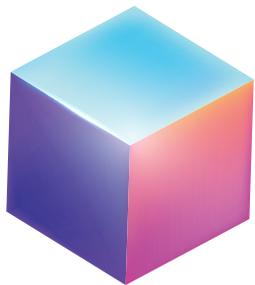




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WE ARE FOREST.  
WE GET PEOPLE  
TO SEE, EXPERIENCE AND  
CONSUME YOUR BRAND  
IN ITS HOLISTIC AND  
FUTURISTIC JOURNEY





# THE FOREST ADVANTAGE

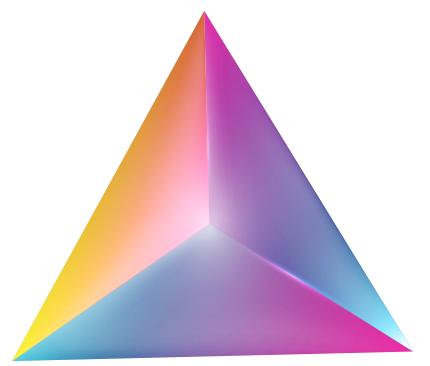
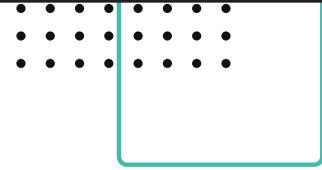
FOREST is an all-inclusive design and digital agency that specialises in the exotic art of brand storytelling.

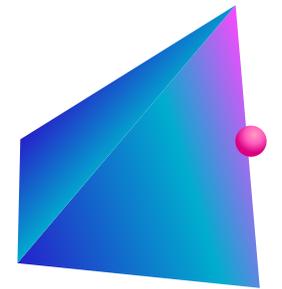
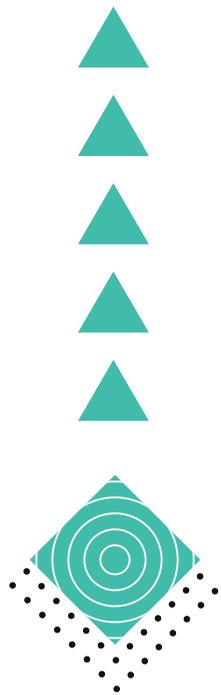
We move with the times and continue to be digitally motivated.

We craft impactful creative work that has compelling brand experiences that add holistic value. We help our clients in getting their ideas digitally expressed and help them reach many horizons. We value ourselves as an immaculate provider of digital and creative solutions that connects with the intended target market.

We are an all-hands-on-deck advertising solutions provider with a panache for producing outstanding creative content across media.





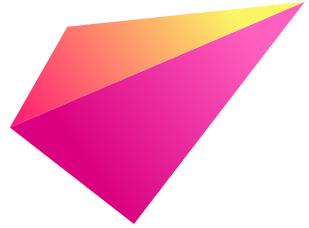


# ABOUT US

We are an ever-evolving, new age creative design studio with a strong foundation in good old advertising and an abiding passion for everything digital, and that spells the future. With over a decade's experience in providing marketing and communication solutions to an eclectic mix of clients ranging from healthcare to e-commerce, we understand the nuances of our trade. We thrive to excel and keep our passion burning by being abreast of the latest trends in the creative and digital universe, and above all, by making work fun.



# WE CURATE WORK THAT WORKS

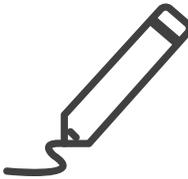


A  
HOLISTIC  
PARTNER



We are your holistic business partner. Our function will be to nurture and grow your business's identity effectively, efficiently, emphatically, and energetically carve out a considerable chunk of the market responsiveness into your fold. Our strategies providing skills will enrol us in playing the vital role of being your partner in progress. We rejoice and pride in our association with you.

DESIGN  
THAT  
WORKS



We believe in communication and design that gives mileage and maximum reach to the desired audience. We tend to leave the guessing game out of the equation. Delivering high-quality content with the right tone and attitude is our "A" Game. We cannot afford to err. To err or forgive is not entirely divine in these digital times.



# OUR IDEOLOGY



A WORK CULTURE,  
NOT A WORK-  
FORCE.



At Forest, work comes first, but not at the cost of intelligent design, creative content or digital strategy. We put as much effort and spirit into our creativity as the quantity of work that leaves our desks – it is a lot, just in case you're wondering.

ARTISTIC  
INGENUITY,  
BUSINESS SPIRIT,  
DIGITAL ACUMEN



What use is a highly creative ad campaign that doesn't understand the pulse of the market? Well, we wouldn't know! We create campaigns that answer questions and opens up new, never-before-seen opportunities for our clients. We help them penetrate through the clutter and stand uniquely different. We embrace change and disruptive techniques. We call this 'smartvertising'!





# OUR 5 VERTICALS

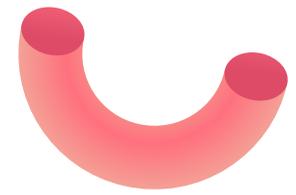
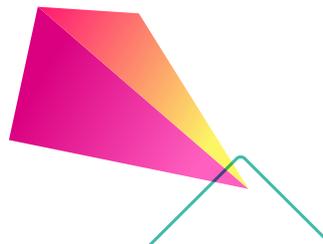
Forest Creative Communications Pvt Ltd, established in 2010, has come a long way in end-to-end creative designing, strategising, branding and brand communication, digital and performance marketing.

We believe in our effective brand storytelling capabilities, both creative and digital, with enhanced communication strategies that help our clients reach multiple levels of brand expression and assist them in achieving their vision and objectives. We offer unique and futuristic designs and digital solutions that are customised. Our ideas resonate with simplicity yet stay out-of-the-box for impactful results.

Our core competency areas include Corporate and Brand communication, Collateral and Brand Stationeries, Product Packaging, E-commerce and Website – Designing and Management, Digital

Marketing and Social Media Management, Multimedia Integration, Content and Copywriting, Advertising & PR, and On-field Client Customer Engagement & Integration programmes. We look at work passionately, and this is reflected in our brand success stories as we help our clients mark up an uncluttered and distinct brand image.

This year, we augment our below-mentioned verticals to address various client requirements and enable client-based customised solutions with added accountability and standalone proficiency.





