



**A small  
agency,  
\_\_\_\_\_ for small  
businesses.**





# Welcome to Invisible.

## We're a small agency, for small businesses.

In a world where the barriers to entry for businesses have been quashed by the rapid acceleration of digital marketing and social media, it would seem that anyone with a good idea can succeed.

Yet, very few small businesses actually do. Is that because they simply don't have good ideas?

We don't think so.

We think digital marketing has failed small businesses. And so, we're trying to set things right.





# Our attitude is our identity.

We believe that **small is an attitude.**

An attitude that routinely **rejects the ordinary.**

That is always focused on driving **efficacy.**

That converses without jargon, in the chase of **agility.**

That doesn't sacrifice **performance** in the name of creativity.

That chooses **ambition**, but also recognises reality.

That strives for **outcomes**, not vanity.

That foregoes pretence, with bold **honesty.**

We believe that small is an attitude.

And it's our identity.



# We love helping small teams, achieve big dreams.

We love working directly with business owners, founders, and small marketing teams, and we're a one-stop shop, that adapts to all your needs:

## Strategy



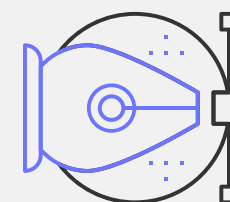
- Brand Identity
- Brand Positioning
- Comms Planning
- Campaign Development
- Content & Platform Strategy
- Media & Targeting

## Content



- Social Media
- Brand Activation
- Sales Collateral
- Blogs & Articles
- Web Content
- Personal Branding

