





VALUES WE LIVE BY

Absolute transparency with our employees, clients and suppliers.

Importance to relationship based on trust and mutual respect.

Freedom to Innovate.



Tempest is the only Indian Advertising agency to have coestablished an international agency network with it's presence in the Americas, Europe & Asia



Our





Sheraton Grand

PUNE BUND GARDEN HOTEL

























Our Services

MARKONE

BRAND ADVERTISING

DIGITAL DNA

DIGITAL MEDIA SERVICES

FARENHEIT

EVENT MANAGEMENT

ASSETONE

HR BRANDING

SAMBANDH

CRM SERVICE



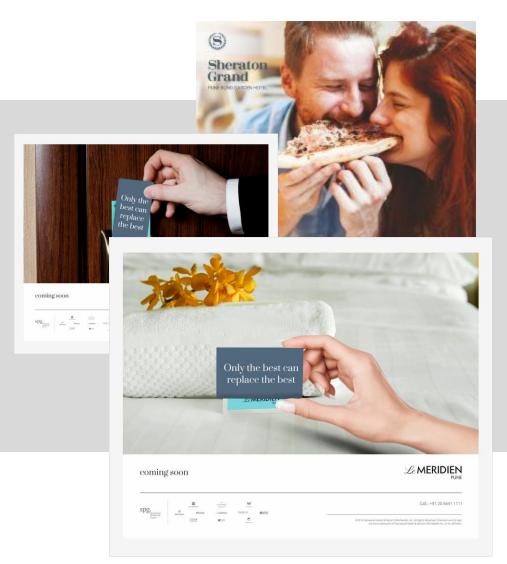




The

ERLE, the iconic hotel of Pune, was being taken over by Sheraton Grand. The objective was to communicate the same to the masses.

It was decided to put Sheraton Grand and Le Meridien on the same pedestal, hereby retaining the emotional connect that people had with Le Meridien and bringing about a new experience with Sheraton Grand. The striking visuals along with the headline "Only the best can replace the best" helped us to achieve the desired result.

