

KICKASS MEDIA BRAND DECK

Photo. Video. Strategy. All designed to make
your story perform.

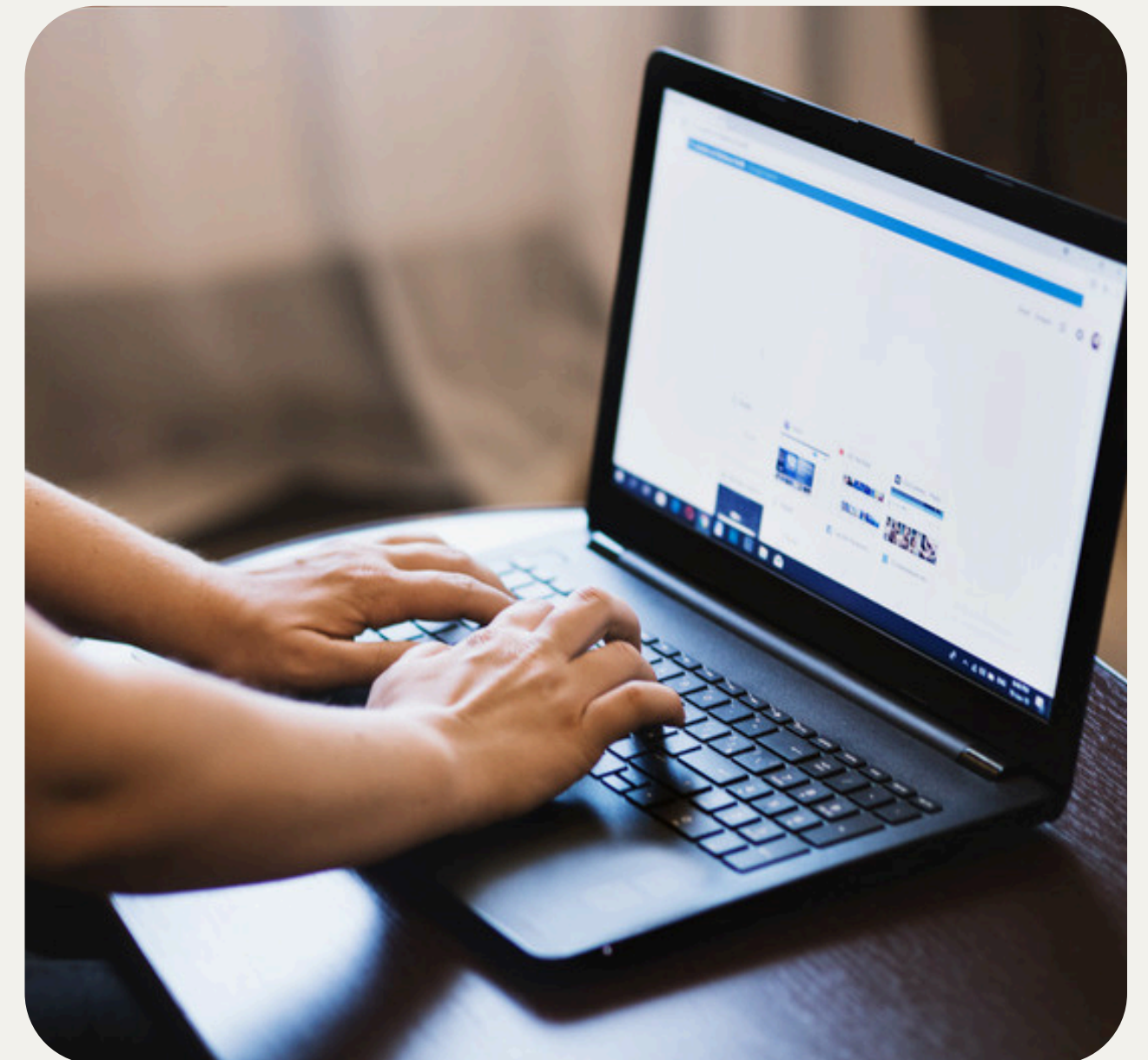


MOST BRANDS HAVE GREAT STORIES, **BUT** THEY'RE NOT BEING TOLD RIGHT.

Founders spend months building a product, crafting a vision, and defining their “**why**”... only for their message to get lost in a sea of generic, forgettable content. They know content matters, but:

- It's hard to translate vision into visuals that actually connect.
- Agencies focus on aesthetics, not story.
- Creators chase trends, not strategy.
- The result? Content that looks good — but doesn't move people or perform online.

In today's social world, every scroll is a chance to make someone care. But if your story doesn't hit the heart, it won't hit the metrics.



OUR VISION

The Power of Storytelling

At Kickass Media, we believe every brand deserves to be felt, not just seen.

We exist to help founders translate vision into emotion — to turn what they stand for into stories that make people stop, feel, and remember.