State-of-the-art Creative & Design Solutions  
across all mediums



Educative, Informative & Persuasive Writing



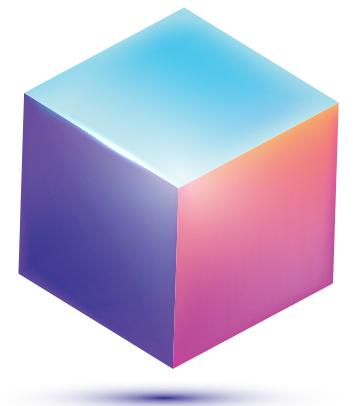
Customer Engagement Initiatives



Digital marketing, Social Media Management,  
SEO & Performance Marketing



Media Ad Sales & PR activities



# OUR CLIENTS

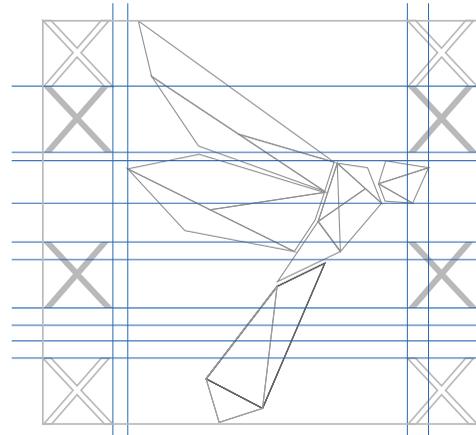


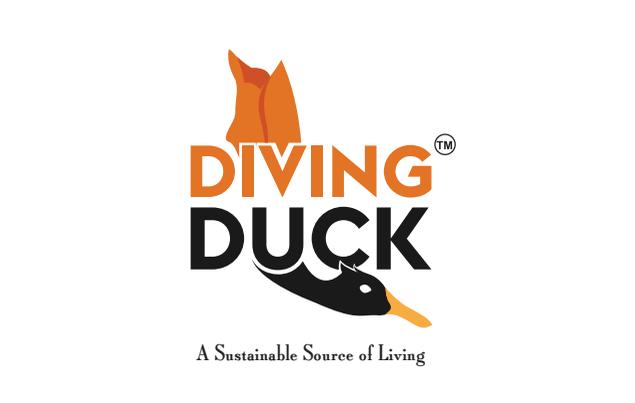


# THE VERY BEST IN BUSINESS BRANDS

Our passion drives us at work, and work for us is divine. And as we set this divinity rolling on our drawing boards and discussion tables with immersive and creative content, we see great brands emerging and firmly standing up in the market, giving our clients some of the best desired results from their target

audience. These brands carve a niche for themselves as we advance, actively embedding relevant messaging in the minds of their consumers.

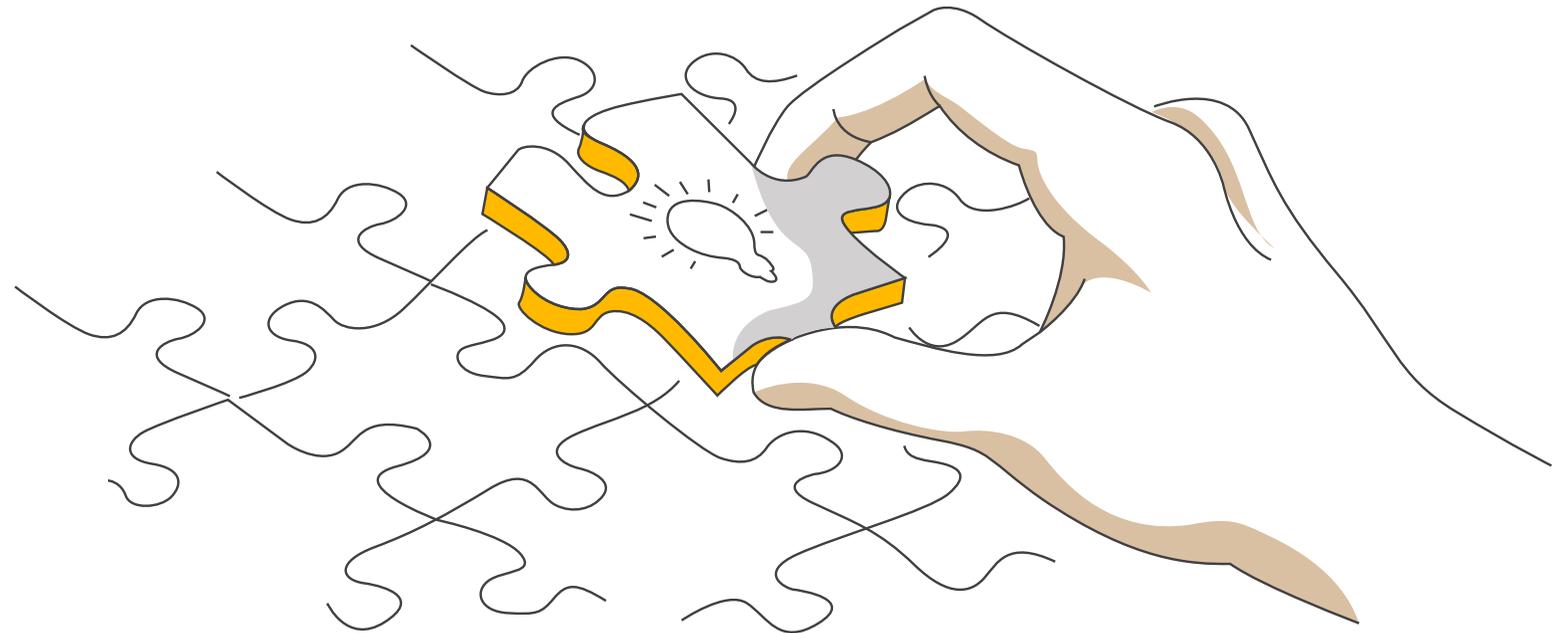




# BRAND ROLLOUT

The Brand rollout is a crucial phase where we wholeheartedly assist our clients. We see our clients through budget distribution, resource planning, allocation, and developing the appropriate timelines. A methodological approach always helps a new brand's proper management and success. We also help our clients with rebranding exercises. In short,

we consider ourselves highly responsible and accountable to all stakeholders involved in the brand rollout process per se. Our body of work also speaks volumes of some exceptional brand rollout successes.

