



LET THE WORLD KNOW YOUR WORTH.

DREAMJAR
S T U D I O S

New Delhi | Adelaide

Hi! We are Dreamjar.

Dreamjar Studios specializes in visual communication and creative consulting. Based on a diverse experience in the advertising and mass communication sphere, we have developed our understanding of the creative and corporate sector. Our services are human-centric and focus on brand development & productivity. We make-believe the identity of every brand, just like our clients.

In today's competitive market, all the establishments need to be able to respond, modify and innovate in response to the emerging change. Customers are also an integral part of this process, as they're the recipient of services and ideas. It is crucial for businesses to understand the importance of design and branding to create an impact and identity in the pool of global competition to ultimately influence the target group.

Dreamjar gives creative assistance to businesses and enterprises from all walks of life. We give your organization the pace and means to compete with the global giants, with an exclusive and comprehensive branding.



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Delhi / Adelaide

And this is what we do.

We provide unique and innovative solutions with a distinct detail-focussed approach and an extensive knowledge of different marketing collateral development for your brand. You can sit back and relax, as we magically **turn your company into a brand**.

We believe that an engaging service delivery process attracts and retains loyal clients, which creates a competitive advantage. Our creative work goes through a series of steps. It is an output of a careful eye-flow research about the client and its competition, and involves creating what suits the best in a dynamic environment.

Here's a quick broad breakdown of what all we have in store for you and your business.

Reimagine
DESIGN

Captivate
WEB

Engage
SOCIAL MEDIA



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H U M A N S O F D R E A M J A R

Siddharth Kalra, Creative Director

A Head Full of Dreams: With a curious mind and creative approach, Siddharth set off on his design journey back in 2011. He believes there's a disguised learning in every encounter of each passing day. A silver lining hunter, Siddharth loves to collect stories from the places he visits, and the same plethora of stories is reflected in his work, as well as his understanding of people and emotions. Dreamjar wasn't just a planned effort, but a dream in its purest form. He understood the relevance of having an exclusive space for brainstorming and working on ideas and transformed this revelation into a successful creative design and advertising consultancy in 2015.

Post winning awards like the **Golden Brush Award 2014**, **Fox Young Blood**, TERI's **Jaldoot**, and special mentions at/by **Deccan Herald**, **Avant Garde Project**, **Freakapedia**, **Hollywood Reporter**, **Cannes Young Lions**, **McGraw Hill**, **Youth Reveal and Medium**, India's leading design magazine **Creative Gaga** went on to describe him saying '*Belongs to the young breed of designers ready to take the industry by a storm.*'

In a brief span of 7 years, Siddharth has beautifully managed to take global brands to new horizons, as well as given a powerful identity to new organisations. He has almost magically turned companies into brands, winning both hearts and awards.





Somesh Jagga, Principal

The Visionary of the Future: Somesh is a young, dynamic and new age marketing enthusiast. He is a Digital Media Connoisseur and CEO at Rainforest Projects in Australia. He is a serial entrepreneur with his commercial interests in Travel Industry, Technology and Marketing Services. He has been a part of successful projects across industries like automobiles, tourism, hospitality, healthcare, lifestyle, retail and FMCG.

Somesh later turned his passion for marketing into an entrepreneurial venture and founded Rainforest Projects with the help of angel investors and diversified his portfolio of investments. Besides this, he runs training and workshops for educational institutions and Corporate.

With an experience of over a decade, Somesh keeps himself up to date with the rapidly paced digital world with diligent research stimulated by his never ending quest for knowledge and creativity. What gives him an edge over others is the opportunity to implement his learnings on real time campaigns which are designed and delivered by Dreamjar Studios, a company which is his blue eyed boy for providing top grade marketing and branding solutions. He currently spearheads marketing and global sales for Dreamjar Studios and is our go-to person for project management.



Harshit Dhamija
Art Director

The Food for Thought: The man behind the Art at Dreamjar, Harshit is a design enthusiast who believes in striking the right balance between Art and Design. He spends countless hours in understanding and practicing different design techniques, bringing the most unimaginable ideas to life. His distinctive choice of projects and dedication towards creating effective designs do complete justice to his decisions.

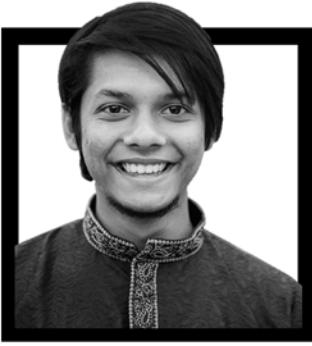
He loves to try out different cuisines in his day to day life and his selective taste in design appropriately manifests his different habits. Having given form and life to brands like Carlsberg, Tuborg, Fem, Dabur and Borges while working at Saatchi & Saatchi, Harshit later joined Dreamjar, aspiring to bring in change and revolution to the world of advertising and brand development.



Disha Sethi
Head of Design

The Breathing Colour Palette: Reflecting her happy-go-lucky personality and undying love for colours in her work, Disha brings the element of pop to the team. Currently spearheading Visual Communication at Dreamjar, she always had an interest in existant patterns, signages and visual imagery existing around the world.

Experimental-but-focused, is the ideology she follows in her work.



Chirantan Khastgir
Creative Ideator

The Bulb of Creativity: His interest in the after-life, and eye for detail sets him a class apart. Chirantan wants to create a world of his own where every action has a just reason and every spoken word bears a meaning.

He loves to play with colours, the camera is his best friend, music is his ultimate answer to all the problems and his words are his armour. His interest in literature, history and the evolution of mankind reflects in his honest and crisp writings. He is Dreamjar's go-to person for mind-boggling punchlines and breakthrough brand campaigns.



Tanushree Vij
Content Developer and
Operations Manager

The Custodian of Word and Order: With an excessive urge of penning things down, Tanushree's habits of writing stories, reading literature and making notes lead her to become a writer. Apart from sipping coffee and staying up all night, she also loves to keep things in order and managing them in a structured manner.

After a fair share of experience in mass communication, she understood the importance of creative flexibility and became a part of Dreamjar.



Vipul Sachdeva
3D & VFX Designer

The Dimension of Art: With an idea of creating a world that doesn't really exist, and transforming his bend towards visuals into his passion for photography, Vipul brings art works to life with his 3D design skills. He is continually intrigued by various art forms and loves to accumulate stories from across the world.

He is an inspired traveller and a wholehearted foodie.



James Ritchie
Business Developer

The Time Traveller: Revealing his love for knowing different people and exploring different places in his work, Ojasvi has willfully transformed his hobby into his career.

He always goes the extra mile for the benefit of others and doesn't shy away from adventures. His communication skills are top-notch and every point made, has an unbeatable back up. The team proudly flaunts his smart-talk.

Reimagine

DESIGN SERVICES

Re-imagine your brand and make a stronger impact on your customers as we get just one chance to make a first and lasting impression.

Re-imagine empowers your brand with an identity that creates a solid impression and develops a connection with your customers at the first glance. Whether you want to build a recall, tell a story or simply share the mission you are on. The apt and well developed brand identity can do it for you. Our designers dive deeper into understanding your business, customers, offering and your mission to imagine your brand in an all new avatar without losing the sight of your origins and spin a story through visual communication which is sure to captivate your customers and provide credibility.



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Deliverables

- Logo re-design or polishing current logo.
- Setting up colour pantone and font family for visual communication.
- Setting up brand bible including do's & don'ts, Printing instructions, digital use and more.
- Stationary design and Merchandise design.

Expected Results

- Enhanced brand appeal
- Enhanced credibility for your brand
- Better brand recall
- More value on the marketing spend
- Better and precise brand positioning



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Captivate

WEB SERVICES

Websites are the real estate of your business on internet. People discover their solutions online and take purchase decisions online based on the websites. A clearly laid website with right information in the right areas with elements from your brand book is what you need to capture the new customers and provide more information to your existing ones.

A website is your next generation store-front where showcase capabilities, products, information to your prospective customers and they are your hard working resource who work 24x7 to communicate with your customers even when you can't.



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Deliverables

- Architecture of the website
- User Interface design
- Webfront design
- Content and image conditioning
- Components and feature placement
- Social Media Integration
- Query generation tools
- E-commerce capabilities*
- Product Showcase
- Filters
- Cart and checkout features
- Integrated Payment gateway

Quality Testing

- Device and Screen testing
- Load time testing
- Browser Testing
- Beta test for all functions and debugging (*if necessary*)
- Live Server testing on Proxy Server
- On page SEO compatibility testing

Quality Testing

- Great looking and robust website ready for high traffic & conversions
- Great credibility for brand with superb design and product presentation
- High revenue through lead generation and online sales
- Integration of all product and company related information which can cut down need of sales people to do explaining/sales
- Better brand recall with superbly laid design



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Engage

D I G I T A L
M A R K E T I N G S E R V I C E S

Your customers spend over 5 hours everyday on one of their three favourite screens - Phone, tablet or computer. This leaves a big window to engage with your customers and show how you can solve their problems with your products. Whip up a storm online with a high voltage social media campaign or start small by driving your customers to purchase through a strategically drafted remarketing campaign.

Digital marketing is measurable, cost-effective & the new way to reach your customers. It is not the next big thing, it is the big thing, NOW!



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Organic Campaigns

- Setting up Social Media Properties
- Setting up Blog/Integrated-Blog
- Online Listings
- Online advocacy on Forums, Blogs, Q&A sites and Review Sites
- Content creation & Management
- Campaign design and management
- Gratification Management
- Online community management
- Listening and query management

Paid Ad Campaigns

- Landing Page design
- Ad copy creation
- Paid Ad dashboard setup
- Spend management
- Media mix management
- Campaign moderation.

Expected Results

- High revenue through the website campaign conversions
- Better brand recall through more brand impressions
- More saving per year with measurable and more effective marketing
- Reduction in sales costs with less spend per sale.

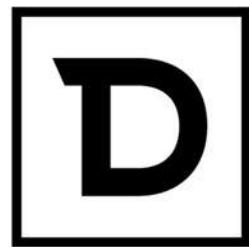


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Case Studies



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BEAN BAR

Client
Bean Bar

Location
Adelaide, Australia



BEAN BAR



Bean Bar is an Australian coffee chain that has been serving high quality coffee, delicious food & friendly services for over 11 years now.

It has thousands of devoted coffee fans lining up for its rich, full-flavoured coffee experience.

Not only does it keep the coffee table culture alive in Australia, but also functions as the nirvana for people fancying a place for sitting & having a conversation or just grabbing a sip & bite for themselves on the go.

THE VISION

Bean Bar wants to deliver its signature blend to all parts of the world and become the best brew partner for the people who like their coffee perfect. It wants to raise the bar of coffee drinking standards and compete with all the globally recognized coffee chains. It covet life for its existing branding and aspired a bright and merry identity.



HAPPY | POP | FUN | BOLD | FLEXIBLE | LOUD | DELICIOUS



Our freshly brewed branding spilled coffee all over for Bean Bar with its catchy taglines and playful appeal.

It showed coffee as an essential part of the day to day life, with an element of humor and relatability.

It also exploited the advantage of coffee being one of the symbolic references for Australia. The branding was chirpy, captivating and blissfully explosive.

WHAT WE DID

WHEN WE WERE HIGH ON COFFEE

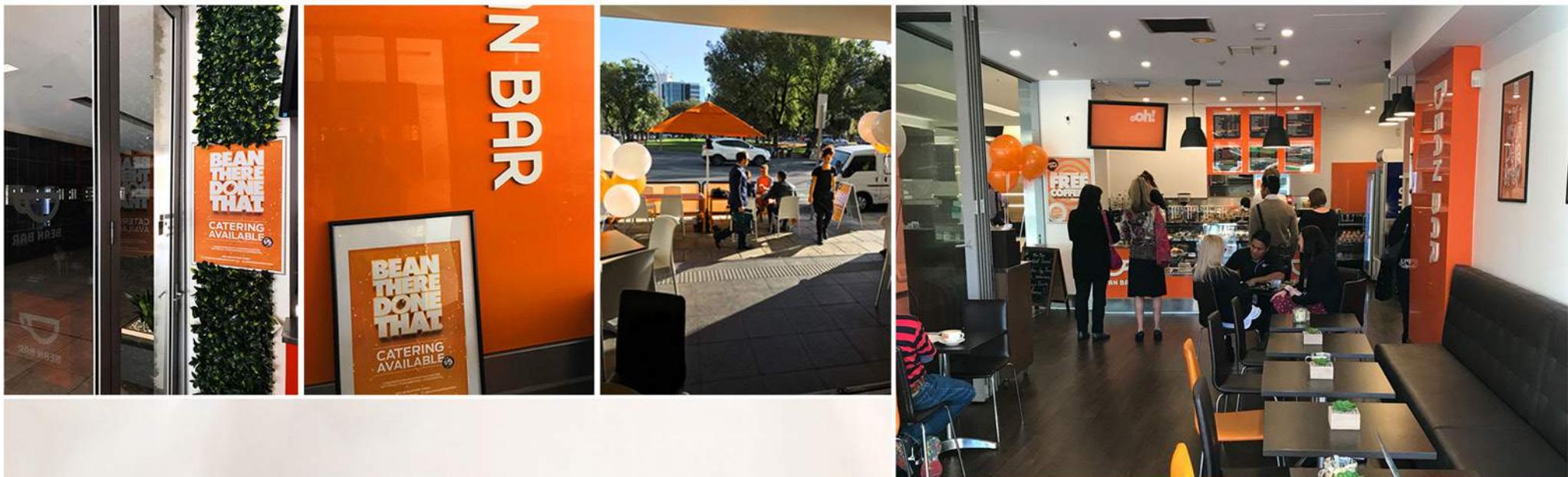
Introduced a new branding for Bean Bar while retaining the existing logo.