OUR UNIQUE APPROACH

01 *Story-first Thinking*

Every great brand begins with a story — and that's where we start. We focus on emotion, narrative, and human truth before visuals or metrics, because stories that move people are the ones that get remembered and shared.

02 *Social Logic*

We build with the platform in mind — not against it. Every piece of content is designed to work with the way people scroll, swipe, and engage, ensuring your story performs where attention actually lives.

03 *Creative Integrity*

We believe authenticity always outperforms artifice. Our work is rooted in honesty, craft, and purpose — so your brand looks real, feels relatable, and earns trust in every frame.

04 *Systems Thinking*

We implement repeatable, strategic systems that streamline the creative process. This efficiency allows us to deliver exceptional quality consistently — empowering brands to focus on growth, while we handle the storytelling engine behind it.



OUR SERVICES



IPs/Podcast

Intellectual properties
focused on brand values



Photography

Capturing moments with
artistic and visual flair.



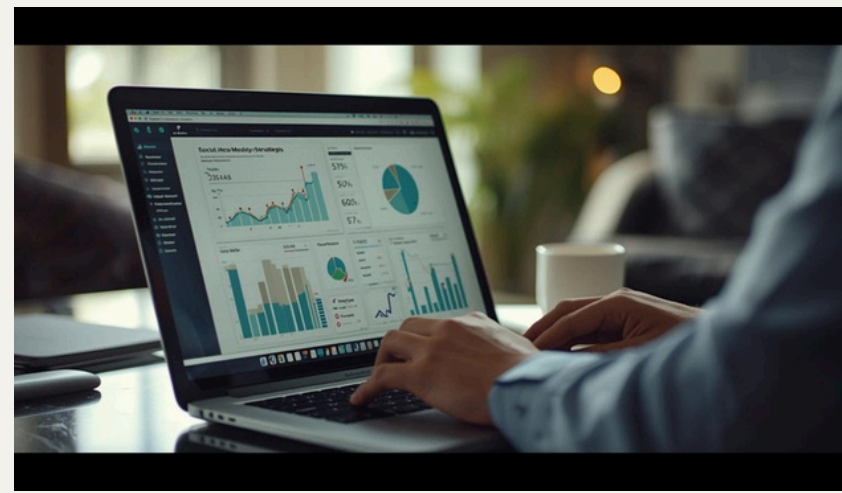
Videography

Creating engaging narratives
through expert cinematography.



Editing

Enhancing visuals with
precision and creativity.



Social Strategy

Developing effective plans for
audience engagement.



Interviews

Highlighting stories through
personal and impactful narratives.



Documentary-Style

Telling meaningful stories that
resonate deeply.



CASE STUDY #1 – MUSIC EDTECH

Monthly Retainer

Period: Feb 2025 → Present

Objective: Build a consistent, high-quality social presence that drives enquiries and brand trust.

Our Role: End-to-end content engine — shoot, edit, and manage social output with selective boosts on two key reels.

Deliverables: Monthly batch of reels + photo assets with captions, subtitles & thumbnails.

Results:

- Followers: 24.6K → 32K
- Reach scaled from a few lakhs → ~3M+
- Steady inbound enquiries via DMs
- Clients report customers citing Instagram presence
- Two boosted reels hit ~0.5M views, 100+ shares, 300+ new followers

Why It Worked:

Clear hooks, instructor-led visuals, tight first 3 seconds, educational payoff, and face-led thumbnails that built connection and credibility.