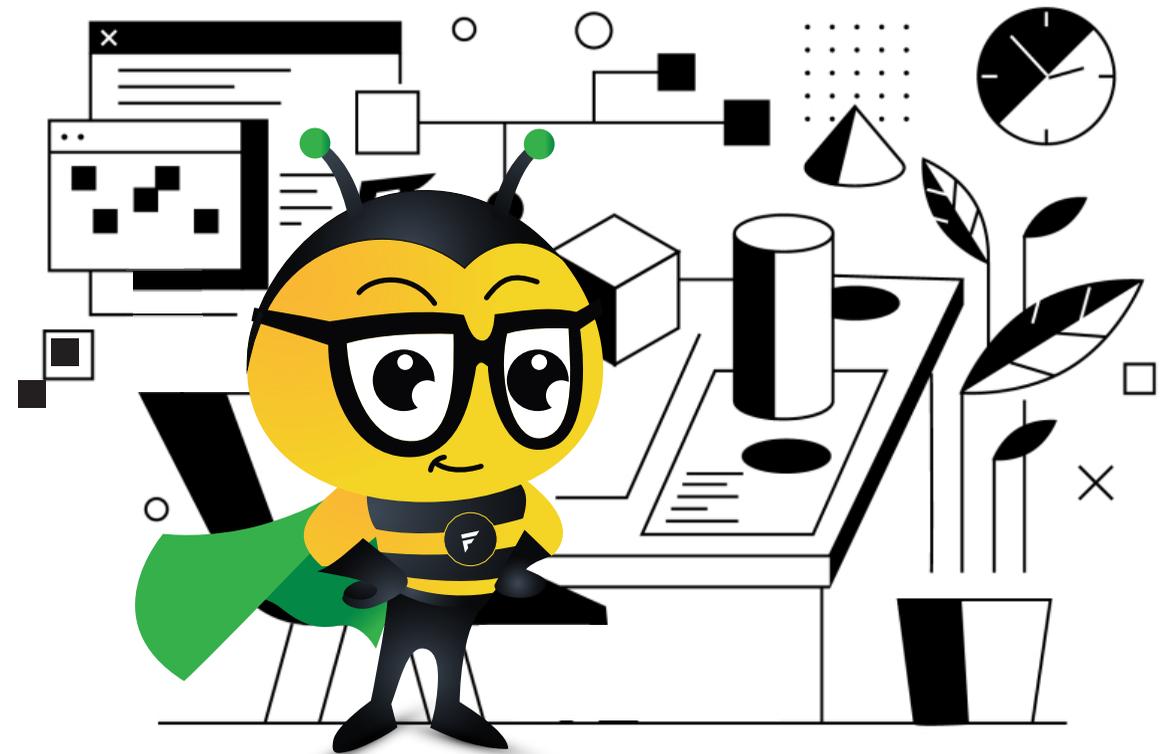
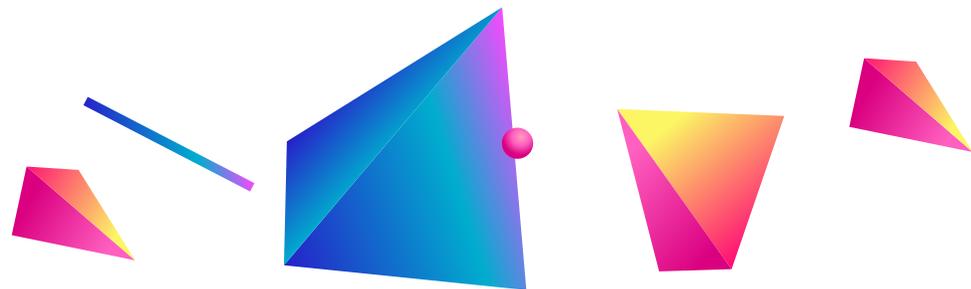


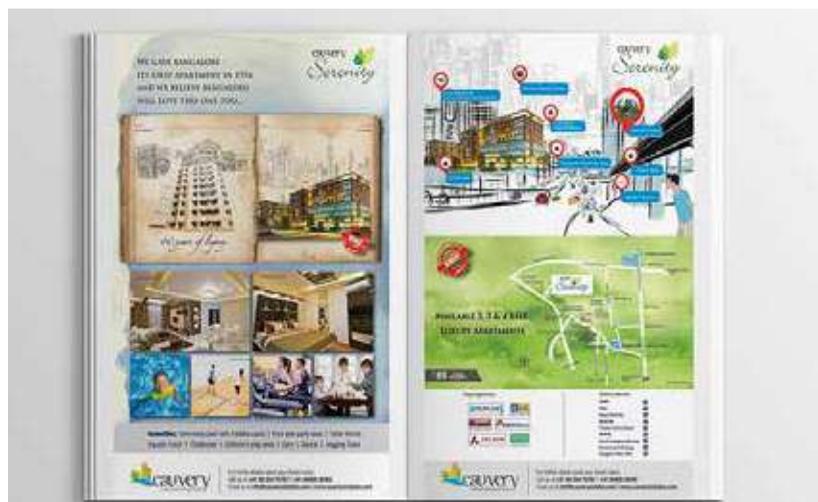
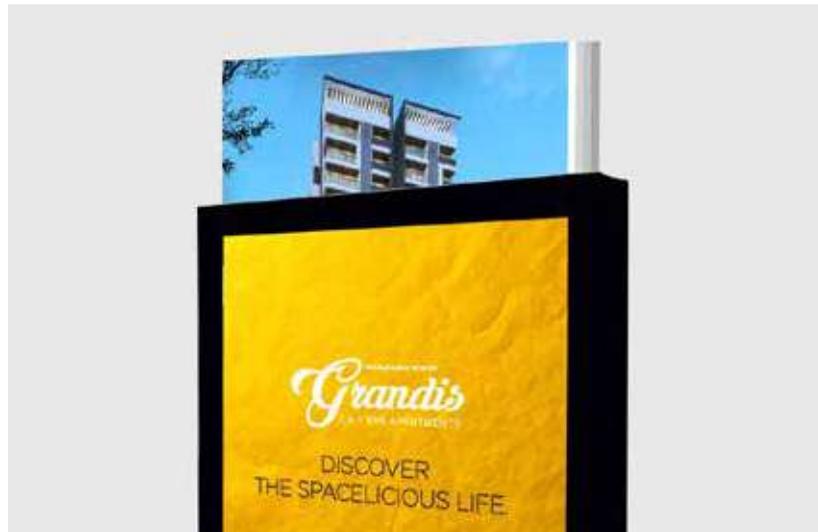


# THE PINNACLE OF PREMIUM PRINT DESIGN

Print medium is Unique!

To think different is to be different and present differently, which eventually would make a lot of difference. Especially when the medium still holds its premium predominantly in India and abroad. We understand that Print media consumers are unique. We love to create designs that speak to the brand's uniqueness and amplify their recall value. Creating high impact advertising has always been our forte, and our design team is fully equipped with all capabilities. Permit us to treat you to some outstanding campaigns that were executed by us and greatly appreciated by our esteemed clients.





