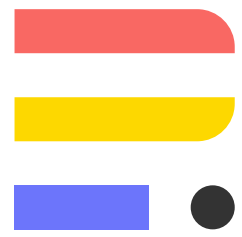




**A small  
agency,  
\_\_\_\_\_ for small  
businesses.**





# Welcome to Invisible.



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

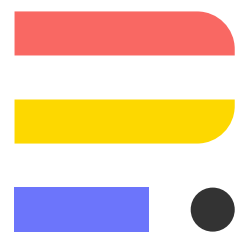
In a world where the barriers to entry for businesses have been quashed by the rapid acceleration of digital marketing and social media, it would seem that anyone with a good idea can succeed.

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.

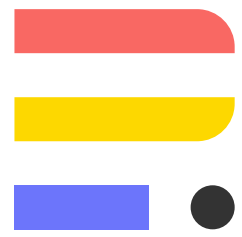
That chooses **ambition**, but also recognises reality.

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



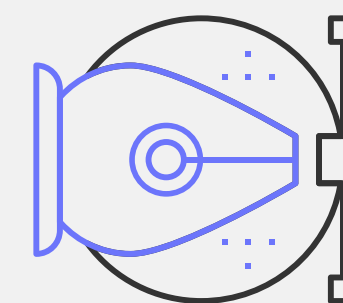
- Brand Identity
- Brand Positioning
- Comms Planning
- Campaign Development
- Content & Platform Strategy
- Media & Targeting

## Content

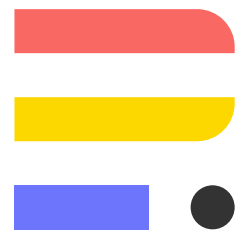


- Social Media
- Brand Activation
- Sales Collateral
- Blogs & Articles
- Web Content
- Personal Branding

## Design



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



# Klub

## Social Media & Creative Strategy

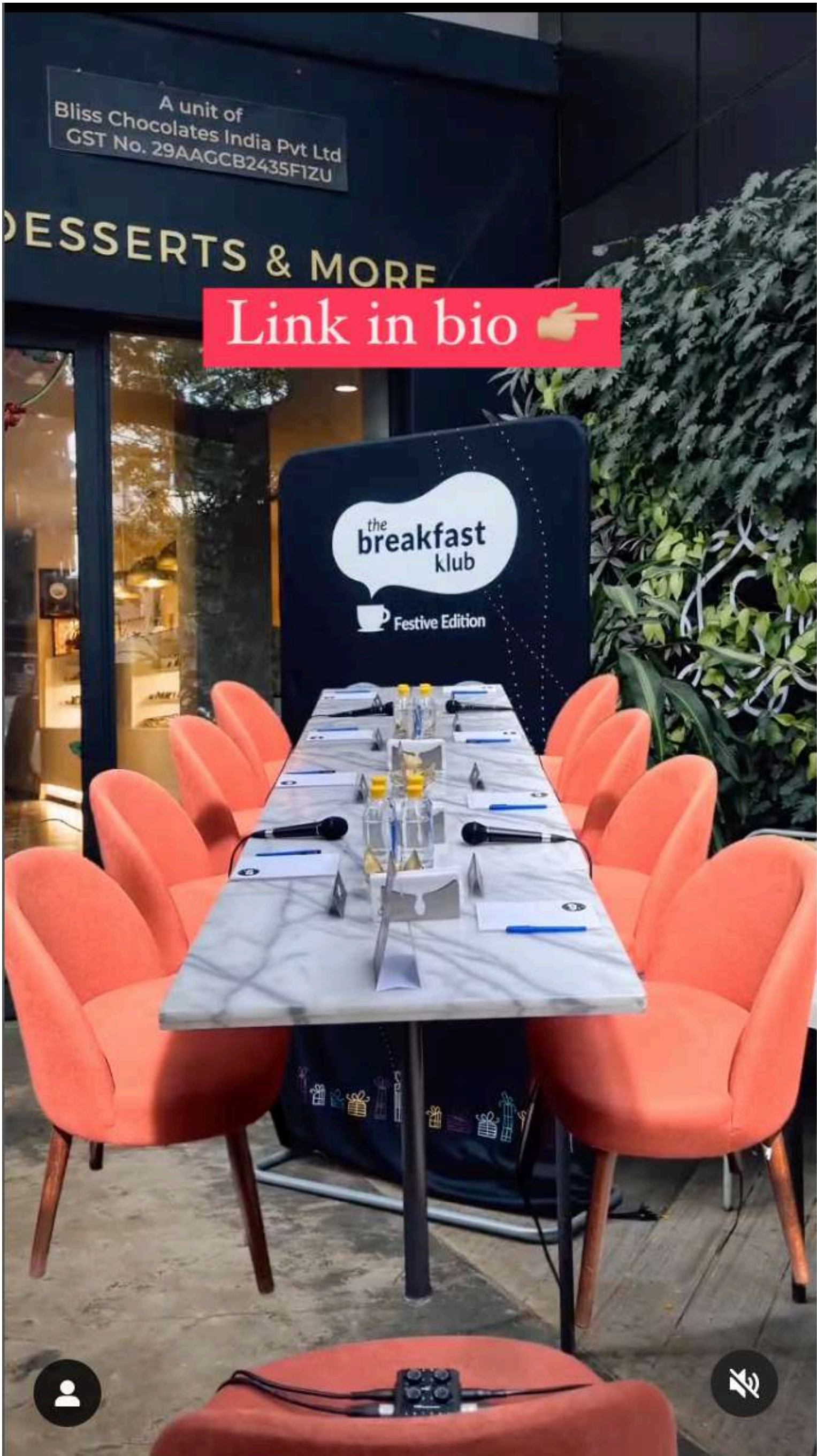
Founded by Anurakt Jain and Ishita Verma, Klub is India's leading revenue-based lending platform, that enables growth for startups and other D2C businesses, through innovative financial instruments.

