



relentless focus on the future through our  
inventiveness, creativity and exceptional people

# Introducing RFeye

- A Consulting firm offering Solutions in Business Strategy, Brand Development and Organizational Capability Enhancement
- Strategic Alliance partner with the largest Indian Brand Management agency - **vertebrand** with a proprietary scientific process of growing Brand Value
- With specialised practices impacting key drivers of Customer Value



# APPLYING INVENTIVENESS

- Our team is aligned with a relentless focus on the future through our inventiveness, creativity and exceptional people who strive by getting their first; from what we do and how we evangelize “brand and design thinking”



# What do we do

- WE HELP BUSINESSES ACHIEVE PROFITABLE GROWTH...
- ... By developing solutions through a customer-centric brand lens.
- ... By deploying them across Business Operations, Branding, Digital Customer Engagement & People Effectiveness domains
- ... Using a suite of proprietary scientific tools that measurably impact customer value



A full service, integrated agency with experience in all disciplines required for the positioning, launching and long-term management of brands.

# Our Expertise

## Advertising & Brand Marketing

Brand Strategy  
Advertising Creative  
B2B & B2C Communications Broadcast Studio (TV  
& Radio) & Editing  
Publishing

## PR & Corporate Communications

Consumer & Corporate PR Media Relations  
Events  
Communication & Media Training  
Writing, Editing & Translation Services  
Crisis & Issues Management Digital Influence (e-  
PR)  
CSR  
Financial Communications

## Interactive / Digital Services

Interactive/Digital Strategy  
Interactive Digital Creative Production  
Emerging Channels (Digital displays, eTV, mobile..)  
Planning & Buying of Interactive Media

## Strategic Planning

Research  
Consumer insights  
Brand Strategy  
Channel Planning  
Multi-discipline Integration

## Design Services

Brand Strategy Corporate  
Identity Package Design  
Environmental Design

## Retail Strategy Services

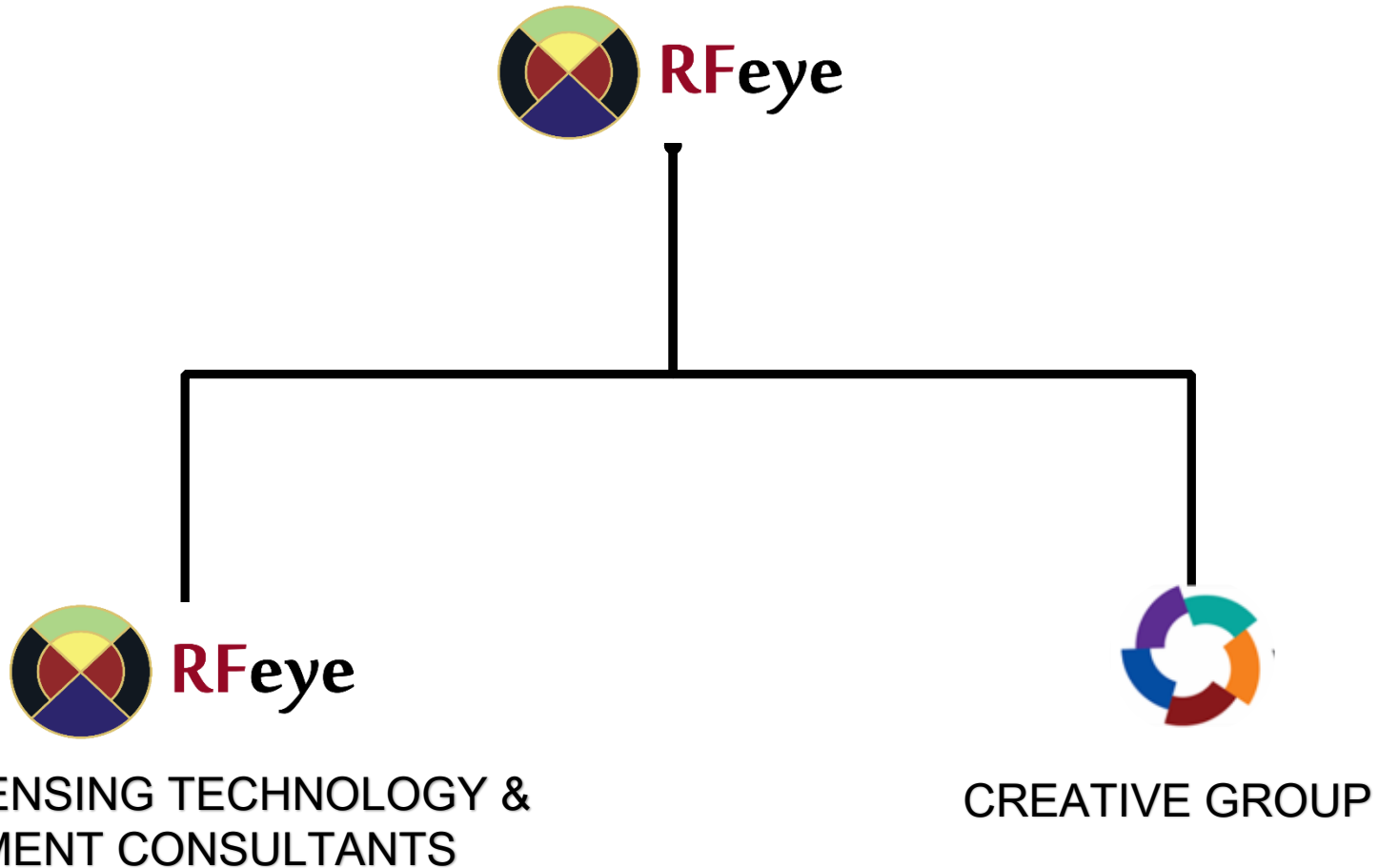
Building Retail Brands  
In-Store  
Merchandising  
Promotion

