

PROFILE & PORTFOLIO



115, high tech industrial estate, caves road, jogeshwari (east) mumbai 400060. India.

+91 22 2838 7771 | www.7thsense.co.in

a branding, marketing & digital agency

We are brand-focused, strategy-driven and design-led advertising agency committed to the principles of creative excellence.

Brands are talking with consumers more than ever, but attention spans are becoming increasingly short and more fragmented. Specialising in brand communication and design, we execute powerfully persuasive creative ideas that demand attention across multiple platforms both online and offline.

Seventh Sense work alongside some of the world's most forward-thinking brands, as well as helping ambitious entrepreneurs to build their businesses from point A upwards.

great experiences, create great brands

Through brand strategy, Seventh Sense design identity styles, build digital platforms and execute campaigns with a purpose. We create and develop brands that captivate today's consumer. This is how we do it

Defining Brands

Through brand vision and strategy, we develop meaningful, cohesive brands that re-define market landscapes. We take the time to understand your company's purpose and work with you to develop a creative brief, resulting in the creation of unique brand personalities and engaging brand experiences, both online and offline.

Strength in Strategy

Seventh Sense provide our clients with strategic marketing consultancy built on years of commercial experience and marketing insight. Continual testing, planning and adjustment ensures our clients point of difference is always working as effectively as possible to generate the greatest return on your investment

Digital Brilliance

As an integrated agency for the digital world, we combine strategic intelligence and development expertise to design and build powerful platforms. Our approach is to solve complex challenges and deliver beautiful, yet effective interface design, integrating creativity with the highest levels of technology – all whilst minimising business disruption.

Creative Vision

We harness original thinking and creative flair to develop fresh, bold and commercially viable ideas. In the increasingly competitive advertising world, innovation is required to ensure your brand is receiving the attention it deserves. Our campaigns trigger genuine emotion, prompt conversation and most importantly, drive short and long-term purchase behaviour.

you wouldn't hire someone without meeting them first

Seventh Sense was founded in 2007 by Creative Director Veeral Jakharia and Technical Expert Naman Shah.

Our two founding directors have a vast knowledge and a wealth of experience within the creative industry, working on such brands as the Star News, Radio Mirchi, Welspun, etc.

Fast forward to the Seventh Sense of today and you'll discover a flourishing integrated agency full of highly passionate individuals working together across the entire branding, print and digital spectrum. Our team specialise in design-led brand communication and we've earned a reputation for doing great work across multiple platforms. The Seventh Sense team are an ambitious bunch who will spend as much time as is needed to make sure we fully understand your business objectives and what success will mean to you. We then establish project plans around these objectives and build a team of experts around your needs. Rest assured that with us you will have access to everyone working on the project at all times... including the creatives!

great experiences, create great brands

Brand

- Brand definition
- Brand development
- Branding workshops
- Corporate guidelines
- Identity development
- Brand systems & Strategy
- Messaging & voice
- Creative direction

Strategy

- Campaign development
- Integrated communications planning
- Marketing strategy
- Content planning and creation
- HTML email campaigns
- Organic social media campaigns

Digital

- Digital strategy
- WordPress website development
- eCommerce design and build
- E-Marketplace brand enhancement
- Responsive website design
- Content Management Systems (CMS)
- Online content development
- HTML emails
- User Interface (UI)
- User Experience (UX)
- Mobile and tablet apps

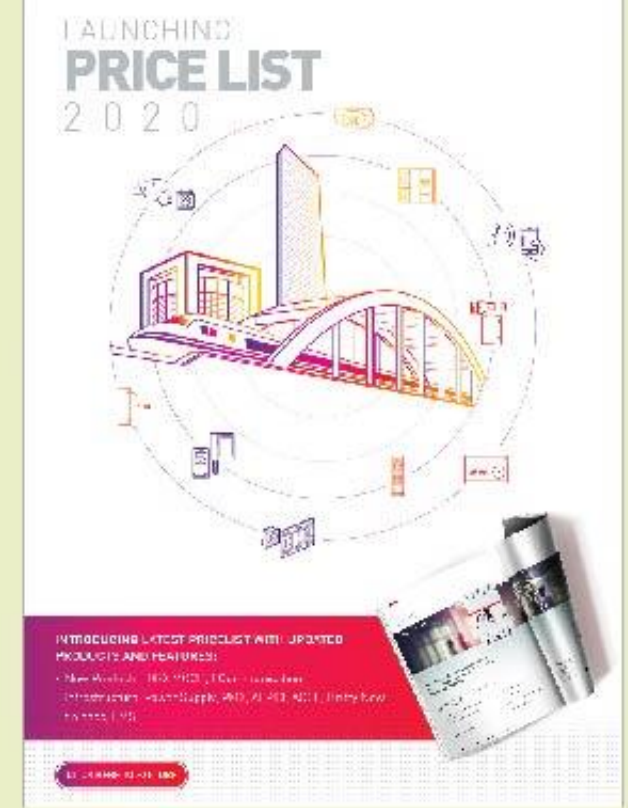
Creative

- Creative idea development
- Marketing literature
- Direct marketing campaigns
- Advertising
- Photography
- Illustration

glimpse of organisations we have worked for



Social media post, product emailers, etc.