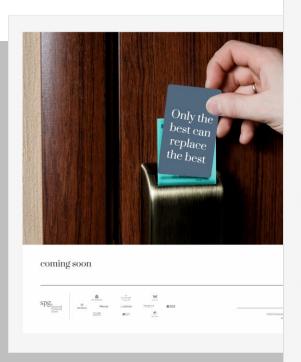




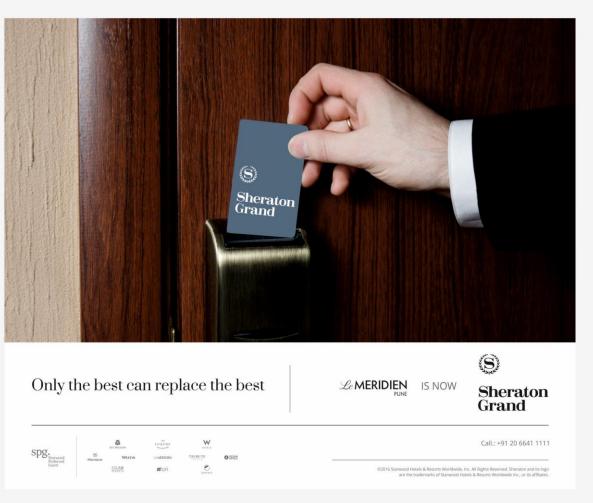
Sheraton Grand

PUNE BUND GARDEN HOTEL







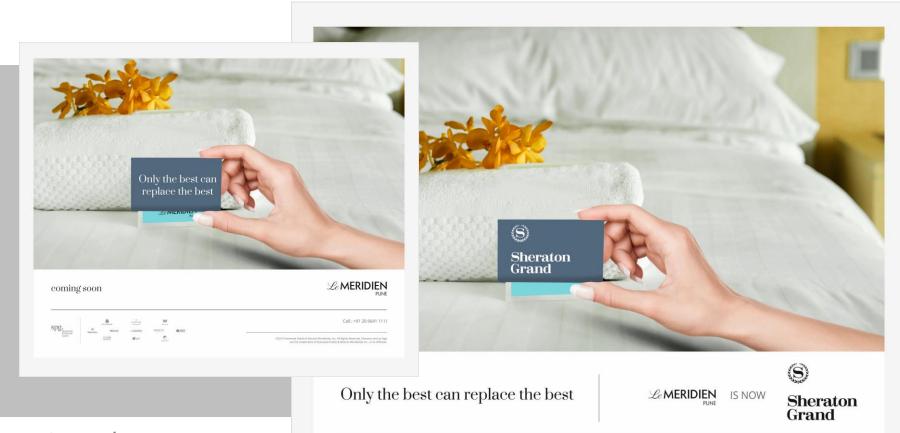




Sheraton Grand PUNE BUND GARDEN HOTEL



Call.: +91 20 6641 1111

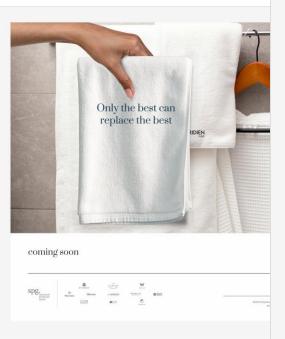


Launch campaign

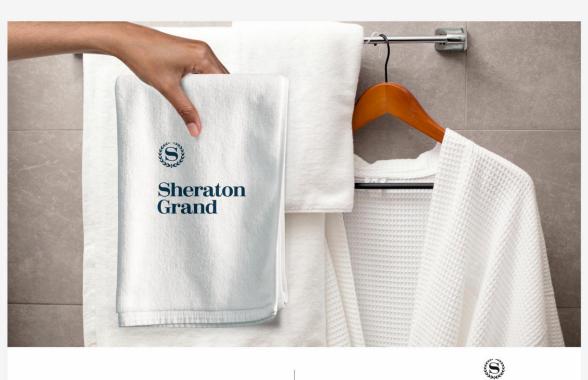


Sheraton Grand PUNE BUND GARDEN HOTEL





Launch campaign



Only the best can replace the best

Le MERIDIEN IS NOW

Sheraton Grand





Call.: +91 20 6641 1111

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Sheraton Grand PUNE BUND GARDEN HOTEL





Launch campaign

We've Arrived

Laxury just got an entravagant apgrade. After serving Pube for more than 18 years, Lo Mécolon, Pune has paved way for Shouter Good to more its goods with an array of new oflorings. Cone over and witness the change with your own eyes.

Call +9120 8641701

Le Meridien Pune Sheraton is now Grand

PUNE BUND GARDEN HOTEL





The BRIEF

Le Merdien, Pune, an iconic 5-star hotel in Pune had just been taken over by the international brand 'The Sheraton Grand'. With the change of guards, the respective restaurants were also undergoing a renovation and were to be relaunched. Bene Italian Kitchen, what was earlier Favola, was to be branded in the Pune market as a restaurant that would serve authentic Italian delicacy. While all other local brands had their presence it was esentially to make our presence felt.

The idea was to use Italian food items and connect it with a historical monument of Italy that people could easily identify. Hence we created a unique visual identity. The headline was deliberately kept short and a word was coined that could mean "Enjoy delicious Italian cuisine", thus "It's Italicious!"

Launch campaign





Sheraton Grand PUNE BUND GARDEN HOTEL



Enjoy unthentic Italian delicucies at





Launch campaign

sherston.com/grandpunebundgarden | reservation.pune@sherston.com | Call. +9120 6641 TTT

6206 Market (normalised, by, All Rights Proceed, Stagolins, SPG, Perfored Cape, Sheeke, Minde, N. Rage, The Lauve Collector, V. Le Mindon, Design Horse, Tabula Particle, Elevano, Andi, Four Particle of the Impactive Organ are training for Market Versional, Inc., or by efficiency





Sheraton Grand PUNE BUND GARDEN HOTEL





Launch campaign

Enjoy authentic talian delicacies at



sheraton.com/grandpunebundgarden | reservation.pune@sheraton.com | Call: +91 20 6641 TII1

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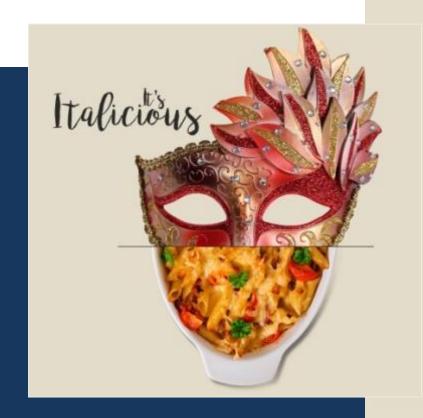




Sheraton Grand

PUNE BUND GARDEN HOTEL







Enjoy authentic Italian delicacies at

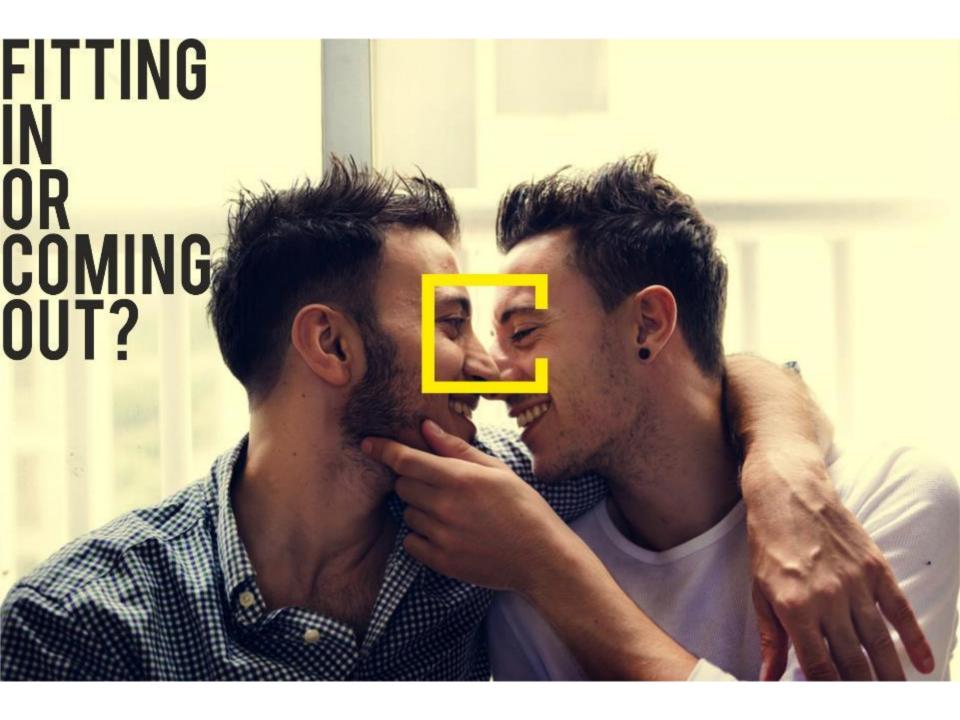
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Launch campaign







