BIG IDEAS BUILD BRANDS



bigbears.co.in

BIG BEARS ARE HERE!

Big Bears are here to make brands grow and thrive in today's competitive and changing markets. We are here to ride the big Digital wave; offering our clients value-for-money ideas, where each spend is justified and fruitful. Led by top-notch professionals who have shone in the fields of Advertising, Creativity, and Digital Marketing, we are a strong team of experts who can synergize their talents and experience to create powerful campaigns that work.

Our 360-degree Services include ATL, TTL, and BTL Advertising. Beginning with Brand Identity and Communications Strategy, we are into TVCs, Corporate Films, FULL-FLEDGED Digital Marketing, Print, Outdoors, Exhibitions, and Guerilla Marketing. Our rich experience spans Product and Services Brands, Corporate Communication, and Recruitment Advertising at National and International levels.

INTEGRATED SERVICES

What does 360° Advertising Services imply? Is it one Big Idea specific to a medium such as Television with the rest being 'reminder mediums'? Well, the truth is that this is the age of the integrated, where each medium has its own voice. Our integrated services include Advertising, Digital Marketing, and Design.

ORIGINAL ALWAYS!

Big Bears is a creativity-led agency. Powerful and original ideas are our strength. That is why companies looking at launching new products and services prefer us. We have the capability to break away from the clutter of humdrum advertising. As with established brands, we help them change their communications strategy with the changing Digital world of today, getting double the results at half the cost. In fact, our thought leaders have worked with many global brands, helping them align their strategy with the current trends in the Indian markets.

LEADERSHIP TEAM Big Bears is led by people who are passionate about their work, proven their mettle... who have built their careers with Global giants and want to use their

BANKUPALLI **GANESH** MANAGING DIRECTOR CREATIVE GROUP HEAD

- Graduate from JNTU BFA
- Creative Head JWT and EURO RSCG
- Worked on brands like Pepsi, DRDO, UN Bio-Diversity, United A.P. Tourism, Indus International School, 3F, HICC, and GMR

thrive in this expanding Digital universe.

collective experience and talent to create Big Ideas, give existing brands a new life, and help business

- CEO TMI Group Advertising wing
- International exposure on brands like Toyota, Honda, and Panasonic



KAUSTUV RAY

CREATIVE GROUP HEAD

- Economics Honours graduate from St. Xavier's College
- Worked with JWT and R K SWAMY BBDO (Began with Bates Worldwide)
- Won many advertising awards works featured on One Show
- Brands worked on AP Government, UN Convention on Biodiversity, Airtel, Pepsi, Hospitals, Tech Mahindra, and Kimaya MF Global



GANGA SINGH PARIHAR BRANCH HEAD LUCKNOW HR HEAD

- Graduation from Jammu University (J & K).
- LL.B From Lucknow University.
- PGDHRM from IGNOU.
- Sr.HR Professional.
- Worked with Sahara India Pariwar for 28 years at it HR Department Corporate offices Lucknow



RAUNAK VAZIR

ACCOUNT MANAGEMENT HEAD

- Graduate from Bhavan's Degree College
- MBA in Marketing
- Worked with JWT and HSBC
- Worked on brands like Airtel, Pepsi and Coromandel
- Developed GMR Airport pre-launch campaign



NISHA BENGANI DIGITAL MARKETING HEAD

- B.Com Honours graduate from St. Ann's College
- M.B.A in Marketing from Osmania University
- Diploma in Software Engineering from NIIT
- Started career with Rachnotsav Events and Blue Orange
- Worked with Accenture as Global vGuru
- Worked with clients like Google, Hyderabad Metro Rail, Lions Club, and ADP



NIRMALA CHOUDHARY

BUSINESS DEVELOPMENT HEAD

- B.E. (I.T) from RGPV University, MP
- Started career with OM Software Pvt Ltd.
- Worked with Men Rocks as Business
 Development Manager
- Worked SSS Technologies as BDE and HR



MANI BEHERA ACCOUNT MANAGEMENT

- BMM (Bachelor in Mass Media) Graduate from Mumbai University
- Started Career with Eyeball Promotions
- Worked with NABL accrediated organisation Sai BioCare Pvt Ltd ,
- Empreo Group- MG, JLR, CITROEN
- Worked with government schemes in health and family welfare, police, women safety, education. Worked with clients in healthcare, hospitals, manufacturing

ADVERTISING & BRANDING

Creative Services

Our services include Advertising and Branding through conventional channels like Print, Outdoors, Point Of Sale, and Electronic Media. Again, Internal Branding is one of our key strengths where our clients include Retail Giants, Entertainment Companies, Hospitality Clients, and others. Furthermore, Corporate Identity creation is one of our other fortes where our work has won awards including the 'Best Logo' at ADEX Awards! Last but not least, we have a rich experience in Recruitment Advertising, having handled multinationals and IT giants.

