



THE COLLECTIVE

**We Partner. We Deliver.**

# OUTLINE

Crafting Brand Stories with TheCollectiv: A Marketing Consultancy Showcase

## 1 Who We Are

Introduction to TheCollectiv and its core values, mission, and vision.

## 2 Our Craft

Explaining the unique strategies and methodologies employed by TheCollectiv in brand storytelling.

## 3 What Sets Us Apart

Detailing the range of services offered by TheCollectiv and showcasing expertise in marketing and consultancy.

## 4 What We're Good At

Our Services and Expertise

## 5 Partners

What we call ourselves a Partner and not an agency.

## 6 Our Community

Why we attract the best talent

## 7 Success Stories

Highlighting successful brand campaigns and satisfied client testimonials.

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THECOLLECTIV

**ELITE MARKETING  
MERCENARIES FOR  
YOUR BRAND**

**thecollectiv.in**



THECOLLECTIV  
**We Partner. We Deliver.**

# Welcome to TheCollectiv.

We Craft Brand Stories  
That Are Compelling,  
Relatable, and Engaging.

And With Pizazz.

THECOLLECTIV is a full service  
marketing consulting firm that  
partners with you at every stage of the  
marketing lifecycle of your brand or  
product – from conceptualisation to  
design, brand identity to brand  
management, GTM to Acquisition, and  
Analytics to Growth.

**40+**  
Clients across North America, Europe,  
Middle East, & India

**1**

## **Full-Service Expertise**

Offering comprehensive marketing consultancy services since 2019, covering all aspects from strategy to execution.

**2**

## **End-to-End Partnership**

Engage with clients throughout the marketing lifecycle, guiding from initial concepts to achieving sustainable growth.

**3**

## **Storytelling Mastery**

Specialize in narrating brand tales with flair, ensuring your unique identity stands out in the market.

**4**

## **Brand Enhancement**

Dedicated to making your brand sparkle, we work to amplify your brand presence and reputation.



# **OUR CRAFT**

# WHAT SETS US APART



## Consultative Approach

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Listening to clients' narratives before developing their brand stories ensures authenticity and resonance.

## One Size Does Not Fit All

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Tailored Strategies and Custom Campaigns by Persona, Interests, Cohort, Lifecycle

## We Speak Global

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We speak Global. Eloquently. With cultural sensitivity and linguistic finesse to engage diverse audiences worldwide.

## Not Limited

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Extensive Grassroots Network means we never have to worry about Team Size, Skill Sets, Location, or Resources.



Think of every ensemble, guns-for-hire team-up you've  
ever watched.

We're it.



# WHAT WE'RE GOOD AT

1

## Digital Marketing

We put things online. Includes Social Media, Search, Email, and Content Marketing, Ad Campaigns, and Community Building.

2

## Creative Services

From Digital Creatives to Fabrication, we design Static, Dynamic, Audio, and Video Brand assets for all your Online & Offline Campaigns.

3

## Web & App Development

From design and development of your Websites & Apps, to defining Conversion Funnels, User Journeys, and Acquisition Campaigns.

4

## Localisation by Geo's

Take your business or product to a new market in a new language. Our Global pool of Linguists can help you localise your Website, App, or Content.





# WHAT WE'RE GOOD AT

**5**

## Lead Generation

We manage both B2B and B2C LeadGen campaigns to augment your sales pipeline and provide qualified leads for your sales team to work on.

**6**

## Go-to-Market Strategy

We adopt a phased approach towards pre-launch traction and post-launch Acquisition and Growth Campaigns, both Online & Offline.

**7**

## Events & Activations

We specialise in organizing corporate events, expos, product launches, and live shows to create memorable brand experiences and interactions.

**8**

## Brand Consultation

From Brand Conceptualisation to Design to defining the Brand Identity & Language, our idea smiths can help you all the way.



# SUCCESS STORIES

## Content Localisation for Amazon, Airbnb, YouTube, Facebook

TheCollectiv's Linguists & Content Writers have helped some of the biggest tech companies in the world adapt to & launch in Indian languages & Arabic.



## Campaigns for Alcobev majors like Pernod Ricard to United Breweries

Our consultants have crafted activations and promotions for top liquor brands, from a pan-India Foosball league for Heineken to brand experiences for Chivas Regal, from bar fabrication for Absolut to a lifestyle IP creation for Kingfisher



## Events & Activations for Landmark Group

Our brand marketing experts have curated store launches and site-specific promos for Spar, Lifestyle, Homecenter, and Splash

# SUCCESS STORIES

## Performance Marketing, Acquisition, and Growth Campaigns for B2C apps

We have helped digital first startups like Cookpad, Wizely, Wyb, and Shadowfax by managing their web & app user acquisition, community engagement, and retention campaigns.



## Hybrid marketing for a marquee matchup between Roger Federer and Rafael Nadal.

For this dream match in Delhi between two of the biggest sporting superstars of our generation, our experts managed everything from Social Media, Online Ticket Sales, Brand Collaborations, and Event Production for Indian Aces in IPTL 2015



## Lead Generation & Marketing Strategy for B2B Tech

Our Whitepaper, Webinar, and Expo based LeadGen campaigns have helped enterprises like Fiorano & Genisys reach CXOs & top Execs



# WHY WE CALL OURSELVES A PARTNER



## OWNING OUTCOMES

We take on Business Objectives and strive to deliver results, metric by metric.



## WE'RE NOT 'EXECUTIONERS'

Our consultants collaborate with you at every stage of the marketing cycle & kill it with our campaigns.



## YOUR MARKETING ORG

We can work with your internal marketing teams or BE your marketing team if you don't have one.



## IDEASMITHS AHEAD

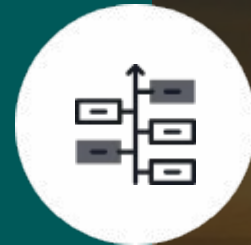
We ideate with you. We start with Strategy and then delve into deliverables.





## Digital Marketing Specialists

Strategists driving online  
engagement & brand presence.



# THECOLLECTIV'S COMMUNITY

A Diverse Network of Over 300 Professionals



## Web Developers

Tech experts building engaging  
and functional websites & apps



## Content Writers

Crafting compelling narratives  
for brand storytelling.



## Designers

Creative minds who bring  
visual concepts to life.



## Conceptualisers

Innovative thinkers who develop  
unique approaches and  
strategies.



## Production Managers

Coordinators ensuring  
seamless execution of events.



**THESE ARE THE  
SUCCESS STORIES  
OUR  
CONSULTANTS  
HAVE BEEN A  
PART OF..**



## BIG TECH – LOCALISATION

### SPORTS, GAMING, AND LIFESTYLE



THE  
Purple Turtles®



facebook



### ALCOBEV, F&B, AND FMCG



Pernod Ricard





## CONSUMERTECH & EDTECH



## B2B TECH AND FINTECH



## REAL ESTATE



[View our comprehensive portfolio here](#)



# THE COLLECTIV

## THANK YOU

We appreciate your attention! Let's connect for your brand's success.

BOOK A FREE CONSULTATION WITH  
THE COLLECTIV



**LinkedIn**

[linkedin.com/company/thecollectiv-community](https://linkedin.com/company/thecollectiv-community)



**Website**

[thecollectiv.in](https://thecollectiv.in)



**Email**

[social@thecollectiv.in](mailto:social@thecollectiv.in)

**Comprehensive**  
**Portfolio**