## Design

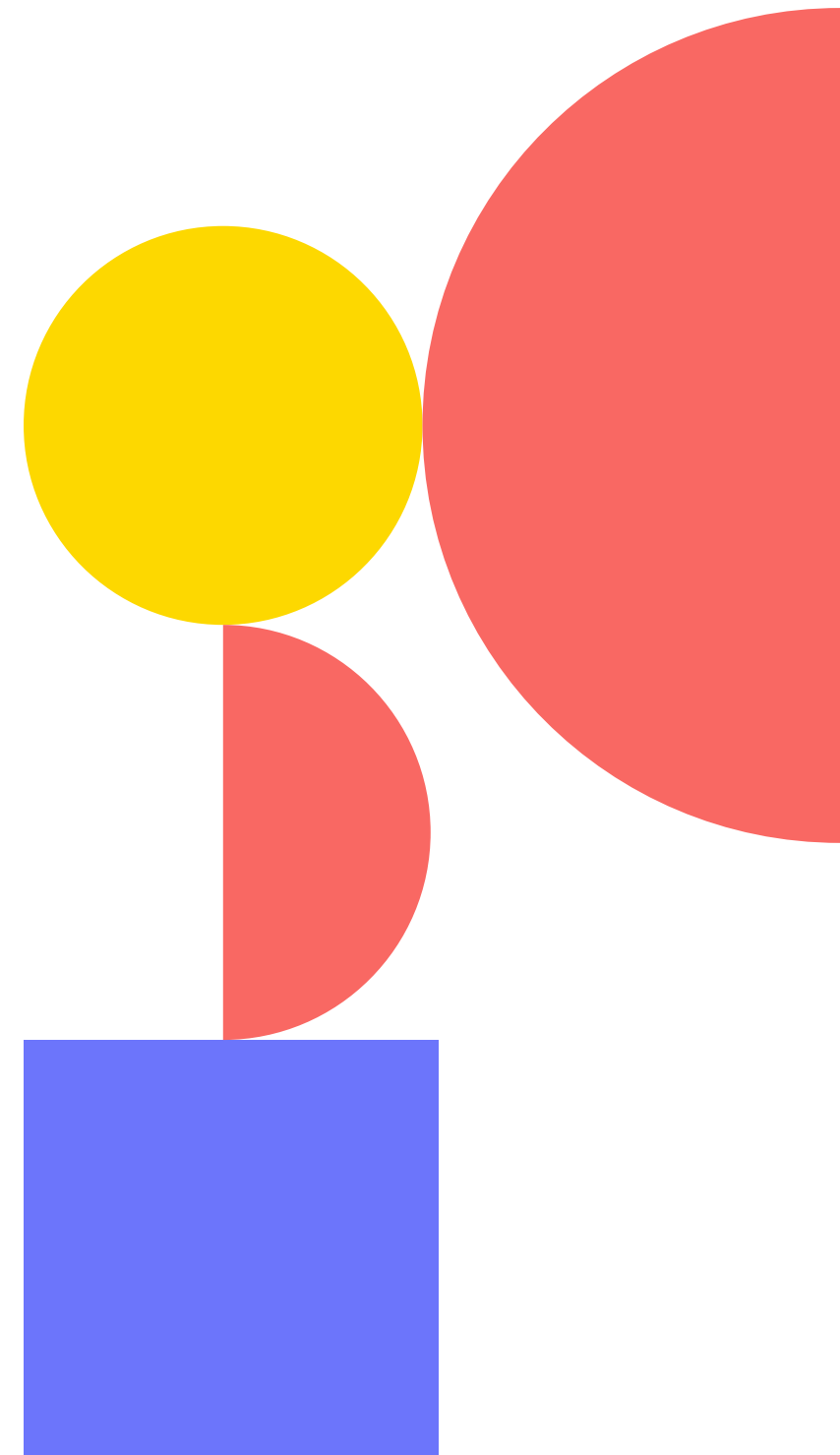


- Graphic Design
- Logo Design
- Visual Identity
- Web Design
- Merchandise
- Packaging
- Print & OOH



# **But how would you know, if we are all that we seem?**

**Check out our work. Check out our team.**





# Chtrbox & HP Creator's Garge

## Carving A YouTube Channel From Existing Content

HP Creator's Garage, one of HP's brand extensions, was looking to build a YouTube presence, with its agency partner - Chtrbox.

The catch? The brand wanted to rely only on repurposed content, and did not allow us to produce any new or original content for the channel. **So how did we do it?**

We partnered with Chtrbox to take on the entire project and scope of work.

We repurposed existing video assets to create shorter edits for YouTube, along with 'YouTube Shorts', by relying on a combination of smart editing, and creative storytelling.

We're now on-track to amplify the channel, and have demonstrated enough of a business value to the brand, for them to invest in creating more content for YouTube!







Access to 200+ videos from  
**India's top creators**

Exclusively on [www.hpcreatorsgarage.com](http://www.hpcreatorsgarage.com) - Sign up now!

Website



hp

The 101 On Being A Self  
Sufficient Content Creator

SEJAL KUMAR



hp

Grow Your Podcast Listener-  
Base (Without Spending  
A Single Rupee!)

VARUN DUGGIRALA



hp

1. WHY ARE YOU DOING THIS?

0:31 / 3:44



hp

4. BUILD YOUR  
OWN WEBSITE



hp

2. BUILDING A  
COMMUNITY



# Community by NestAway

## An Award Winning Board Game

How do you nudge strangers to become friends, and encourage them to share not just a physical space, but also their stories, while ensuring that the brand message is delivered?