Rubber Band is the New 360°

Advertising has moved on from communications integration to channel neutrality. It was the 'magic thread' that connected the Big Idea across media. Now, it is the age of the rubber band where each media has a novel approach in communicating the idea. Big Bears is a unique combination of talent from Advertising and Digital Marketing to Design, which brings to life Big Ideas irrespective of the medium.

Over a Chilled 'Bear'

How many people pronounce 'Bear' as 'Beer'? Well, take a poll in India and the Beer-Bearpronouncers will win by a huge margin! Here, we are discussing local trends. We have a keen understanding of Indian markets, which are not only geographically divided but also diverse in Language, Values, Customs, and Trends. Emotional touch points like sports, films, or festivities, vary from State to State. Say, a Global brand that wants to advertise in a certain State in India, and is looking for a brand ambassador must know whether cricket, soccer, or kabaddi is popular there.

The Fear of Good!

Big Bears is all about brilliant ideas that work! We believe in: "Good is the enemy of the great." Be it Traditional Media or Digital media, it is the big idea that moves our client's business from good to great. Our quality work differentiates us in the clutter and converts to brand value. To sustain a Digital Marketing Plan you must have a strong creative campaign.



DIGITAL BRANDING

Digital Services

Our Digital Services include online promotions and contests, Social Media Marketing (on FB, LinkedIn, and Twitter), Social Media Optimization (SMO Managing pages, Response Management, and Hygiene Management), Brand Management, Email and Mobile Marketing, Website Development, Search Engine Marketing (SEM includes paid promotions on Google and websites linked to Google with relevance to Keywords), Online Reputation Management (ORM), Content Marketing, Pay-Per-Click Advertising (PPC), and more.

Analytics that Rock!

Our Competitor Analysis is thorough, revealing how competitors are performing, where they rank in Google Search, number of visits to their website, what strategy they are following. Analyzing their media spread is also very important, especially where are they advertising? Is it Google, websites, FB, Mobile Gaming, YouTube, LinkedIn, Twitter, Instagram, or elsewhere? Arriving at the right answer helps us leverage a brand in the right social media space.

Keywords that Work!

Big Bears Keywords Analysis team includes Digital Marketing experts, award-winning writers, and keen analysts. We also consult experts from the client's side, to understand their business better. Thus, our Organic Search Engine Optimization is more accurate, making a real difference to our client's brands.

The Goldilocks Zone

We can come up with the best Digital Plans for our clients because we do our homework. Every brand and every client has a unique requirement. Which Social media platform suits the brand best? Which platform to switch to from an existing one that is not giving the desired results? Where to invest and how much? We have the answer to these questions, thanks to our rich experience and Digital research capabilities.

Can You Cycle all the Way to Cannes?

We sent our client Yellow Jersey's helmet campaign for the Cannes awards! We took up the challenge of establishing this new Indian retailer of global bicycle brands and accessories with an effective clutter-breaking campaign!

How to position a new TMT brand when all others are talking about trust?

Kalinga TMT Fe 550 turned the tables in its favor with a unique campaign which proudly showcased the technologically advanced product with 'Advanced Grip Technology' while subtly positioning the long-existing brands as old generation players.

Why should Financial Advertising have to be boring?

The Financial Services industry values trust. We built an interesting campaign for Hyderabad-based Vivekam Financial Services, where the message: "We guard your Investment" was put across in a new and powerful way. From Outdoors, Print to Digital media, it had the desired effect of attracting potential investors who were just numbers for other similar Investment companies.

A fifty-year-old baby?

When Shenoy Hospitals reopened in Hyderabad, they wanted to say that they had been there for more than 50 years, and was renowned as the leading Gynecology Specialty. How to say it without sounding boring? Well, we got together those who had been delivered at Shenoy Hospitals and the 'youngest' baby happened to be 52 years of age!

Will celebrity endorsement or creativity work for a Luxury brand?

