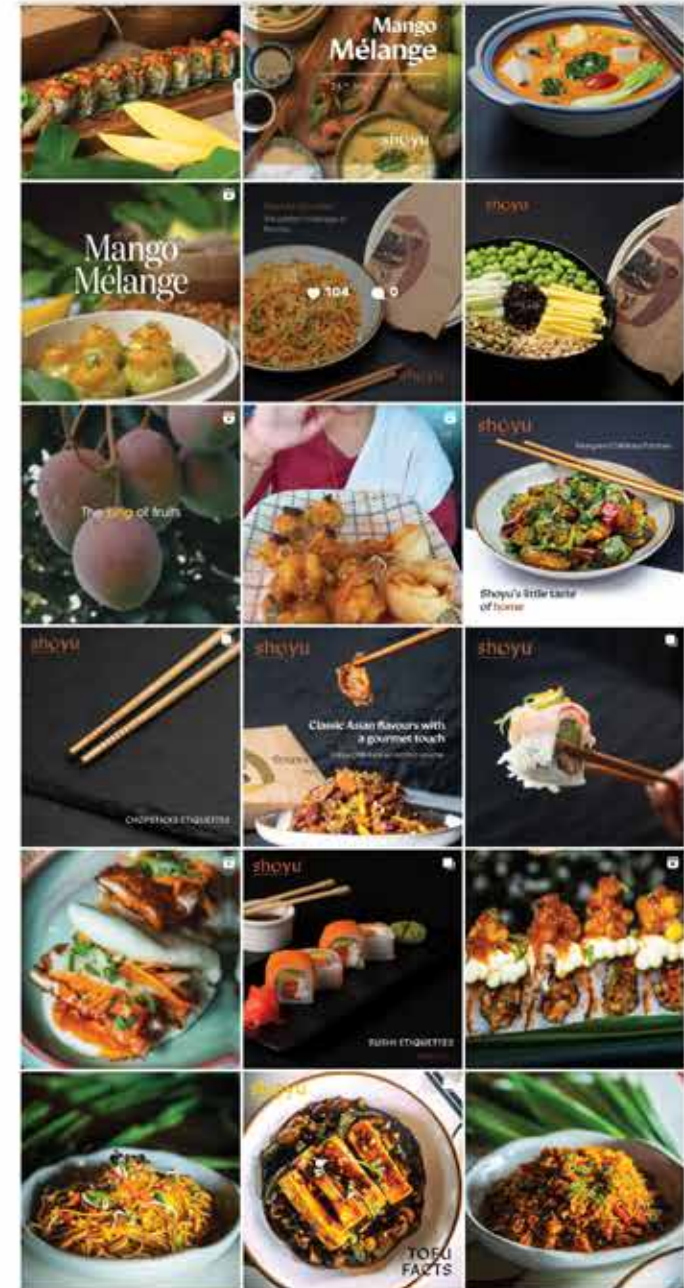**70 orders per day**
on average

2100 orders per month
on average

June 2023

23,600 Followers
on Instagram

176 orders per day
on average

5303 orders per month
on average

UI DESIGN

From websites to app UI - here are some of our favourite projects so far

AirDriven: Website & App UI Design

AirDriven Aviation is one of India's leading end-to-end Private Jet Companies in India. Global private charter company head-quartered in Hyderabad, prioritizing safety, luxury, and 100% exclusivity.

https://www.airdriven.com
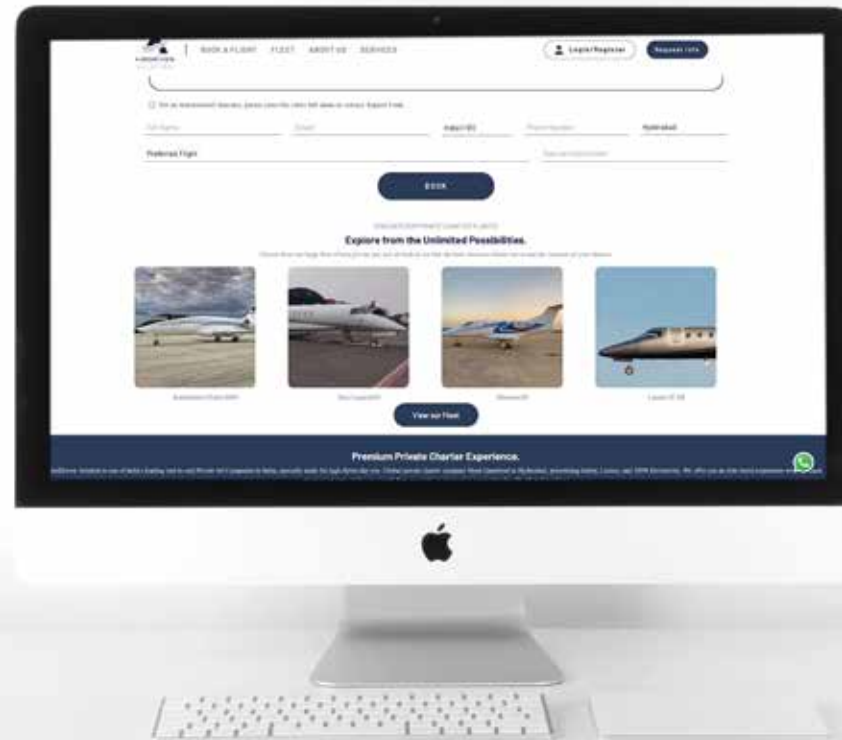
Sher Bache: Website UI Design