The

Beverages, needed a packaging revamp. The challenge was that the previous packaging looked very mass-driven and did not justify its price tag. Thus, we had to make the bottle look more in the league of leading competitors like Maaza, Slice, Frooty and the likes. To achieve this complete makeover, we firstly created a new logo unit using stylish sanserif font. The fresh mango fruit, juice splash, and luscious mango cuts were used to create temptation. To complete the look, we used fresh blue crystal pattern to symbolise cool drink while creating a stark contrast with yellow. Et Viola! We got the perfect brand new look.



Brand identity









Packaging







POS







Promotions







The BRIEF

Oxycool is a packaged drinking water brand falling under the brand umbrella of Shelke Beverages. The challenge presented to us was total restructuring of the brand, right from positioning, branding, tonality, to design language. Thus was born the campaign 'Revive. Recharge.' The campaign was an offshoot of Oxycool's newly crafted brand positioning 'Live Non-Stop' - which elaborates the importance of water as an essential element for survival and fuses it with the goodness and purity of Oxycool packaged drinking water. The clean layout, bold fonts and fresh colours blended the big idea into an eye-catching piece of communication.



















The

wanted us to conceptualise their brand positioning and campaign. A brand that was facing a huge competition from established brands like Patanjali, Lotus Herbals, Ayur, Keo Karpin, Indulekha and likes, had to break the clutter and own a unique mind space. We observed a peculiar pattern in which most ayurvedic products advertised their products - a traditionally dressed woman, sages, dried herbs in a mortar, etc. We wanted to give it a new-age look. Thus was born the campaign 'Fashionably ayurvedic'. Through this campaign we inspired our consumers to keep trying newer fashion and styles. The underlined message was to undo all the damages done by fashion with our herbal (ayurvedic) products. The look and feel of this campaign was kept modern and trendy to appeal to diverse target audiences.









Campaign

Help line no: 74100 27929 | 39 | 020 - 2434 8433 | contact for distributorship: contact@snehamnutherbal.in available in all medical stores | By cashless on: www.snehamnutherbal.com 0 0 0 0 0 0 0 0









ricip time no: 74 (00 37539)29 (035 - 3424 8433) connect for countries connect@orehemnativerballin Auditable in all medical stores (By carbless on; www.archemostherballicom

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The

premium offerings. It was one of the tallest buildings in Bangalore but was located in an area which though in proximity to the commercial hub, was still not fully developed. We therefore had to position it for those who have arrived in life, are confident of themselves and are able to see the future growth potential. We also had to highlight the height of the building and hence showcased it through a hot air balloon floating at a lower height.