CLIENT: LEGRAND

PROJECT: PRODUCT LAUNCH

Elvir Color Plates launched on Social Media



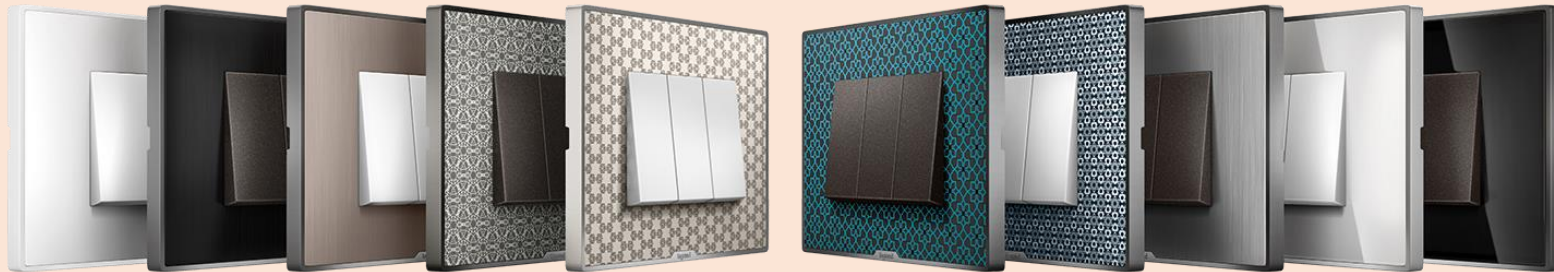
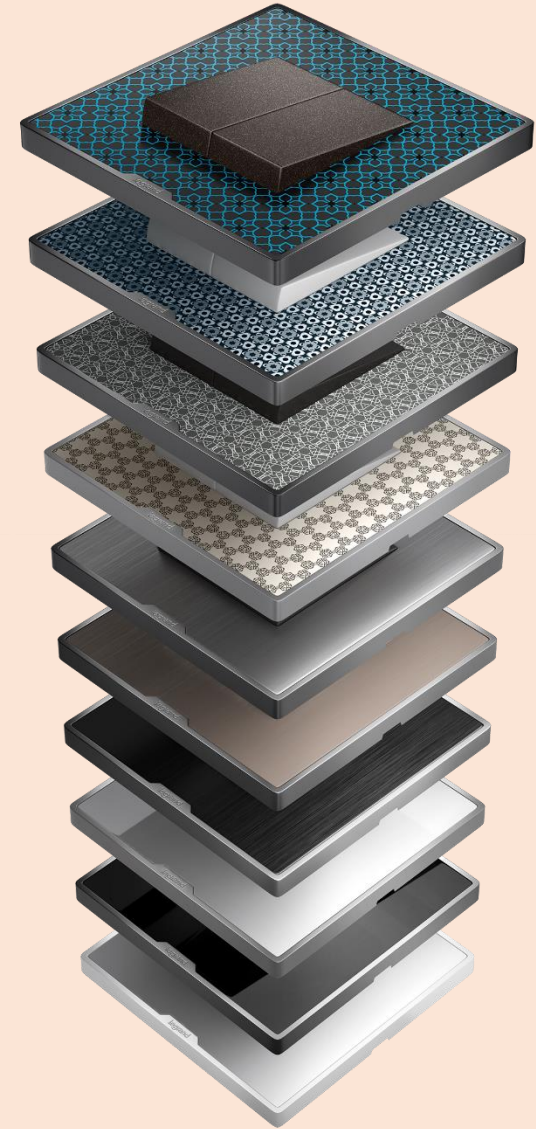
CLIENT: LEGRAND

Cateron – MCB Posters and Inhouse HR Poster



PROJECT: PRODUCT RECREATION – 3d RENDERS

New Product Range – Photoshoot
and 3d Recreation



CLIENT: LEGRAND



PROJECT: Collaterals

Product Brochure



CLIENT: LEGRAND

PROJECT: FEATURE LOGO

Conceptualizing a feature and
creating its identity



CLIENT: CROMPTON

PROJECT: Water Heater Brochure

Segregating the entire range of water heater into three series, and then developing a brochure to assist consumer & retailer in decision making process



CLIENT: CROMPTON

PROJECT: Coolers Brochure

To entice a customer open the brochure with appealing front cover.



CLIENT: CROMPTON

PROJECT: PACKAGING



CLIENT: CROMPTON



PROJECT: AMAZON A PLUS



Say goodbye to dark corners in your room.

Crompton

SUPER-LUMEN

Crompton

36W - Extra Bright LED Batten



1 Batten to lit up an entire room

At Crompton, we continuously strive to innovate with technology, design and functionality to provide superior lighting products that enhances comforts of the users. One can witnessed our unending quest for innovation across our products portfolio; Super Lumen 36W Batten is one of them that brightens up large spaces.

Super Lumen Batten is energy efficient LED Batten measuring around 4feet in length.

- Wide Light Distribution
- Stylish Metal Body
- HPF LED Driver (>0/95)
- Light Weight
- Shock Proof

SUPER-LUMEN

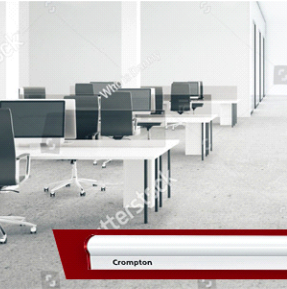
2X BRIGHTER

from regular 18 W to Super Lumen 36 W

Crompton

SUPERIOR PC COVER WITH HIGH TRANSPARENCY & GOOD DIFFUSION

LED TECHNOLOGY



Brighten your large spaces with minimum fixtures

36W Super Lumen will instantly illuminate large spaces unlike the regular tube light.



Instant brightness without flicker

Super Lumen will instantly turn on with full power without flicker.



Easy to install

Simply fix it to your wall with screws and clamp provided, attached the output with your regular wire, and switch on the brighter world.



Crompton

INTRODUCING TWILIGHT 2 IN 1 BATTEN



Why have 2 devices, 2 switch, 2 connection for Normal and Night mode lighting when you can have Twilight 2 in 1 Batten?

At Crompton, we continuously strive to innovate with technology, design and functionality to provide superior lighting products that enhances comforts of the users. One can witnessed our unending quest for innovation across our products portfolio; Twilight 2 in 1 Batten is one of it.

The unique Twilight 2 in 1 Batten is energy efficient LED Batten with a simple toggle switch option between Normal and night mode.

