

Case

Studies

Content

Introduction	02
Our Services	03
Our Approach	04
Grihum India Case Study	06-11
Hitcolus Footwear Case Study	12-18
Lium Go Case Study	20-23
Digital Media Designs	25-26
Marketing Video Links	27

Introduction

We are a team where creativity flows and ideas come alive! We are an avant-garde collective specializing in captivating marketing strategies, innovative designs, and insightful consulting. Our team of dynamic thinkers and visionary artists collaborates with brands to craft unforgettable stories, pushing boundaries and redefining the norms. From the seed of an idea to its full-blown execution, we're with you every beat of the way. You can expect:

- Established expertise in digital marketing, branding, and development.
- Proven track record with various clients across industries.

We are more than just an organisation – it's a movement, it's a vibe, it's the future. Join us and let's create marketing magic together.

Marketing Services

- 🕒 **SEO (Search Engine Optimization):** Enhance visibility and rankings.
 - 🕒 **PPC (Pay-Per-Click Advertising):** Immediate traffic and measurable results.
 - 🕒 **Social Media Marketing:** Build engagement and brand awareness.
 - 🕒 **Content Marketing:** Drive engagement with valuable content.
 - 🕒 **Email Marketing:** Nurture leads with targeted campaigns.
 - 🕒 **Web Development & Optimization:** Build a fast and user-friendly experience.
 - 🕒 **Graphic Designing:** Create eye-catching creatives.
 - 🕒 **2D/3D Animation:** Reach out to the world with entertainment.
 - 🕒 **Visual Effects:** Awe striking the target audience with phenomenal visuals.
 - 🕒 **Brand Consulting:** Suggestions to upscale your brand.
- and much more..

Our Approach



Goal Alignment

(Understanding client objectives)



Customized Solutions

(Tailored campaigns for specific business needs)



Data-Driven:

(Rely on analytics to shape strategies)



Scalability:

(Plans designed to grow with the business.)

Grihum India

(Real-Estate
Service Brand)



Case Study 01

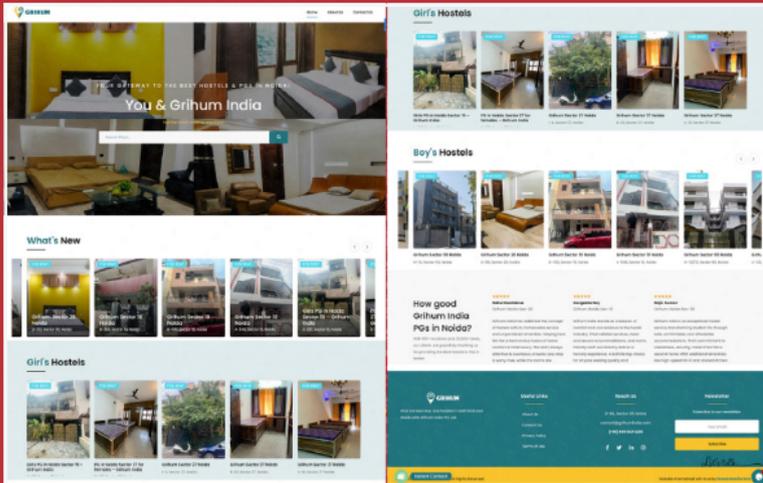
Objective & Strategy

Objective: Online Presence and Visibility

Strategy:

- A basic website launch for online presence
- SEO on niche keywords targeting specific sectors for PGs respectively.
- Prepared the essentials - Target Market, Digital Assets, Brand Guidelines, Customer Persona etc.
- Local Business highlight using Google My Business.
- Basic Social Media posting for visibility
- Content Marketing and ground strategy to strengthen digital presence
- Established the mission of the brand in digital media within the first 3 months.

