

time to be  
**CREATIVE**

**"Yes** - We are idea driven, **No** - Not just driven by any idea"

# “ To *Effectively Communicate...*

*We must realize that we are all different in the way we perceive the world  
...and use this understanding as a guide to  
our communication with others.*”



## CORPORATE PROFILE



### “ MISSION STATEMENT

We continuously inspire effective communication using new age technology creating and stimulating opportunities for growth ”

**Designmax** is a creative agency offering a wide array of services ranging from design to advanced web products. Our passion is derived from the broad requirements of clients that we deal with, helping us create solutions that match their requirement if not exceed them. We have vast experience in the creative domain, along with project experience and development. Our goal is to establish long term relationships with clients based on trust and experience gathered over the years.

**Designmax** puts its dedication to every project. Our talented team of designers constantly evolve both as people and specialists. We believe that 'everything can be bettered' and are pushing brands into new, deeply engaging territories.



### VISION STATEMENT

“ To create opportunities that drive growth worldwide ”

We ensure that the right mix of practicality and creativity is brought to every project. We do this by involving our team to strategise well before the initiation of the plan. This means that as the project progresses, there is a constant flow of information between our teams, thus providing seamless transition across stages. This enables us to deliver far more efficient and cost effective solutions to our clients.

# CREATIVE PROCESS

“ A mind once stretched by a new idea,  
never regains it's original dimensions.”



## Briefing

Understanding the broad requirements  
and drafting a project outline



## Research

Broad research on the task at hand  
alongwith competitive analysis



## Conceptualising

Brainstorming, generation  
of ideal concepts, sharing  
ideas with the client



## Design/Development

Implementing the conceptualised idea  
to flow through the desired layout



Time based creative solutions



## Feedback

Artwork / design approval for adherence  
to specifications set by the client



## Delivery

Preparation for  
final output

## OUR SERVICES



### “ PRINT & DESIGN

Design is not just what it looks like and feels like. Design is how it works. ”

#### **Creative Design**

Building a world-class brand doesn't happen by chance. It's a purposeful endeavour that is rooted in disciplined, strategic thinking and imaginative creativity. What evolves is a brand strategy, story or experience that's simple, fresh, and an asset that drives your business ahead.

#### **Brand Recognition**

We help take brands to the outside world and build the same recognition within the workforce making each participating entity within, an evangelist for the brand. We also devise the brand name that is the connection to this experience, with names that can give the competition a run for their money.

#### **Visual Layout**

Pictures speak a thousand words and first impressions matter – our designs resonate this fact, with appealing copy well balanced and synergised with visuals. Our designs highlight and expand the core tenets of your brand.

#### **Immersive Experiences**

Digital media enables an intimate interaction between your brand and your customers. In our practice, we extend your brand into a unique digital experience, through website designs that engage users and are browser compatible.

#### **good design**

begins with honesty, asks tough questions, comes from collaboration and from trusting your intuition

We redesign design, redefine colors and realise your potential.

Welcome to **Designmax!**  
Leave all compromises behind.

At Designmax our focus is to make your brand work for you rather than making it look beautiful, that means we need to understand your product / service thoroughly.

Apart from bringing out the best of your product / service, our creative agency also helps build brand equity.

We create a brand strategy, story or experience that's simple, fresh and an asset that drives your business ahead.

## OUR SERVICES .... CONTD.



**Corporate Branding** simply allows a company to distinguish itself from other competitors in a unique way. **Corporate Identity** and **Brand Recall** is critical to acquire more business and run the current business in a most efficient way.

With thoughtful marketing plans and workable budgets, Designmax creates memorable brands that attract.

Our comprehensive planning and forward-thinking vision take your brand from scattershot to strategized. If you're looking for a marketing plan to take your practice forward and positively affect every patient interaction with your practice, we can help.

Designmax experts help you clarify your marketing goals and develop a list of specific tactics you can deploy to achieve them.

Let us help you prioritize, budget and kick-start marketing programs that will grow your brand and your business.