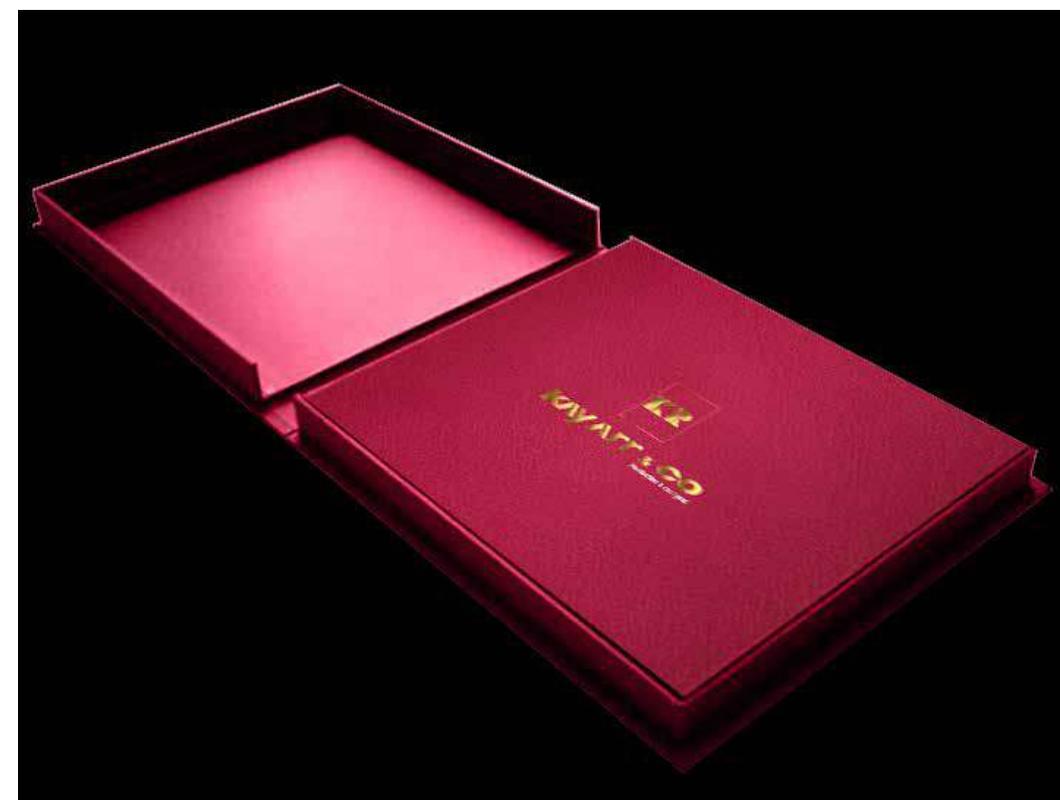
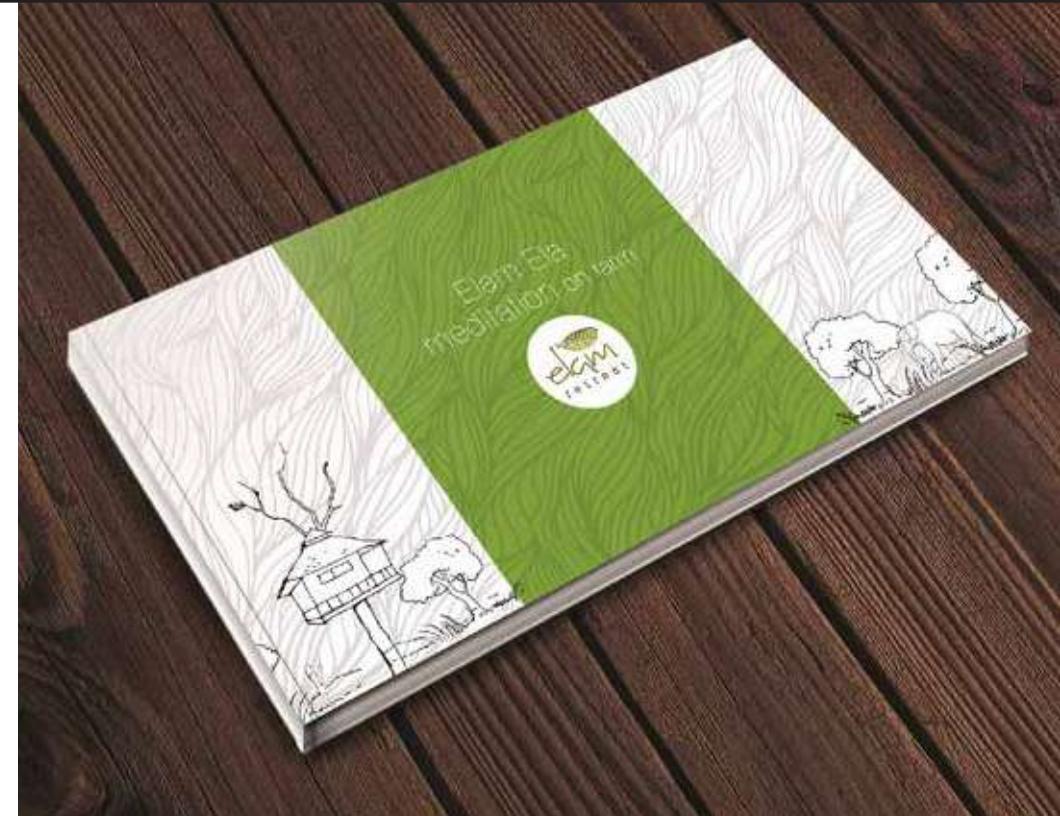
# CORPORATE DESIGN

Corporate Design is an integral aspect of any agency. It is the DNA that integrates both brand strategy and brand identity. A bouquet of digital assets like the logo, the tagline, brand architecture, brand colours, mnemonics, fonts all plays a vital role at the early stages of our brand definition. It aids the brand with its road map, vision and direction. We thoroughly understand that a brand journey would be incomplete without a proper corporate design. Our visualisers,

designers and the client servicing staff ensure that the primary brief is understood thoughtfully to conceive the best output.

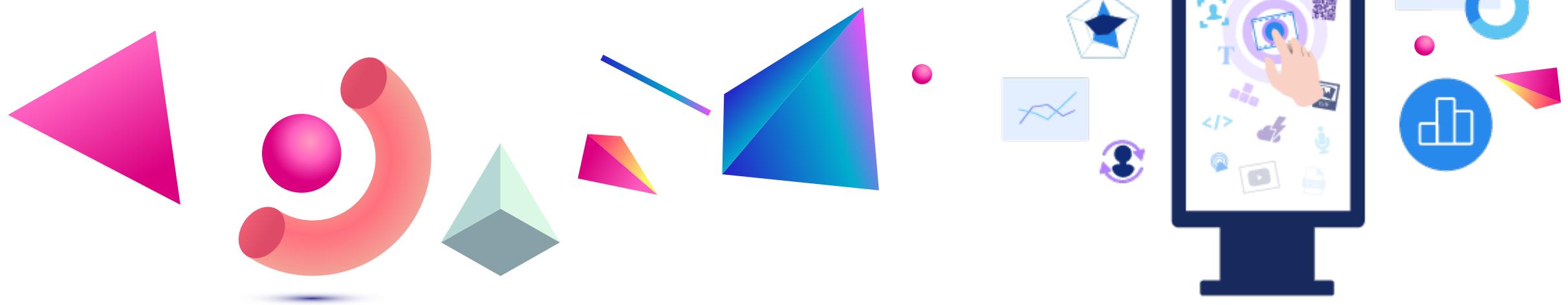
Yes, it is a big deal indeed!





# LEADING THE WAY IN SIGNAGE

The world of signage delivers an impactful reach for brand communication to its desired audience. We have been specialists in this field, hoisting some eye-grabbing treats to the folks on the move at vantage locations. Signage assists enhanced brand awareness and format customer opinions, with enhanced customer experience positively impacting the sales. FOREST prides itself in the diverse, numerous and remarkable signage projects executed for its clientele.