It operates on a regular single switch giving you the flexibility to choose normal mode and night mode by interplaying with switch on switch off mode twice.

- Unique Features:**
- Double Benefit: Normal Mode + Night Mode
 - 20W (2000 Lumens) Bright Normal Mode
 - 1W Soothing Night Mode
 - Toggle Switching Between 2 Modes
 - Shock Proof
 - Long Life

Crompton

TWILIGHT 2 IN 1 BATTEN

Built in power supply, Light Stability

Superior PC Cover with High Transparency and Good Diffusion

LED Technology



Dual Benefit - 2 in 1 Batten

A single device for illuminating the room in bright mode as well as night mode



Instant Brightness Without Flicker

Twilight LED batten will instantly turn on with full power without flicker



Easy To Operate

For normal mode, switch on once, and for night mode switch on, switch off and then again switch on



Easy To Install


Can be easily installed in existing wiring by simply replacing the device with Twilight 2 in batten. No separate wiring, switch, etc needed

To create a simplified, relaxing ambience

To save on capital investments and electricity by switching it to night mode during non peak hours

PROJECT: AMAZON A PLUS

E-marketplace needs specific approach towards creatives. We have initiated our project with Crompton, to enhance brand image in emarketplace & boost customer confidence.



Crompton

Attracts 50% less dust than regular fans*

ANTI DUST

Anti-Dust Fan VS Regular Fan



Crompton

power by **DURATECH TECHNOLOGY**
BUILT TO LAST

5 YEARS WARRANTY

MADE IN INDIA

ANTI DUST **DURATECH TECHNOLOGY** **5 YEAR WARRANTY**

4-piece construction High grade electric motor, quality bearing High standard G1600 steel High endurance box capacitor




Crompton

3 SERVICE PROMISE

SERVICING PAN INDIA **HOME VISIT BY TECHNICIAN** **QUICK RESOLUTION**

500+ SERVICE CENTERS **2500+ TECHNICIANS** **48hrs RESPONSE**

1800 419 0505 9am-7pm | Mon-Sat
24x7 web registration on www.crompton.co.in



Crompton

aura Designer 3D

5 DURATECH TECHNOLOGY
5 YEARS WARRANTY

ANTI DUST

Introducing New Aura with Duratech Technology

Duratech Technology

New Aura powered by Duratech Technology comprises of premium components which is designed to deliver a superior performance over the years.

Design Variants:

New Aura series has four categories namely Aura Designer 3D, Aura Designer 2D, Aura Prime and Aura Classic. Aura Designer 3D comes with beautiful embossed floral design in a silver metallic finish which will add a touch of luxury to your home space.

Duratech Technology

- High Endurance Box Capacitor
- Dual Coat Copper
- 2-Piece Construction
- High Standard Cold Rolled New Grade
- High Grade Electric Motor Quality (BMC) Bearing

DURATECH TECHNOLOGY

The advanced components used in Duratech Technology like the 3-piece layer of copper, long life capacitor etc. give the fan higher durability.

HIGH ENDURANCE BOX CAPACITOR

The coated structure of Aurora box capacitor comes with galvanized capacitor and provides maximum performance over a longer period as compared to ordinary and standard capacitors. Especially recommended for areas with high humidity and heavy rainfall.

DUAL COAT COPPER

Dual coat copper, used in motor windings, offers dual protection against moisture, oxidation and advanced resistance versus subjected to high temperature and oxidation. This results in longer durability as compared to ordinary copper wire.

2-PIECE CONSTRUCTION

Makes our fans which last 5 times as long as the 4-piece construction of other fans to make them robust and long lasting for the users and the dealer to the user. Just the way the motor is made, the fan is made to last. The 2-piece construction is also made to last, making it a better choice for the user and the dealer.

HIGH STANDARD COLD-ROLLED NON-ORIENTED CRGO STEEL

New Aura fans are made with cold-rolled non-oriented CRGO steel, which is a better choice for the user and the dealer to the user. The use of CRGO steel is a better choice for the user and the dealer to the user.


HIGH GRADE ELECTRIC MOTOR QUALITY BEARING

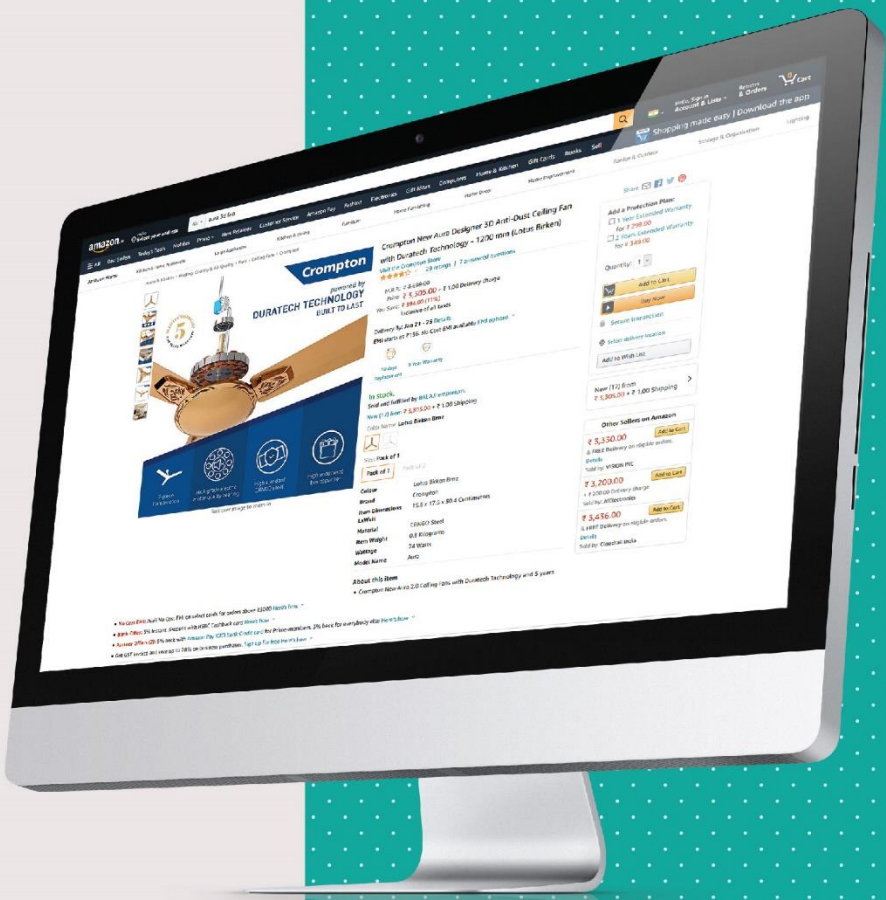
Each fan has a high grade electric motor and the fan has a high grade electric motor and the fan has a high grade electric motor.