## Media

All Media Planning & Buying is  
handled by Media

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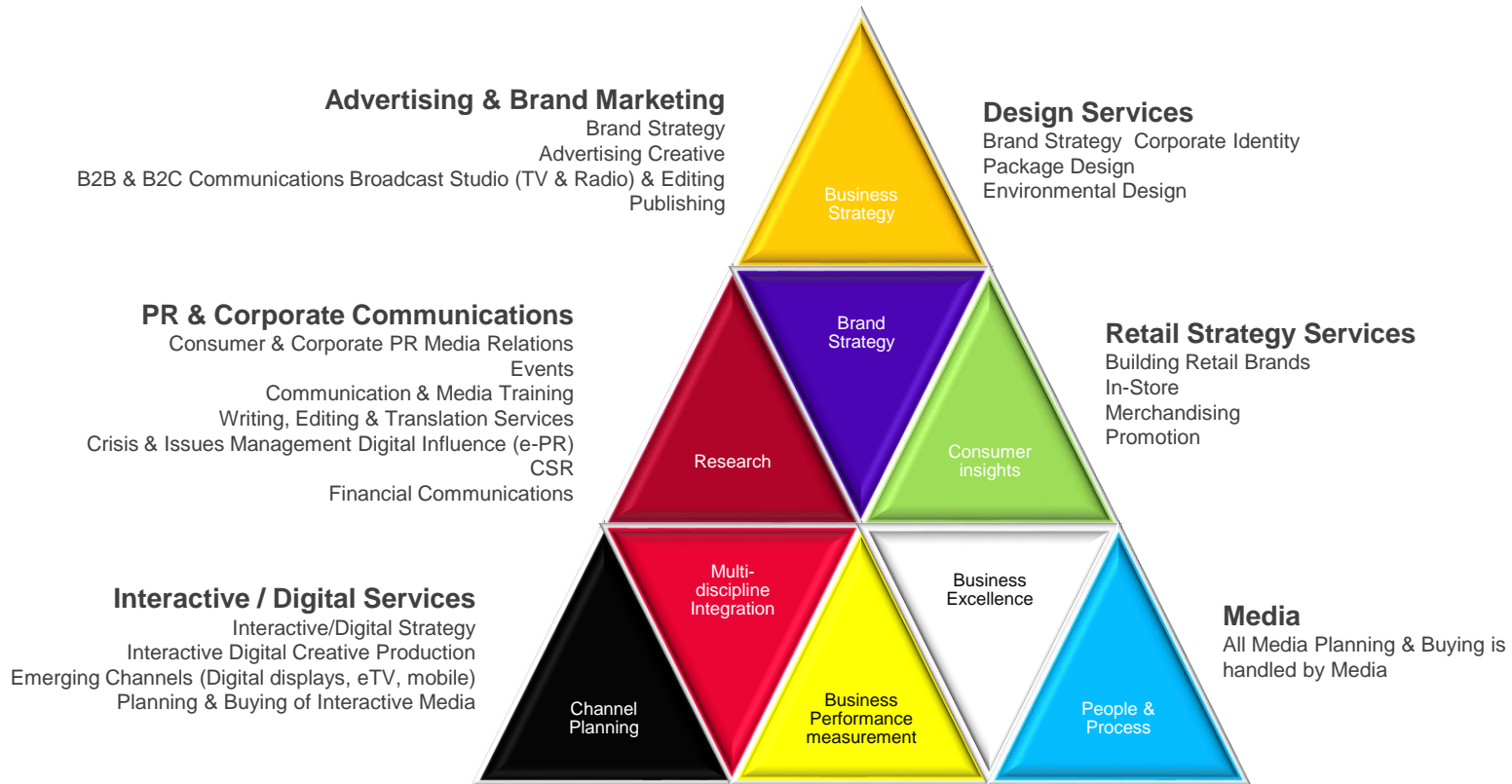
# The Most Integrated Communications Group