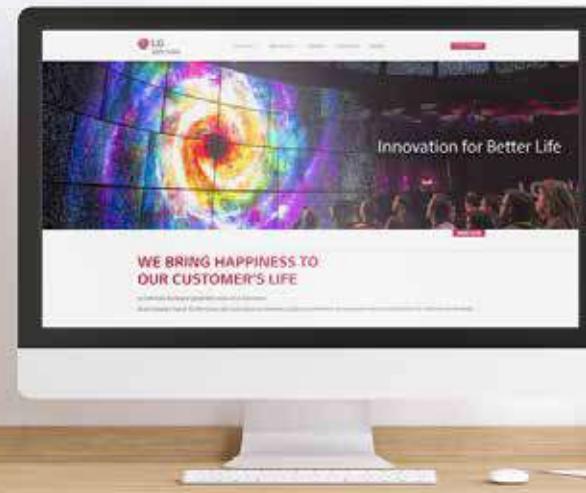
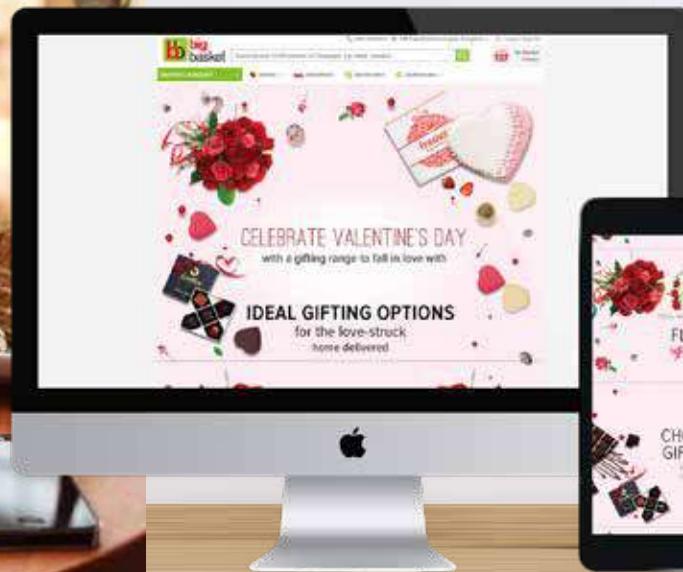
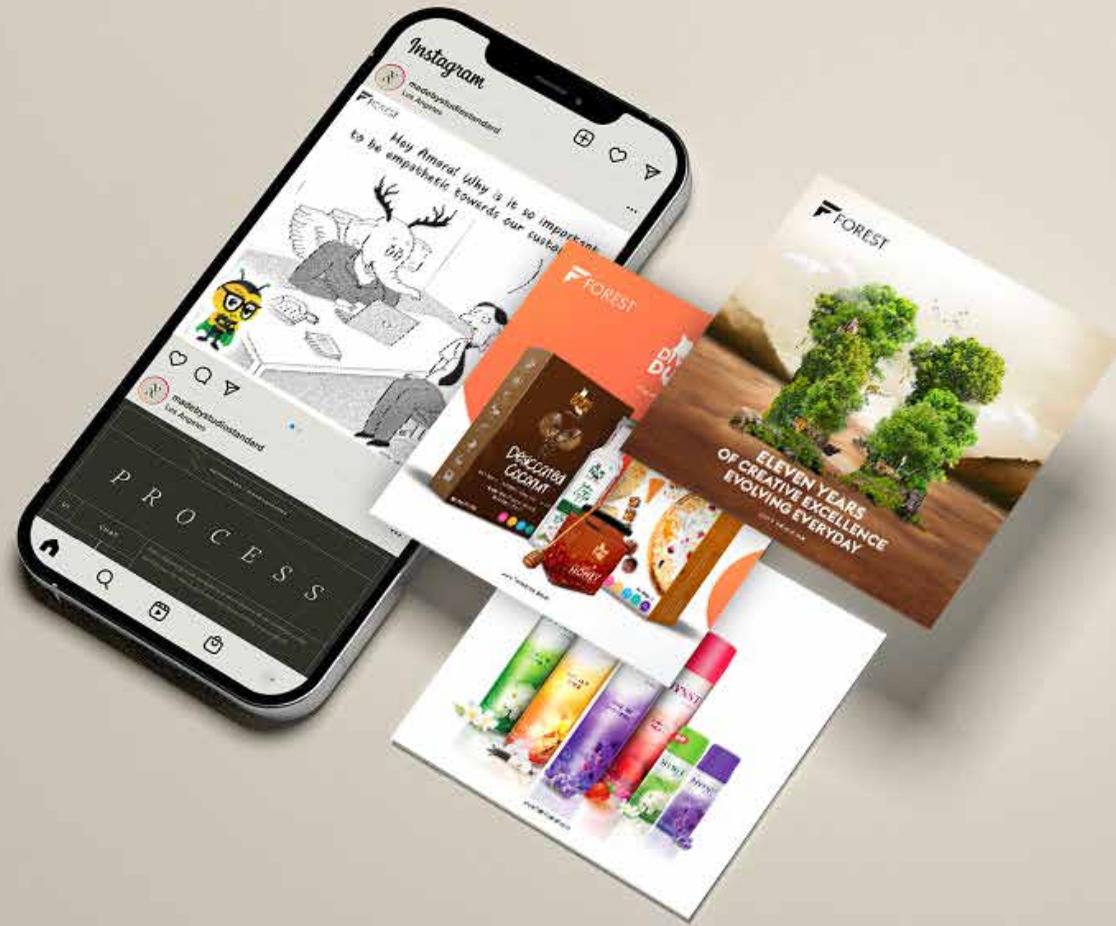
# MAKE YOUR MARK IN THE DIGITAL WORLD

Digital advertising is an ever-evolving field.

FOREST specialises in all types of digital advertising, be it native advertising, email marketing, social media advertising, display advertising, remarketing, SEM, SEO & Performance Marketing, mobile ads, video ads. With the right channel mix, FOREST helps clients uniquely

communicate their brand stories across platforms through engaging content formats - text, images, videos and much more. We thus help brands establish a robust, comprehensive and integrated presence online.





# IMAGE TRANSFORMATION

Driven by the vision to be advanced players in Image Consulting, Forreto Creative, a subdivision of Forest Creative Communications Pvt Ltd, aims to inspire moments, create values and make a difference in the world of professional Image Transformation and Processing.

We offer professional photo editing services for amateur, professional and corporate photographers and organisations. We employ our editing expertise and techniques to enhance imaging and adapt their creativity across multiple online platforms as per requirements. We work with various industries on this requirement.