Created interactive collaterals for the interiors of Bean Bar Hindmarsh.

Created special menu offerings and advertisements.

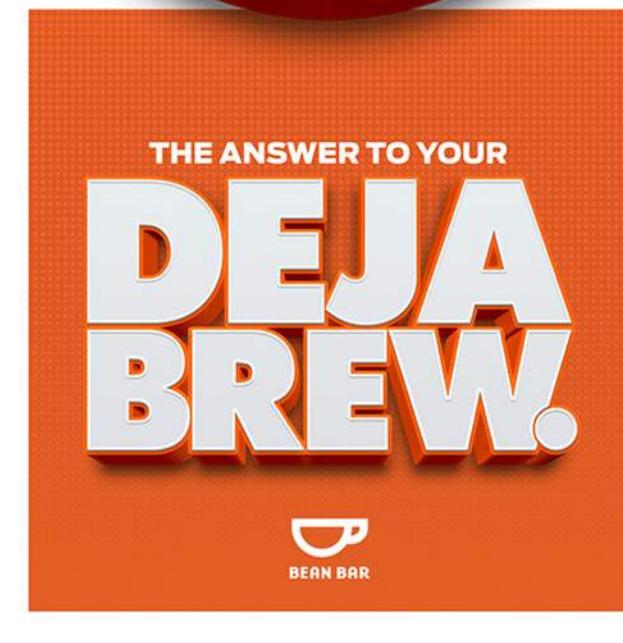
Created integrated collaterals for social media.





3D TYPOGRAPHY

With time, it has been observed that any design that gives an impression of being bite worthy or delicious is bound to take attention. To try this, we created some creatives with 3D typography and a minimal design approach to break the monotony of the generic introductory/discount ads in the F & B sector.



COLOR



PANTONE
1655 C



PANTONE
000 C



PANTONE
7527 C



PANTONE
7504 C

Bean Bar had always used Pantone Sunshine Orange and Pantone Pearl White as its core colors. A brand's colors are very important, and while White and Orange were retained as primary colors for Bean Bar's new look, introducing a secondary color palette with brown and a tangy shade of orange made sure that the brand's visual language does not become boring or dull. Shades of brown helped revive the necessary coffee vibe in times of need, to break monotony.



INTRODUCING THE BEAN BAR

PATTERN

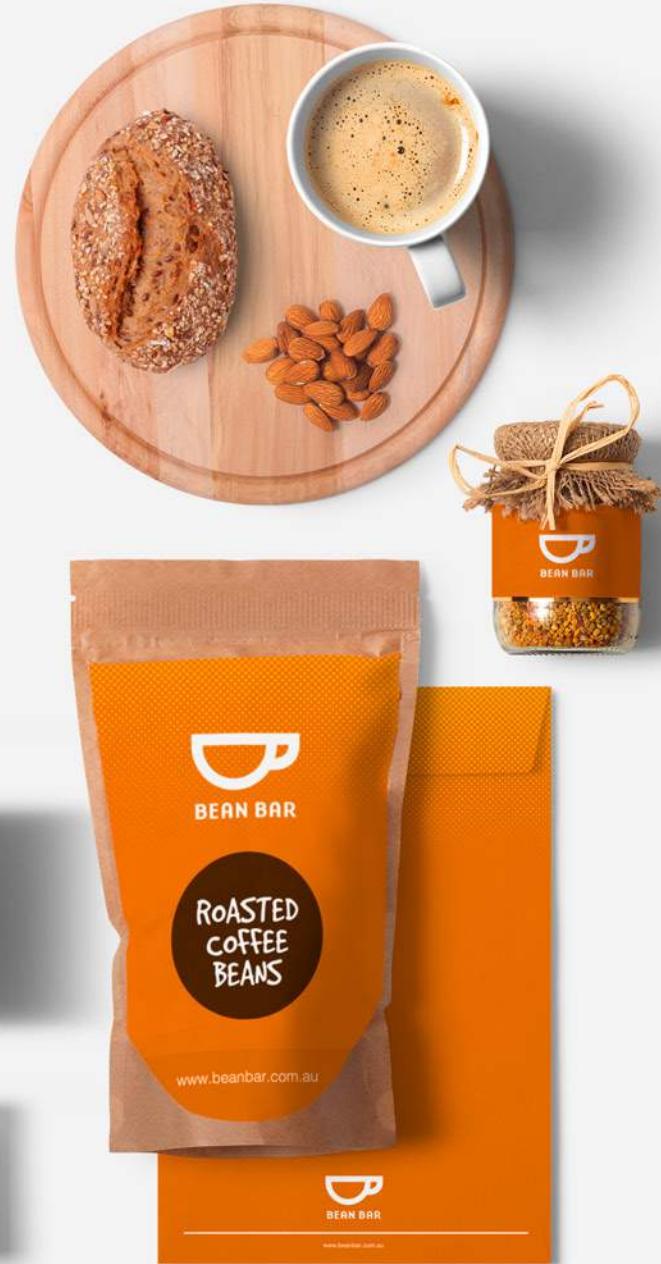
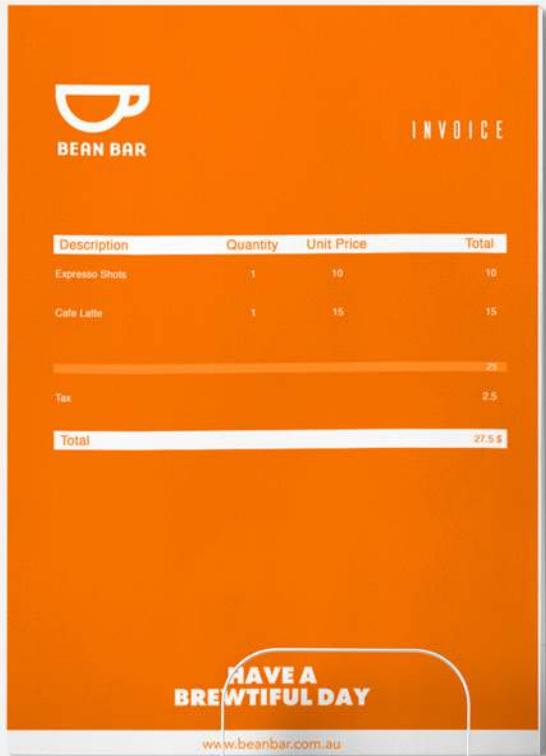


The visual language for Bean Bar was enhanced by using patterns. They not only add life to the visuals, but also add recognisability to the brand, thereby increasing the brand's recall factor.

MERCHA
NDISING





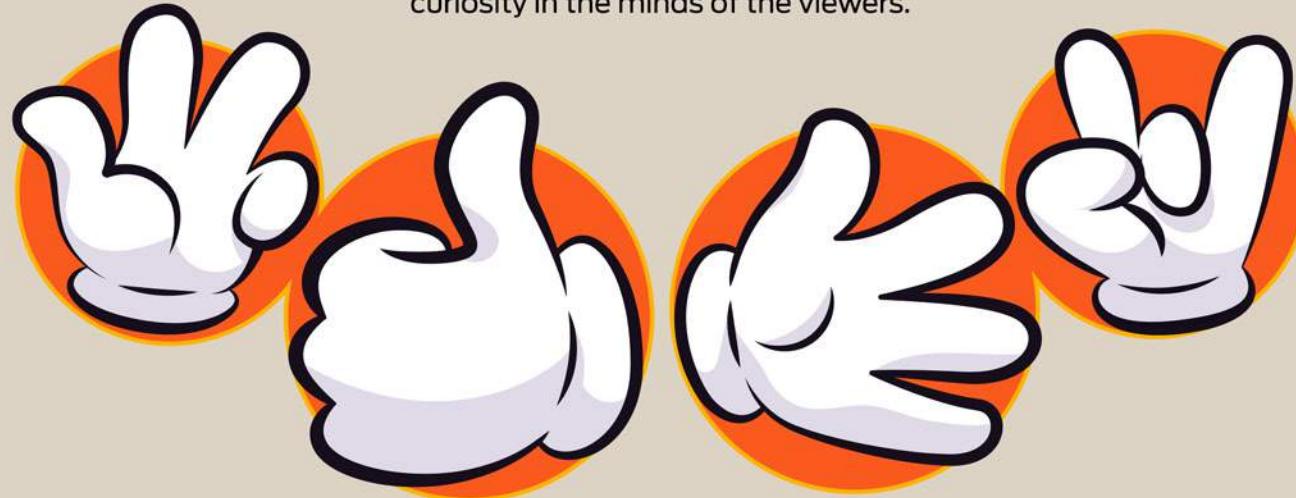


THE HAND.

HELPING

To make the social media handles more interesting and interactive, we planned to introduce a Hand in the creatives, that could do the talking for the brand.

For instance, it could indicate the number of days left till a particular offer or a surprise announcement is made - to induce curiosity in the minds of the viewers.



THE SIPS SEALED.

We planned to create Coffee King cards that could be stamped everytime a coffee was purchased by a customer at Bean Bar. It could be exchanged for a little cup of free coffee once fully stamped. Such little but impactful initiatives will make sure that Bean Bar will always have something new for its people.



HOW WE LAID THE WELCOME MATS

**we carved the way for recreation
and the all new crew**

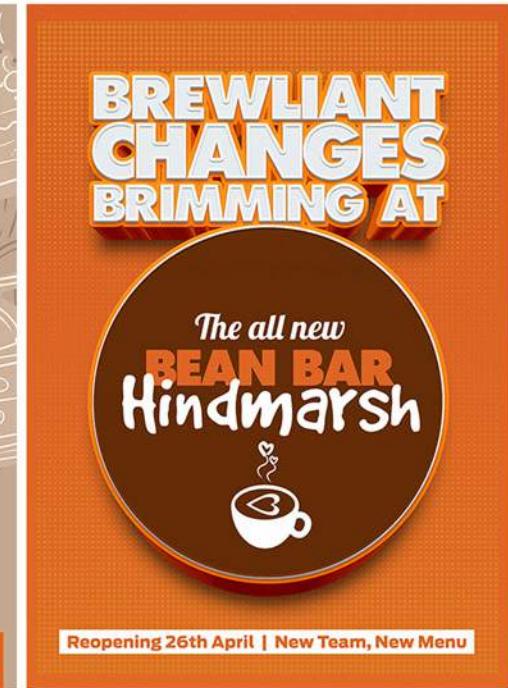
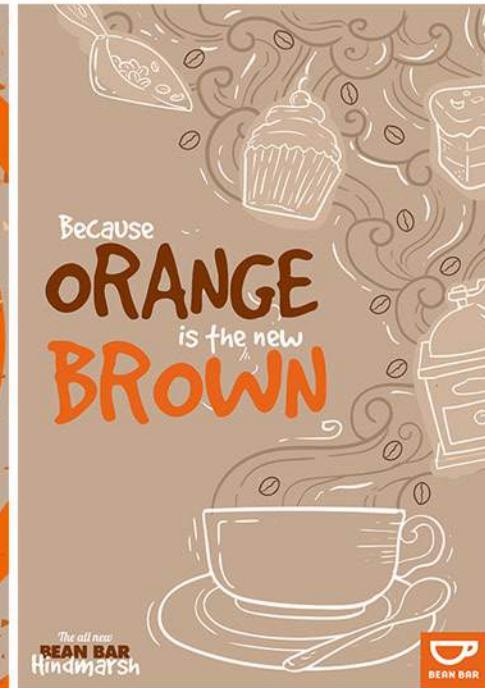
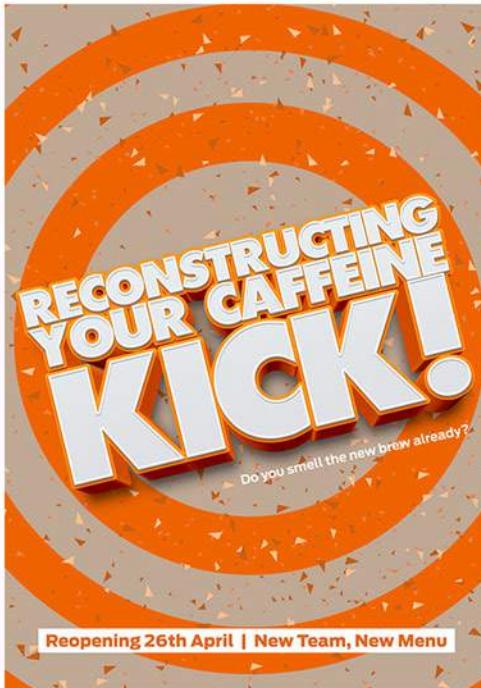
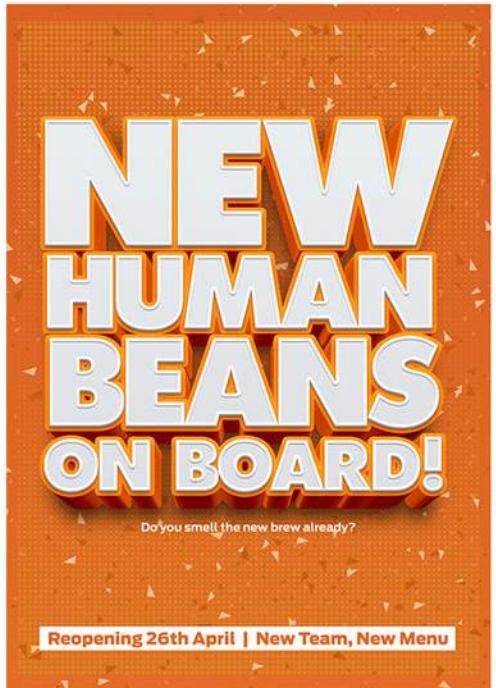
We announced the reopening of Bean Bar and welcomed the new staff members with bold typographic posters that gave an impression of joy, excitement and also laid great focus on the operation. We created the launch invites on similar lines.