Real estate















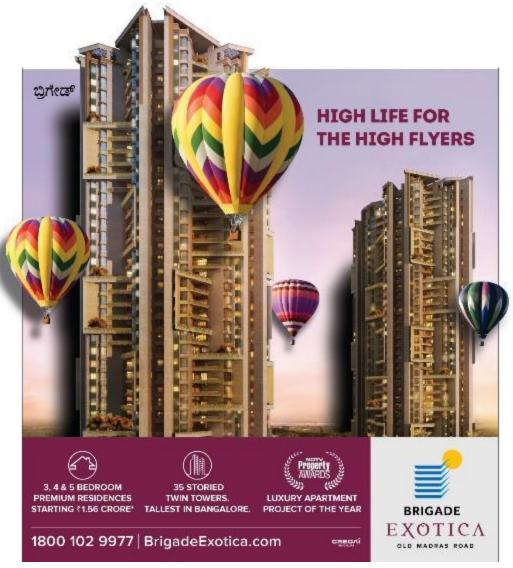
Real estate

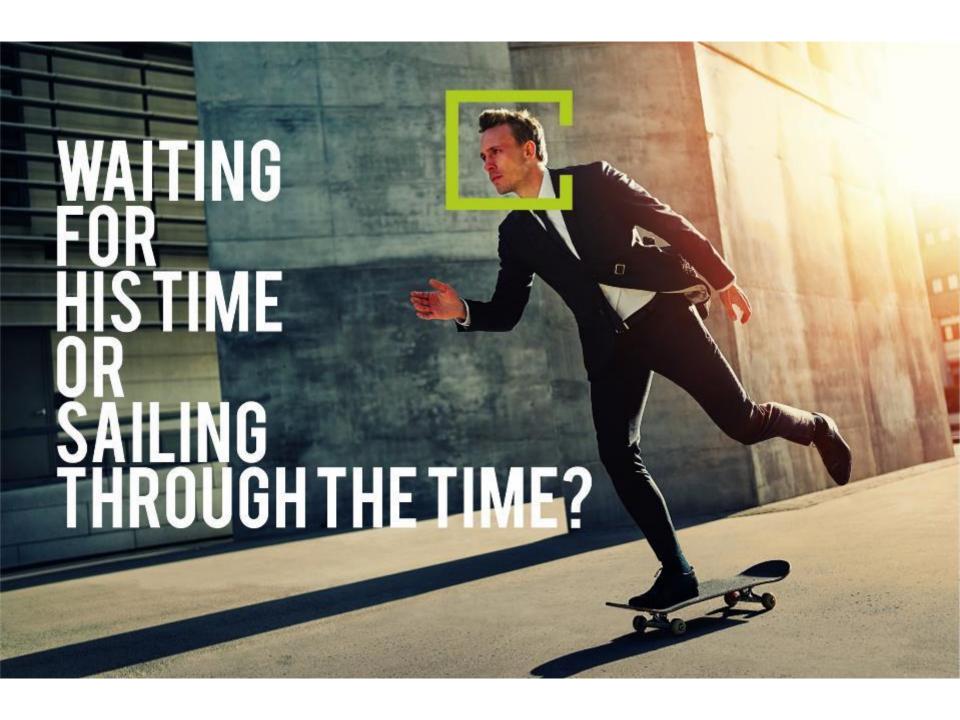






Real Installation billboard estate











OUR
DIGITAL
STORIES





- ₹ A start-up venture by Invizo Technologies
- ₹ A family based app with 8 different modules
- ₹ Name, Logo and Positioning developed by us
- ₹ Handling 360 degree branding and communication mainline and online for Elivio





HALLENGE: Create a Social Identity and help the brand from the launch till now through its lifecycle









ESULTS: ₹

- Successfully launched the app and brought in followers
- 50k FB likes and More than 20K downloads
- FB 21% traffic and 50% by Blog







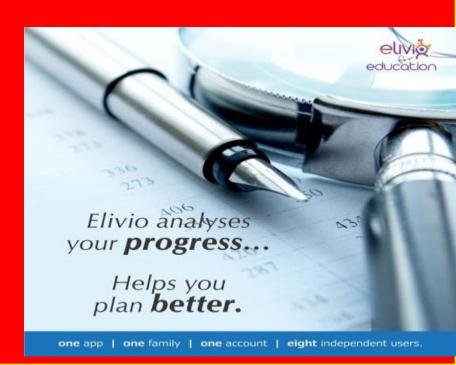
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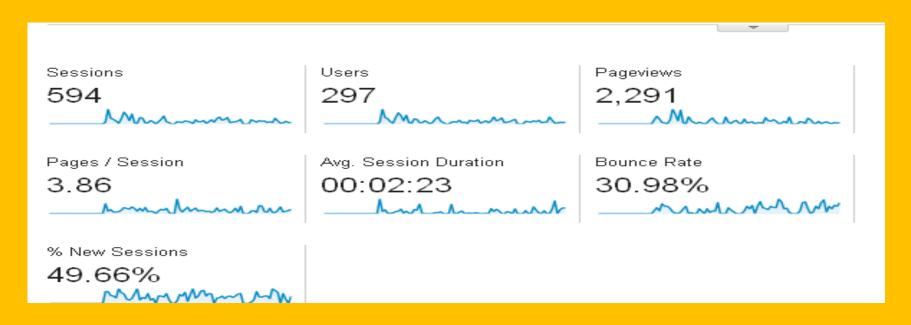
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> Blogs contributed to about 40% of Elivio's web traffic

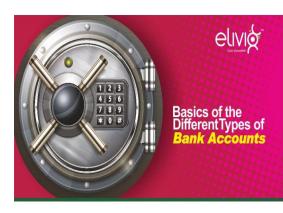


> Face Book brought 7% of that traffic

Blogs











Seven Simple Steps to Stay Fit

We women always find ourselves in the middle of a never ending 'To Do List'. Be it the office deadlines, the piling household chores or the pending grocery shopping. And, if children's exams are around the corner, or the domestic help is on a day off, even taking out an hour for fitness simply becomes impossible.

Mostly, all we do about exercise, diet plans and fitness regimes is blame our time crunch and carry on living slack. That's got to change.

So, this Women's day let's prioritise!

We bring you 7 simple ways of staying fit that fit your busy schedule.









Drink Lots of was









Stay a step ahead with 10 easy foot care tips, this world health day.



Wash your feet everyday with warm water



Gently wipe off the water (pssst... Don't forget the skin between the toes)



Apply an alcohol free moisturizer on your feet but not between your toes



Cut your nails carefully



Examine your feet everyday and don't trim corns or calluses by yourself. Get help from doc.



Walking barefoot is a big no no.



Always wear clean socks



Use diabetic footwear



Check your shoes before wearing them for pebbles, pins or anything that might hurt your foot.