ANTI-DUST

Crompton's anti-dust coating for the fan blades, which is a better choice for the user and the dealer to the user.

Under test conditions





[Click to Explore](#)

CLIENT: CROMPTON

PROJECT: AMAZON A PLUS

E-marketplace needs specific approach towards creatives. We have initiated our first project with Crompton, to enhance brand image in emarketplace & boost customer confidence.



Curved edges to ensure no bunching



- Light weight
- No bunching of clothes
- 360 degree swivel
- Quick ironing
- 2 yearsWarranty



Stylish matte black coating




American Heritage Soleplate Coating



6 fabric settings




14% larger soleplate*
For time saving through Quick Ironing




Smooth Gliding for Quick Ironing.

Crompton




A category first, matte black coating for an irresistible look.

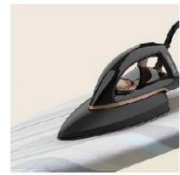
Key Features



Quicker Ironing
The InstaGlide comes with a 14% larger soleplate that can cover more area as you iron. This ensures that you iron quickly and effectively.




No Bunching of Clothes
With a curved soleplate design, InstaGlide brings to you a smooth ironing experience that ensures that clothes do not bunch up because of the back and forth movement of the iron.




Stylish and ergonomic design
With its ergonomic design, the InstaGlide is designed in a way that helps the user navigate around easily. It ensures convenient handling of the iron.


Key Features




Swivel Cord
The InstaGlide comes with a swivel cord that allows for a 360 degree rotation. This makes handling the iron so easy that it doesn't just move, it glides.



6 Fabric Settings
Cotton, wool, nylon, rayon, linen or silk, whatever you may need to iron, InstaGlide is up to the task. Its 6 fabric settings ensure that you can correctly iron any fabric that comes to mind. So don't worry, all your clothing needs are looked after.

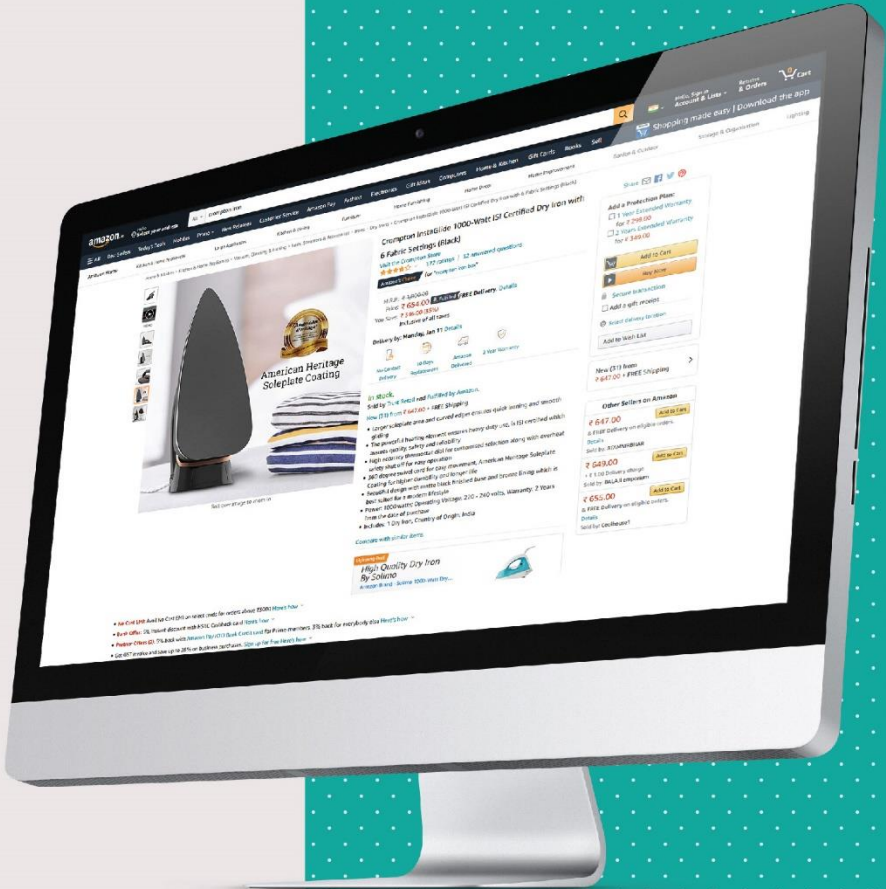


American Heritage Soleplate Coating
The base of the InstaGlide iron comes with American heritage soleplate coating. This ensures longer durability of the product, and while at the same time, enhances the smoothness of your ironing experience.



Larger base for quick ironing. Rounded edges for smooth gliding.