Retained the brand essence

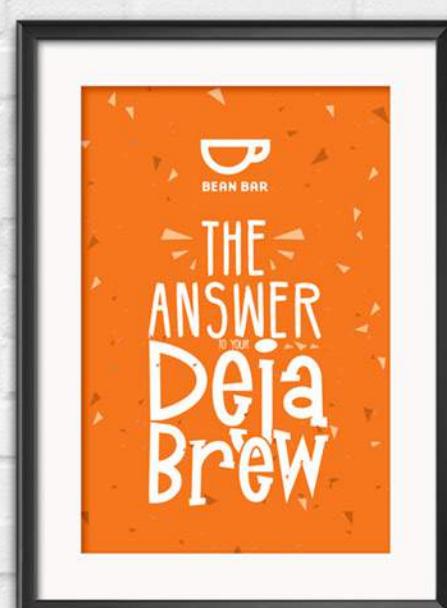
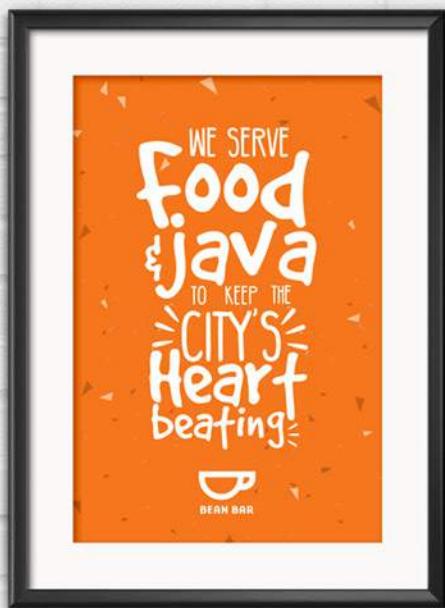
The client already had an established identity that was to be polished and sparked by us. So, we kept the original colours of the brand intact, and mixed them with various elements and patterns.

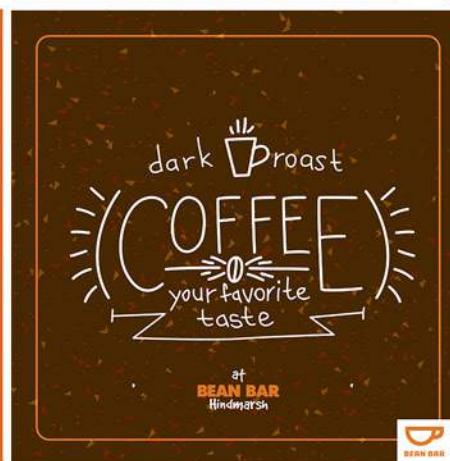
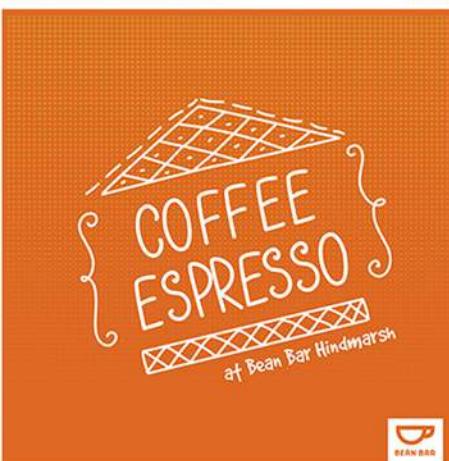
Introduced the Bites with Brews

We also took to highlighting food in the branding, as Bean Bar had more to offer than just different types of coffee. We made some fun, cheerful special menus to help the customers get a better taste of the brand's offerings beyond coffee.









Introduced the Bites with the Brews

We took to highlighting food in the branding, as Bean Bar had more to offer than just different types of coffees. We developed some fun & cheerful special menus to help the customers get a better taste of the brand's food services. We also advertised a dedicated promotional activity 'Keep-a-Cup', that invited the public to take their coffee-cups back home and get a refill or discount the next time they carry it to the café.



TURMERIC LATTE



DRINKING TO YOUR HEALTH

- ✓ Potent Anti-Inflammatory
- ✓ Powerful Antioxidant
- ✓ Improves Digestion
- ✓ Reduces Cholesterol

SUPER MELT



SAVOUR SPRING IN YOUR MOUTH

starts at \$8.95

MEXICAN BOWL
Refried Beans, Kidney Beans, Mexican Brown Rice, Avocado, Corn, Tomato, Bell Peppers, *Salsa, Iceberg Lettuce and Spring Onion
- Add Protein for \$1
VEGAN GLUTEN FREE

SMOKED SALMON BOWL
Smoked Salmon, Soba noodles, Edamame, Avocado, Carrots, Baby Spinach, Spring Onion and Sesame Seeds
GLUTEN FREE

WAIT THERE IS MORE!

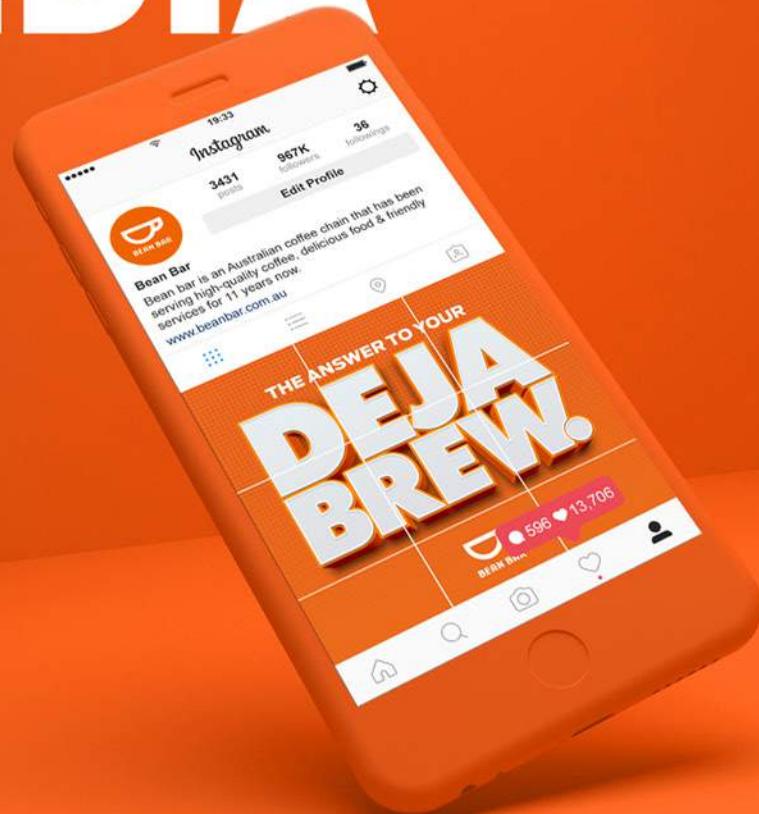
TERIYAKI CHICKEN BOWL Teriyaki Chicken, Soba Noodles, Edamame, Pineapple, Bell Peppers, Baby Spinach and Spring Onion	MEDITERRANEAN PIADINA Sliced Ham and Salami, Basil Pesto, Roasted Red Peppers and Cheese	CHICKEN AVOCADO WRAP Skinless Chicken Breast, Fresh Avocado, Light Sour Cream, Baby Spinach and Tomato
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Available at Hindmarsh Store only. | Follow us on Instagram @HindmarshBeanBar

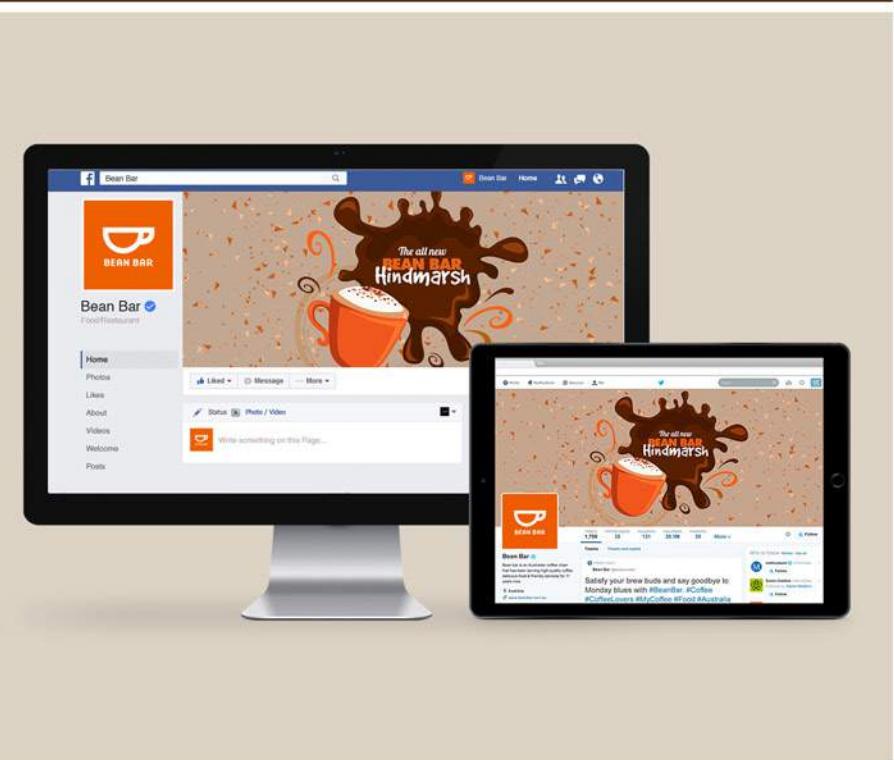
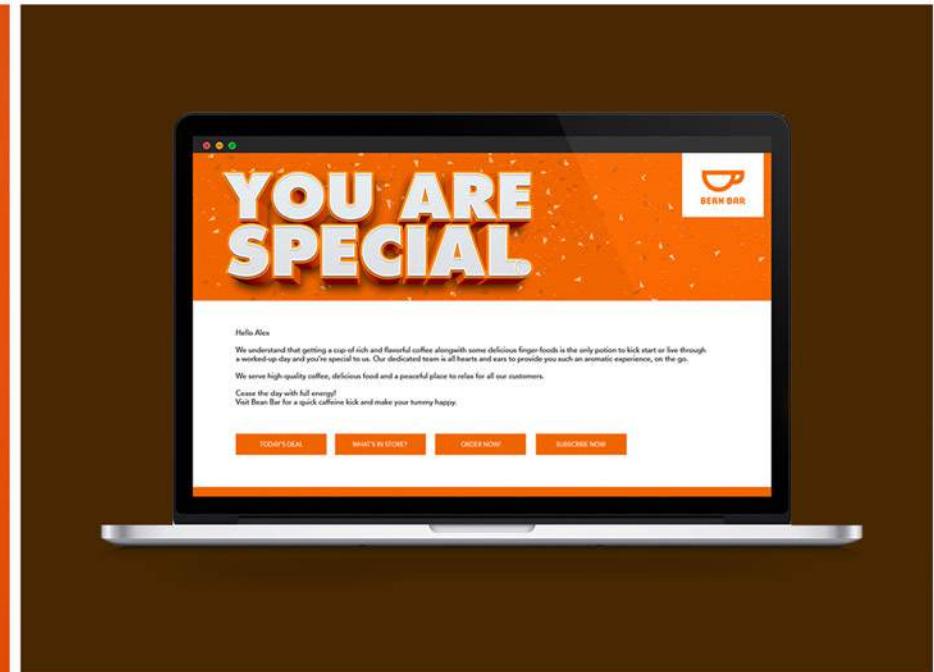
BEAN BAR