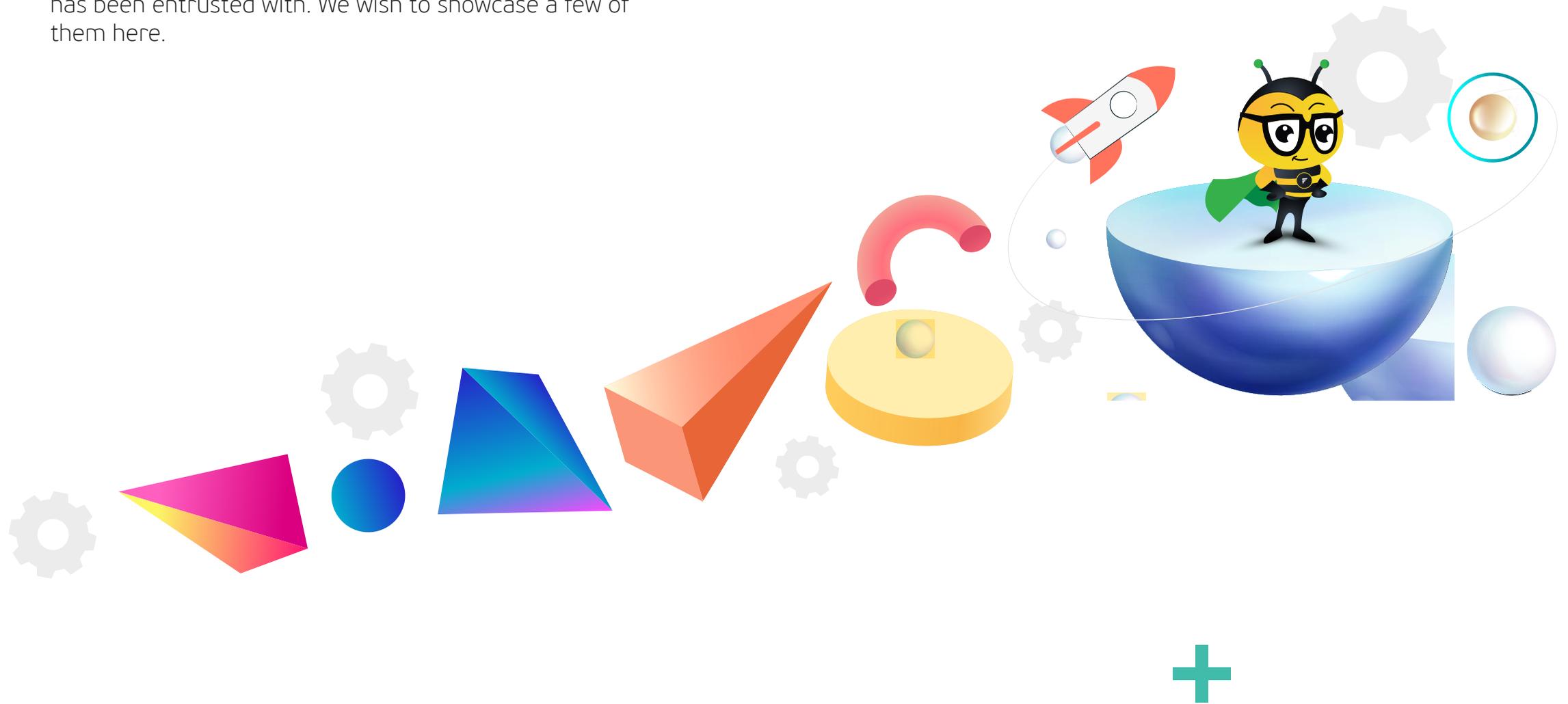
Team Foreto has multiple years of experience in image enhancement, retouching, photomontage, clipping path, colour correction, background removal, photo restoration, image masking, photo manipulation and much more. We stay up-to-date on the latest trends and developments in technology and photo edition software. Trust us to give you that enviable glitter and cherished memories at prices that would surprise you!





# SUCCESS STORIES

An agency's success is measured by how it successfully develops a brand. Forest Creative Communications takes great pride in creating powerful brand journeys it has been entrusted with. We wish to showcase a few of them here.





Founded by Dr. Devi Shetty in 2003, Narayana Health is a renowned hospital group operating a network of hospitals across India.

### Challenges Faced

- Increase brand awareness online through social media paid campaigns (Facebook, Instagram & Google Display Network)
- To promote corporate tie-up packages through LinkedIn & Google Paid Campaigns ( B2B)
- Spread awareness of medical specialities available at their hospitals
- Accessibility of critical medical care for patients in need

### Our Approach:

- We had a one to one with their medical representatives to know our critical work focus.
- Objective was to expand reach towards targeted market for the medical services offered.

### Strategy Planned:

Over 40% of consumers consume information on health through social media. Social Media thus becomes an important channel in the healthcare industry, in order to attract as well as retain patients. Data-driven marketing and analytics are the keys to finding tailored solutions that work according to a client's demographics, specialties, and other important factors.

The first impression of any organization is created by the website and mobile app. We researched and categorized the keywords for NH and then worked on their optimization to get the website ranking higher on Search Engines. We shifted from using primarily brand-related keywords to solely focusing on new patient keyword variations.

It was through social media and content marketing that NH was able to build a bigger audience. Posting and sharing interesting patient related content, and interacting was the first step towards building NH's social media campaigns. With the use of multiple digital tools and platforms we reached the right audience.

We also used online advertising plus Facebook, Instagram, LinkedIn and Google campaigns helped us generate a wide audience and garner prospective leads in a less span of time.

### Results:

After continuous and aggressive optimization of keywords and content, NH was clocking a 43% increase in page 1 ranking in Google SERP. The approach taken by us helped them to increase their brand awareness two-folds. The hospital successfully saw a spike of 10- 12% increase in Left Ventricular Assist Device [LVAD] implantation and Artificial Heart Transplantation program through organic inquiries.

### Social Media Campaign Results

Google (GDN+GSN)	Facebook/Instagram	LinkedIn (B2B)
Impressions - 1.5M	Impressions - 980K	
Clicks - 65K	Clicks - 45K	
Leads - 3.5-4K	Leads - 7K	Leads - 450

### Key Takeouts

- 43% increase in page 1 rankings
- 120% increase in page views
- Increased hospital surgeries through online mediums by 15%
- New patient inquires increased per day
- NH Brand established among the top hospitals
- Trust developed and positive doctor-patient relationship established



INDIA • UAE  
SINCE 1925

Bhima Jewellers. A leading jewellery business client.

### Challenges Faced

Our challenge was to position expensive jewellery as an exclusive item with limited availability. Additionally, the brand had to be energized by establishing no endorsement from a model and with a conceptual connection with nature.

### Our Approach

Our core theme suggestion was to take an absolute natural route, titled "KATHA", wherein there was an infusion of natural elements highlighting the essence of the jewellery.

### Strategy planned

Involved OOH, Print and an aggressive digital campaign on Google, Facebook and Instagram.

### Results

Our recommended approach assisted them in increasing their brand awareness two-folds. After a year of our strategy implementation, Bhima Jewellers achieved a top sales figure of 110 cr of this exquisite jewellery collection within three months. Further, it helped them create a sizeable demand generation for Katha products in the market.





KNOWLEDGE IS POWER

Campaign Year – Nov-2020 to Aug 2021. Duration – 5 Months

BIGI has multiple education institutions around Bangalore, from Pre-school and Kindergarten to Class 12.

### Challenges faced

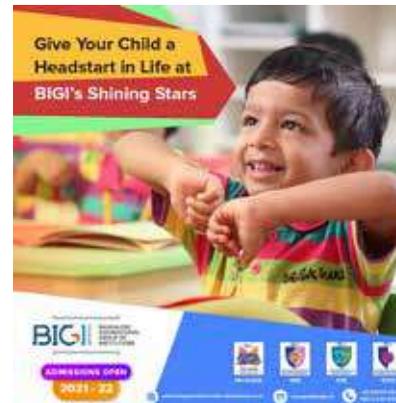
Like any educational institute, Bangalore International Group of Institutions also faced a crisis due to the pandemic and closure. To ensure BIGI operates as a corporate style functionary, we had to revamp its brand identity by giving it a facelift.

### Our approach

We undertook the designing of the New Logo and made it highly visible on the internet within a brief window of time.