This iron is equipped with Crompton INSTAGLIDE Easy gliding and quick ironing

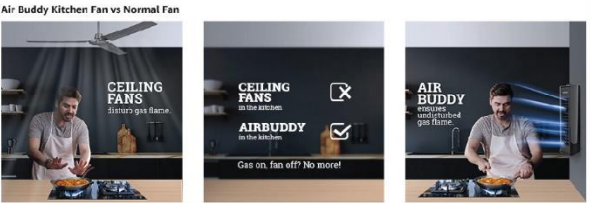
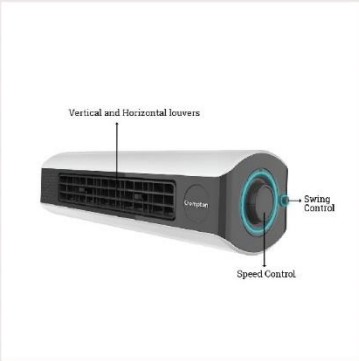


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CLIENT: CROMPTON

PROJECT: AMAZON A PLUS

E-marketplace needs specific approach towards creatives. We have initiated our first project with Crompton, to enhance brand image in emarketplace & boost customer confidence.



Ceiling Fan
The wide coverage area of normal fans means that the airflow from the fan disturbs the gas flame and therefore your cooking experience.

Ceiling Fans vs Air Buddy Kitchen Fan
Why do you need to switch off the fan when the gas flame is on? Do you always need to sweat while you cook? No more!

Air Buddy Kitchen Fan
The Air buddy's soft, focused airflow ensures that you cook comfortably and the gas flame remains undisturbed.

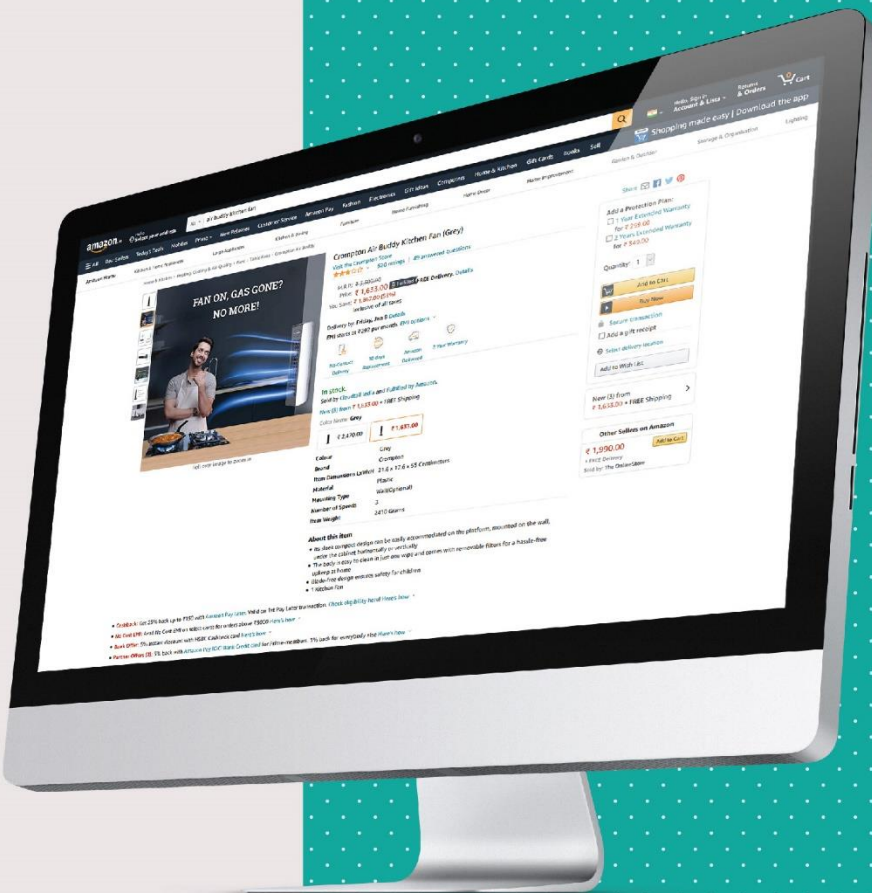


Flexible Application
Adjustable to your needs, it comes with the option of wall mounting, horizontality and vertically. It can also be placed vertically on a designer base as per your convenience.

Easy Maintenance
Along with a surface that can be cleaned easily, it comes with removable filters to ensure a hassle-free upkeep.

Personalised Air-flow
The soft, personalised airflow ensures that you #CookSweatFree!
It enhances your comfort in the kitchen, while also ensuring that the gas flame remains undisturbed.

Adjustable Speed and Airflow
The speed and the airflow direction can be controlled and adjusted. This ensures that the airflow focuses on you while you focus on your food.



[Click to Explore](#)