The Invisible Paintbrush has been handling social media (LinkedIn, Instagram, Twitter) for the brand, since 2020, along with creative strategy, and ad-hoc support for offline and online campaigns.

Recently, we have doubled our scope of work with the brand, which is a testament to our quality of work and client satisfaction!

# klub





k

We started the

# longest thread on social media of women entrepreneurs...

12:47

Are you in? \*\*

If there's something that female entrepreneurs lack, it's visibility. So, this [#WomenEntrepreneurshipDay](#), we thought we'd change that, by creating the LONGEST thread of love, support, and more than anything, visibility.

So go ahead, and tag your female founders, tag your managers, tag every woman out there who is helping all of us shatter ceilings. 🙌

And while we're at it, let's give a shout out to everyone else, who's helping these fantastic women achieve their dreams. 🙌

[#womenentrepreneurs](#) [#womeninbusiness](#) [#womenfounders](#) [#womenintech](#)

145 comments • 1 repost

Like Comment Repost Send

Reactions

Comments Most relevant

klub X CRED

## Festive Season Playbook for D2C Brands

Download Free Report

klub Klub @klubworks

### Our Favorite F-words 🐼

After funded 🥰

1. Fast - Get funded in 48 hours. ⚡
2. Fair - We're only biased towards data. 📊
3. Flexible - No rush. Repay as you grow. 🔄
4. Founder friendly - We love founders. We mean it. 🙌
5. Frequent - More? Raise multiple times. 🔄