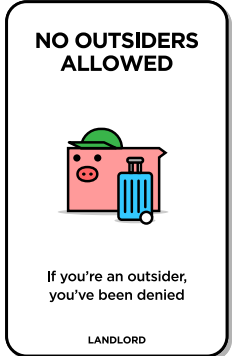
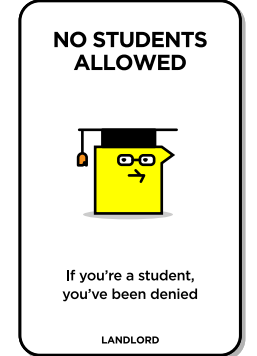
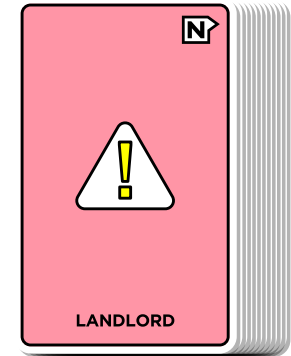
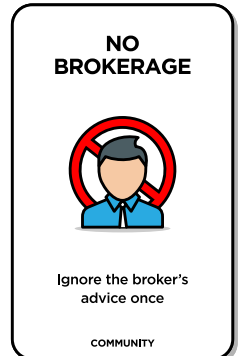
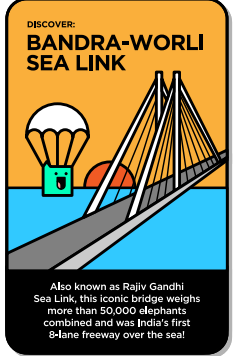
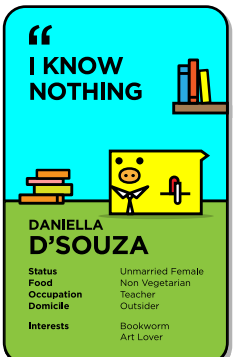
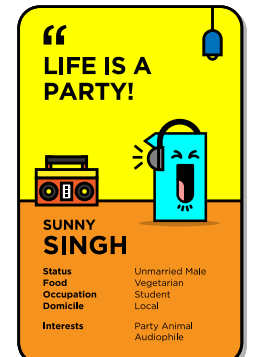
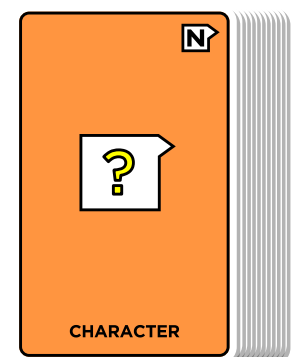
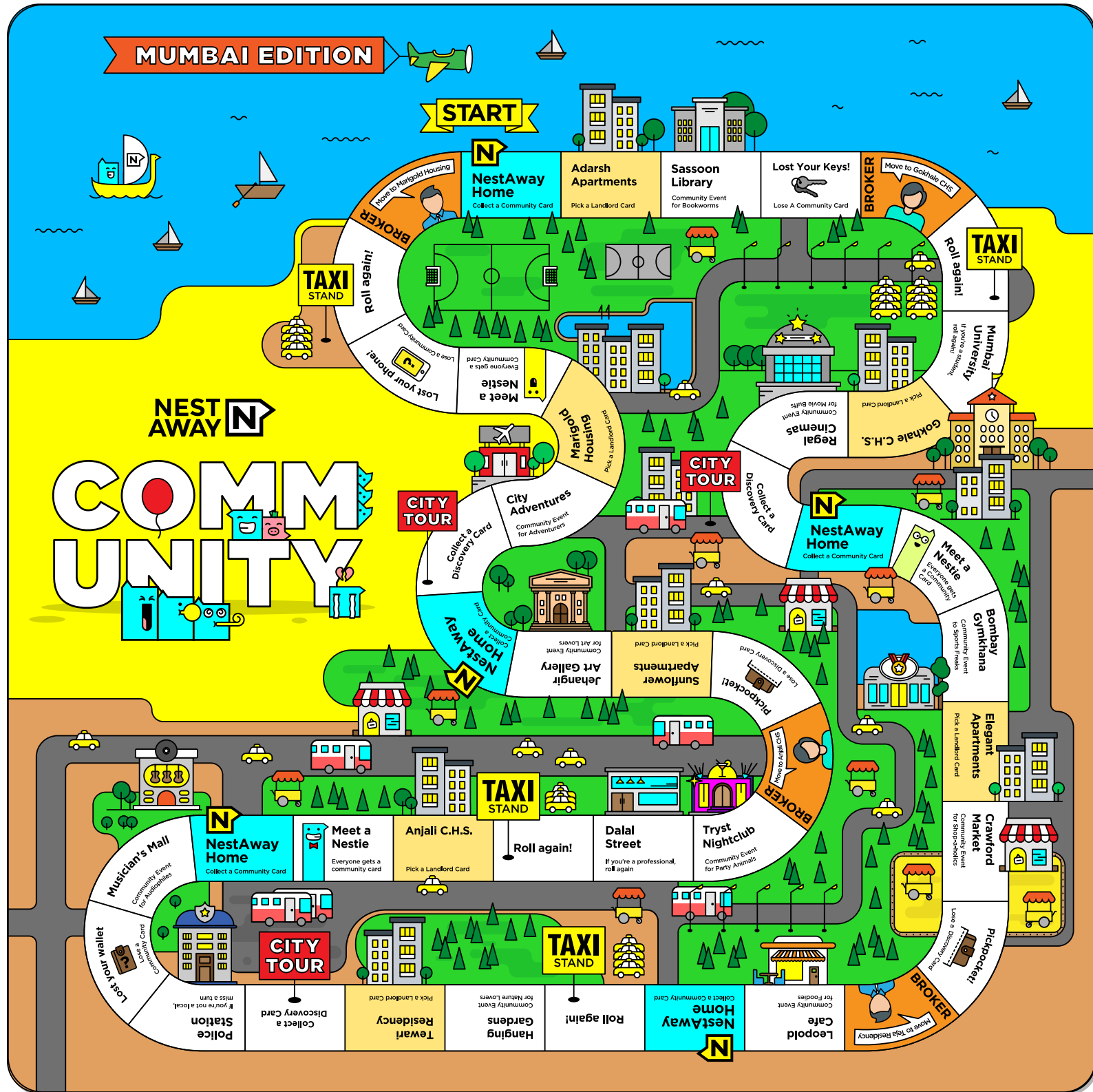
That's simple. **You make a board game.**