MSR, one of India's leading Luxury Home Automation, Luxury Gadgets, and Luxury Home Cinema with a 'Page 3 clientele' is today celebrated as an icon of Luxury Living. The campaigns are all about class and creativity!

How much juice can you extract from one Lime?

The Lime campaign won the Integrated Campaign Gold Award at ADEX 2014, Hyderabad's Advertising Festival. With close to a thousand entries, it was an easy choice!



A product becomes a brand only when it is fleshed out into a a logo and a baseline. It is of utmost importance that this brand genesis takes place based on the right premise. That is, the attributes of the product and the promise of the brand are well-reflected both visually and verbally. For instance, the logo above represents entrepreneurship. The visual depiction is that of a honey bee and represents hard work, enterprise and the ability to be productive. The usage of a single vibrant colour makes for a powerful entity representing: "be the change".

Other logos created by us are shown in the facing page.





Wahi swad, ek naya andaaz. SINCE 1978













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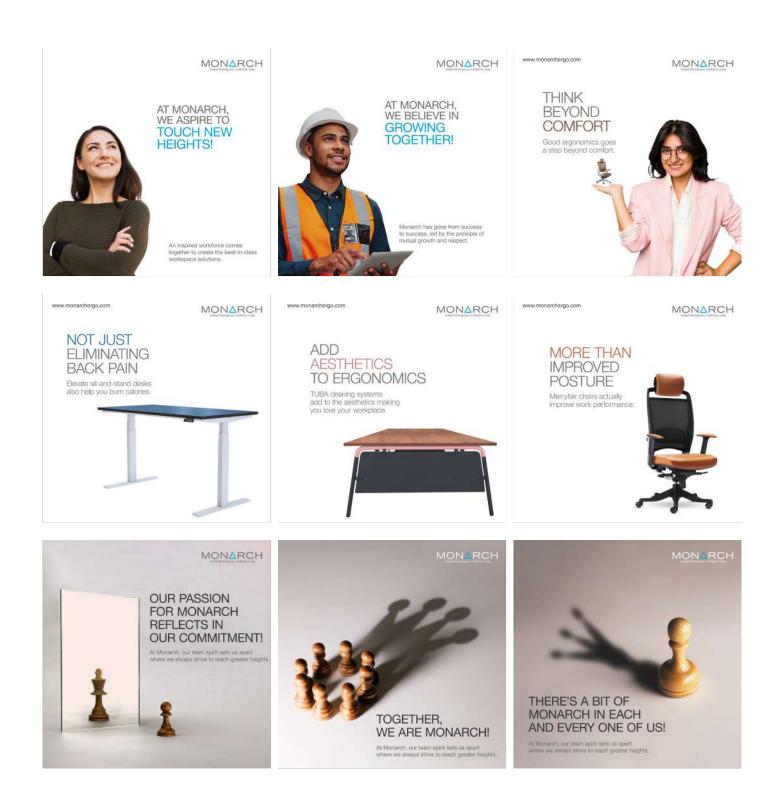




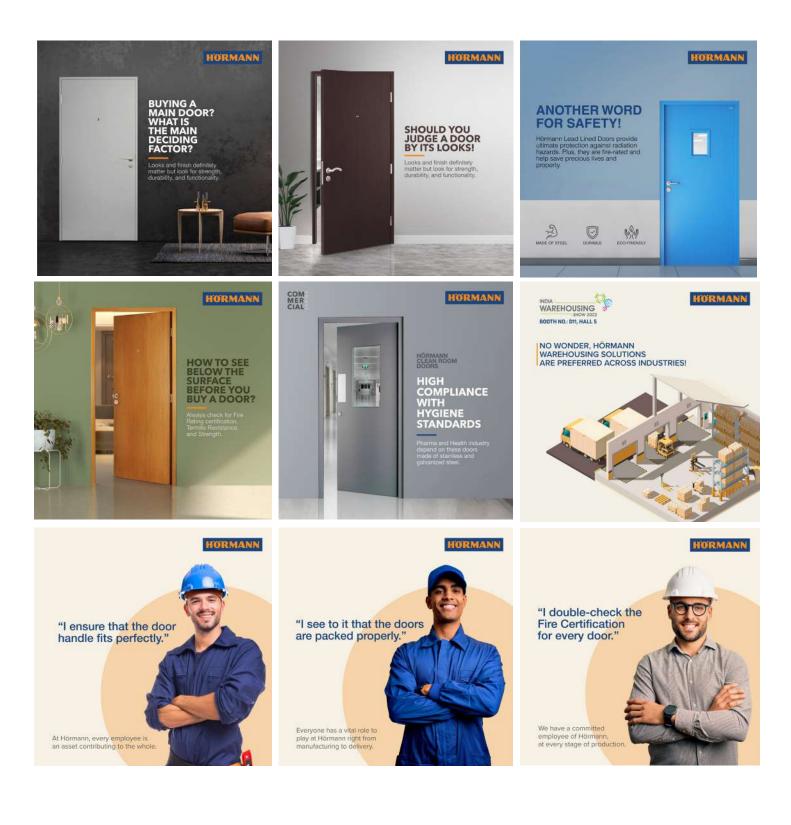
Adding spice to life!