10:00 AM · May 16, 2022 · Twitter for iOS

8 Retweets 11 Quote Tweets 188 Likes

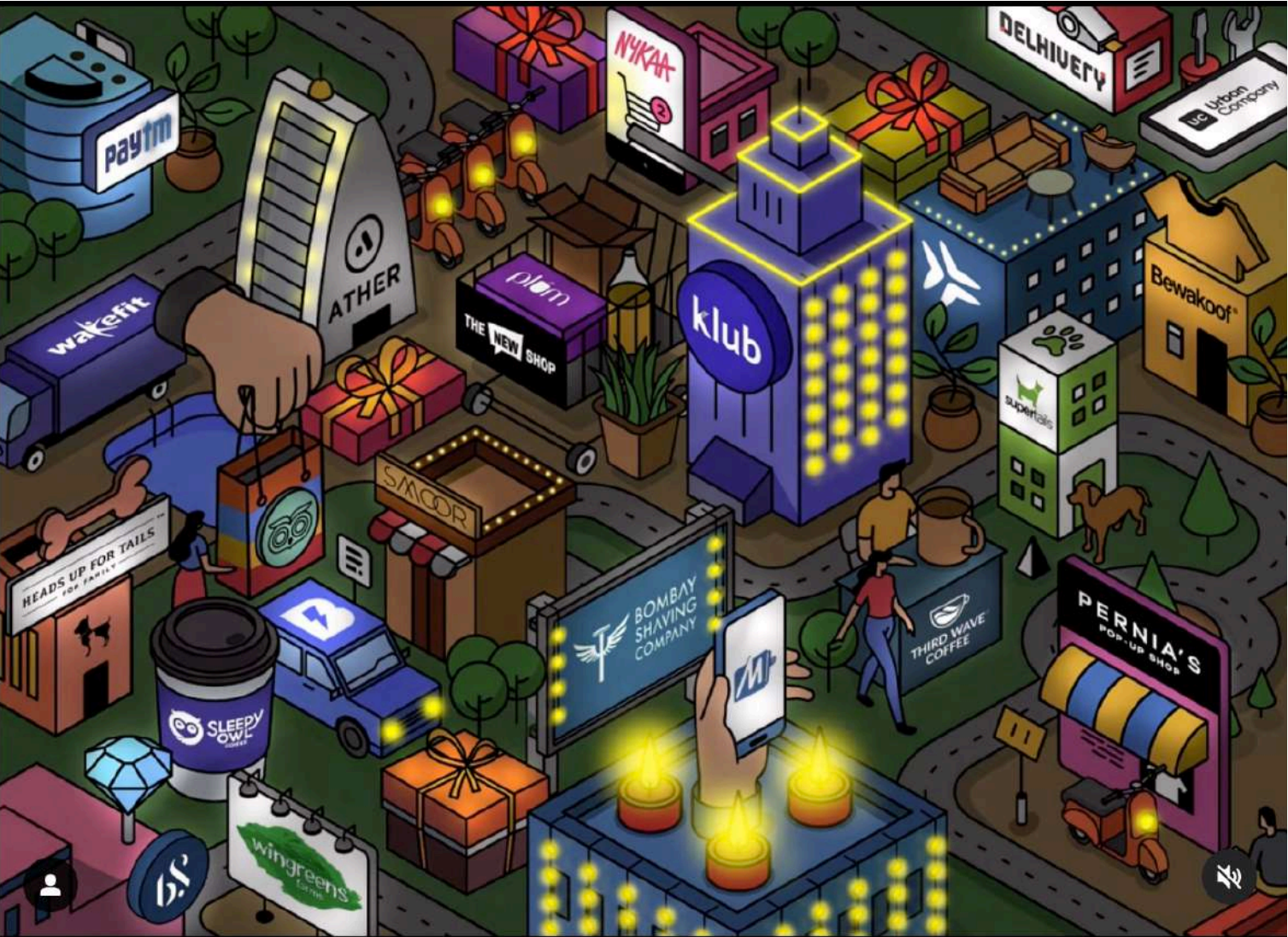
k

FREEDOM BECOMES MEANINGFUL WITH GROWTH

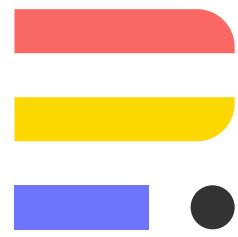
k

# Look at funding differently.

Join the Klub.







# Tyke


## Social Media & Creative Strategy


Tyke, founded in 2021, is India's first online investment platform, that enables startups to raise funds from their community members, through an innovative T-SAFE agreement.

The Invisible Paintbrush has been working with the brand since its inception, and in that time, we have delivered an average growth of 10% month-on-month, on Instagram and LinkedIn, apart from helping drive the launch of new verticals and products.











**Tyke**  
@Tykeinvest

You don't need 44 billion dollars. Just 5000 rupees.  
[#TwitterTakeover](#) [#ElonMusk](#) [#ElonMuskBuyTwitter](#)

2:56 PM · Apr 26, 2022 · Twitter Web App

76 Retweets 300 Likes







**START UP**  
A NEW HOPE FOR FUNDING  
**WARS**



**Dear Founders,**  
Tell us how  
your funding  
request got  
rejected.  
(in the comments below 🗨)






**We're waiving off  
40% of our**  
**F E E E E E E S**  
**for you**

Offer valid till 15<sup>th</sup> August, 2022



<b>What do we want?</b> 	<b>To become angel investors</b> 
<b>Where do we get it?</b> 	<b>Tyke</b> 