Brand Website



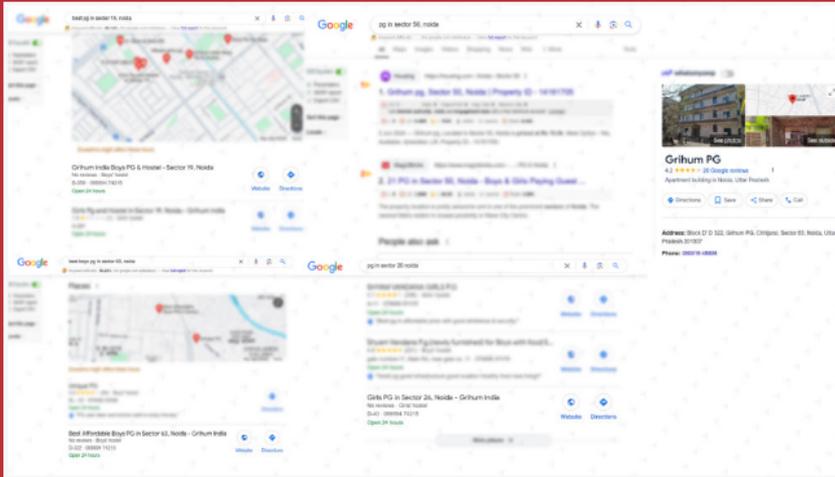
BRAND
WEBSITE

Brand Instagram Feed

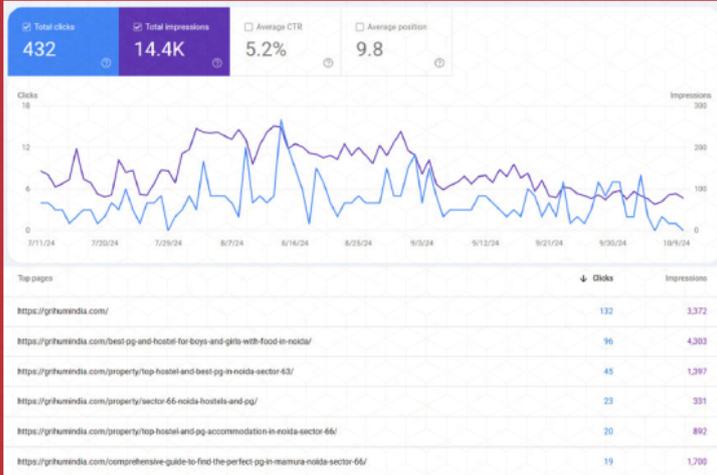


BRAND
INSTA
FEED

GMB Results



Search Console Data



SEARCH
CONSOLE
DATA

Hitcolus Footwear

(Footwear Brand)



Case Study 02

Objective & Strategy

Objective: Brand Establishment in Digital Media

Strategy:

- We established the core values and accordingly guided all brand communications.
- Prepared the essentials - Target Market, Digital Assets, Brand Guidelines, Customer Persona etc.
- Highlighting USPs over digital media with Brand Positioning.
- Brand Visual Identity Creations
- Marketing Channels and Strategy to strengthen digital presence
- Giveaway programs for better engagement.
- Established the mission of the brand in digital media within the first 3 months.

Brand Guideline



1x

4.47x

Hitcolus[®]
SPORT2

Color Palette (Nudes)

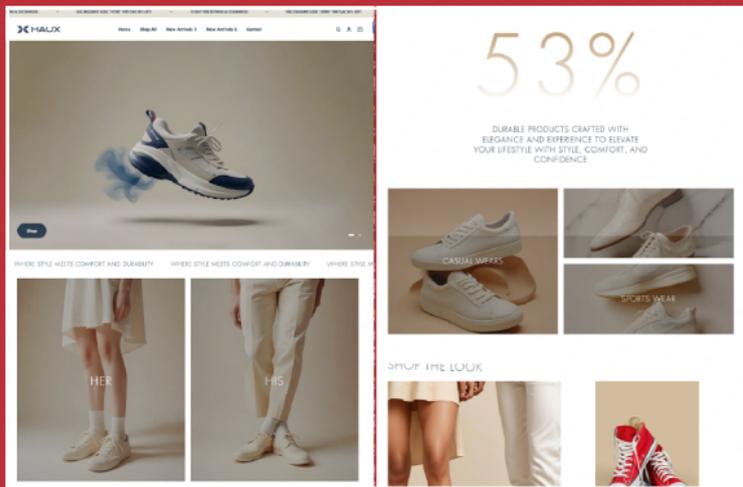
#5F7BA2	#DAA6BC	#896C9C	#EEDECF	#91353A
#A9CBD5	#E38057	#DFC229	#537F6E	

Social Media Usage



BRAND
GUIDELINE

Brand Website



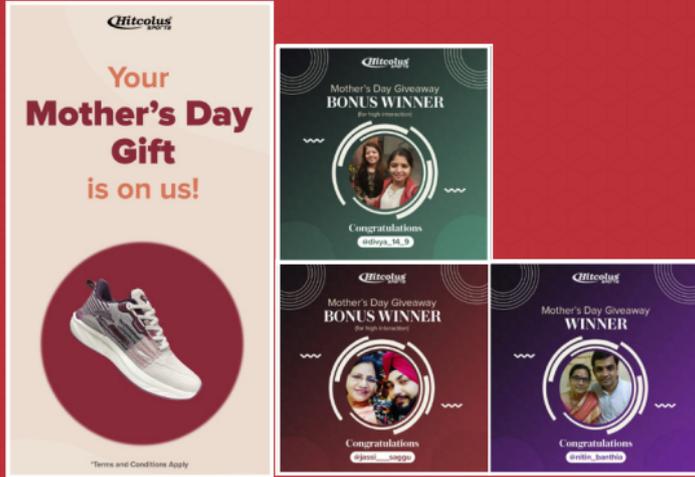
WEBSITE
(PREMIUM
RANGE)