CLIENT: CROMPTON

PROJECT: COLOUR TRENDS

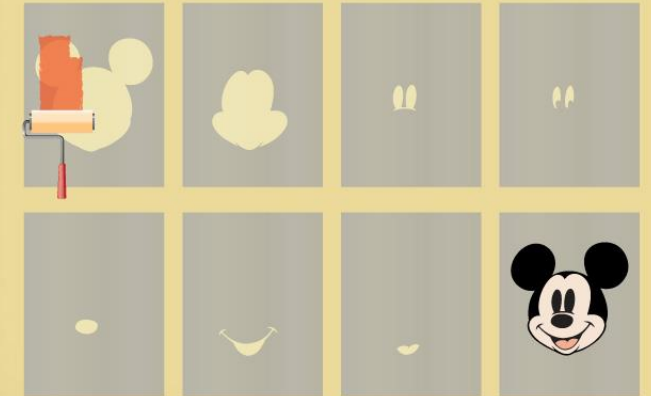
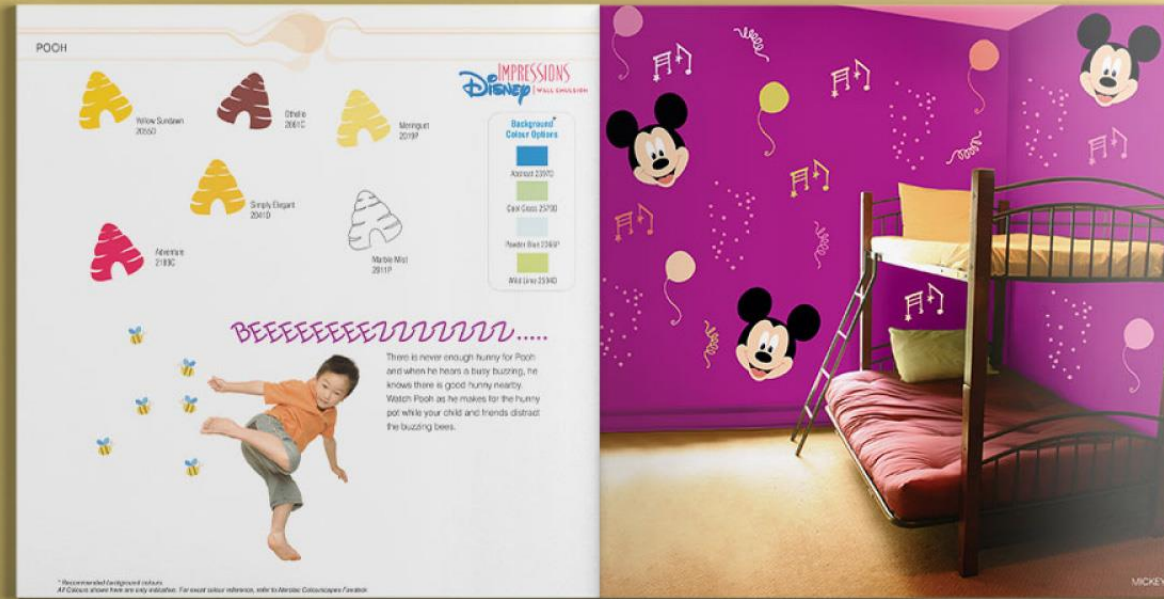
Organising a celebrity expert panel, Creating themes & mood boards,
Concluding a 7 city consumer research to Finalise & Design
a Color Trend Report showcasing the shades for the year.



CLIENT: KANSAI NEROLAC PAINTS

PROJECT: INTRODUCING STENCIL PAINTING

Bringing the art of multiple colour Stencil painting in India, liasoning with Disney for its characters, creating stencils & designing the colour tool to help market it.



CLIENT: KANSAI NEROLAC PAINTS

PROJECT: BRAND DEVELOPMENT & COMMUNICATION

Conceptualised & Developed the Soldier Paints brand including branding, packaging & communication for the tier 2, tier 3 target audience.



CLIENT: KANSAI NEROLAC PAINTS

PROJECT: EDITABLE EMAILER

Offered as a solution to ensure the brand identity is maintained whilst giving the freedom to customise the offering, resulting in unique yet uniform communication.



CLIENT: HDFC BANK

PROJECT: KNOW YOUR PLACE - HANDBOOK

To improve traction in the middle east, we identified migrants as the TG. Embassy approved doctors were given the handbook as a part of a kit to insert the mandatory medical certificate for work visa. The book served as a ready reckoner for the country & had exclusive offers.

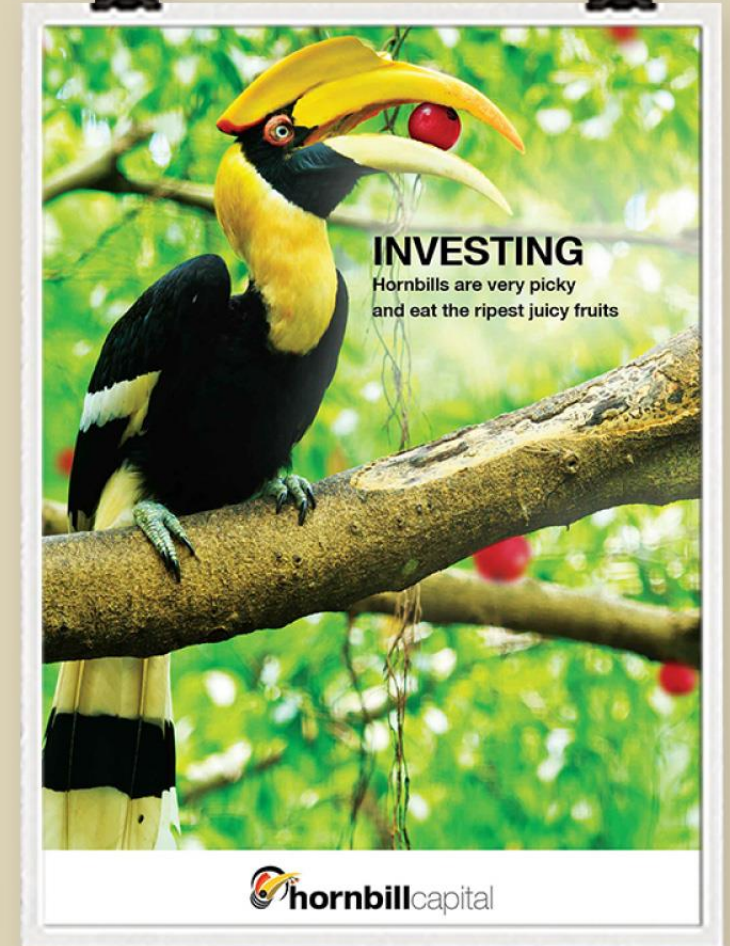
Result: Increased money transfer through western union from the middle east.



CLIENT: HDFC BANK

PROJECT: BRAND IDENTITY AND BRAND STORY

The client, a hedge fund wanted to create a brand identity around Hornbill.
We designed the brand identity, brand story including website



CLIENT: HORNBILL Capital

PROJECT: BHARAT KO PEHCHANTE HAI HUM | CALENDAR 2019

Taking the theme forward in its 7th year with the theme of “Historic Inventions of India”, we designed the calendar with paintings (instead of a photo shoot) to give justice to the subject.