Or at least that's what we did.

Community by NestAway is a hyperlocal social board game that not only helps flat mates get to know one another, but also helps them discover their (new) city. And all the while, NestAway's brand narrative is built into the game in a way that reinforces its positioning and core offerings.







16  
CHARACTER  
CARDS

48  
DISCOVERY  
CARDS

48  
COMMUNITY  
CARDS

48  
LANDLORD  
CARDS



# Now VR Talkin' (AutoVRse)

## The World's First VR Talk Show

Want to build a whole new category, with almost no budgets? That's not a problem at all.


While the rest of the world still struggles with remote working, we've been remote-producing content platforms, and that too in virtual reality.

And along with AutoVRse, we're proud to introduce Now VR Talkin' - the world's first talk show that's produced and **shot entirely in virtual reality!**

Are you ready for the future of content? VR.





A virtual reality scene set in a dark, wooded area at night. In the center foreground, a bright orange campfire burns within a stone fire pit. To the left, a white-haired avatar with a green visor stands on a rock. To the right, a blue avatar with a blue visor stands on a rock, gesturing with its hands. In the background, a purple-haired avatar with a blue visor stands near a large tree. A large, semi-transparent yellow rectangle is positioned in the upper left, displaying text. The ground is dark and uneven, with some green plants and rocks scattered around. The overall atmosphere is mysterious and immersive.

Now VR Talkin'

"Marking Land"



# CareerNinja

## Driving Conversion Through Conversation

Followers are dead, and we have killed them. But does that mean that there's no role for social to drive conversions?

CareerNinja has been driving conversions through conversations, with a whopping **engagement rate of 12.7% on Instagram**.

Apart from driving a page growth (reach) of over 150% in just 6 months, this has also improved inbound inquiries and lead generation, driving holistic and sustained growth for the brand.

Now, we're helping build and launch the next set of products for CareerNinja, as the brand transitions from a single offering to a catalogue of products.



# careerninja






**ARJUN  
VAIDYA**

Ex-CEO, Dr. Vaidya's  
Forbes 30 under 30  
Angel Investor  
Podcast Host

**MEET YOUR  
MENTOR**

**THE  
FUTURE OF  
WORK IS  
NOW**

See what's changed →




**THE  
WORLD IS  
DIGITAL**

With more and more businesses adopting a digital-first approach, we are already part of a digital economy, which is only set to expand in the coming years.

#FUTUREofWORK

**REMOTE IS  
NOW DEFAULT**

The pandemic may have pushed us into working from home, but many companies have already committed to remote working, even after the pandemic.



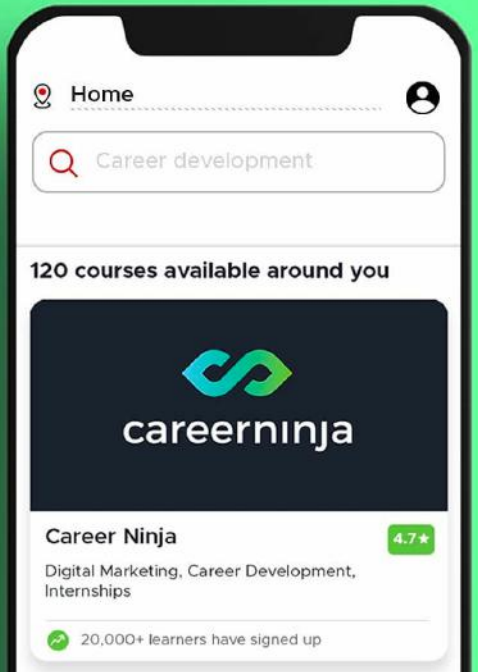
#FUTUREofWORK

**CAREERS  
AREN'T  
LINEAR**

Remote working has brought gig workers and freelancers to the forefront, with more and more individuals participating in the gig economy, instead of a traditional career.