Brand Instagram Feed



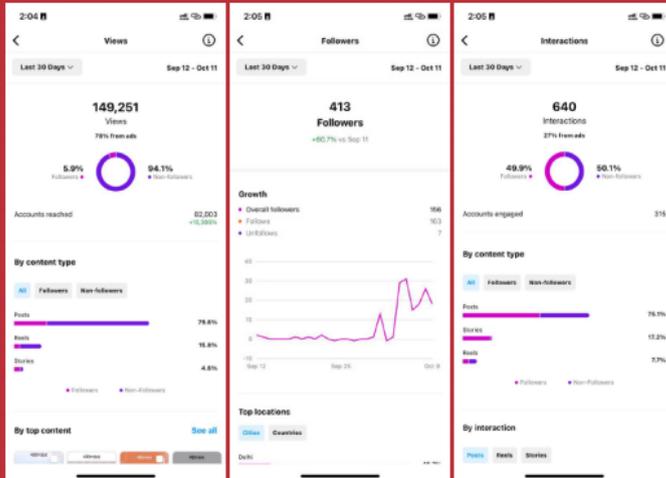
BRAND
INSTA
FEED

Giveaway Campaign



GIVEAWAY
CAMPAIGN

Insights



INSIGHTS

Lium Go

(EV Logistics Brand)



Case Study 03

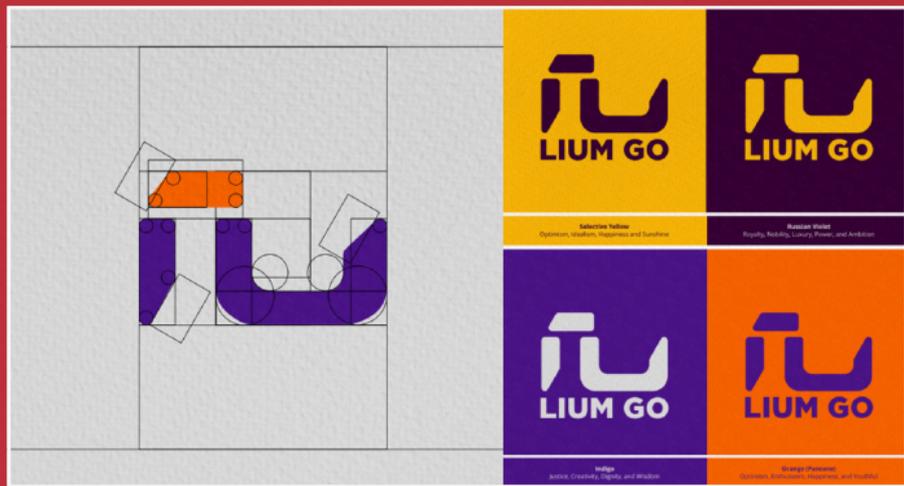
Objective & Strategy

Objective: Brand Consultation and Establishment in Digital Media

Strategy:

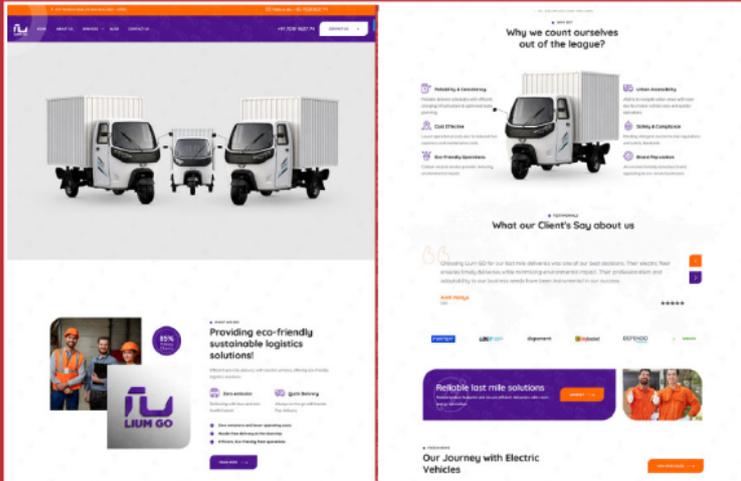
- Planned the entire operations management and execution at ground level.
- Client hunting for break even within 6 months and infrastructure development.
- Established the core values and accordingly guided all brand communications.
- Prepared the essentials - Target Market, Brand Guidelines, Customer Persona etc.
- Highlighting USPs over digital media with Brand Positioning.
- Brand Visual Identity Creations
- Marketing Channels and Strategy to strengthen digital presence
- Established the mission of the brand in digital media within the first 3 months.