CLIENT: MAHINDRA FINANCE

PROJECT: BRANDING
& PACKAGING

frunch
multi-fruits



CLIENT: CRISPY NATURALS
NEW PRODUCT: REAL FRUITS MADE CRUNCHY.
AN HEALTHY ALTERNATIVE TO JUNK FOODS.

PROJECT: INTERNAL BRANDING

With the briefing to motivate and pass on the message of exciting things happening in near future; we created a premium exciting brand identity.



CLIENT: CENTURY CEMENT



Free mobile testing van at your doorstep



Site verification by qualified civil engineers



Quality assessment of building materials

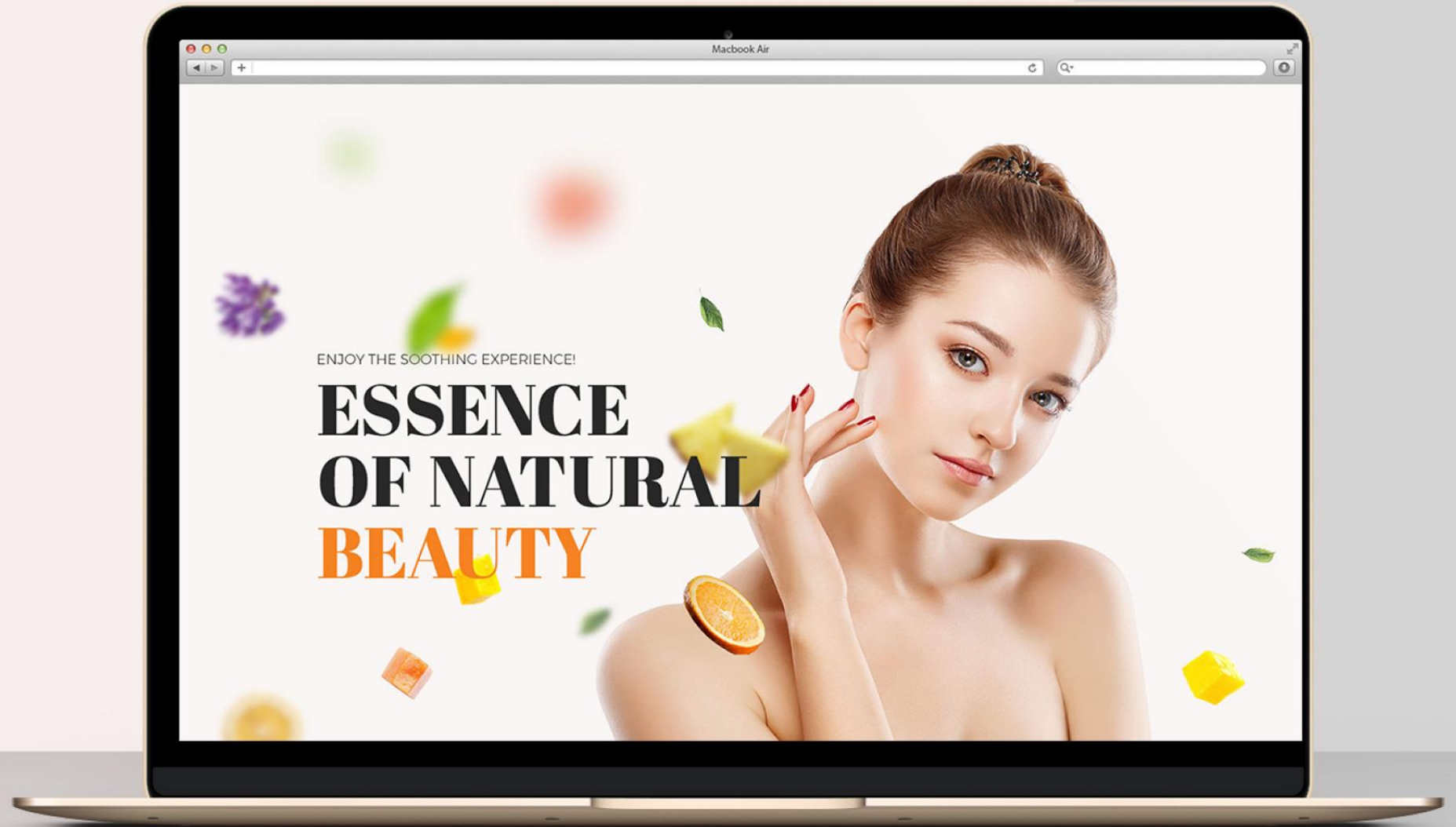


Site demonstration to produce workable concrete



PROJECT: E-COMMERCE WEBSITE

www.pocare.in



CLIENT: P.O CARE

PROJECT: CREATIVES FOR
SOCIAL MEDIA



CLIENT: P.O CARE

PROJECT: UI / UX DESIGN & DEVELOPMENT



CLIENT: ABHAY TECH TECHNOLOGIES

PROJECT: AD CAMPAIGN

Their tagline "Have Fun" as the central theme was used for the campaign of 10 visuals.



CLIENT: LSD CASUALS



SMART HAS THE PLANS, STUPID HAS THE STORIES.



LSD

Jeans
Casuals
Linen

**HAVE
FUN**

PROJECT: DIRECT MARKETING

A never ending brochure was created as an extension to the unlimited content available on their OTT platform.



CLIENT: DITTO TV



INDIA LOVES NEWS

From Hour a Day, to 24x7;
News in Indian Television has seen an upward scale till date.

144Mn
Viewers have been added to news genre since 2015.

100%
growth in ATS in news genre since 2016
2016: 14 Min ATS | 2019: 33 Min ATS

7200 Hrs
of news content is broadcasted daily in India

DID YOU KNOW? Indians are watching TV for 224 minutes every day!