#FUTUREofWORK



Home

Career development

120 courses available around you

**careerninja**

Career Ninja 4.7★

Digital Marketing, Career Development, Internships

20,000+ learners have signed up

careerninja + Canva

**THIS COULD BE YOU!**

Sign up to CareerNinja get double certified!

**CERTIFICATE OF COMPLETION**

LET'S PLAY A GAME!

**TWO TRUTHS  
ONE LIE**

UPSKILLING  
EDITION

SELECT THE OPTION  
THAT IS **NOT** TRUE



# Cult.Sport

**300 Creatives. 30 Days.**

Do you know what it takes to produce 300 creative assets in less than one month?

We do.


We worked with Cult.Sport to produce **300 brand assets**, with an average turnaround time of just 2 hours, including copywriting, design, feedback, and approvals.

Sounds insane? It was.

Would we do it again? Absolutely.







It's raining and we are pouring some hot offers!

INTRODUCING

# MONSOON SALE


11<sup>TH</sup> - 17<sup>TH</sup> JUNE

GET 30-60% OFF

ON YOUR FAVORITE CULTSPORT GEAR & EQUIPMENT  
AND AN EXTRA ₹500 OFF

USE YOUR CULT EMPLOYEE DISCOUNT FOR AN ADDED 20%

WE ARE PRACTICALLY GIVING IT TO YOU, SO  
SHOP NOW >






Made for  
Yoga  
Challenge  
Alert

THIS  
INTERNATIONAL  
YOGA DAY

MAKE A REEL OF YOU PRACTICING YOGA WITH A PARENT, PARTNER, PET, PLANT AND STAND A CHANCE TO WIN CULTSPORT VOUCHERS WORTH ₹10,000



T&C APPLY





WE HAVE A  
CHALLENGE  
FOR YOU


#MADEFORYOGA

YOGA  
LOVERS



CURRENTLY DOING  
A HAPPY-ASANA!



Swipe to see our new collection!

