

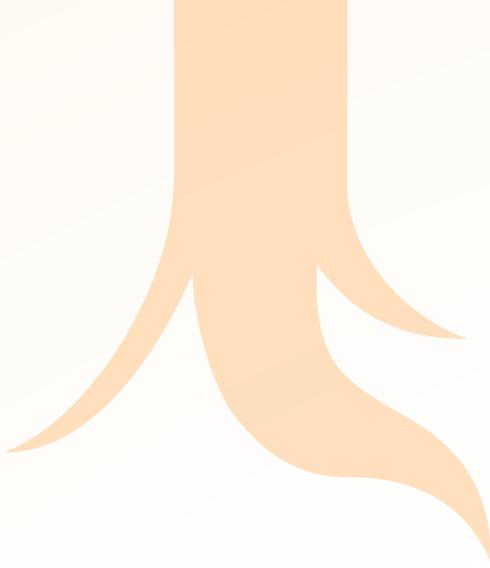
www.zhooyi.com



zhooyi



Zhooyi is an expression derived from the Chinese word 主意 (*Zhūyi*) which stands for idea. We believe that an idea, essentially, is the seed for all creative undertakings. Without a creative idea, any branding campaign is just another campaign.



Overview

Zhooyi Communications is a branding agency based in Kochi, Kerala. At Zhooyi we design your brand identity, develop your brand strategy, and drive brand engagement for businesses, organizations and start-ups. Our goal is to help build dynamic brands and compelling user engagements that optimize communication and conversion. Through our custom methodology we help discover your vision, define your goals, and develop a brand strategy that, when combined with your business strategy, outlines a roadmap for success and increased conversions.

Brand 360

Embark on a journey of transformation with Brand 360. Our all-inclusive approach ensures that your brand is redefined to match your business values, perception and personality. We walk you from just a name to a brand.

zhooyi

Methodology

1 Discover

The first step is to say hello, either over coffee, over the phone, or perhaps even through video chat. We'll get to know each other, introduce our agency, and find out more about your specific needs. We study business goals, target audience, market potential, positioning, challenges and current programs until we understand where a Brand is.

understanding you

We'll follow up with our Brand Brief, a questionnaire that we ask each potential client to complete. It's essential to determining if we're the right fit for you. We work with you through discussions, research, and analysis to obtain a full understanding of your project goals and objectives.

conceptualizing you

2 Strategy

Once we've all agreed on the best direction and course of action, we'll get all of the admin stuff out of the way (contracts, initial deposits etc.), brew up the coffee, and get to work. With approval of a solid concept, we polish it into a cohesive design for your review.

3 Design

making a new you

With your final approval, we wrap up the project by prepping the artwork for print, or writing the code and building out your website, or producing the files for your brand identity. We make sure everything is to the top-notch quality when it goes public.

5 Deliver

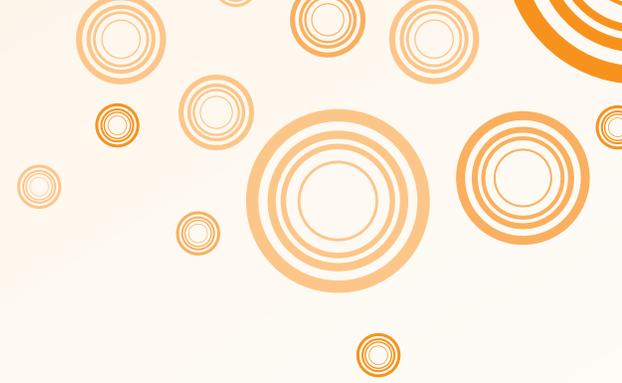
and this is you

4 Refine

We further refine the design and concepts to ensure every element has been pushed to perfection for your final approval thereby giving your customers one of the best brand experiences

polishing you

BRAN DING AND DES IGN



Brand Audit & Strategy

A brand audit is like a health check for your brand to identify and address issues and help you turn things around for better. Our brand audit examines your brand's current position, evaluates your strengths and weaknesses, and discovers opportunities for growth. We develop a holistic brand strategy to help you stay ahead of the competition.



Corporate Identity Design

An elegant identity is a crucial step towards reliable and successful brand communication strategy. With our extensive experience in Identity Design, we make sure that your brand identity, which comprises of your logo and corporate stationery viz. letterhead, envelopes, business cards, file folders etc, resonates with your broad business objectives.





Marketing Collaterals

With the acceleration of competition in every field, effective communication of your concepts is essential in driving your business. An appealing visual design for all your marketing collaterals such as flyers, posters, brochures, business presentations etc. is critical in raising your brand's recall value.



Book Design

Books tell stories and records history. Create elegantly designed reports, journals and magazines, be it for your organisations annual meeting or as a periodical journal.



Merchandise Design

Create something unique and interesting that goes along with your brand's voice. Our creative team can create merchandise such as Cups, Pens, T-shirts, Calendars, Corporate Gifts, and much more.