SMART SENSING TECHNOLOGY & MANAGEMENT CONSULTANTS

CREATIVE GROUP

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**Develop & Deploy** People-  
Process strategies that  
enhances *organisational  
culture & capability*



**Develop & Deploy** a  
Business strategy to  
*win* in the  
marketplace



**Develop and Deploy** an effective  
Branding Strategy &  
Communication Plan for better  
*customer connect*

**OUR INTEGRATED  
APPROACH**

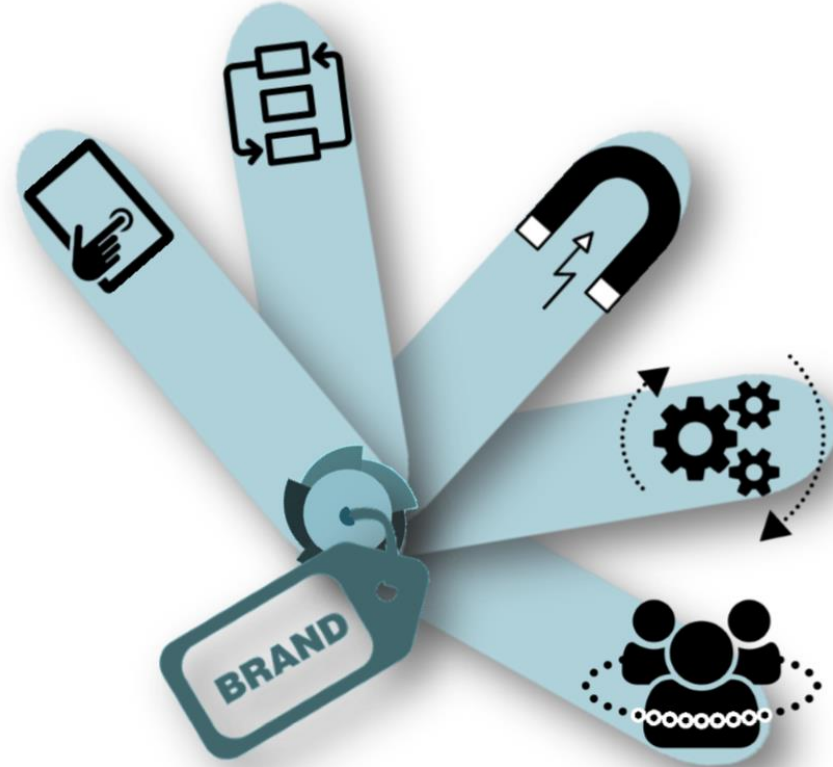




# How do we do it

**WE CONNECT...**

marketing,  
sales,  
operations,  
people &  
processes  
to the  
customer...



**...THROUGH THE BRAND**



## BUSINESS STRATEGY & OPERATIONS

- Entry, Growth & Diversification Strategy
- Business Model & Structure
- Supply Chain Management
- Retail Operations Management
- Channel Management
- Business Process Improvement

## ORGANIZATION CULTURE & CAPABILITY

- Culture Audits & Transformation
- Organisation Structure
- Competency Framework
- Learning & Development
- Performance Management
- Inter-functional Alignment
- Business Excellence

## BUSINESS PERFORMANCE MEASUREMENT

- Business Analytics
- Market Research & Consumer Insights
- Customer Engagement Tracking
- Brand Health Tracking
- Brand Valuation

## BRAND DEVELOPMENT

- Brand Strategy
- Brand Identity & Architecture
- Advertising & Communication
- Packaging & POS development
- Retail Customer Experience
- Brand Activation

## DIGITAL CUSTOMER ENGAGEMENT

- Website Development
- E Comm Enablement
- Digital Campaigns
- Social Media Marketing
- Analytics & CRM
- Apps & Augmented Reality