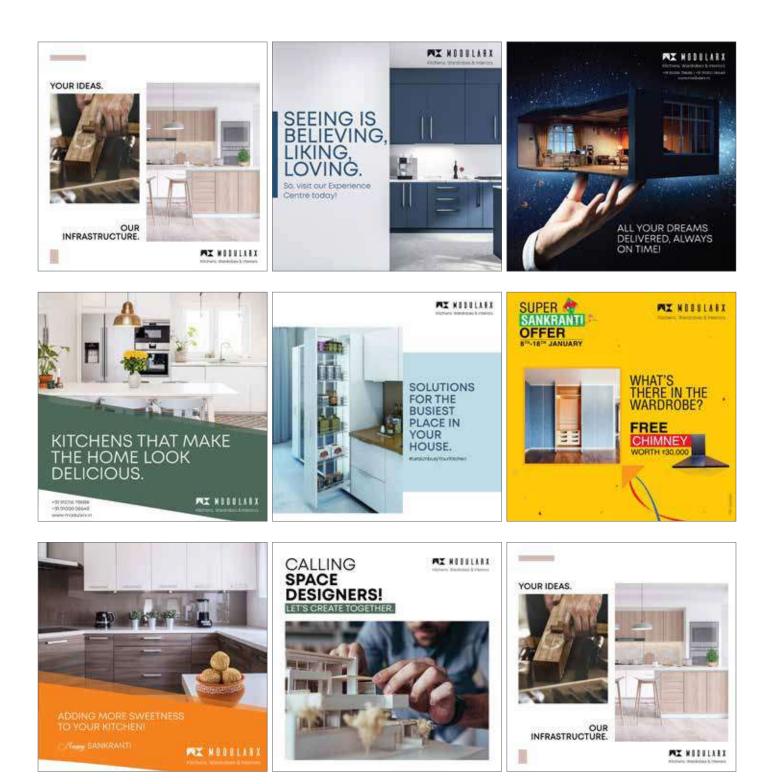












Employer Branding and Website









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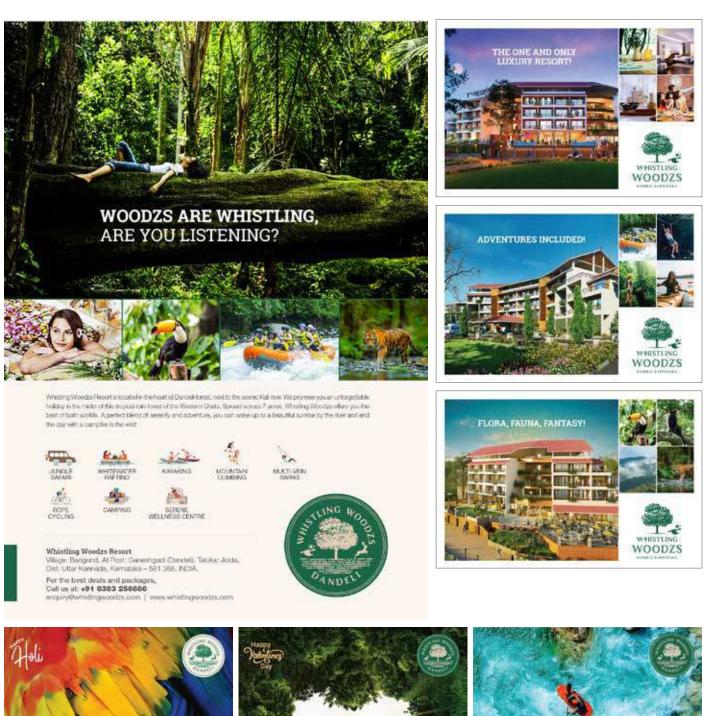






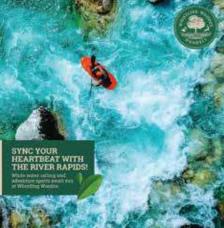






ENJOY THE COLORS OF NATURE!



