Packaging Design

A great product is not simply about production quality, its also about the packaging. With the advent of new technologies, there are limitless possibilities in packaging design for your brand. We make sure your brand image is highlighted in all our designs and creates a positive vibe among your customers.

A GREAT BRAND IS A STORY
THAT IS NEVER COMPLETELY
TOLD.

- Scott Bedbury

WEB AND INTER ACT IVE



Corporate Website

Get a head-start with a professionally designed website that will adapt to the your future growth. We provide state-of-the-art web design service to put your business online thereby generating more leads.



Responsive Website Design

With more than 70% increase in mobile users, a responsive website is the need of the hour. Our highly skilled web developers incorporate the latest HTML5 & CSS3 technology to create elegant websites with fluid layouts, compatible across a wide range of screen sizes.



UI/UX Design

Our design team creates stunning visual elements to enhance user engagement, giving unparalleled user experience. We are passionate about web standards, making sure that your website's functionality is satisfying to your visitors.





Content Management Systems

Dynamic websites need content management system for easy updation and maintenance. We setup CMS using internationally approved platforms like WordPress, Joomla and Drupal for creating, publishing, organizing and maintaining content on your websites, be it for your official blog or a fully fledged corporate website.



E-commerce Websites

The e-commerce industry, though at its nascent stage, has witnessed immense changes in the last few years. Whether you are a small startup business or a large corporate company, we can provide flexible, secure and affordable e-commerce solutions at par with industry standards. Our custom e-commerce solutions can take your business online with confidence and strength.



Social Apps & Micro-Sites

Its the age of sharing and staying connected. Brands use the help of Social Apps and Micro-sites to connect with their fans by conducting online contests and interactive applications, thereby driving viral customer engagement and creating social stories (or mentions) for their organization.

THE UTMOST THING IS THE USER
EXPERIENCE, TO HAVE THE
MOST USEFUL EXPERIENCE.

- Marissa Mayers

DIGITAL MEDIA SOLUTIONS



Online Presence Management

We help you to build, leverage and measure your brand's online presence by managing your digital portfolio across all major networks including Facebook, Twitter, Google+, LinkedIn, Foursquare, Pinterest and Instagram.



Social Media Optimisation

In the age of Digital Media, everything and everyone is online, be it people, brands, or products. So having an online presence is not enough to be heard. We develop a unique voice for your brand on social media through innovative campaigns to help you stand out and woo more customers. Its time to Go Social.





Digital Ads

Using a combination of traditional and digital marketing techniques can maximize your marketing efforts. Digital Ads have become the buzz word in the advertisement industry. We help promote your business online with digital ads on Google, Facebook and YouTube, by creating and managing your ads and analysing its performance using advanced analytics.



Search Engine Optimisation

Search Engine Optimisation is the key to organic traffic on the internet and to get targeted exposure for your brand. We study your target audience, identify your keywords and implement a unique strategy. This ensures you optimum placement on the search result page.

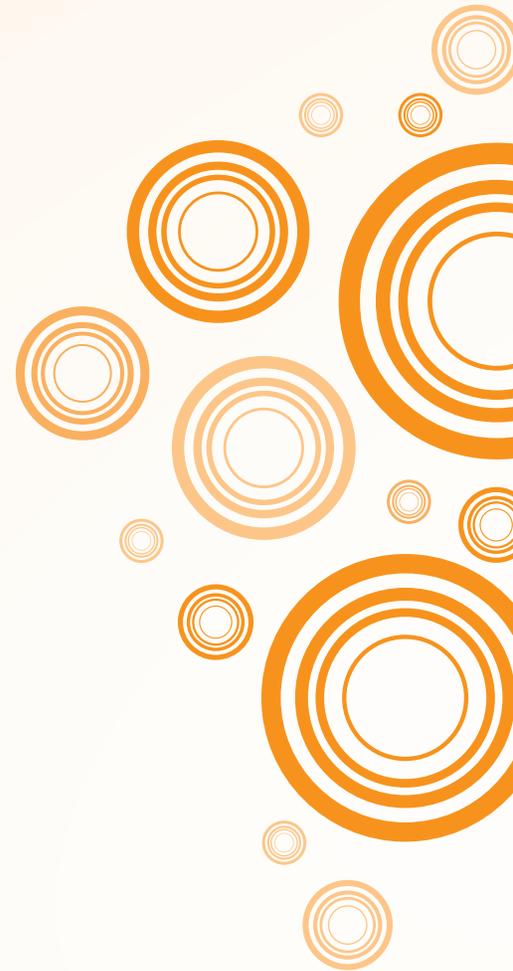


Content Marketing

The purpose of content marketing is to attract and retain customers by creating and curating valuable information. We create unique, shareable content, such as blog articles, email newsletters, and even video blogs for promoting your brand's message.

MARKETING IS NO LONGER
ABOUT ADVERTISING. WITH
SOCIAL MEDIA, ITS ALL ABOUT
CREATING STORIES ABOUT YOUR
BRAND.

- Seth Godin



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