CASE STUDY #2 – KICKASS COOKS

Strategy + Paid

Channel: @kickass_cooks (Owned IP) | **Launched:** Aug 2025

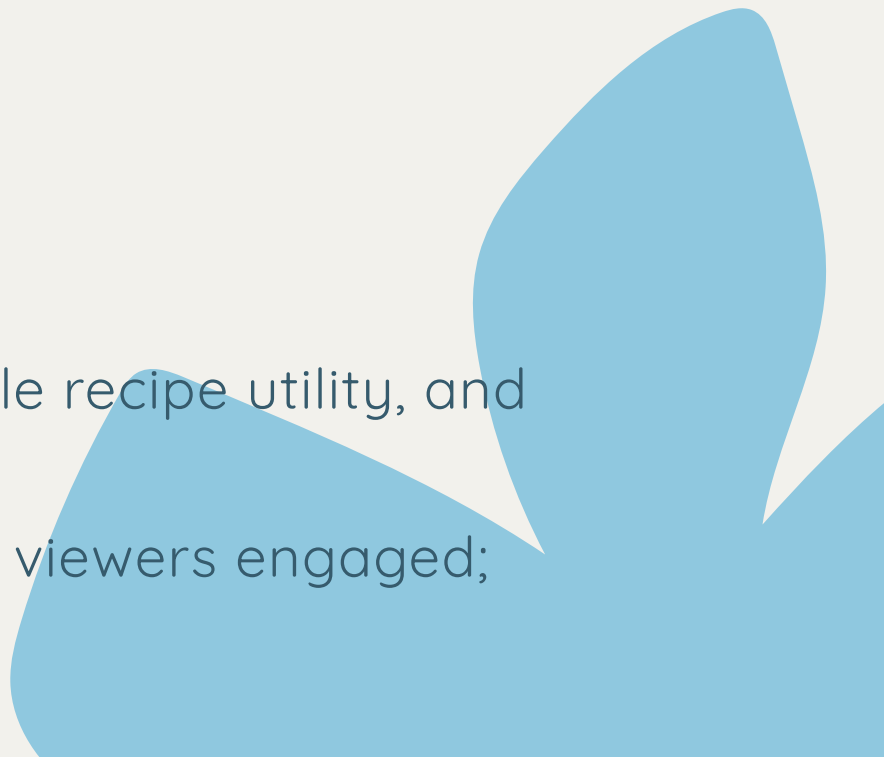
Objective: Rapidly build a new audience from scratch and validate the content engine's effectiveness.

Our Role: Full social strategy, content production, and paid promotion plan — creating a repeatable system for engagement and reach growth.

Results (First 1.5 Months)

- Followers: 0 → 14.5K
- ~650K accounts reached
- ~45K total interactions
- (≈6K likes • 427 comments • 5K saves • 2K shares)
- Multiple boosted posts hit ~0.5M views

Why It Worked

- Smart balance of health + ease storytelling, snackable recipe utility, and strong first-frame hooks.
 - Subtle rhythm and consistent posting cadence kept viewers engaged; targeted boosts amplified top performers.
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CASE STUDY#3 – ANNA CHANDY & ASSOCIATES

Monthly Retainer

Objective: Build a calm, credible, and approachable digital voice on mental health — while increasing genuine, useful enquiries.

Scope: Production-only partnership — shoot, edit, and post-packaging of video content for social media.

Approach: Docu-style, counselor-first storytelling with clear, accessible explanations. Consistent caption systems, subtitles, and thumbnails created visual coherence and trust.

Results:

- Positive client reviews highlighting content quality and tone
- Noticeable increase in DMs and enquiries directly linked to recent content
- Educational reels generating high saves and thoughtful comments

Why It Worked: Empathy-led storytelling combined with visual consistency — helping the brand convey authority without losing warmth or approachability.

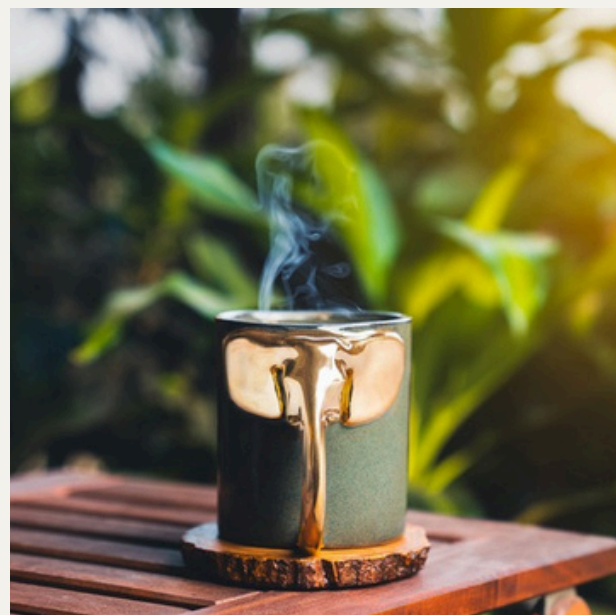




PRODUCT PHOTOGRAPHY

Driving Conversions Through Visuals

Highlighting how our engaging product photography improved brand conversions, trust, and customer engagement for ITC, Black Monkey, and Yellow Spoon.



WHAT OUR CLIENTS SAY ABOUT US

“The new hero and detail stacks look sharper and more premium. Our add-to-cart lift matched what we were hoping for, and the assets are easy to repurpose for campaigns.”

-Black Monkey Coffee

“ You always make my eyes wider n get that smile on my face with ur shoots Thank u soo much.”

-Yellow Spoon

“Lifestyle shots plus the 12-second top-down video improved click-through from search and kept shoppers on the page longer.”

-Kunafa World

“Their films feel empathetic and precise. The team is disciplined, respectful, and consistently on-time—our community has responded with thoughtful saves, shares, and more meaningful enquiries.”

-Anna Chandy & Associates

“Kickass Media built a steady rhythm of high-quality reels and photos for us. Enquiries via DMs have become consistent, also our customers often mention finding us through our new content.”

-Music Pandit



LET US TELL YOUR STORY.

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