This label is a pandemic-born brand that specialises
in limited edition outfits featuring artisanal prints combined
with handmade embroidery for men, women & children.

https://www.sherbache.com

Flavure: Website UI Design

Flavure is a brand of the highest quality Greek Olives,
packaged in a range of flavours and quantities that
aims to bring the concept of healthy snacking
with fresh flavoured olives into the Indian market.

https://www.flavure.in

BeEZPZ: Website UI Design

A personal shopping service that shops
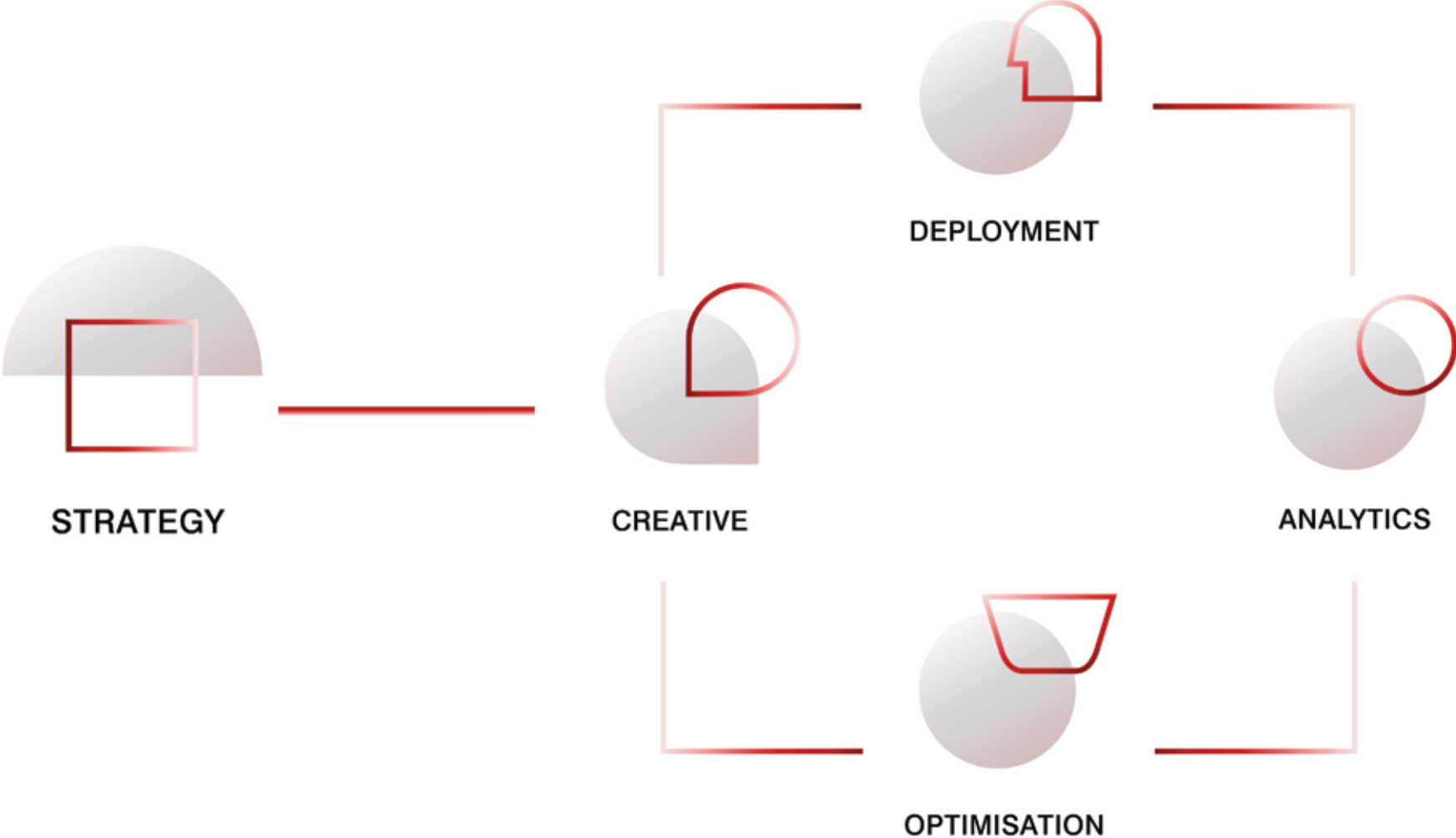with a client or for a client as well as ships
their purchases across the world.

https://beezpz.com

WHAT WE CAN DO FOR YOU

At TWS, we follow a structured process to create a
Digital Marketing strategy, comprising of five key stages

STRATEGY

CREATIVE

DEPLOYMENT

ANALYTICS

OPTIMISATION

Digital Advertising

Search Engine Marketing

Social Media Marketing

Affiliate Marketing

Display Advertising

Ecommerce Advertising

Production

Influencer Marketing

UI Design

THE
WHOLE
SHEBANG
Marketing & Design firm