Sorry

Ok swipe now

One

Day

To go

Still here?  
Swipe, we have a surprise

Use this code at checkout  
PROMO CODE

#MadeForYoga



# Wolf Automation

## Unlocking a ROAS of 12!

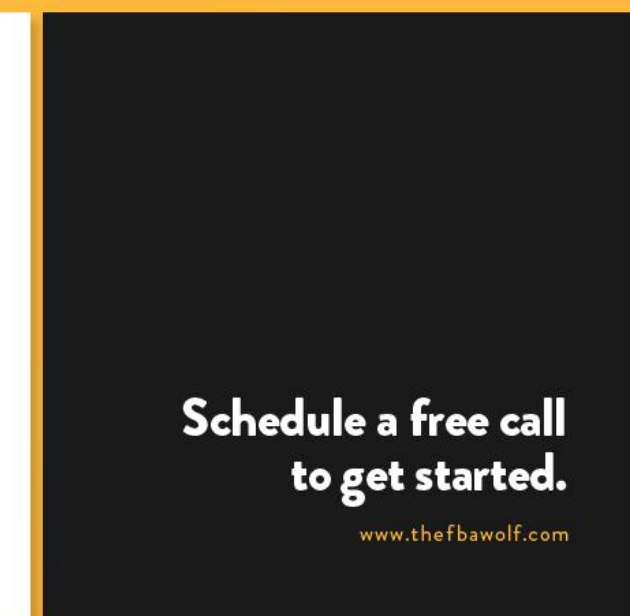
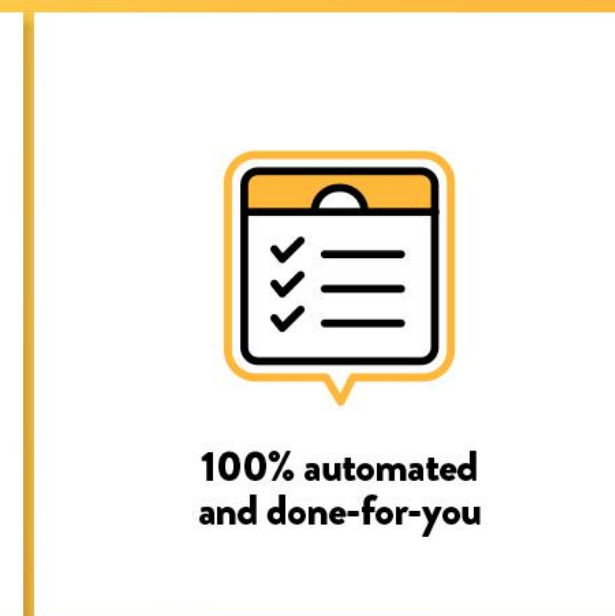
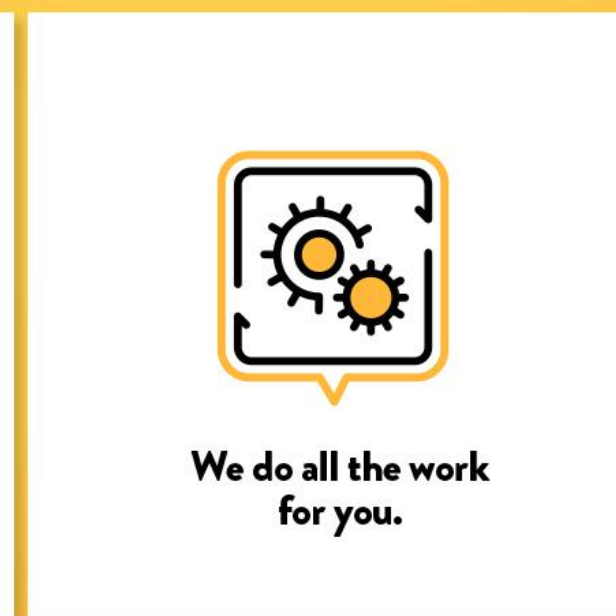
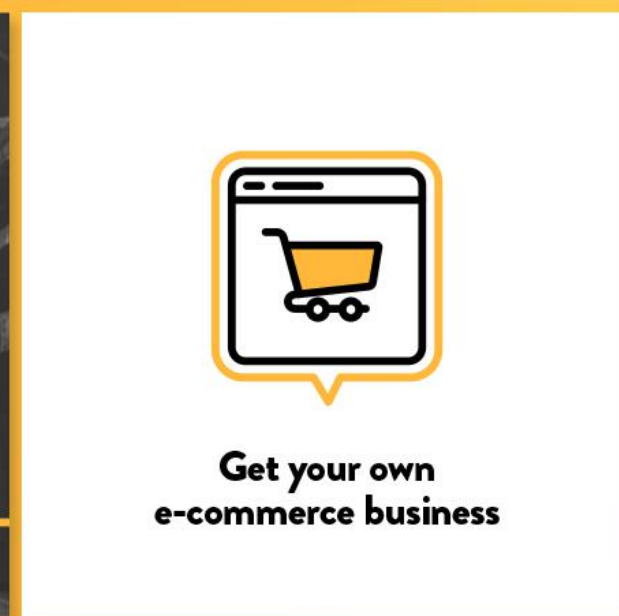
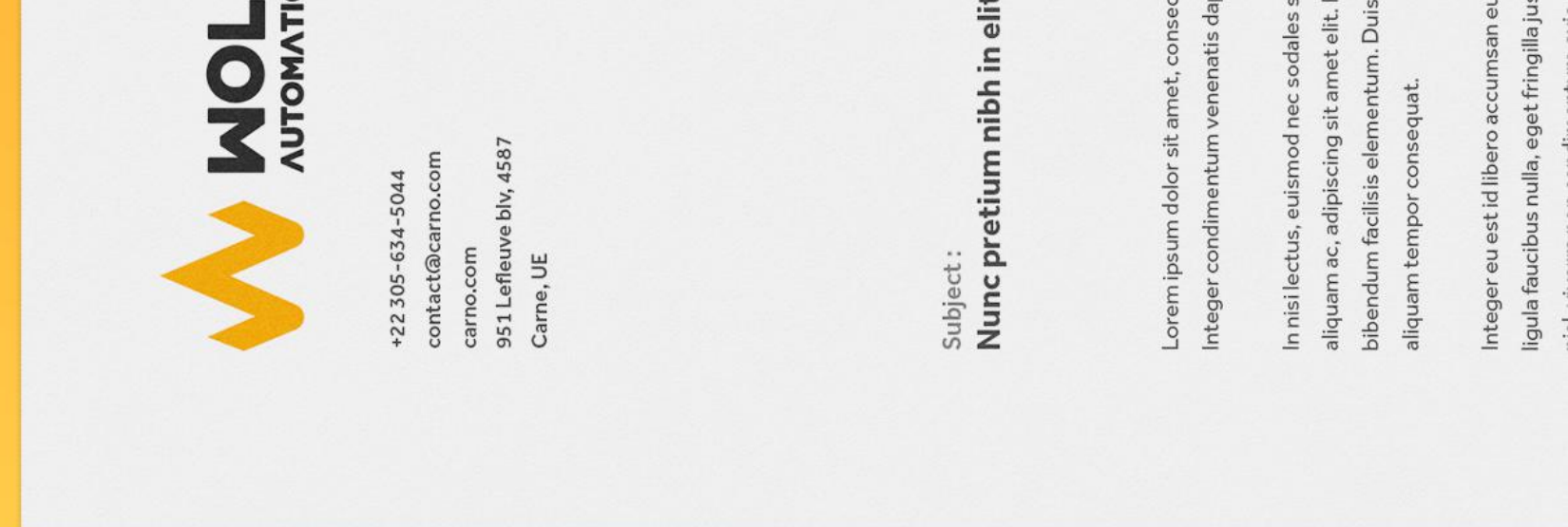
Paid media isn't the perfect answer for every brand, but it was for Wolf Automation - a US-based investment platform, that allows individual investors to invest in e-commerce and D2C brands.