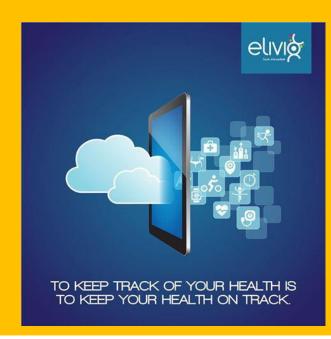


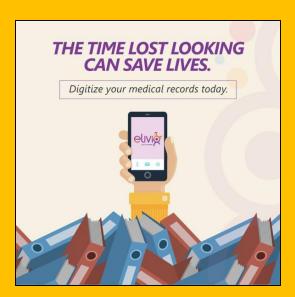
Get your foot examined at regular intervals.







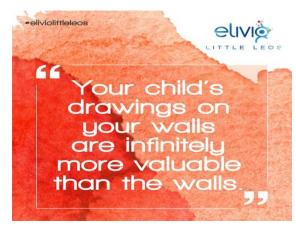




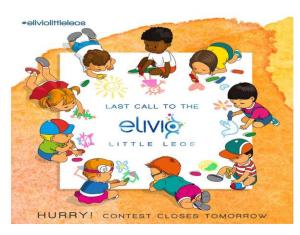
#eliviolittleleos















₹ Launched by Magarpatta City in alliance with farmers of Nanded Village, Near Khadakvasla, Pune

₹ It's a 700 acre city

₹ Our client since 2009



HALLENGE: Product focus towards young couples

T OOLS:



R ESULTS: ₹ Engagement on th

₹ Engagement on the FB Page increased by 300%



Women's Day Campaign











I have no qualms in accepting the fact that my career is as important as my family.

I neglect neither. I respect both.

anded City



A 700 Acre Mega Township or Sinhagad Road, Pune.

One small drop can start a ripple.

Your one decision to pledge can start a wave of change



Save Water Before it's too Late!



- ₹ Andhra Pradesh Tourism Development Corporation (aptdc)
- ₹ Primarily objective was to promote destination and aptdc resort on digital platform
- ₹ Won ADEX Gold Award for best social media campaigns





HALLENGE: To generate interest among viewers while promoting various destinations and all Haritha Resorts







ESULTS:

Engagement increased over 400%













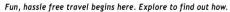
APTDC Packages and Hotels can be booked at E Seva Centres of Hyderabad.

BOOK ONLINE - LORD BALAJI DARSHAN AIR PACKAGE BY APTDC IN ASSOCIATION WITH SPICEJET

Know Andhra Pradesh

Search

Notifications

































FB

Twitter





HALLENGE: Create engagement on social media for CCL

T OOLS:



- R ESULTS:
- ₹ Increased Facebook Fan activity by 1000%
- ₹ Increased engagement and viewership to over 1 million



Social Media













Engagement on CCL's facebook page improved by 1000%. We created exciting Facebook offers and games that kept the target audience engaged for longer and improved interaction on the page as well.



Social Media



Video Marketing







Analytics

Statistics

BEFORE



AFTER







Acquisition

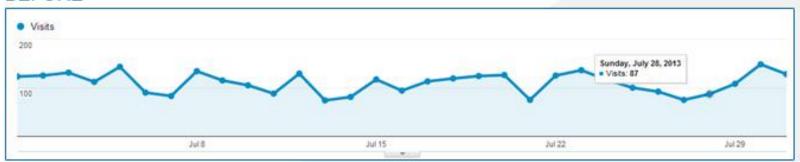






Google Analytics

BEFORE



AFTER





Facebook Insights









Facebook Insights







BEFORE

Stats	Day 1
Google Page Rank	2/10
Incoming Google Links	2
Incoming Yahoo Links	0
Incoming Bing Links	0
Pages in Google Index	163
Pages in Yahoo Index	34
Pages in Bing Index	33
Listed in DMOZ	Notfound
Alexarank	2,606,513
Sites Linking In	2

AFTER

Stats	Today
Google Page Rank	3/10
Incoming Google Links	2
Incoming Yahoo Links	0
Incoming Bing Links	0
Pages in Google Index	265
Pages in Yahoo Index	59
Pages in Bing Index	59
Listed in DMOZ	Submitted
Alexarank	761,326
Sites Linking In	73