SAAS BAHU SAGA TO POLITICS, NEWS IS EVERYWHERE!

Aaj Tak produces reliable content that attracts audiences across demographics.

POLITICAL NEWS
GOVERNMENT NEWS/ HEALTH/ WORLD NEWS
CRIME/ LAW & ORDER
SAAS BAHU SAGA
NATIONAL THREAT/ DEFENCE NEWS
FINANCIAL NEWS
ASTROLOGY
HIGHWAYS/ FAILURE OF MACHINERY
SPORTS NEWS
WILD LIFE
ENTERTAINMENT NEWS
WEATHER/ ENVIRONMENT
SPOOFS
BUSINESS NEWS
LABOUR/ EDUCATION
TECHNOLOGY
HEALTHY LIFESTYLE
RELIGION

THE RISE AND RISE OF HINDI NEWS GENRE

Hindi News Genre is the frontrunner paving the path of future.

Genre	2018	2019	Change
Source	3,14,84,782	3,19,04,111	23%
Hindi News	4,84,44,630	5,71,92,711	27%
Hindi CECs	32,74,33,709	25,34,47,840	-23%
Hindi Business News	3,77,989	3,10,212	-4%
Hindi Music	4,79,29,208	4,47,21,304	-4%
Hindi News Regional	56,51,420	71,07,947	24%
Hindi Movies Genre	25,33,71,809	20,57,44,779	-19%
TOTAL	1,81,32,79,282	19,68,15,093	-2%

Source: BARC, HSI, Chennai, Q1 2019/19, Growing 50%

TVN Growth 2018 Vs 2019

114 Bn
114 Billion Impressions, 28% higher as compared to last year

510 Mn
Reach 510 Million Individuals, 86% of Total TV Universe

360 Mn mins
360 Million Minutes- 83 Million more minutes as compared to 2018

DID YOU KNOW? Aaj Tak has **78% RETENTION RATIO** during breaks

2019 VS 2018 HINDI NEWS VIEWERSHIP HAS GROWN ACROSS STATES

DID YOU KNOW? TV Today Group telecast in India has higher monthly reach than BBC News' cumulative weekly reach broadcast in 150 countries.

Source: BARC, Chennai, Q1 2019/19, Growing 50%

AAJ TAK'S BREAKING NEWS BULLETIN SURPASSES BOLLYWOOD BLOCKBUSTER WORLD TV PREMIERS

Source: BARC, HSI, 15 Cities in 50% Report on Program Performance

AAJ TAK IS NO.1 PAY PLATFORM AS WELL AS ON FREE PLATFORM

Impressions	Pay 15+ All	Free 15+ All
Aaj Tak	26,68,214	8,28,363
India TV	21,87,658	4,72,135
News18 India	21,38,127	5,30,500
Zee News	20,85,435	4,83,928
ABP News	18,42,696	7,45,723
Republic Bharat	15,80,991	6,64,074
News Nation	9,84,280	4,94,048
TVN BhaskarSurabhi	8,89,490	29,468
News 24	6,99,402	4,15,136
NDTV India	4,75,985	84,935
India News	4,40,445	2,75,023
Zee Hindustan	3,07,920	2,51,402

Source: BARC, JPR, 14, 17, 2019, Growing 50%

आज तक

AAJ TAK HD BEATS LEADING PREMIUM SD NETWORKS

12636 STAR Movies Star World
18491 Sony Ten2+ Sony ESPNv
17175 Sony BBC Earth+ Sony PVR+MVI
13337 Zee Business WCN+Zee Café
19925 **Aaj Tak HD**
19452 Times Now+ ET Now+ Times Now World+ Mirror Now+ Movies Now+ Romydy Now+ MN
17950 CNBC Awaaz+ CNN News18+ CNBC TV18+ CNBC TV18 Prime HD

Source: BARC, HSI, 15+ Cities, 14 to 16, 10, 20, 20, 20

AAJ TAK NO.1 ON ALL PLATFORMS

PROJECT: AV's & Productions

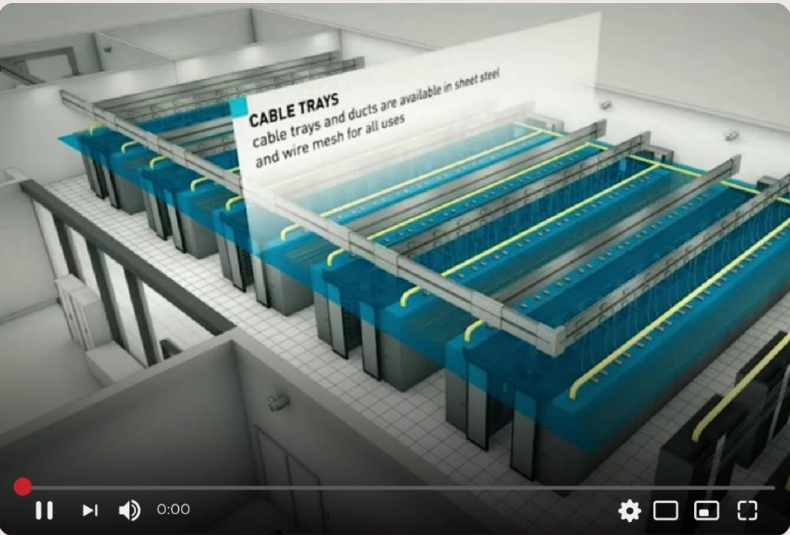
Extending ourselves to AV's and production, we at 7thsense have been fortunate to extend our services with existing clients



Nerolac Painter Training – Wonderwood



Himdari Spices



Legrand Data Centre Solutions



Seabird Logistics



115, high tech industrial estate, caves road, jogeshwari (east) mumbai 400060. India.

+91 22 2838 7771 | www.7thsense.co.in