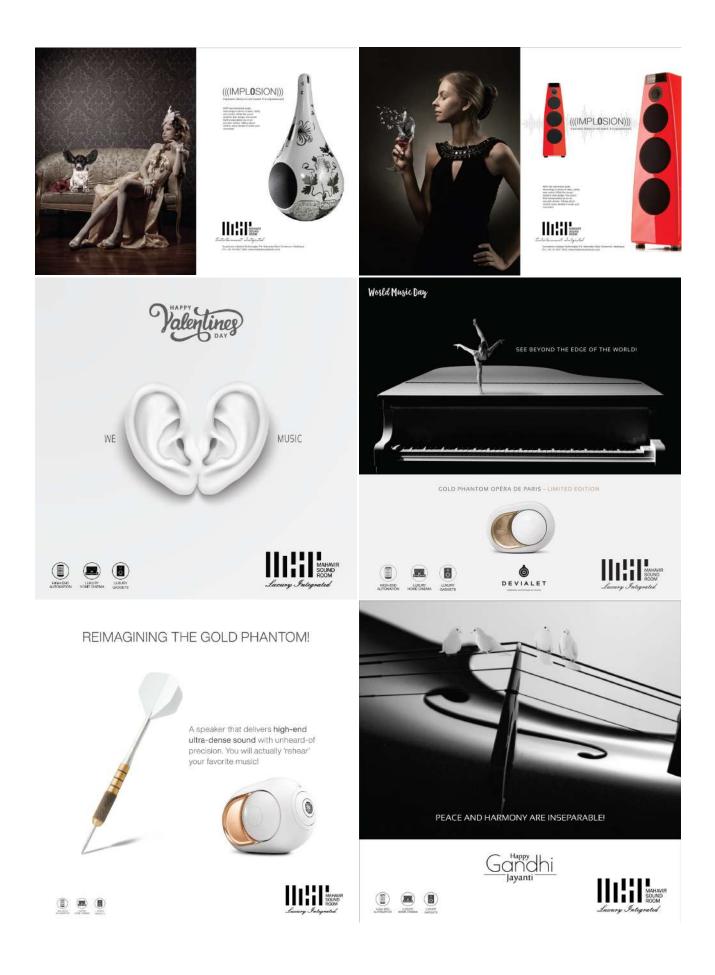




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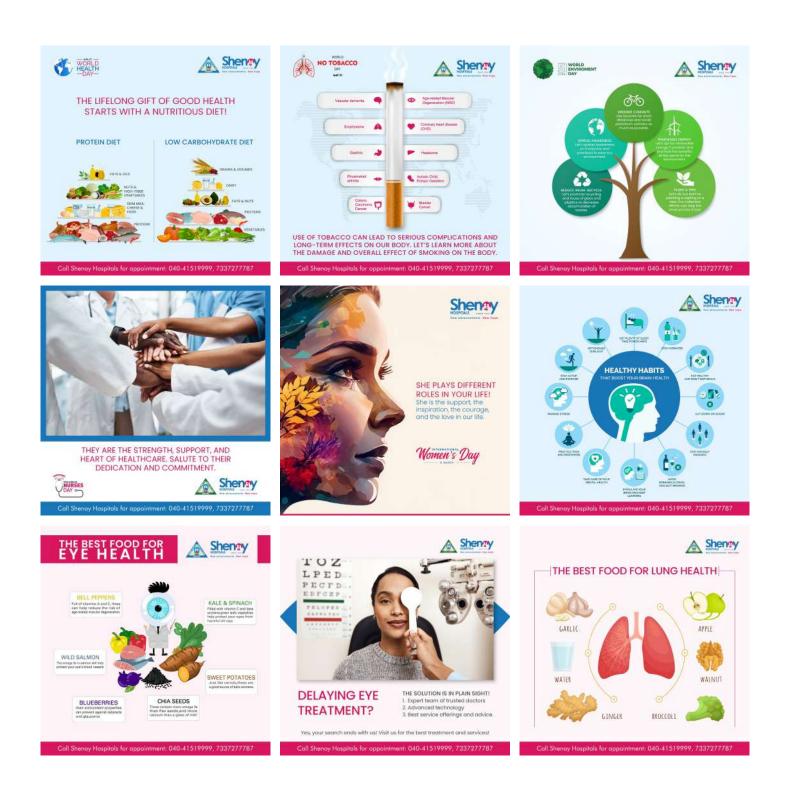


ADVANCED









Branding and BTL







SEARCHING FOR CUTTING-EDGE TECHNOLOGY IN PLASTICS MANUFACTURING?