We partnered with Wolf Automation to conduct a deep dive of the market landscape, and implemented a cohort-based messaging for the brand, apart from optimising the campaign structure and platform strategy.

On the whole, we unlocked an **average ROAS of 12.3**, with a combination of SEM/SEO, and paid media strategies, helping drive over USD 250K in revenue, over a period of 6 months.









# ICBI

## Building An Affiliate Program, From Scratch

Sometimes, a brand's greatest assets are its people, but these often fall under the radar when strategising for business growth.

When we started exploring growth drivers for the Image Consulting Business Institute, we quickly realised that building an affiliate program could help the brand close the loop on its outreach initiatives, as well as leverage existing customers as 'ambassadors'.

And instead of focusing only on digital channels, we built offline collaterals to drive word of mouth referrals and improve inbound sales.

The result? A thriving affiliate program that's now bringing in almost **10% of the brand revenue!**





# BYOB

## Bring Your Own Buddy!

Experience the benefit of having a learning partner through ICBI's exclusive study-buddy offer. Sign up with a friend for one of our programs and receive a host of benefits worth upto INR 1,82,750\*



### What are the benefits of learning together?

**Accountability:** Get the most value from the course by becoming one another's accountability partner

**Perspective:** Learn from one another's unique perspective of the course materials and subject matter, to develop a holistic understanding

**Practice:** Serve as one another's 'test subject' and practice your skills as you learn

**Partnership:** Build your career alongside your peer, and possibly partner together to create a business

### Exclusive offer for BYOB program

- ✓ **15% off** on the total net fee payable, for both learners\*
- ✓ **1 Year Additional** Business Enablement Support\*
- ✓ **Vouchers** worth INR 5,000 each, to be utilized against IMPA/ICBI paid events\*



+91 98765 43210  
www.imageconsultinginsititute.com

\*T&C Apply

## It's easy to place a value on a course, but... what is the value of transformation?



How much would you give, to reinvent your own life?

What about the lives of others?

Is it worth it?

What price would you place on your passion?

What about your purpose?

What about starting an extraordinary career?

And what if you didn't do it?

What is the cost of looking back at life with regret?

Of having skipped an opportunity to make an impact?

At ICBI, we don't place a value on our courses. Only on the transformation that we catalyse.

Enrol for our exclusive Image Consulting and Soft Skills Training programs and become a transformation catalyst today.