### **Corporate Brand Strategy**

Build a brand and launch with a plan and budget. Whether you are happy with your brand or in the mood to make a change, a consistent message and look is a must.

A skillfully crafted brand creates a distinct look and feel for your practice, from your high-impact logo to your instantly recognizable color scheme.

A solid brand is also built through consistent messaging and identity pieces that represent both who you are today and what you want to be known for tomorrow.

## OUR SERVICES .... CONTD.



Designmax has a deep understanding of the **publishing industry**. Effectively, we help publishers to determine the right digital business model and optimize future revenue growth through a multi-platform approach. Publishers need to focus on building and delivering a strong, recognizable brand and to not give their customers away to their channel.

In addition, as growth has slowed and with lagging digital monetization, the industry has faced pressure to reduce cost of materials, SG&A, back office expenses and to find new ways to drive future value.

The print and publishing industry has undergone a dramatic change due to the digital media revolution. There has been a noted push to move from newsprint to the web even as the publishing industry at large is becoming digitized.

### **Print & Publishing Industry Solutions**

The publishing industry today is challenging. The competition landscape is changing and new, aggressive players are emerging.

### **Few challenges faced by the overall publishing value chains are:**

- ▶ Inability to monetize the print publishing assets for multi channel distribution.
- ▶ Increasing demand for flexible and sophisticated subscription management solution.
- ▶ Multiple content formats, distribution, editorial and advertising publishing workflows.
- ▶ Inadequate digital asset management systems for production and marketing assets.
- ▶ Digital content files, delivered from many sources in various formats, are growing in size and complexity. This increases the challenge of managing and searching multimedia content.

## OUR SERVICES ..... CONTD.



### DIGITAL

Making the simple complicated is commonplace, making the complicated simple, awesomely simple, that's creativity. ”

#### **Communicative Projection**

Imparting your story, promoting your services or products, providing customer service – all require a solid framework. We create the best platform to ensure that communication to the target audience has no shortfalls by way of website design.

#### **Practical Accessibility**

Even critical information misses it's target customers if they can't locate it. We structure the websites we design in such a way that makes accessibility quick, easy and intuitive within the site architecture or through digital experiences.

#### **Brand Loyalty**

The digital experience is the international location where a brand delivers on it's promise. Great experiences build brand recognition, inspire brand loyalty and, ultimately, drive business. We take advantage of people's behaviours and apply them practically when designing interfaces that are simple, intuitive, efficient and gratifying.

#### **the good thing about the web**

is when you are on, the whole world can see you. the bad thing of course is they will judge you by what they see

A website, what is it really?

A website is your virtual brochure, rather it's virtually your brochure. Web presence is undoubtedly one of the most important marketing tools these days.

A corporate representative for everyone who visits.

A sales representative for customers.

A public relations manager for information seekers.

A news agent for those who need to know the latest.





**DESIGN MAX**  
THE WAY TO FLY UP

## OUR SERVICES .... CONTD.



A well-made, frustration-free website doesn't just look appealing and function flawlessly. It also accurately reflects your brand and contains skillfully crafted content that attracts visitors to your site and engages them once they've arrived.

Designmax delivers secure website hosting as well as beautifully designed, turnkey sites that capture people's interest and function seamlessly, on any type of device.

We also track website traffic, so you'll know just what's working well and how much return you're really getting on your website investment.

**Social media marketing** is a medium on which advertisers promote our products and services, platforms are Social media and websites where people can share their thoughts, photos, experience, their day-to-day activities with friends and family with just one click.

### **Web Services & Solutions**

Your practice's website is a key marketing tool. Ten seconds. That's all the time you have to engage your website visitors before they click away.

The internet is the most powerful form of marketing available today. Does your web presence work as hard as you do?

Without an appropriate, functional website that gives prospective clients what they need, a company simply cannot compete effectively.

## OUR SERVICES .... CONTD.



We have catered all categories of clients for their marketing needs in **Digital marketing** and **Social media marketing** at a pocket-friendly cost.