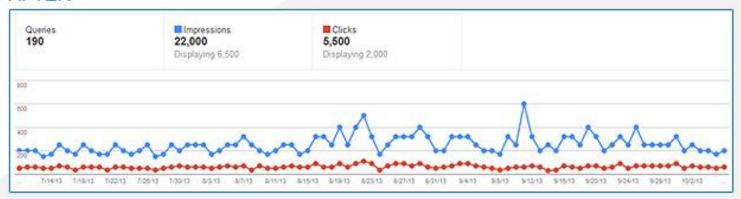
Search Queries

SEO CO

BEFORE



AFTER



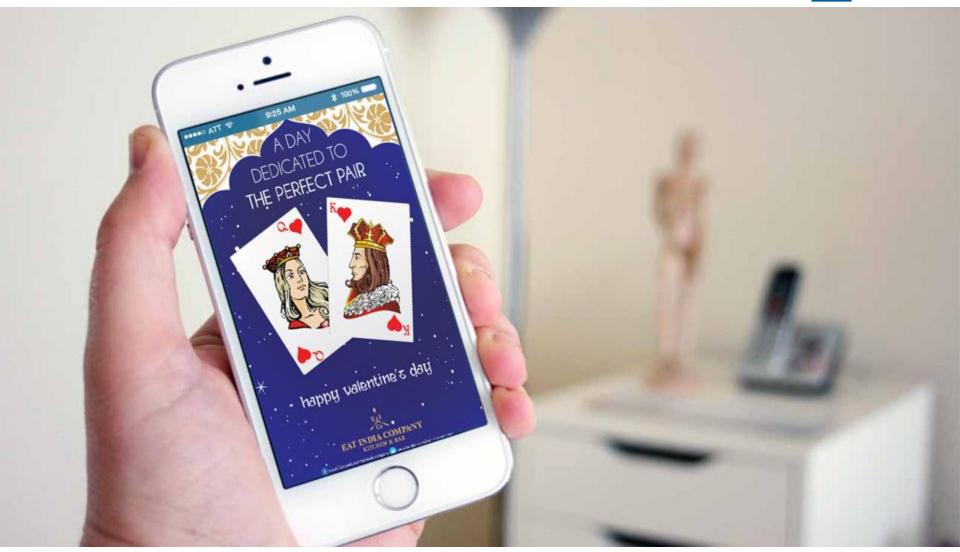








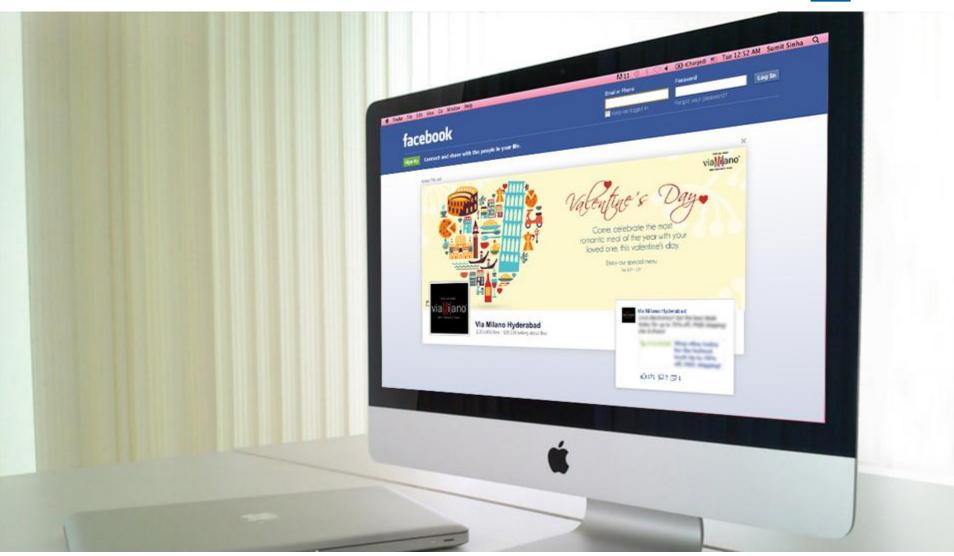




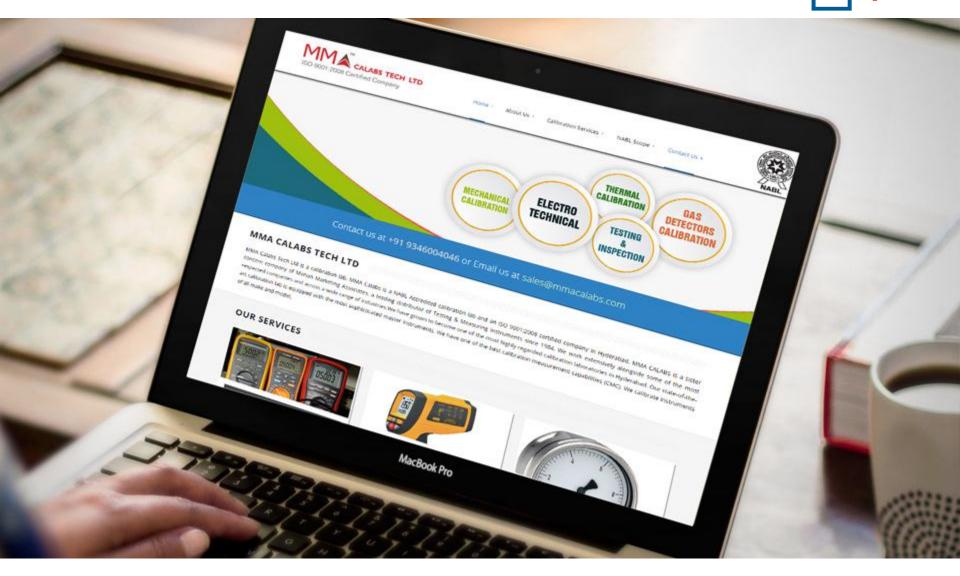