**We know you're worth it.**



## Transforming lives is now a little easier.

Become a **certified Image Consultant & Soft Skills Trainer** through our exclusive programs that come with business enablement support, only at the Image Consulting Business Institute. Receive an attractive subsidy\* on the total program fee when you sign up through an affiliate partner.

\*T&C Apply



+91 98765 43210



### A thousand dreams come true!

ICBI is proud to share that we have achieved 1000 program admissions last year! Let's join in celebrating and planning for 5X goals next year.

6-7-8 July 2022  
Novotel Juhu | Mumbai



## IF YOU PLACE A SMALL VALUE ON YOURSELF, DON'T EXPECT THE WORLD TO RAISE THE PRICE.

A scientist has estimated that the atoms of your body contain a potential energy of 11 million kilowatt-hours per pound. By this estimate, you are worth about 6.3 lac crores.

If you think, feel, and act like you're worth it, so will the world.



SHARE THIS MESSAGE  
TO REMIND SOMEONE  
OF THEIR VALUE



# Moonshine Meadery

## Mead Is Not Beer. Really.

Ever heard of Mead? It's like beer, except that it's not like beer at all.

Mead is an alcoholic beverage made from fermented honey. But unfortunately for Moonshine Meadery - in a country that's obsessed with beer - it's been a little bit difficult to get the message through: **Mead Is Not Beer.**

So, we decided to help, taking beer 'head' on, through a series of in-store activations, social messaging, and experiential activations.

We're sure people still think that mead is beer, but at least now they think so with a pint of mead in their hand.









# Menova

**Shooting for the stars, together.**

Two college students, multiple product visions, and one marketing agency.

What could go wrong?

We're proud to have helped create Menova, India's first passion-based education platform that hosts non-academic online courses, taking it from just a vision on a notebook, to a fledgling brand that raised its **first round of venture capital**, in just 6 months.

And the best part? The brand founders aren't even of legal drinking age yet.







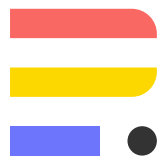




# Our brands on social







# Our Team



**Nikunj**

STRATEGY

Nikunj leads strategy, and holds 5 years of marketing experience. He previously led planning at The Glitch. He also serves as a visiting faculty for the MBA Program at Atlas University, Mumbai.



**Gurkamal**

DESIGN

Gurkamal leads design, and carries almost a decade of experience, having worked with multiple brands and agencies. He previously led art at The Glitch (Flux).



**Kabir**

BUSINESS

Kabir leads business and outreach, and was the earliest catalyst of our operations. He carries forward his entrepreneurial experience, having built multiple businesses in the past.



**Kopal**

CREATIVE

Kopal leads social & creative, and carries considerable experience in comms management, PR, and branded content. Previously, she led the creative team at First Economy.



**Saurabh**

CREATIVE

Saurabh leads creative, and carries almost a decade of experience, having worked with multiple brands and agencies. He previously led art at The Glitch (Flux).



**Anshul**

DESIGN

Anshul leads design, and carries almost a decade of experience, having worked with multiple brands and agencies. He previously led art at The Glitch (Flux).



**Ashi**

CREATIVE

Ashi leads creative, and carries almost a decade of experience, having worked with multiple brands and agencies. She previously led art at The Glitch (Flux).

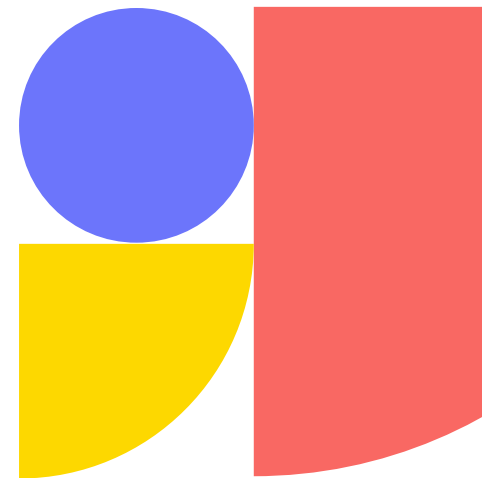


**Shreya**

CREATIVE

Shreya leads creative, and carries almost a decade of experience, having worked with multiple brands and agencies. She previously led art at The Glitch (Flux).





# Get in touch.

[admin@theinvisiblepaintbrush.com](mailto:admin@theinvisiblepaintbrush.com)