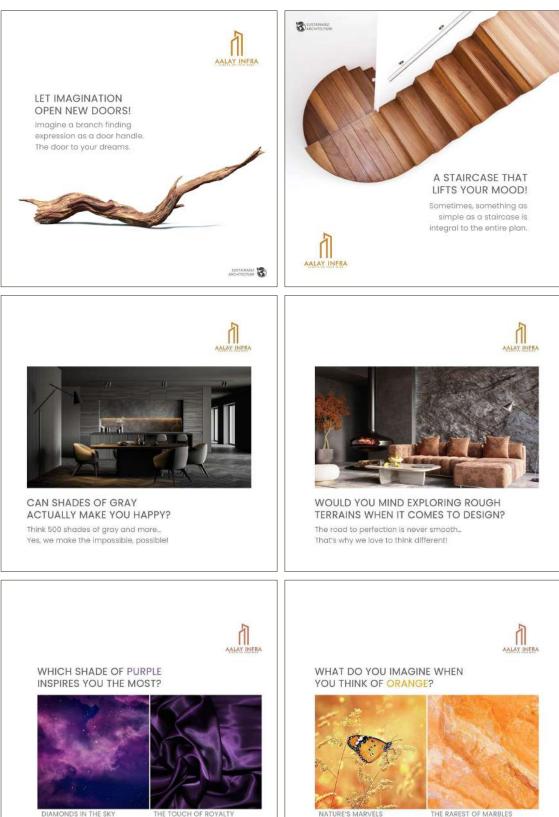








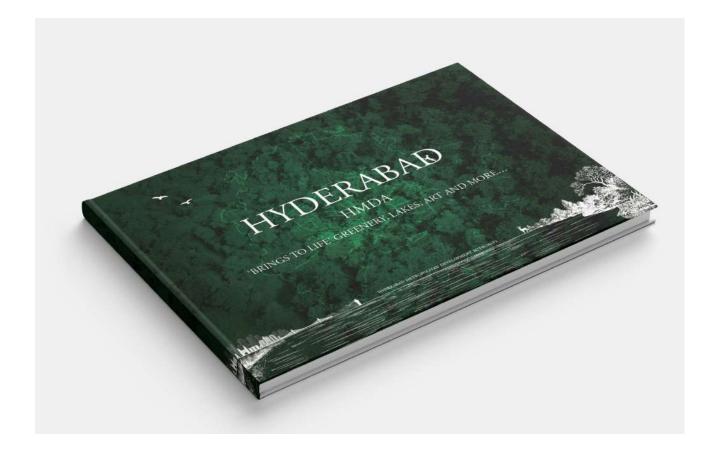




At Aalay, we believe that creativity lies in breaking boundaarles. Where, every shade of life, has its unique interpretation. NATURE'S MARVELS

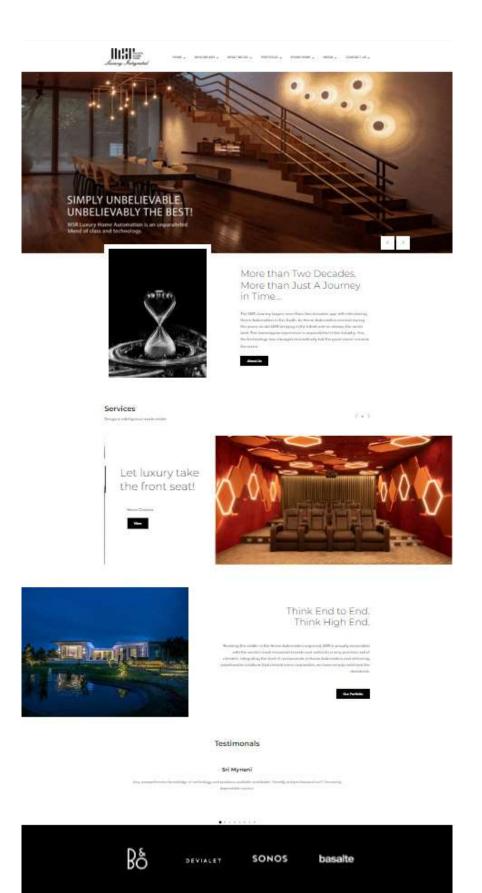
At Aalay, every project is unique. It's a reflection of your personality, an extension of yourself.