SOCIAL MEDIA

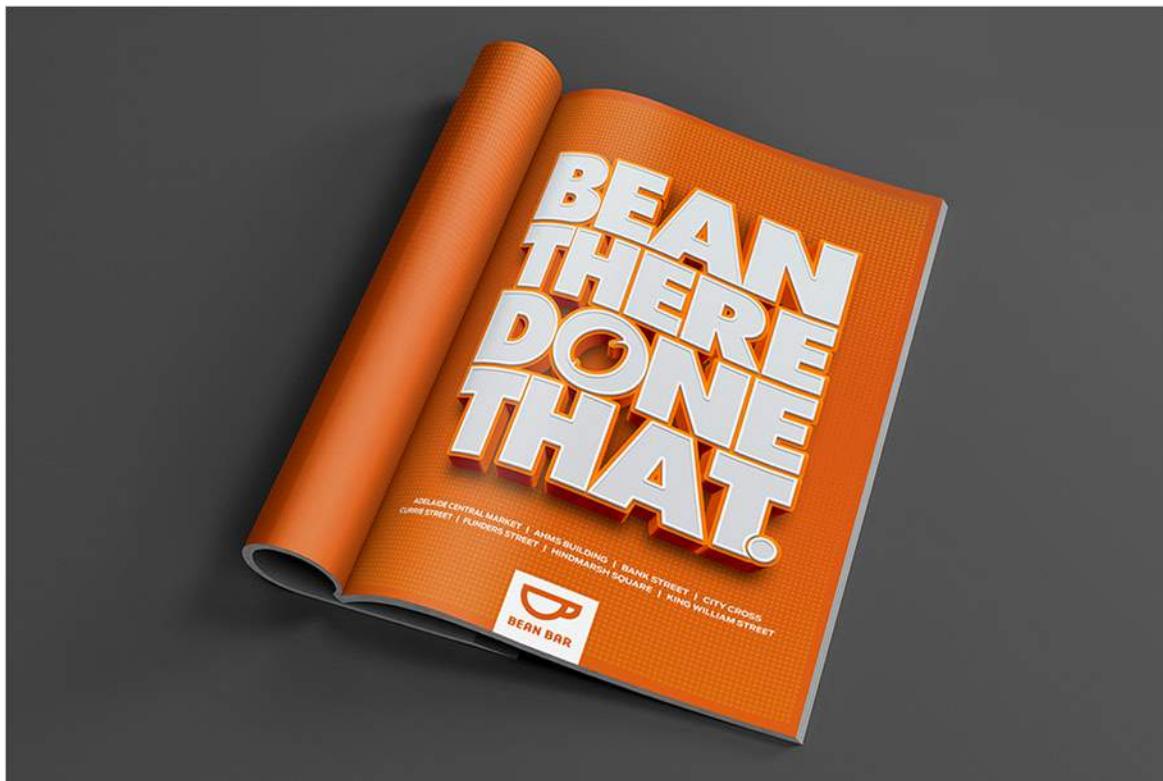


Communication on social media was in effective sync with all activities at the cafe, plus special online contests. Bean Bar currently has a single umbrella handle on respective SM channels, giving out collective as well as individual information for all its outlets.



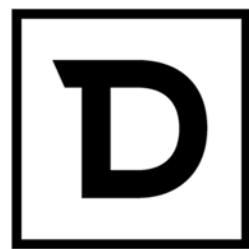
(NOT - SO) CONVENTIONAL MARKETING.

We broke the bars of the standard marketing tools for Bean Bar by going large in dimension and less on design. We made a bold and creative catch phrase for promoting the brand and communicated it through different mass media like newspapers, billboards and magazines for serving the eyes of the customers with a direct and colorful retreat.



THE IMPACT

- The free coffee initiative witnessed a lot of customers at the launch of Hindmarsh store and the 6 months anniversary of the Beanbar Gouger store.
- The Eco cups introduced at Bean Bar sported widespread popularity among customers through Keep a Cup.
- The store sales observed a noticeable rise in customers through the little activities on social media.
- The sales of the smoothie menu and specials menu were at an all time high, the specially designed menu made rounds on social media as well.



Dreamjar Studios
Delhi / Adelaide



Client
Club SP

Location
Delhi, India



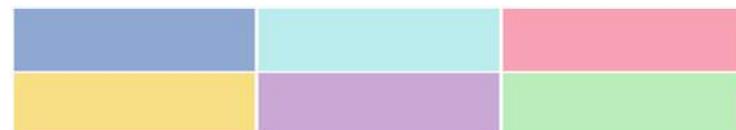
SOCIAL MEDIA MANAGEMENT

Club SP is a modern sub-brand from the house of Satya Paul, India's premier design label with an international presence since 1989. Club SP is particularly new-age, casual and outgoing in its approach. The goal was to develop their social media presence by posts, campaigns and ads that focused upon the brand and its offerings.

DEVELOPING A VISUAL LANGUAGE

Club SP did not have a brand language in place when it was launched. The following brand identity basics were developed to make sure social media communication is well crafted and directed, so that the overall impact is not diluted.

COLOR PALETTE



Notera
Avenir Book

PRIMARY TYPEFACE

SECONDARY TYPEFACE



Through this campaign, we highlighted various emotions that people possess alongside appreciating the efforts that go into making a product for the consumers. The basic idea was to portray a strong belief that whatever we feel or go through in our lives, makes us the person we are and one should embrace it. We focused on the colourful range offered by Club SP in the creatives and appreciated the beauty of women in the copy.



What's your story today?

Through this campaign, we made an attempt to symbolise a modern woman who goes through various events in a day and how every event has a new story attached to it. The basic idea was to show how a similar outfit can be worn and styled in different ways in the creatives while the copy narrated different stories that happen simultaneously in a day. It also highlighted different moods of a woman and how a Club SP outfit perfectly suits all of them.



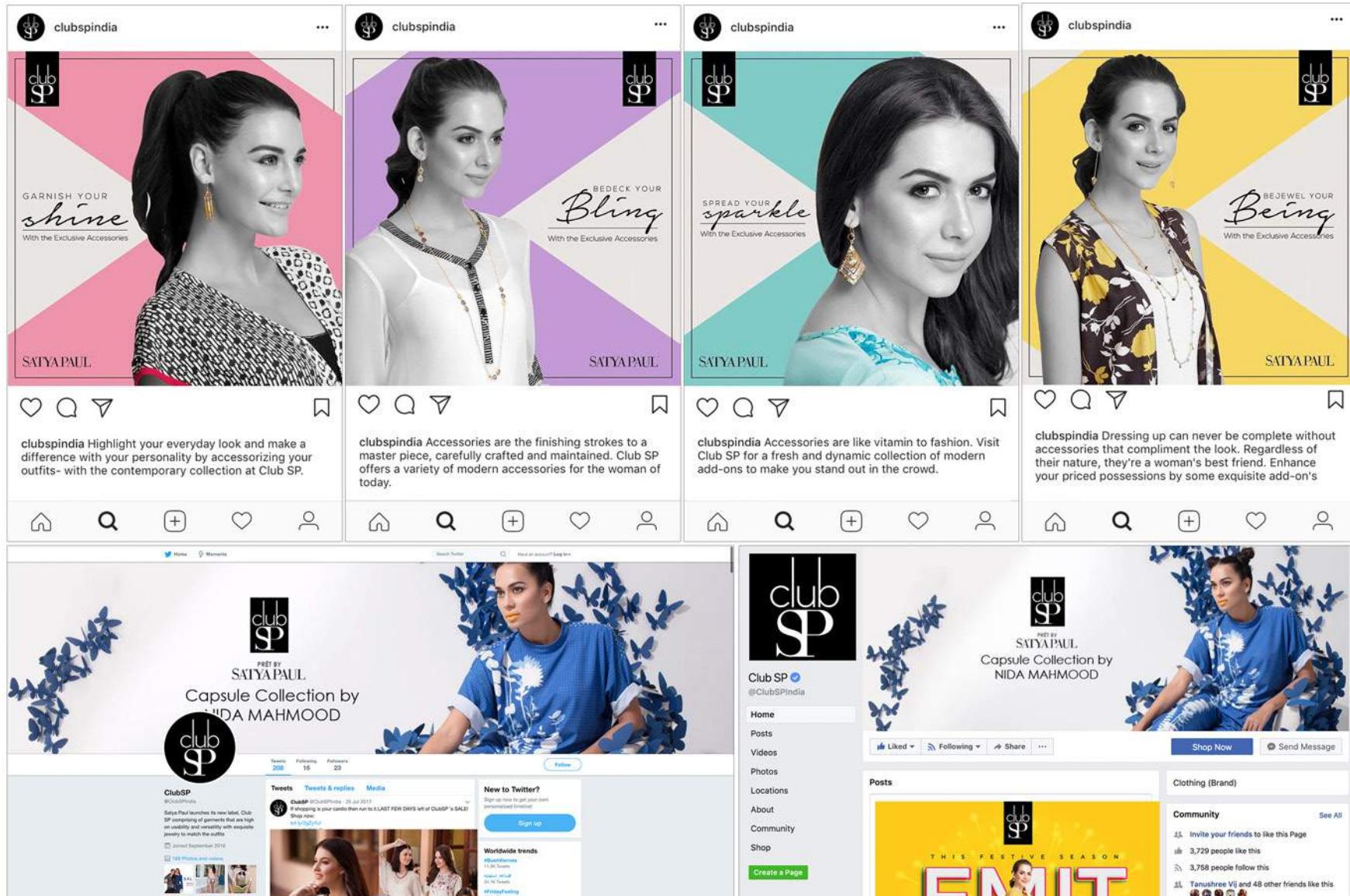
ORIENTED POSTS

To increase audience interaction and brand engagement, generic posts highlighting the products offered by Club SP alongwith engagement during festival. The basic idea was to introduce the target group to the wide range of clothes and accessories offered by Club SP.



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SOCIAL MEDIA ANALYTICS

Club SP successfully created an identity apart from Satya Paul and justified its target group. It gained widespread popularity on social media.

The number of likes increased within the first week of the initial branding; from about 0 to 800 likes on Facebook in the first three days.

The persistent social media posts on Facebook, Twitter and Instagram pushed the viewers to look at the brand and the number of visitors increased on the Satya Paul website.

She is beautiful transformed the look and appeal of all the social media handles and gave an edge to Club SP's branding.

The Facebook handle earned itself a **verified badge**.

There was a significant increase in the product reach and popularity of Club SP amongst **celebrities** in the entertainment industry.

The number of Satya Paul stores offering the Club SP collection have almost been doubled.