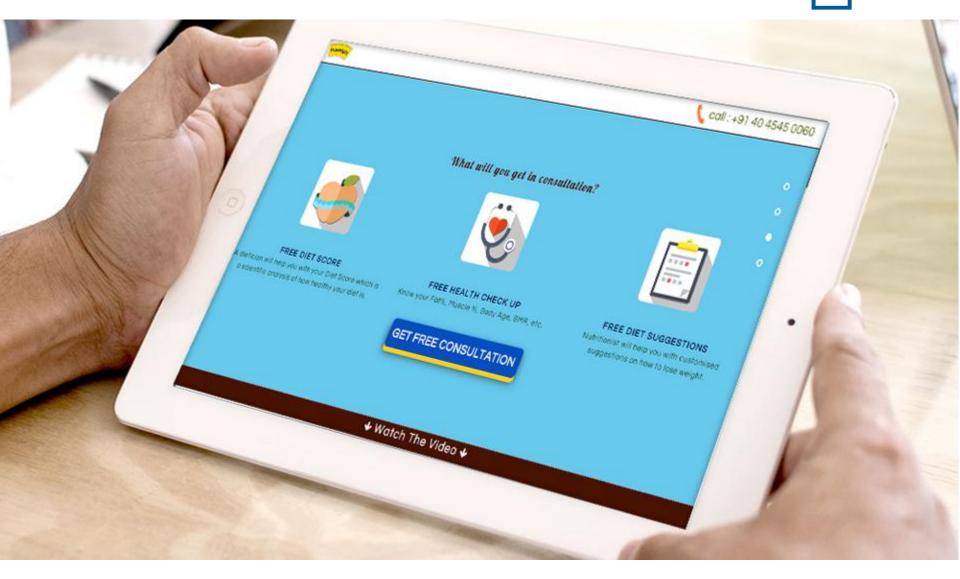




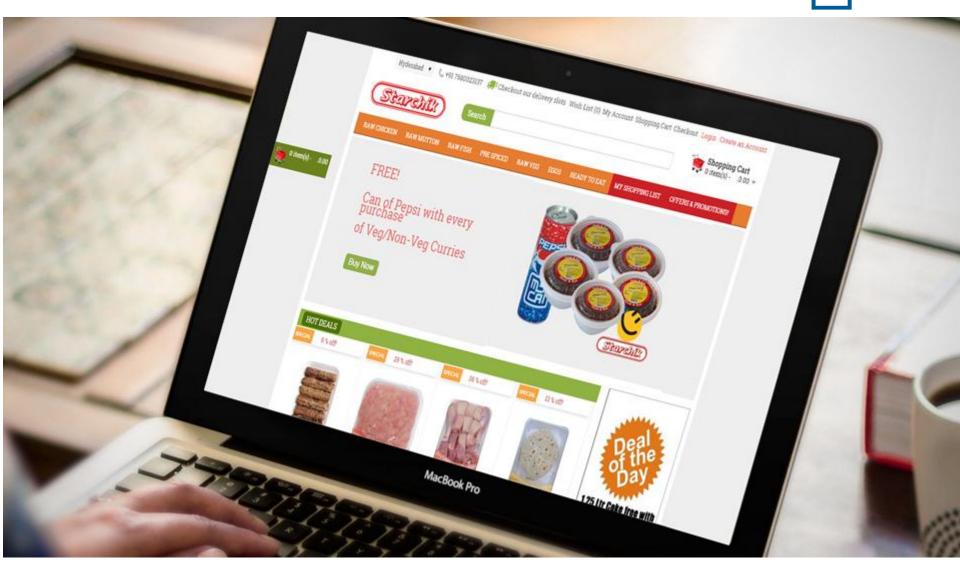




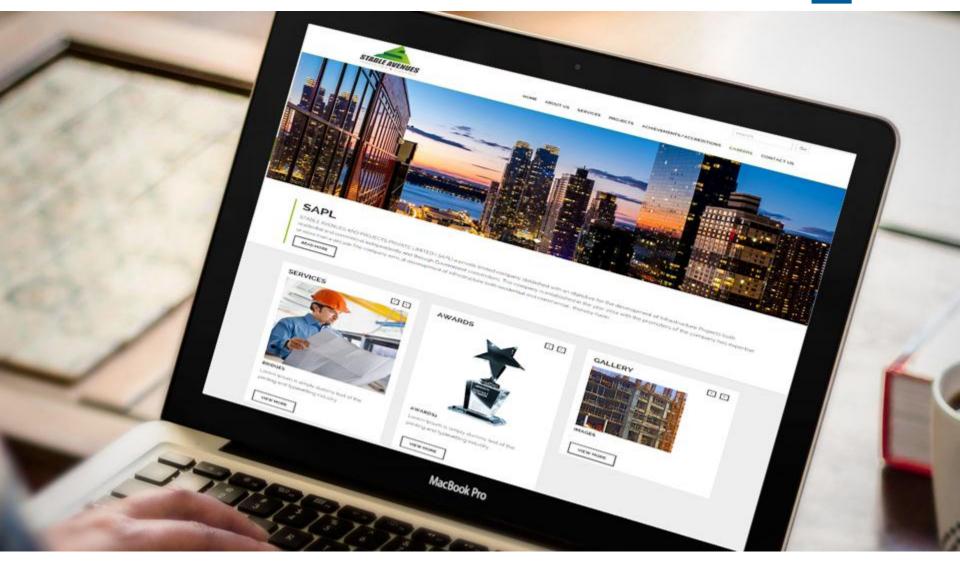
































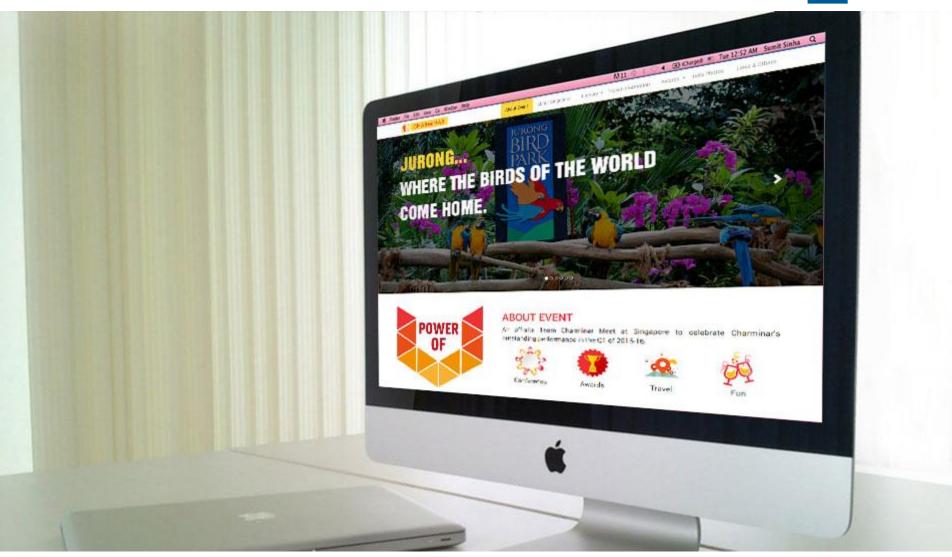