Government Projects



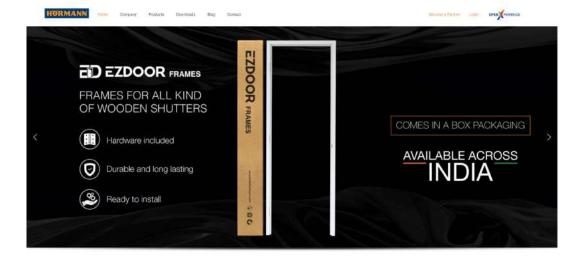






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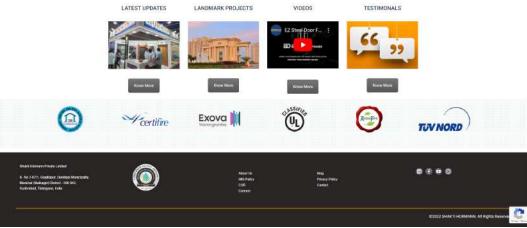
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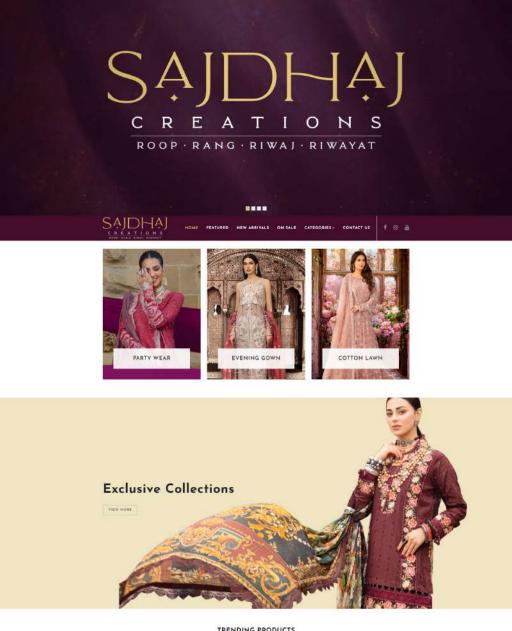




LANDMARK PROJECTS







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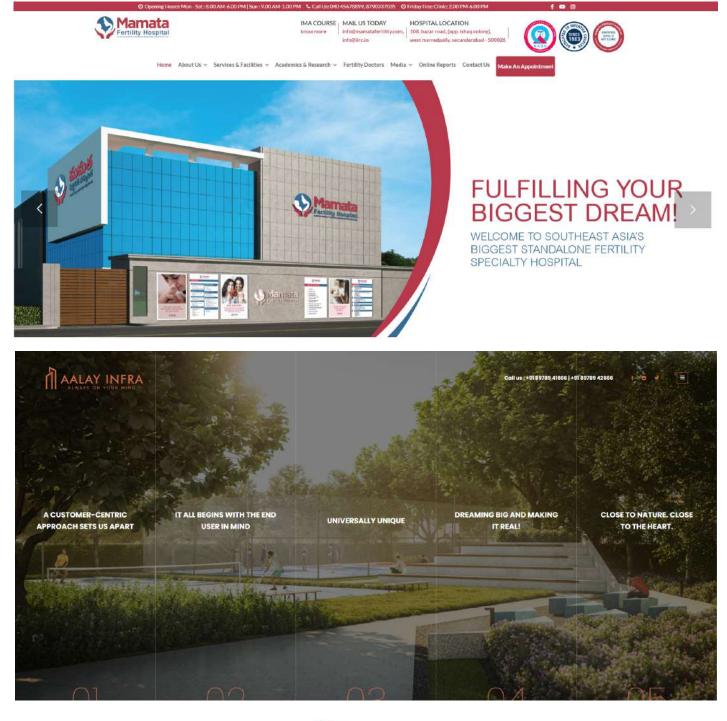




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