“We don't just want to give the return on your investment, but also the **return on your belief in us.**”

**Mohit Bhatia**  
Co-founder Malaki

#FoundersOnTyke





Make your  
**Shagun Wala Investment**  
with **₹5001/-** only



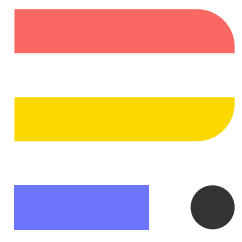


**Tarun Sethi**  
(Investor on Tyke)

speaks about the sense of **pride** he feels after **investing** in **startups** with **Tyke.**







# Moonshine Meadery

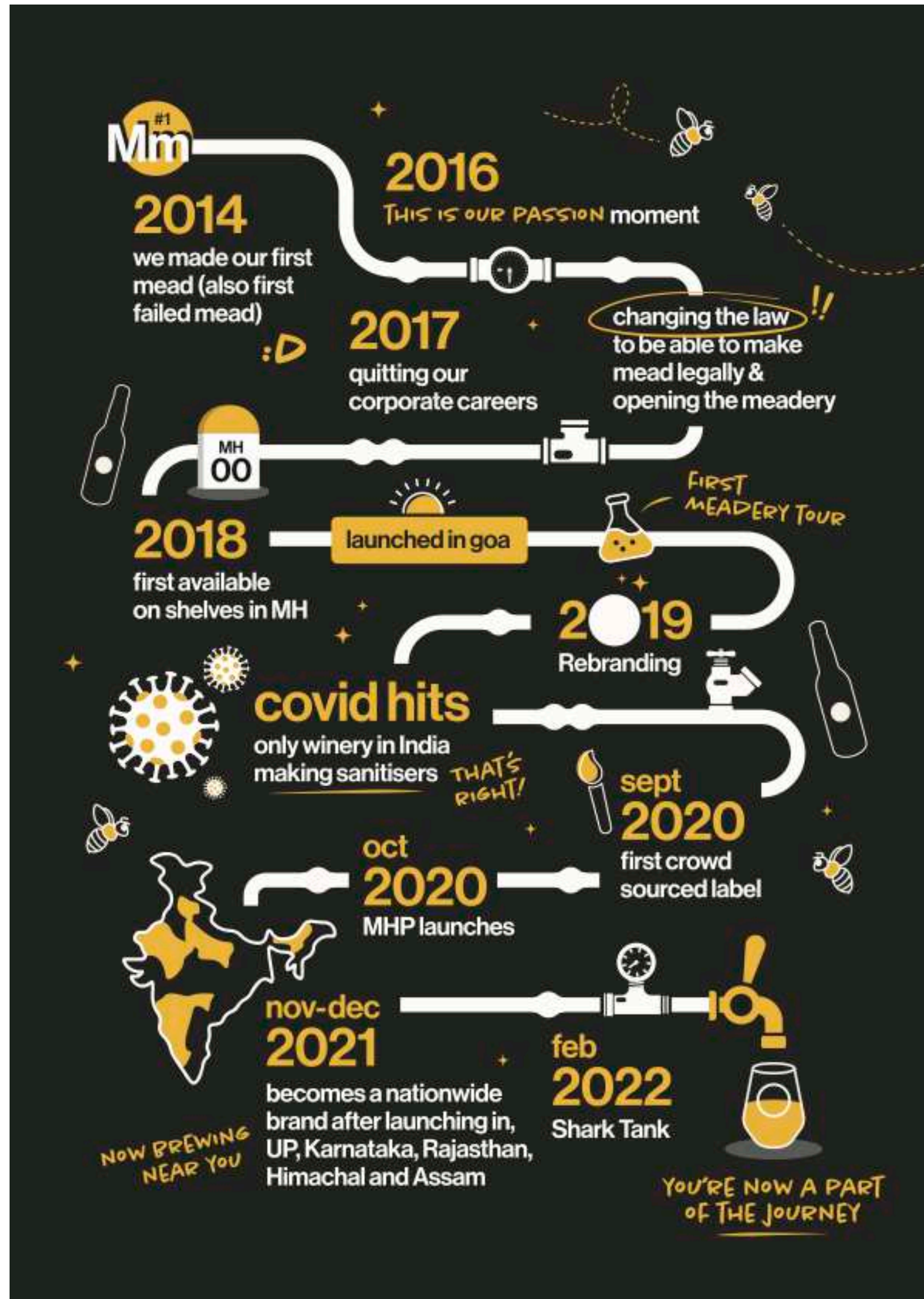
## Brand Strategy & Creative Execution

Moonshine Meadery produces India's first meads - an alcoholic beverage made from honey.