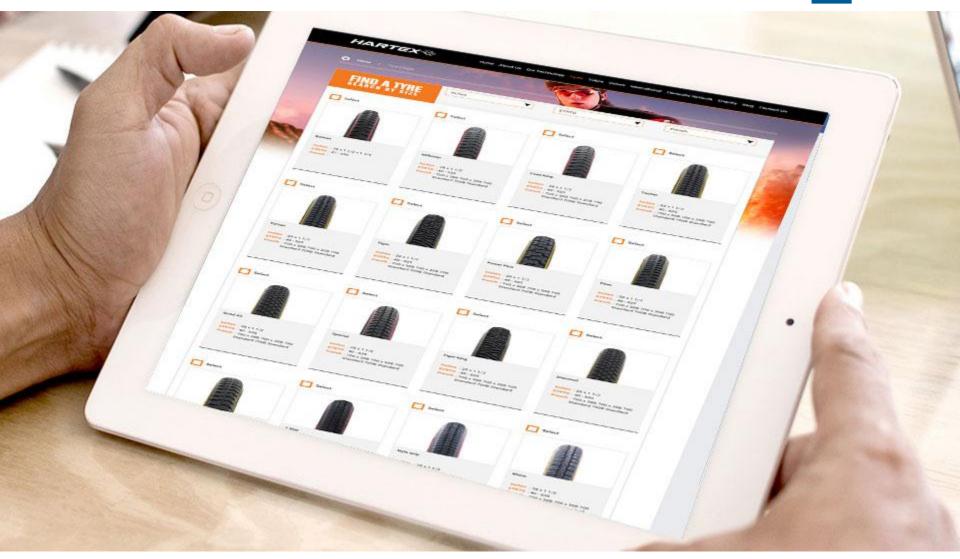




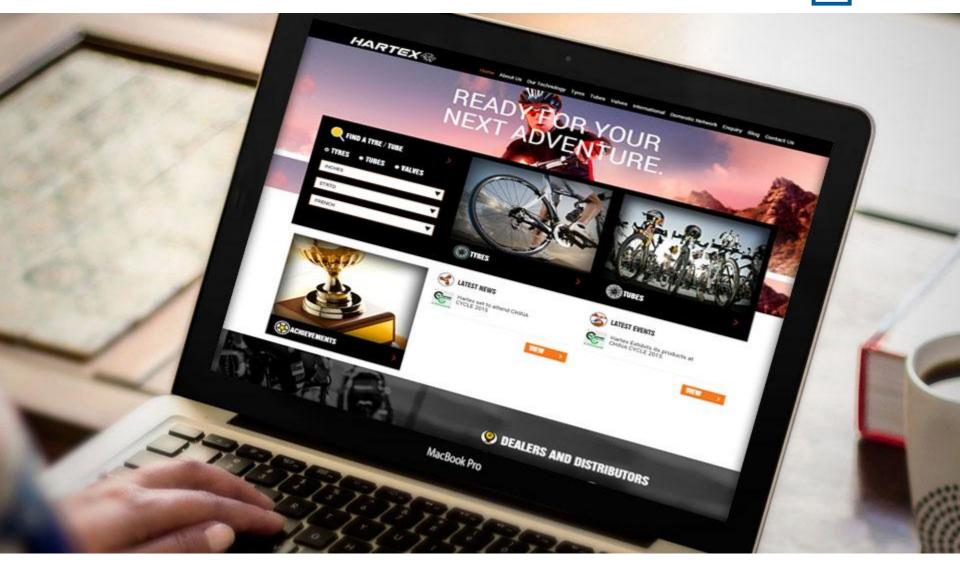




















































thank you feel free to call us

tempest

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