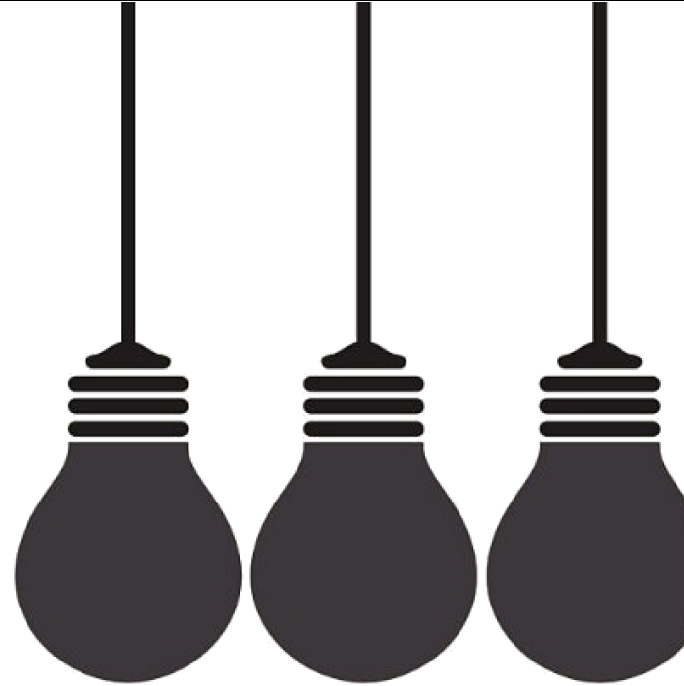
**WE OFFER  
360°  
SOLUTIONS**



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## 3 SPECIALISED PRACTICES

VNova - VEncompass VXuber



## VNova

Develop & Deploy

a Business Strategy to **win**  
**in the marketplace**



# VNova Suite Of Solutions



## Strategy & Business Development

- Growth, Diversification Strategy
- Business Model & Structure
- Financial & Operational Plan Development



## Business Performance Measurement

- Business Analytics
- Market Research & Consumer Insights
- Customer Engagement Tracking
- Brand Health Tracking



## Market Strategy Development

- Entry Strategy
- Business Plan Development
- Go-to-Market Strategy
- Partner selection
- Implementation Assistance



## Business Operations

- Supply Chain
- Retail Operations
- Channel Management



## Brand Valuation Services

- Market Performance Analysis
- Brand Strength Analysis
- Environmental Analysis
- Brand Valuation



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# VXuber

Develop and Deploy an effective  
Branding Strategy &  
Communication Plan for  
**better customer  
connect**



# VXuber Suite of Solutions



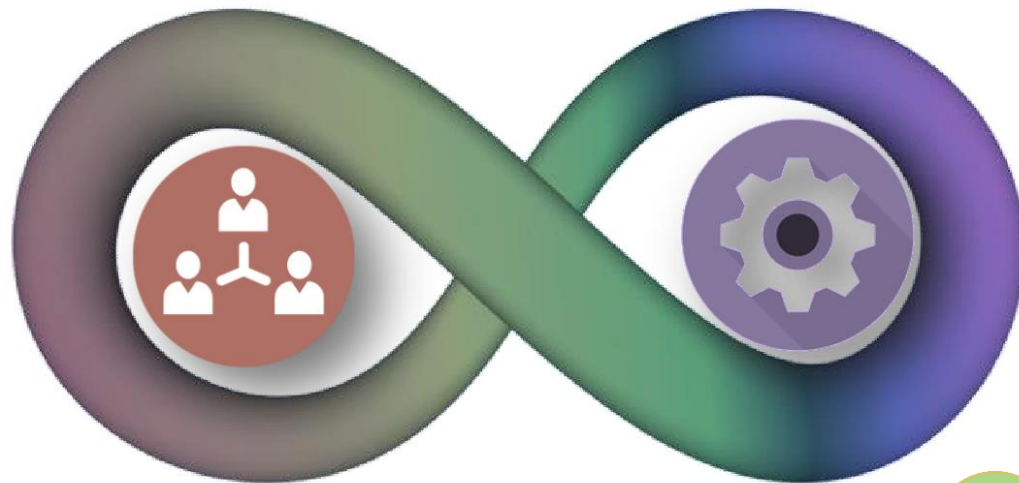
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# VEncompass

Develop & Deploy

People-Process strategies that enhance

**organisation culture &  
capability**



# VEncompass





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# TEAM



The Leadership and Network of High Quality Consultants from the RFeye - vertebrand partnership with deep domain and functional expertise.

**The commitment:**

To present world-class Brand Strategy, Brand Management and Brand Solutions capability



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# RFeye Worldwide Global Footprint



**Middle East:**

**UAE:** Sharjah, Dubai;

**Asia Pacific:**

**India:** Bangalore, Delhi, Mumbai,  
Hyderabad;



# A Glimpse Of Our Work

## Brand Identity

### Logos



- Logos
- Corporate Stationery
- Packaging

## Hoarding

### YLG



### Trigger



## Digital Marketing

- Website
- Social Media Marketing

### Website

### Woodkraft



### Eko



### Corporate Stationery



### Packaging



## Events

### Shriram Properties



### Shriram Properties



### Arth Ayurveda



## Sales Collaterals

- Point of Sale
- Brochure

### Point of Sale

### Munox



## Advertising

- Print Media
- Out-of-Home
- Brand Activation

## Social Media Marketing

### YLG



### NTTF



### Munox



### KGOC



## Print Media



## Brochure



**RFeye**

Smart Sensing RFID Technology & Management Consulting  
(Marketing & Supply Chain)

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# Thank You

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