The brand had a grand launch in **Amazon India Fashion Week**



OTHER CAMPAIGN IDEAS

*6 yards of
indulgence*

SPOTLIGHT

ENAMOR THE
PATTERN



*Bauble
Up!*

MY DAY OF
Glory

*6 yards of
indulgence*

ETHER

6 yards of indulgence

SATYA PAUL

EARTH

6 yards of indulgence

SATYA PAUL

WATER

6 yards of indulgence

SATYA PAUL

WIND

6 yards of indulgence

SATYA PAUL

FIRE

6 yards of indulgence

SATYA PAUL



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Café Wink

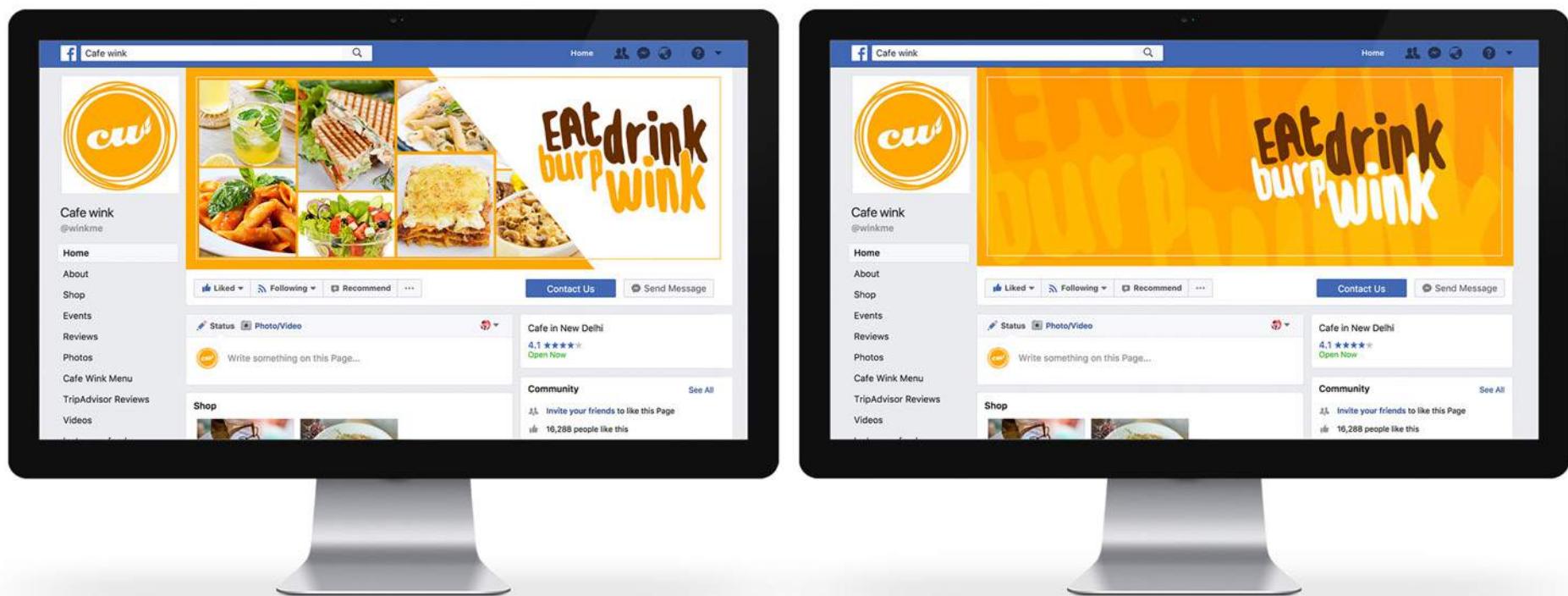
Client
Cafe Wink

Location
Delhi, India

Social Media

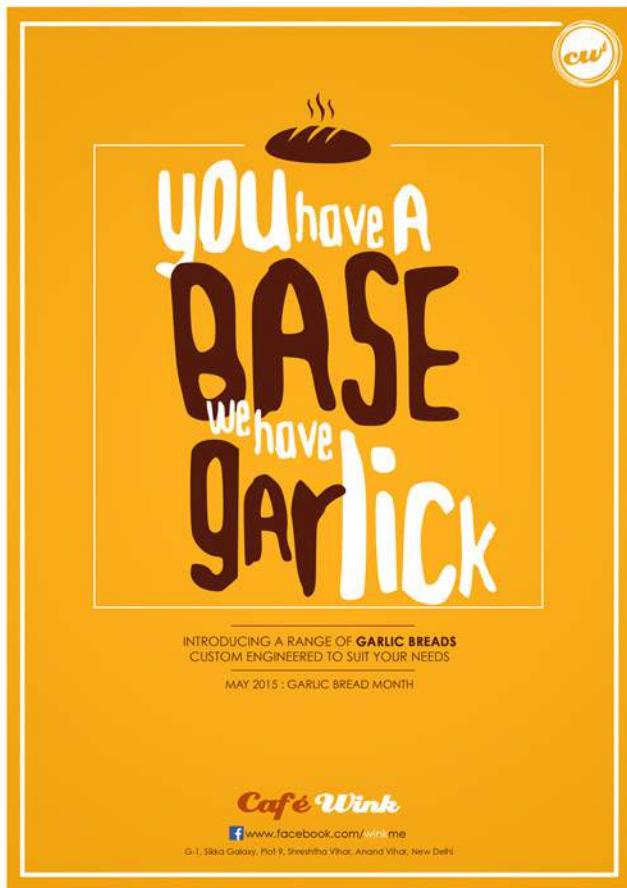
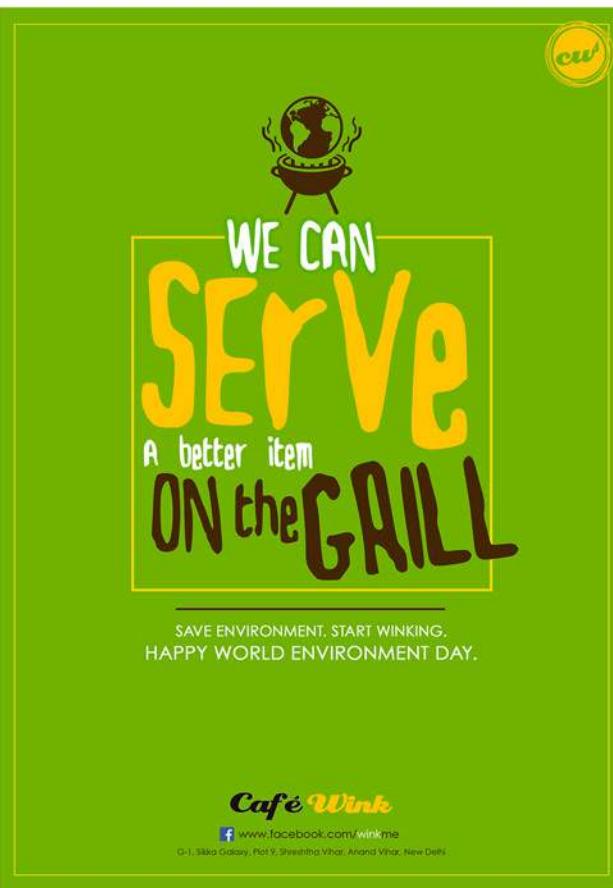
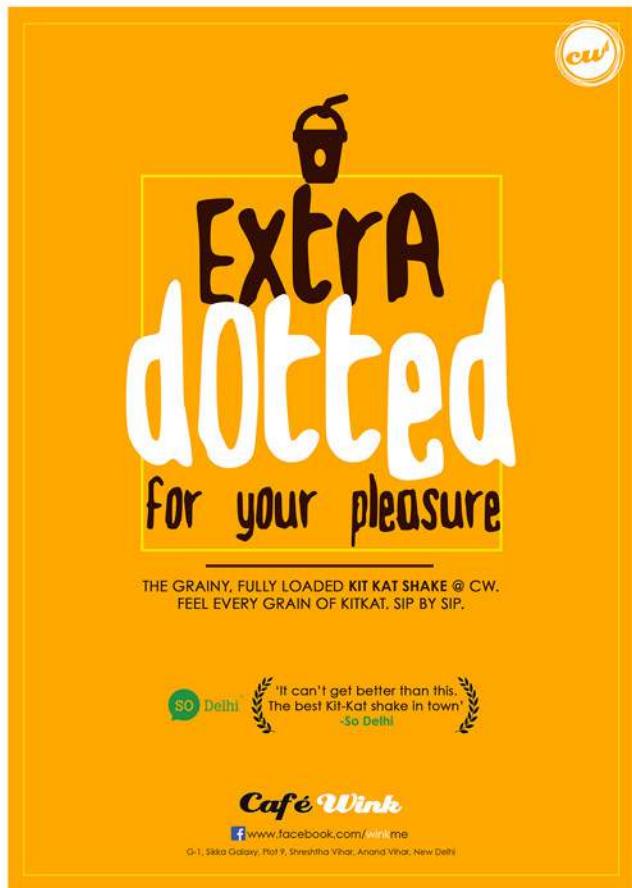
We were responsible for branding the social media handles for Café Wink, i.e. Facebook, Instagram, Twitter and Zomato. The scope of work was extensive and interactive, as people religiously follow social media portals to know about their best places to eat, visit and hang around.

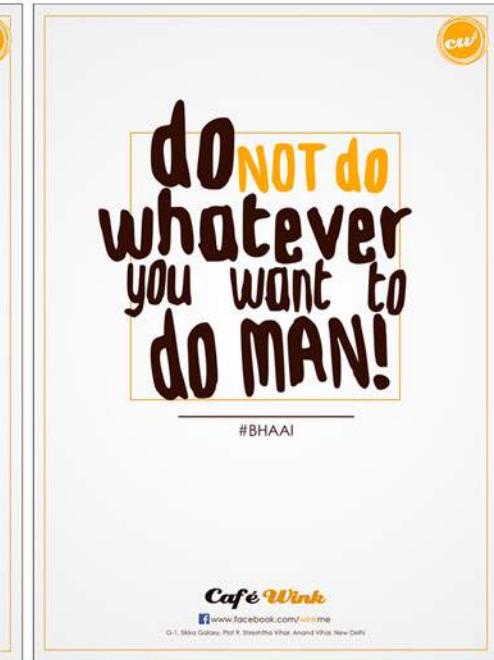
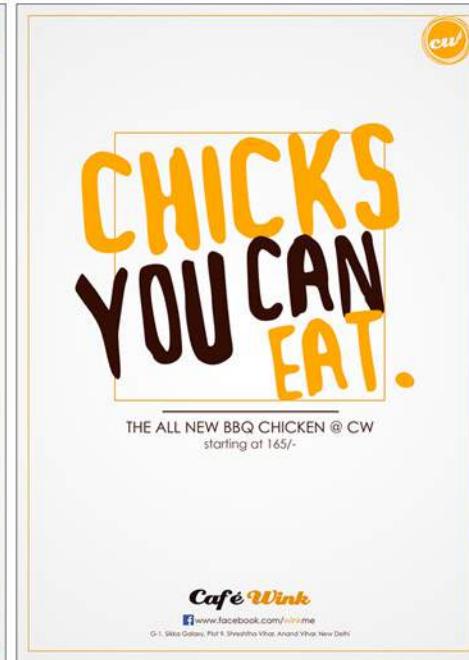
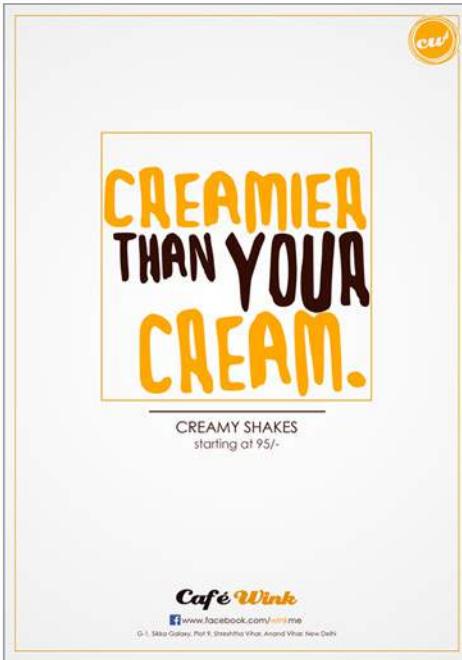
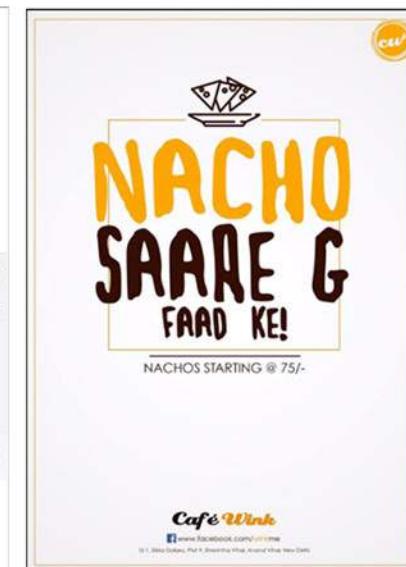
We kept the new identity of Café Wink in sync with its quirky style of work and presentation. It was fancy, modern, humorous and cheerful. We upped the game for Café Wink with a witty branding. Creative copy and presentation played a key role in establishing the branding for Café Wink on Social Media. It immediately grabbed the attention of the audience and pushed them to visit and know more about thecafe.