We've been working with Moonshine since 2020, serving as strategic consultants and brand custodians, while also supporting the creative execution of social media content, digital campaigns, and offline events.





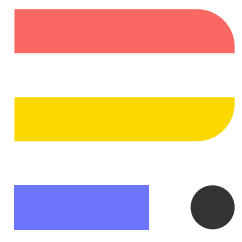


**hibiscus  
ginger  
mead  
is here.**

are you designing  
the label?







# StepChange

Brand Development, Visual ID, Digital Marketing

Founded by Ankit Jain (ex-Ola Board Member) and Sidhant Pai (PhD, MIT), StepChange is a climate tech startup that helps businesses transition to NetZero, through a SaaS product model.

We have been working with the brand right from inception, to develop the entire brand identity, social media content, and website.





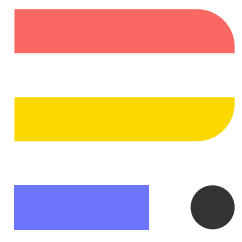
[HOME](#)[ABOUT US](#)[OFFERINGS](#)[CAREERS](#)[BLOG](#)[BOOK A DEMO](#)

# Your One Stop Shop for a **NetZero** Transition

We enable leading companies and brands to accelerate their sustainability journey.

[TALK TO AN EXPERT TODAY](#)





# Athma, by Narayana Healthcare

Brand Development, Visual ID, and Website

Athma is a healthcare tech startup, developed by Narayana Healthcare.

The platform offers enterprise SaaS tools to help healthcare institutes improve efficiency, and manage their operations.

We have been working with the brand since its inception, having developed the entire brand identity, including the visual ID and website.



athma



The logo for 'athma' is displayed in a white, lowercase, sans-serif font. A small, stylized graphic of a red and yellow flame or drop is positioned above the letter 'a'.

athma

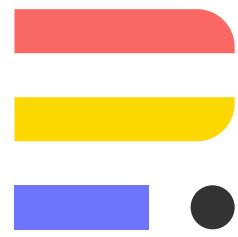
# Lorem ipsum dolor sit amet.

Egestas quis ipsum suspendisse ultrices  
gravida. Ut tellus element sagittis vitae et  
leo dui.

[www.athmahealth.com](http://www.athmahealth.com)