For us, client satisfaction is our topmost priority because **“we believe when our clients grow, we can grow too”**. To meet client expectation we do backend research after that we make our Digital media strategy and Social media strategy to get the result as per client expectation which helps us to build client's confidence towards us.

We are always ready to take up new challenges with both hands and that is the reason which makes us updated with new market trends and technology. We have delivered our best services to our clients as and when required & inquired because client servicing is our forte.

**Digital Media Marketing** is simple as this is going to sound, digital marketing is just marketing using digital tools to your customers therefore if communicating value to your customers using digital tools.

**Digital Media Marketing** differs from Traditional marketing.

Understand the difference between Digital and Traditional marketing.

Traditional marketing depends on tools and mediums like print media, radio, television, outdoor and digital media depends on made up of tools like search engine marketing, social media marketing, content writing marketing like blogging, articles or video creation, email marketing, and online PPC advertising. (pay-per-click)

**The Future of digital marketing** is very bright as we all can see the huge shift of the Audience on digital platforms. The cost to use digital services is very less in comparison to the past and that is the main reason for the shift.

## OUR SERVICES .... CONTD.



Designmax provides **data processing services** that addresses key data management, processing, organizational and storage challenges faced by today's businesses.

With decades of providing data entry services, Designmax has been reliable in optimizing data management and improving business outcomes for organizations of all industries. Our end-to-end solution transforms fragmented data into a holistic, usable framework so companies can identify patterns and trends with their data, solve critical problems and seize opportunities from actionable insights.

Designmax data processing ensures that information remains valuable by taking raw data and analyzing, sorting, organizing, interpreting or preparing it for storage, so that it can be better managed by your business.

### **Data Processing Services**

Data collection is the way of assembling and estimating data on targeted factors in an established and methodical design, which make important decisions post data processing and analysis.

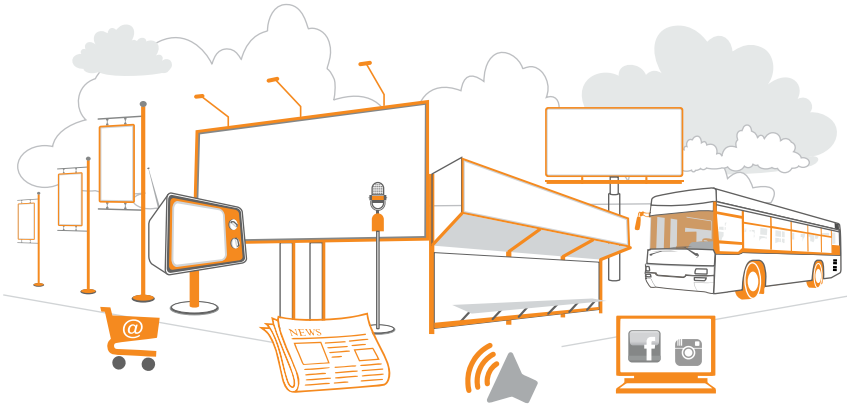
### **Exclusive range of Data Processing services:**

▶ **Data Mining** - Designmax meticulously combs through data, including website, text and database data, to correctly process the information that is not only accurate but also best suits company requirements.

▶ **Data Cleaning** - When company has difficult databases that include multiple, duplicate, partial, error-filled or discrepancy laden information, our cost-effective data processing scrubs your information of this extraneous information so you can work with accurate, organized information

▶ **Data De-Duplication** - Businesses weighed down with thousands of duplicate informational sources can utilize our data processing, which cuts down excess data by merging information, deleting duplicates and integrating existing data for a cleaner, user-friendly database.

“ **Communication** is the key to success, with positive intention is equally important, hence positive communication is the principle to get success in life. ”



## **Contact us**

If you would like to know more about Designmax, drop us a line. We are eager to hear from you.



**DESIGN MAX**  
THE WAY TO FLY UP

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