The Extra-ordinary Eatables

We got a chance to experiment with the branding through creative copies, that could be used as social media posts as well as add-ons to the menu at Café Wink. The designs were unusually appealing and compelled the audience to know what's more in store for them. We highlighted the signature dishes in the designs and built the tempo through a series of posts.



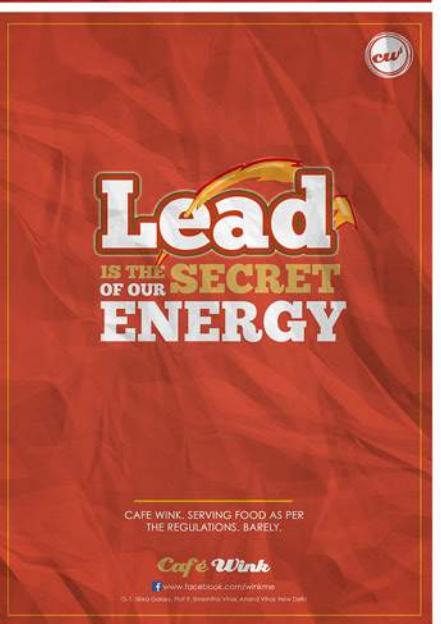
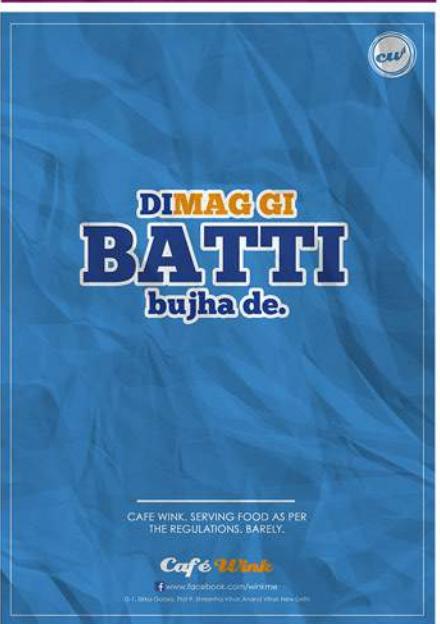
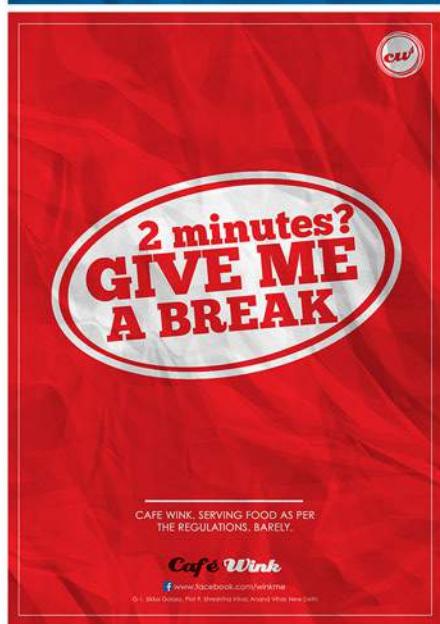
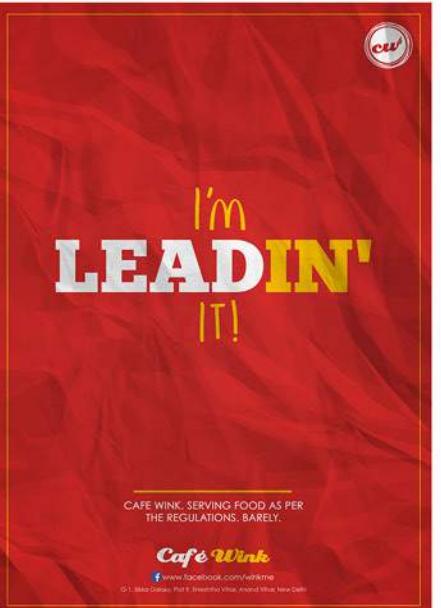
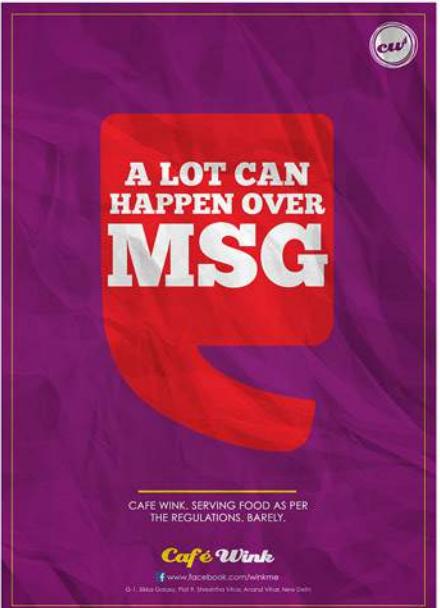
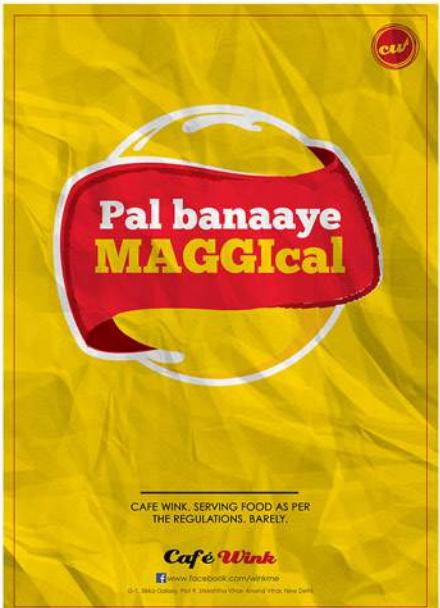
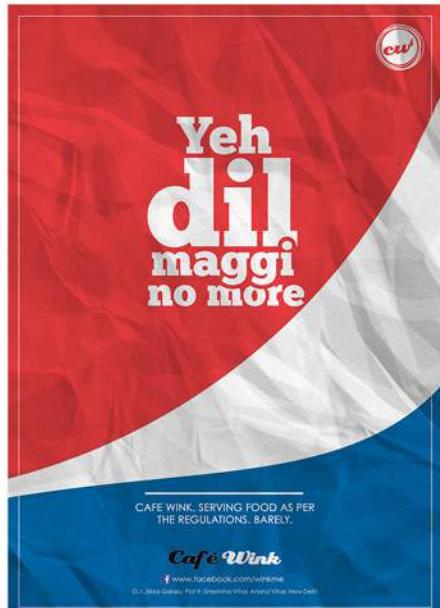


Maggi and Wink

Social media branding and marketing comes with a set of responsibilities, we have to be on our toes twenty-four seven. We cleverly used some trending news insights to strengthen our branding and get an increased popularity. For instance, we used Salman Khan's dialog in a social media creative during the time he was sentenced to jail.

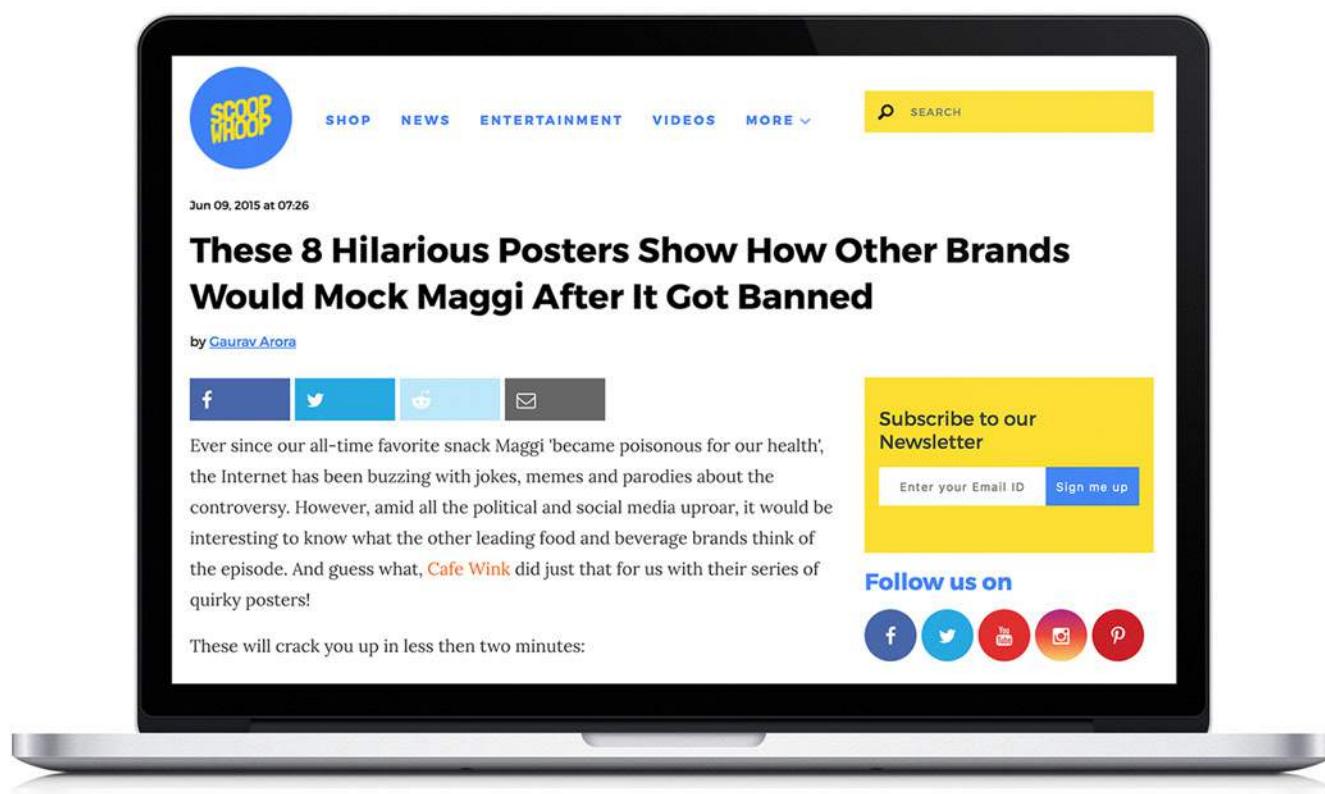
We also picked the Nestle Maggi ban controversy and used it to promote Café Wink's dishes positively through our clever and thoughtful designs. We created some copy-based posters that indirectly transformed popular brand taglines into punchlines that directly mocked the Maggi Ban. The series gained massive publicity in no time and also promoted Café Wink through various channels.

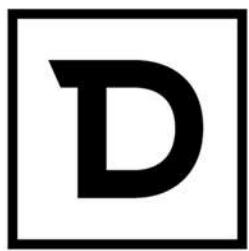




All Eyes On Us

We made some noticeable impressions on social media- both through the brand handles on Facebook, Instagram and Twitter as well as some very renowned youth newsletters like Scoop Woop and MensXP. They liked our ideas so much so that they featured our Maggi Ban series on their respective networks.





Dreamjar Studios
Delhi / Adelaide



Client
Masala Tours

Location
Adelaide, Australia

MASALA
TOURS

The Logo



Typeface

TITLE FONT

ARKHIP
Caprice MEDIUM

BODY FONT

HelveticaFamily

Our Role

The story of India's rich history, spirituality and mythology is well-known to all. But there are some significant stories that cannot be coloured enough to attract a person towards this diverse homeland. Water on the moon was discovered by India, and so was the concept of shampooing the hair. Sanskrit was bought to India by other historians, and it also ranks among the top English-speaking countries.

Ironically, it introduced spices to the world and was also the first country to cultivate and consume sugar. Yoga was a gift from India to the world, and so was martial arts. India is a multi-faceted producer- of films on one hand, and milk on the other. It taught the world to count by creating a number system and it is also among the only three countries that make super computers.