Brand Guideline



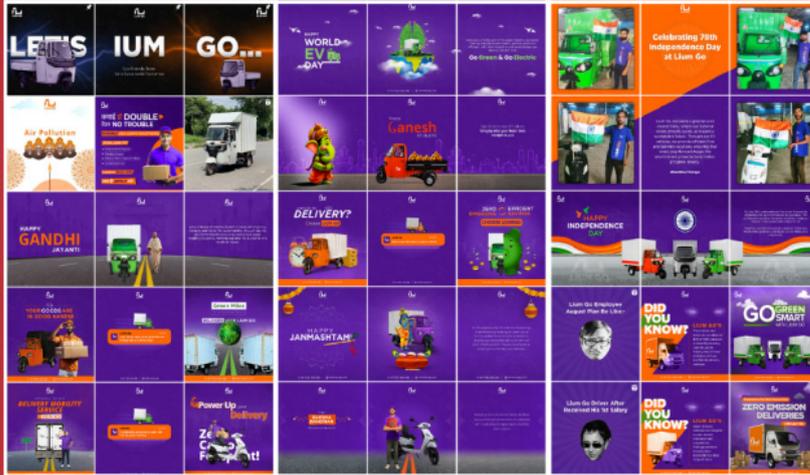
BRAND
GUIDELINE

Brand Website



BRAND
WEBSITE

Brand Instagram Feed



BRAND
INSTA
FEED

Generic Portfolio

(Various Brands)

The grid contains six posters:

- Top Left:** #ZaruriHai. To kick start your global career with DBGI. 100+ Member's business programs, 72%+ return on investment, ₹12 LPA. Program Fee: ₹100,000.
- Top Right:** @DEV_BROOD. HOW NEXT IS LINK. How did I make it to amazon? Factors you need part of education, professional skills, leadership, success.
- Middle Left:** @DEV_BROOD. Faculty MOVING AHEAD with DR. R.C.PATHAK. 100%+ return on investment, 72%+ return on investment, ₹12 LPA. Program Fee: ₹100,000.
- Middle Right:** @DEV_BROOD. I connect my clients through my passion for education and professional growth.
- Bottom Left:** @DEV_BROOD. Achhe din aa gaye. Avail 100% scholarship at DBGI.
- Bottom Right:** @SRMS. SRMS PROUD 100. Developing global competencies through international exposure with SRMS PROUD 100. APPLY NOW.

This section features two bags of 'GOLD STANDARD' rice and a laptop advertisement:

- Top Left:** A bag of 'GOLD STANDARD' rice, 'Long Grain', '1 kg'.
- Top Right:** Another bag of 'GOLD STANDARD' rice, 'Long Grain', '1 kg'.
- Bottom Left:** A laptop advertisement for JMI. "Oh! You respond like a winner, graduate. When someone knows, someone's success is not just a matter of time." FACULTY NOW.
- Bottom Right:** A laptop advertisement for MCA. "ADMISSIONS OPEN 2024-25". WE DON'T JUST GET YOU JOBS. WE FOCUS ON THE NUMBER OF JOBS. Students securing packages of 7,00,000 LPA and above.

Digital Media Designs



DIGITAL
MEDIAS
DESIGNS

Digital Media Designs



DIGITAL
MEDIAS
DESIGNS

Marketing Videos

Mi 10T Series Promo (<https://shorturl.at/XQ94I>)

MI Portable Bluetooth Speaker (<https://shorturl.at/ddjyN>)

Xiaomi 11 Lite NE 5G Smartphone (<https://shorturl.at/Z2l8q>)

Mi Router 4A Gigabit Edition Product Video (<https://shorturl.at/cvQmC>)

PatchWall 4 Xiaomi TV (<https://shorturl.at/bpWv5>)

Mi stick (<https://tinyurl.com/2m45xvxu>)

Xiaomi Smart TV X Series (<https://rb.gy/ets180>)

Case Studies

+91 8287 561 931

+91 8287 3232 29

contact@brandmanifestors.com

contact@leadingedgesdesigners.in

brandmanifestors.com

leadingedgesdesigners.in

2025