# India In My Pocket, by Parksons Cartamundi

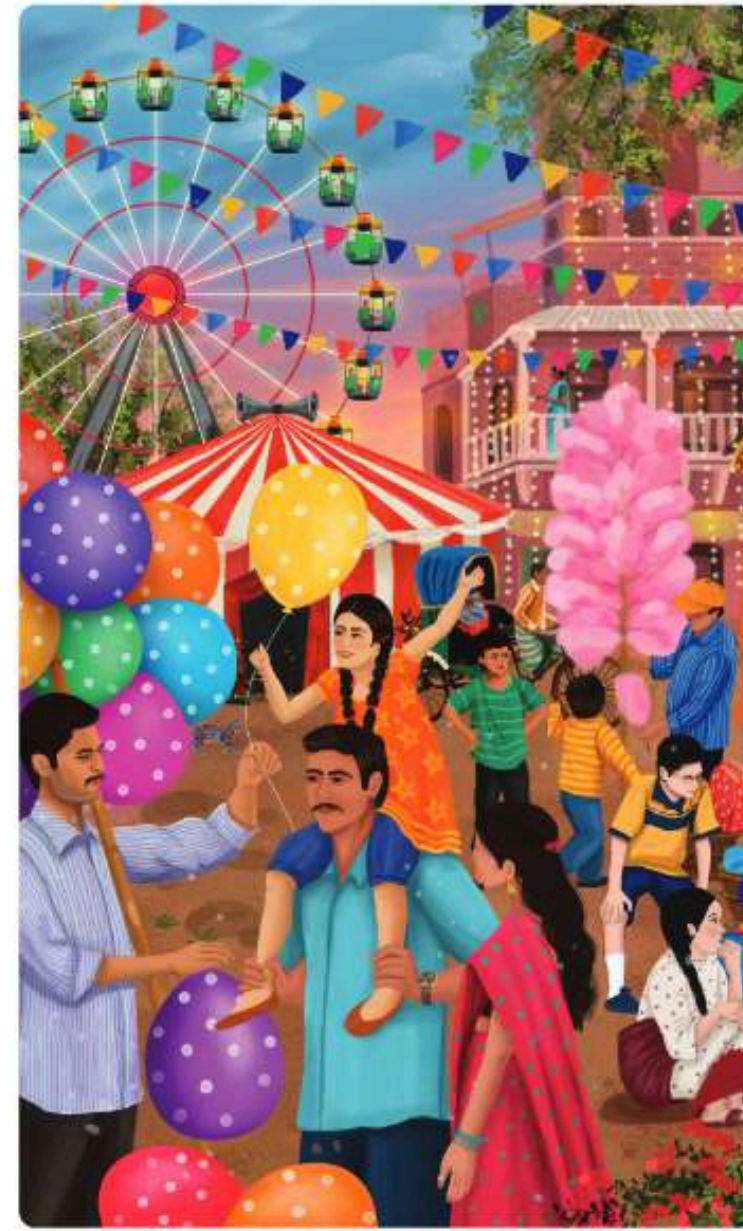
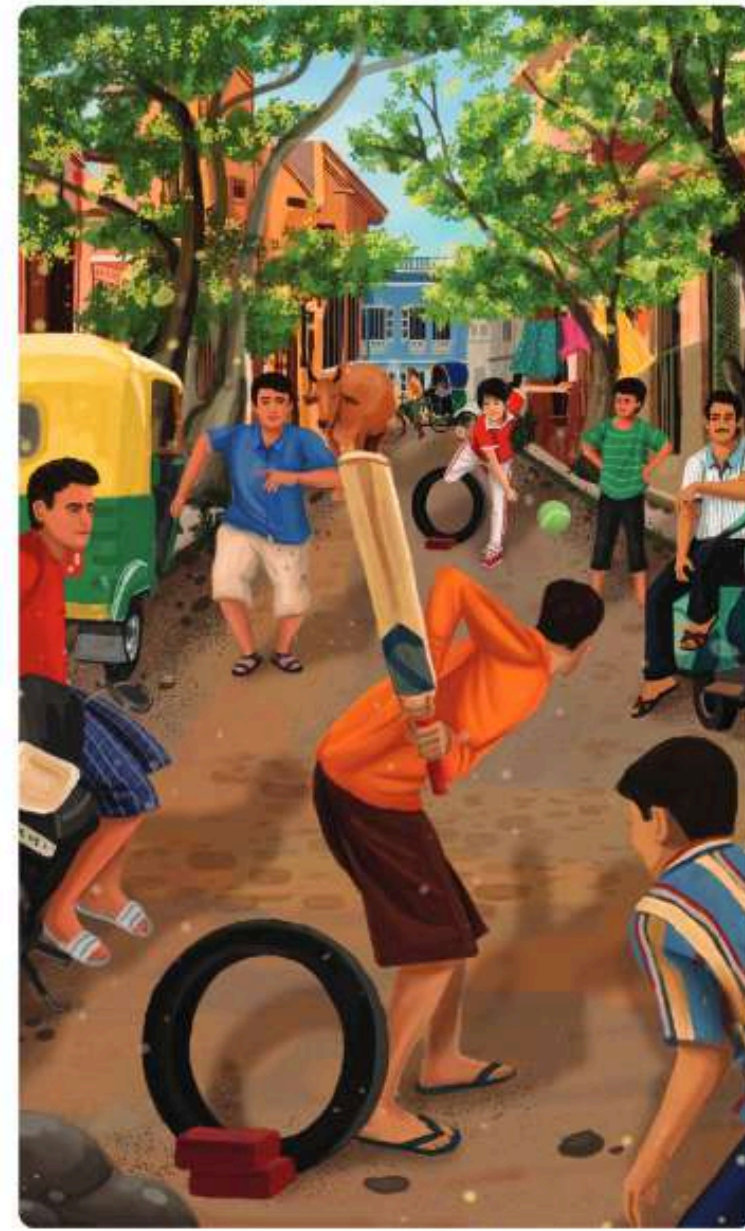
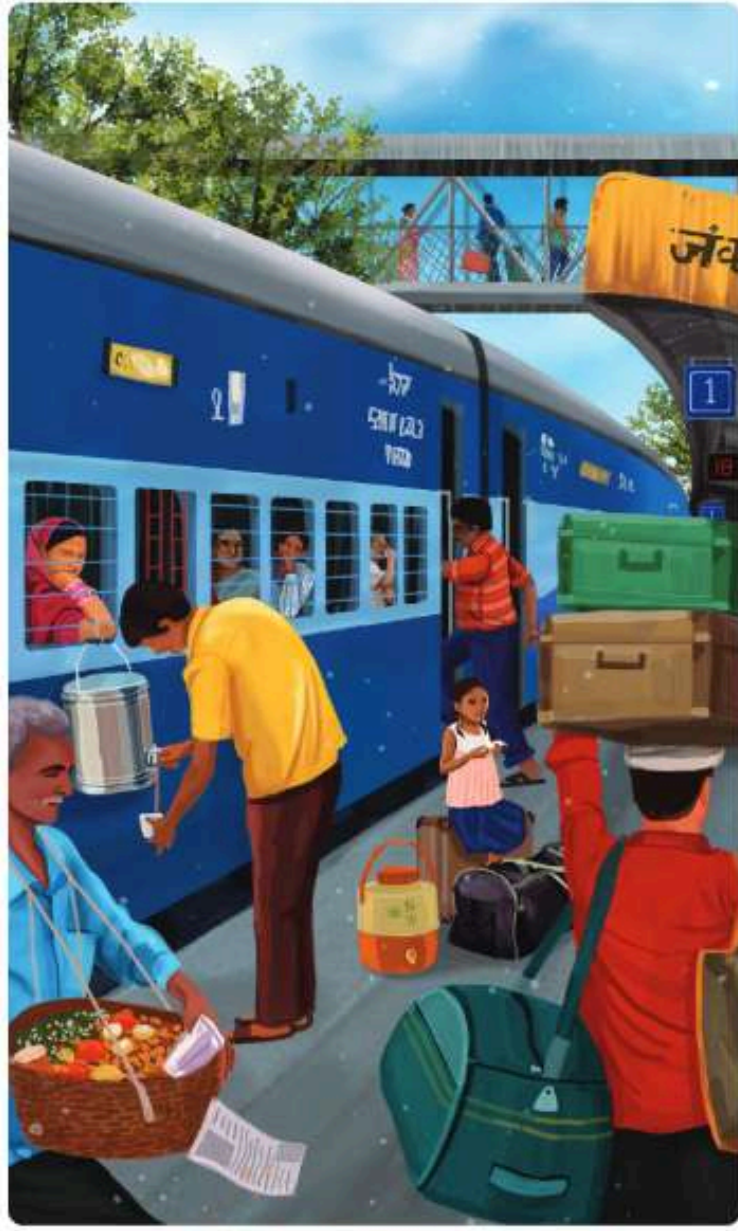
## Product Development & Packaging Design

Cartamundi is the world's largest producer of playing cards and card games, and operates brands including Bicycle, Copag, Meridien, Black Box, and others.

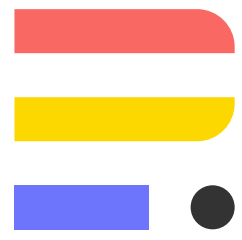
We developed a thematic playing cards product, as an ode to the landscape of India, named 'India In My Pocket', which will be available for retail in 2023.











# Brownsalt Bakery

## Packaging Design

Brownsalt is a Mumbai-based artisanal bakery, that also offers a range of packaged products through it's own D2C channels.

We helped the brand revamp its packaging design, as it transitioned from retail to online sales.





ALMOND &  
CRANBERRY  
GRANOLA



BANANA &  
WALNUT  
GRANOLA



ROSE &  
PISTACHIO  
GRANOLA

HONEY &  
HAZELNUT  
GRANOLA



DATES &  
JAGGERY  
GRANOLA



NUTELLA &  
HAZELNUT  
GRANOLA



QUINOA &  
CRANBERRY  
GRANOLA











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