India & it's Colors

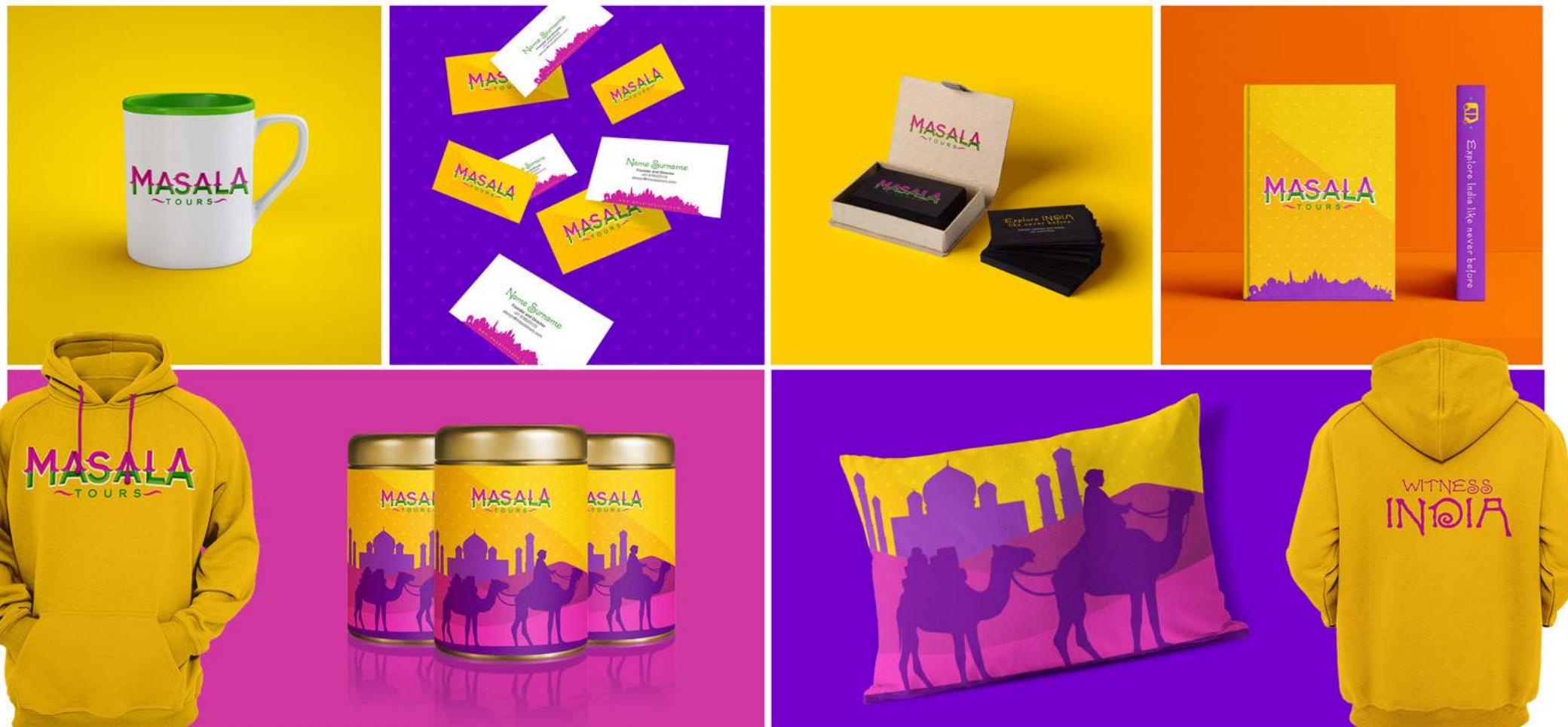
India is a land of diversity, where every thought counts and every belief matters. It collectively reflects unity, where every mindset can represent a different colour. We believe this variety gives an exclusive varsity to India which cannot be summed up in a single colour.

So, we have effectively made use of the brand name by operating it with different colours, to give it a new look in every running atmosphere. Here's a look at how colour variations in the primary logo can represent the beautiful country,
where every moment is more colourful than the colours themselves.



Brand Collaterals

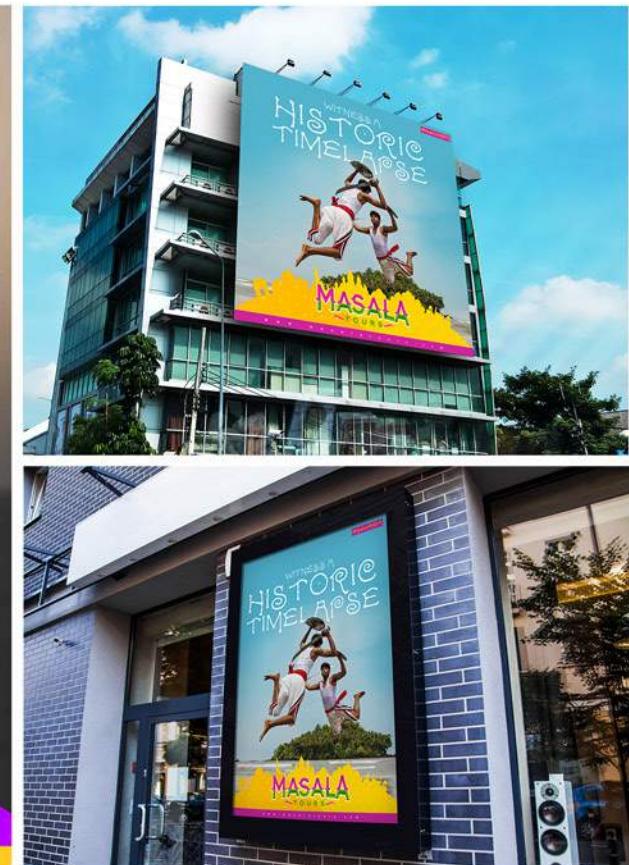
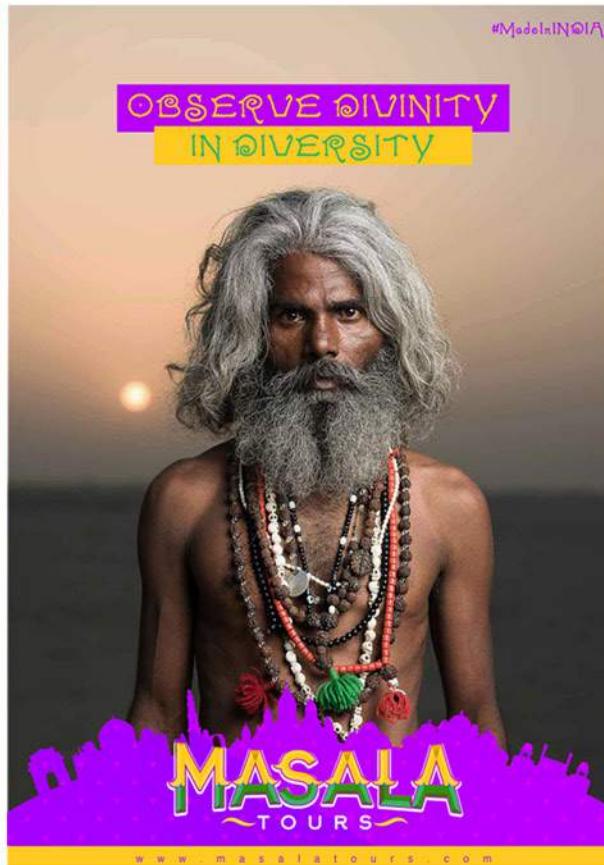
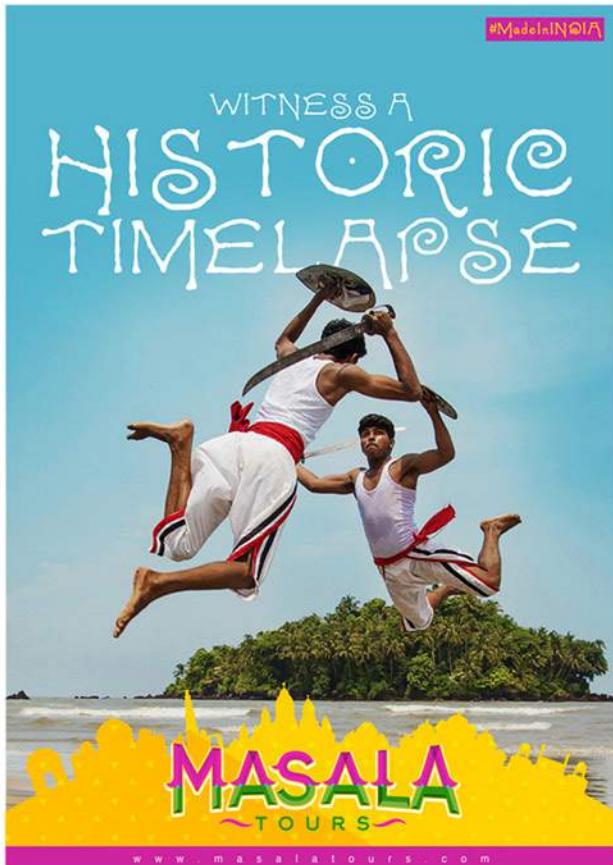
We served a part of fun and frolic through our vibrant and colourful branding on customisable brand products. We made Masala jars to characterize Masala Tours as well. The branding is inspired by the rich history of India. It is bold & beautiful and seeks the attention of the Australian audience, to visit the royal nation. We used a combination of hot colours to create the brand impression. The elasticity of the branding was such that its colour could keep changing in accordance with different situations.



Campaign Posters

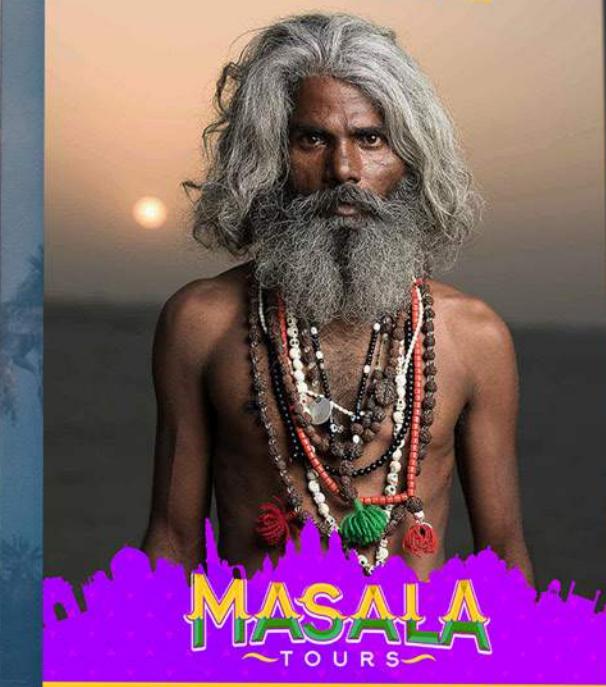
When we think about India, it won't be wrong to state that certain colours appear in our minds i.e. yellow, orange, red and brown. However, we broke this monotony with our designs and represented the diversity of India through a variety of beaming colours that could keep changing according to specific needs and events.

The idea was to allure the audience towards travelling to India and presenting them with all the possible plus' of the country. We made assertive yet flexible creatives for the same. We targeted the commercial areas of Australia such as cafes, malls, buss tops & markets etc. and created huge advertisements with symbolic photographs and an interactive copy to catch the attention of the public.



#MadeInINDIA

OBSERVE DIVINITY
IN DIVERSITY

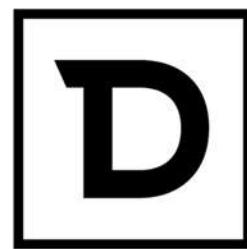


www.masalatours.com

Tours

Masala Tours is an ongoing project, so we presented the itinerary of its first tour by designing a brochure that gave out all the necessary details to the prospective customers and also presented India 'larger than life'. Masala Tours is curating the best experiences for its customers and is all set for its journey towards the travel industry soon.





Dreamjar Studios
Delhi / Adelaide

The logo features the word 'crocs' in a bold, lowercase, green sans-serif font. A small trademark symbol (TM) is positioned to the upper right of the 's'.