### Result

- All BIGI's branches and institutions achieved 40% more Traffic on their social media and website
- Due to our Paid Campaigns strategy, BIGI received 30% more on the number of new admissions
- Number of Leads generated: 900 nos





Healthcare Companion for Life

Co-founded by Senapathy 'Kris' Gopalakrishnan, ex Infosys Vice Chairman, Bridge Health is an integrated Medical and Digital healthcare program designed to deliver an Individualized Care Continuum. Well validated clinical protocols with very effective digital management fuel this facility with membership programs for both individuals and corporate members. Based on personal healthcare and wellness, Bridgehealth attempts to mitigate health risks with swift curative actions and provide safe, economic and quality healthcare to all. The brand wanted to position itself as the 'healthcare companion for life'.

### Challenges Faced

Although being a highly progressive wellness-based program aiming at consistent healthcare with a professional approach, the response from the market was not up to the mark. The objective was to build brand awareness with mileage, improve consideration of their services and generate leads to enrol for their membership program, which spoke of firming up the health quotient of its members. They wanted to build a perception different from hospital visits and annual health checkups.

### Our Approach

We were approached with the sole objective of raising awareness and increasing the membership to at least 2000 members in 3 months to begin.

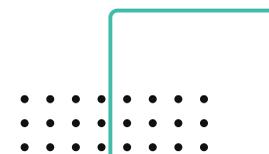
### Strategy

We identified and presented our digital approach and other collaterals to achieve the desired effect. We curated a proper digital plan with social media activation, website launch, direct mailers etc.



### Result

Within 45 days, there was a sharp spike in the membership programs. Due to the promising results, the client has retained us for larger projects in the days to come.





Rittal is a German company that manufactures electrical enclosures for use in industrial settings. Founded in 1961, Rittal is a subsidiary of the FriedhelmLoh Group with branches worldwide, including India.

### Challenges Faced

Rittal found that overall organic traffic to their website for non-branded keywords was extremely low. Compared to Siemens, its major competitor, Rittal, was facing a decline in their organic SERP rankings even after having a wide range of products & services. Their competitors were scaling up much better on the non-branded keywords of their respective industries. The goals were to surpass last year's performance and cut into the market share of their largest competitor. As Rittal is a B2B company, they wanted to increase their quality leads generated through Google and LinkedIn.

### Our Approach

Post understanding the brand requirements, we started an SEO campaign by conducting thorough keyword research and adequately categorising the keywords of their domain, i.e. the Real Estate industry.

### Strategy planned

We equipped ourselves with finding solutions to improve overall organic traffic to the website from non-branded keywords.

Rittal provides a wide range of products like Blue e+ (Cooling Units), Edge (Data Center), DK PS (IT Enclosure Systems) etc., with a range of features. This, in turn, congested their site, while only their brand keywords (Blue e+ & Edge) were ranking. To rank their non-branded keywords, we ran a pilot creating separate pages for each range of products. These pages were specific to one product, and we pushed enough content to target the non-branded keywords.

### Results

The results started showing momentum with page 1 non-branded keyword rankings after 8-10 months. After completing 12-months Rittal was clocking a 34% increase in page 1 ranking in Google SERP. The approach taken by us helped them to increase their brand awareness two-folds. After one year of implementation of our strategy, Rittal saw a 15-20% increase in their online inquiries.





Citrus Ventures amplified its sales by 19% through digital mediums.

Citrus Ventures is a Real Estate development company founded by Mr. ShashidharPai & Mr. Vinod Menon. With diversified assets, portfolios and a unique business model, they seek to revolutionise the homeownership experience. The brand has various sites across Bangalore - Yelahanka, Hebbal, Whitefield, Nandi Hills, Bommasandra and Jakkur. They facilitate plots, villas, apartments and commercial spaces in the affordable and premium ranges.

### Challenges Faced

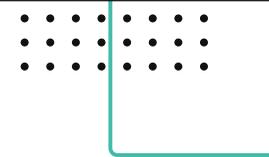
Bangalore has seen a tremendous boom in real estate due to the growth of the IT sector. Like everyone else in the market, Citrus ventures were actively trying to sky-rocket their sales through increased digital presence. Citrus decided to expand its digital presence organically due to a higher CPC of paid keywords in the real estate business. SEO was the only feasible option to cut down advertising costs & help them to build a sustainable online brand presence.

### Our Approach

After understanding the brand requirements, we started an SEO campaign by conducting thorough keyword research and adequately categorising the keywords of their domain i.e. the Real Estate industry.

### Strategy planned

We started first with the On-page SEO, tackling all the finer technicalities by fixing title tags & meta descriptions to optimise URL structure & canonical issues. Then we moved on to Off-page SEO, creating quality backlinks (do-follow) from high PR websites. We also initiated content marketing, regular blog posting, social bookmarking and other critical Off-page checkpoints for organic growth.



### Paid Mediums Used

#### Facebook & Instagram

- Lead generation campaigns
- Brand awareness campaigns

#### Google

- Brand awareness campaigns of GDN
- Lead generation campaigns on GSN

#### LinkedIn

- Lead generation through sponsored emails
- Brand awareness through text ads



### Results

The outcome of our strategy not only helped them to increase their rankings in the branded keywords but also on their competitors' keywords. Their branded keywords started appearing first on the Google SERP within 6-7 months. As 80% of the real estate inquiries come through online platforms, Citrus Ventures started receiving organic inquiries for villas and commercial spaces with 10-12% growth.

### Paid Medium

Due to our SEO campaigns, Citrus Ventures could successfully cut down their cost/lead on their paid campaigns. Despite lowering the budget allocation on paid campaigns, they still ran successfully.





## Aim

To execute fierce online lead-gen campaigns escalate the sale of premium villa plots for "The Estates" within a tight deadline.

The Estates is a luxury villa project situated at the foot of Nandi Hills developed by SRK Infra group in partnership with Jerry Rao Constructions. The property is a scintillating example of what life of luxury amidst nature looks like. The space has been developed for 120 luxury villa plots and a 100-room luxury hotel that spreads over an area of 35-acres, beautifully overlooking the majestic hills in the background. With an already planned floor map and construction going in full swing, The Estates will be a project that will redefine luxury living in Bangalore.

## Challenges Faced

As The Estates fall under luxury living in real estate, the major challenge was to find quality & targeted leads that can convert. The major competitors like Godrej, Prestige group, Runwal etc., all had their presence in the area and presented the same living experience as The Estates. With the plot price starting from 1.2Cr\* to 10Cr\*, we knew our target audiences were the affluent individuals and HNIs who could be interested in this brand. As they belong to a niche category, one of the challenges we faced was to do extensive research to find these individuals based on their tastes, lifestyle and spending habits. Our main intention through this aggressive online campaign was to successfully deliver results for The Estates by keeping the acquisition cost/lead under check.

## Our Approach

Post a detailed discussion with the brand team; we got a comprehensive understanding of their objectives. Further, we decided to execute well-planned, multi-tiered and multi-channel, online lead-gen campaigns that were sure to fetch the desired results.

## Strategy Planned

We initiated our campaign by setting SEO. We started ranking for the branded & non-branded keywords that held major importance in the real estate domain to ensure a consistent inflow of organic inquiries. This helped us maintain the "Number 1" position on the google search page compared to our competitors.