Client
Crocs India

Location
Delhi, India

crocstm

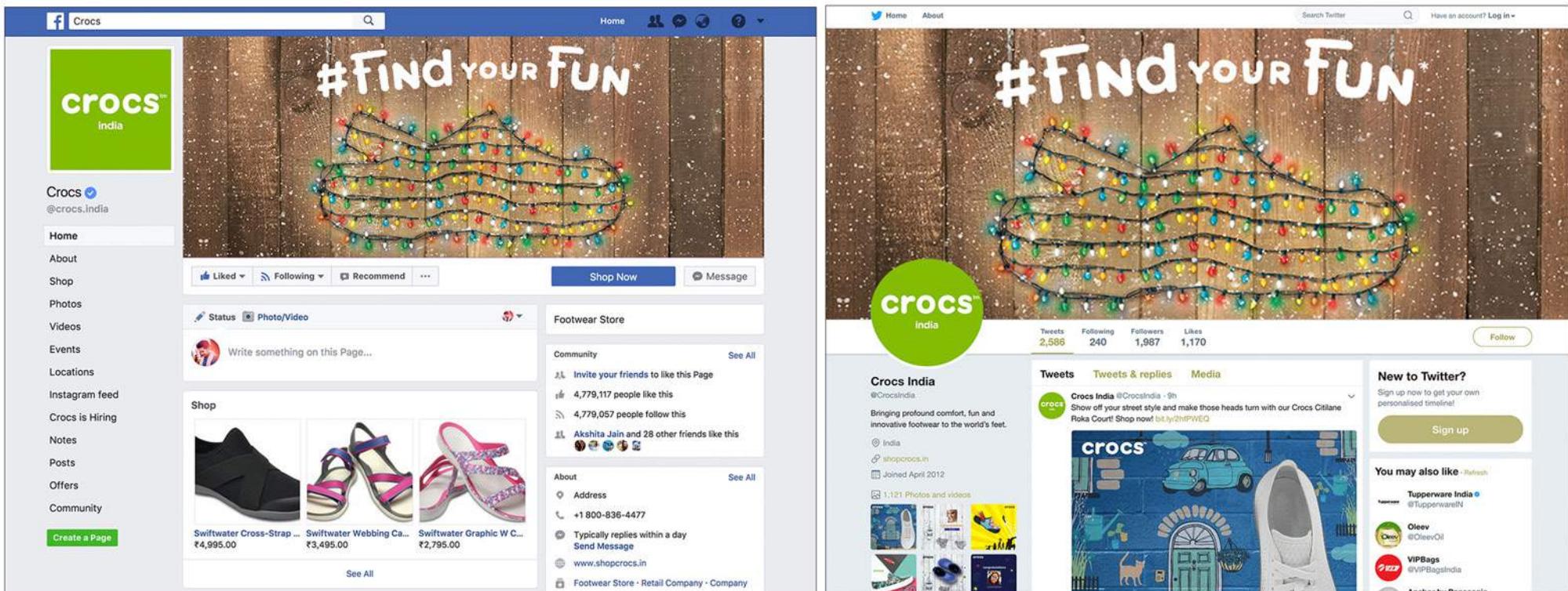


Crocs India

Crocs Inc. is a global leader in innovative and futuristic casual footwear for men, women and children. It offers a diverse range of products and its footwear heritage is spread all over the world. Crocs has sold more than 350 million pairs of shoes in more than 90 countries around the world. The company tends to become synonymous to comfort in the footwear market.

Social Media Synergy

Crocs Inc. is a global leader in innovative and futuristic casual footwear for men, women and children. It offers a diverse range of products and its footwear heritage is spread all over the world. Crocs has sold more than 350 million pairs of shoes in more than 90 countries around the world.





Crocs Page Liked · October 29, 2015 · [Edit](#)

Contest alert! We know you're busier, but you're just ONE step away from being comfier!

In the comments below, tell us why you wish for a pair of crocs busy day this festive season and stand a chance to win the pair for free!

<http://buff.ly/1MkmXma>

 Like  Comment  Share 

 2.3K  Top Comments ▾

17 Shares  50 Comments

 Crocs  Thank you all for participating!! We will be announcing the winner soon!! All the very best

Like · Reply · 2y 

 12 Replies

 Preety Tiwari #Crocsbusyday From dussehra to Diwali everyday is a busy day

 Write a comment...    

An Instagram post from the account 'Crocs India Gurgaon'. The post features a graphic with a blackboard and the text 'Happy Teachers' Day!'. Three Crocs shoes (black, red, blue) are displayed in front of the board. The post has 1,295 likes.

Instagram post from Crocs India (@crocs.India) showing a phone screen with social media links for LinkedIn, Facebook, Google+, Pinterest, and YouTube. The post has 1,211 likes and the caption reads: "Stay connected with us to #findyourfun! #Crocsoriginal #Crocs #CrocsShoes #CrocsIndia".



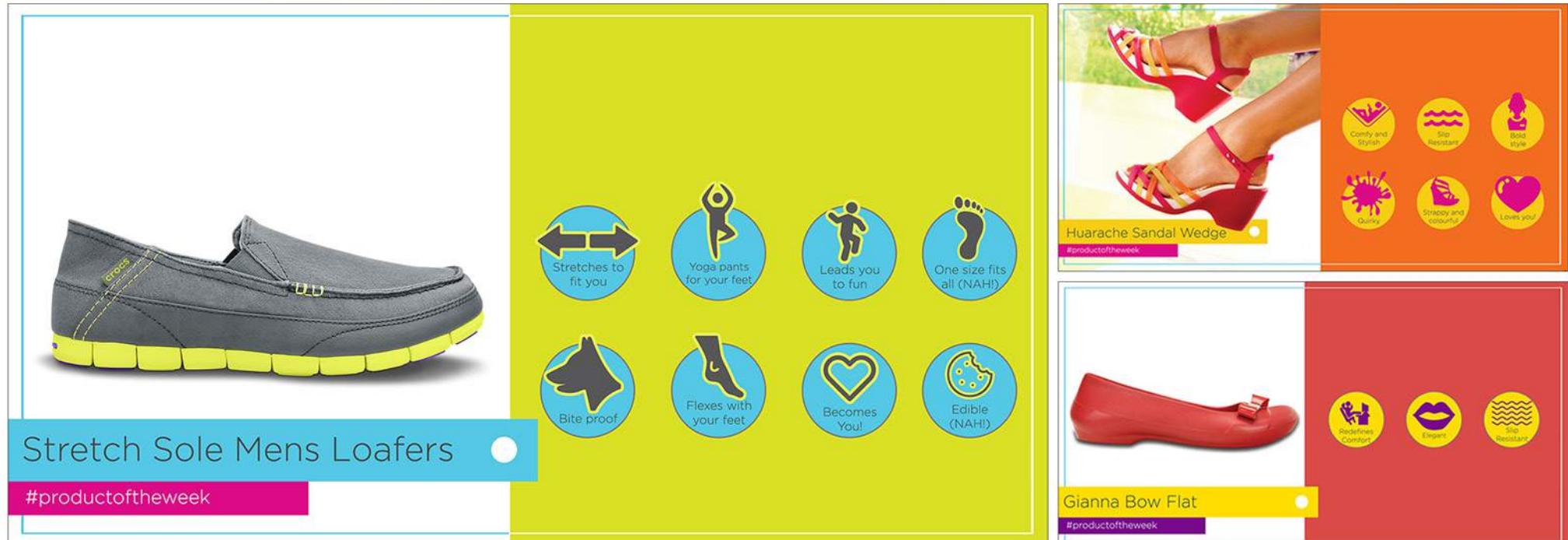


60% off
END OF SEASON SALE



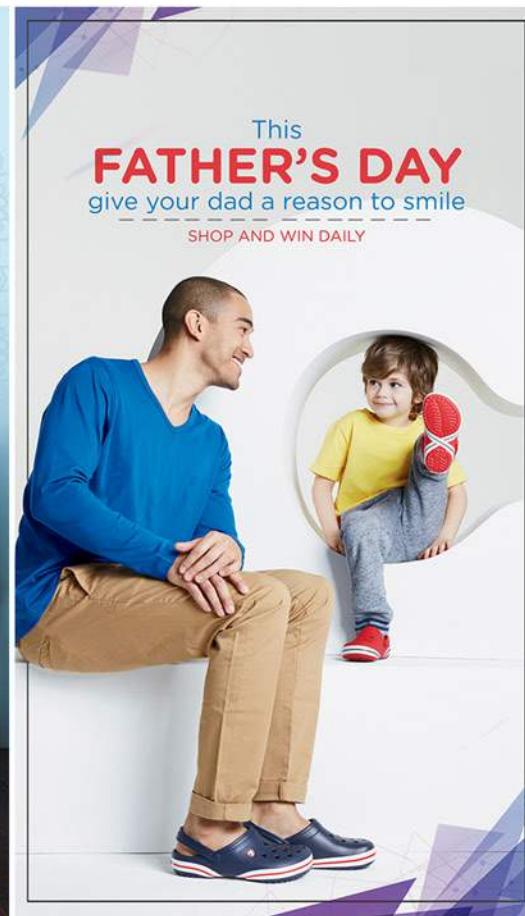
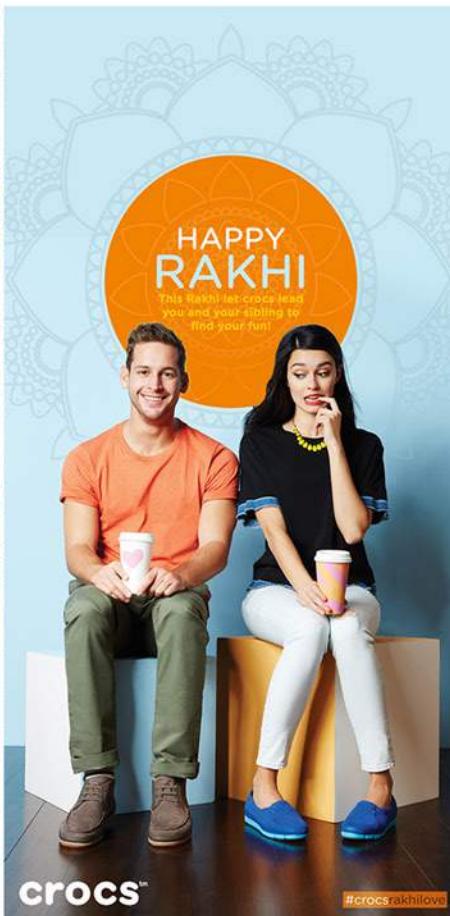
The Weekly Specials

To maintain a harmony on the social media handles, and make them more interactive- different schemes like colour of the week, product of the week, and discount offers were introduced, so that the audience had 'something to come back to' everyday.



Festive Posts

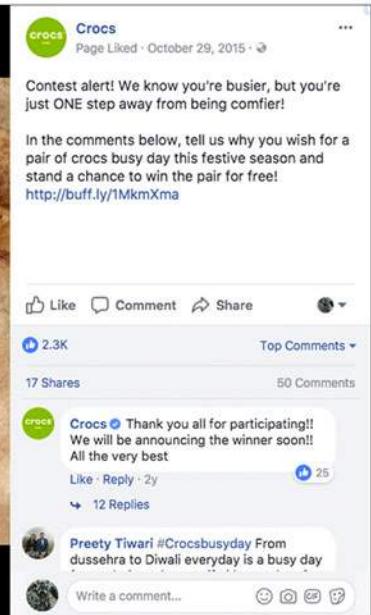
Everybody likes to take holiday and find a reason to celebrate. We created dedicated posts that targeted different festivals and events to promote Crocs and increase the degree of interest in the audience through the special posts.



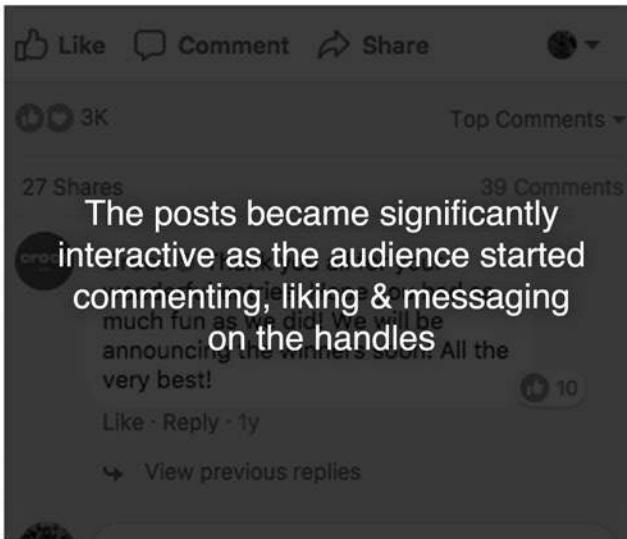
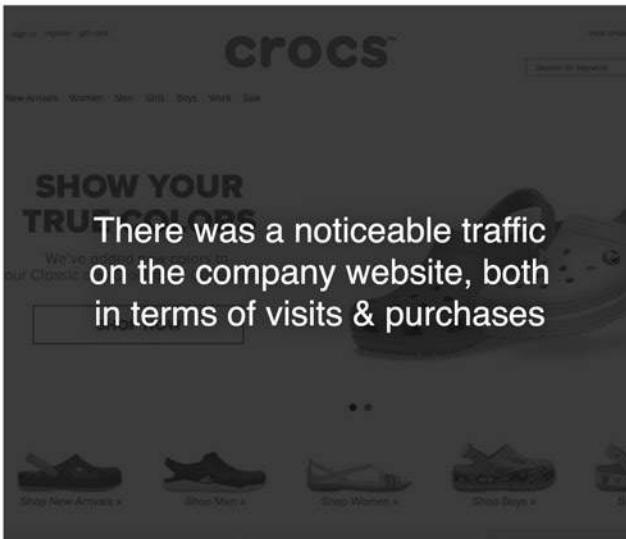


Contest Posts

The audience also got a chance to feel like the star of the day with exclusive competitions and privileges. The creative copy made sure they read the instructions properly, and the colourful designs increased the curiosity in people.



Impact





Dreamjar Studios
Delhi / Adelaide