## Google Search Network (GSN)

Post extensive keyword research, we identified the most high-performing keywords that helped The Estates to stay on top of Google Search Ads over their competitors.

## Sponsored Display Campaigns

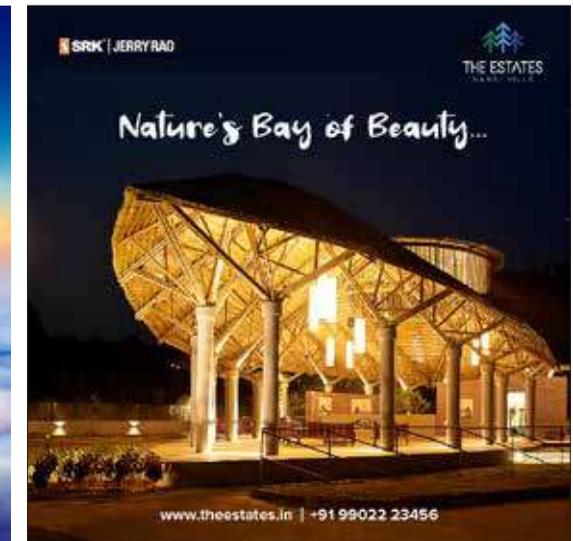
A well-curated ad campaign with catchy copy lines and visually appealing creatives helped us reach out to our target audiences, enticing their interest.

## Email Marketing

Through our database of potential target audiences, we handpicked HNIs and sent them personalised e-mailers to capture their interests, which helped us generate more inquiries.

## Total Leads - 550

Our ads gained momentum as soon as some of our industry-related keywords started climbing the google search results. At the end of the 6-months, the results were indisputable. From the 120-plots on sale, The Estates successfully sold 47 plots. Due to our fierce and curated campaigns, we were able to generate 25 sales in a very short span of times.





Founded in 2004, Technomak is a global solutions provider with turnkey design, engineering, procurement, construction, build execution, and support services for various industrial sectors such as Oil and Gas, utilities, infrastructure, metals and renewables. Having established itself as one of the market leaders of the category, Technomak has a robust customer-centric approach. With over 1300 employees and over 600 completed projects, it is one of the largest companies in the Middle East capable of handling middle and small-sized EPC projects.

### Challenges Faced

Being a highly industrialised sector, the challenge was to devise a communication strategy and create campaigns that cater to a potential B2B audience to improve brand value and social visibility on digital platforms.

### Our Approach

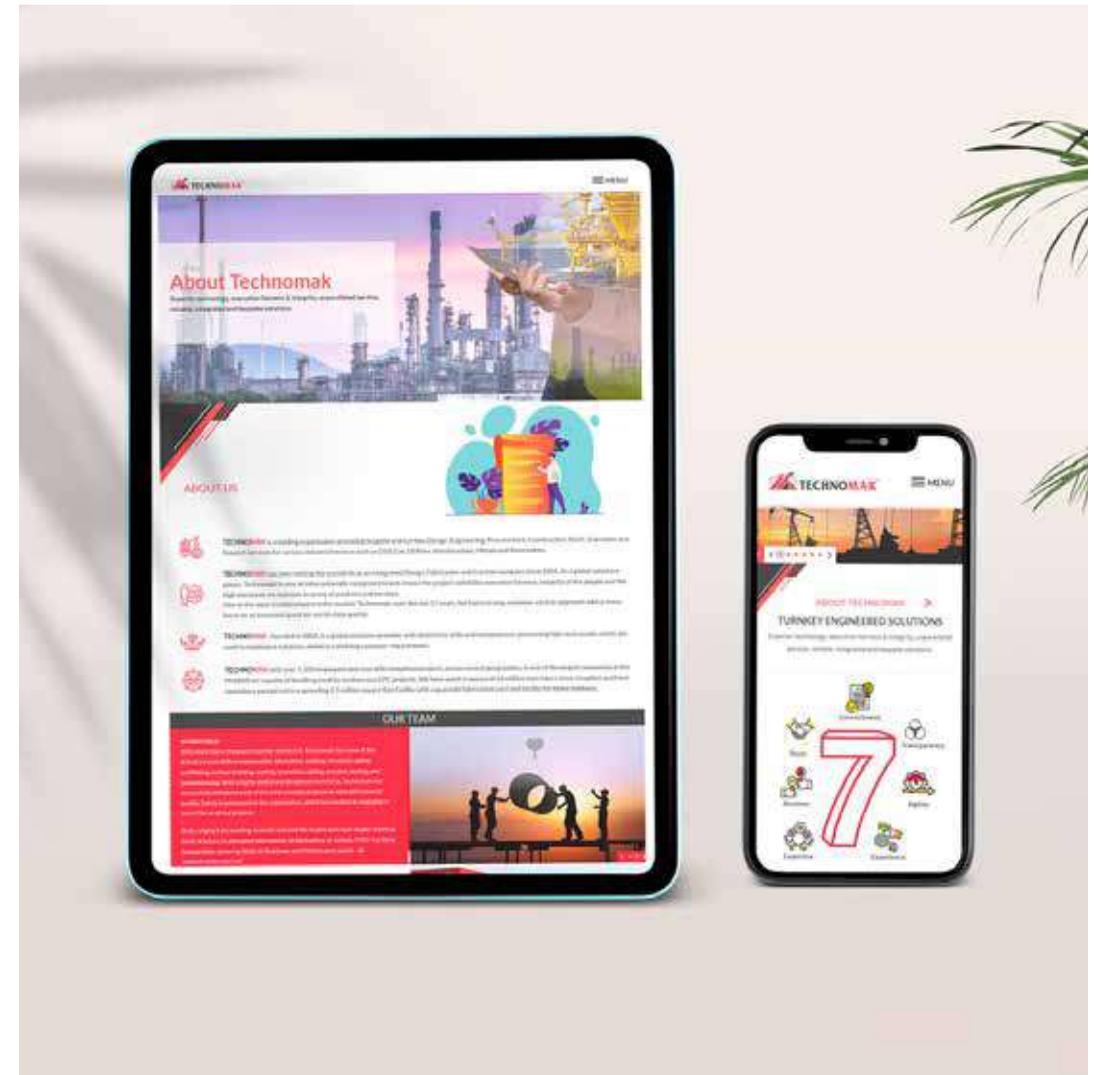
Activate the brand through relevant social media.

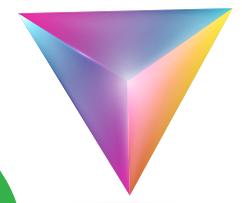
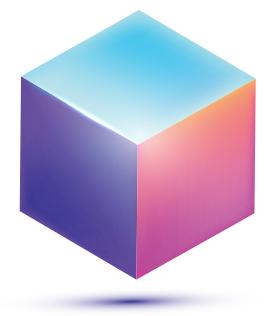
### Strategy

We devised a sound digital media strategy that included social media activation, blogs and other important topic deliberations.

### Result

Technomak today enjoys broad acceptance in social media circles.





Thank You

[www.forestcreative.in](http://www.forestcreative.in)





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