











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 co-founded an international agency network with it's presence in the Americas, Europe, Africa & Asia www.tribeglobal.net







































Our Services

MARKONE

BRAND ADVERTISING

DIGITAL DNA

DIGITAL MEDIA SERVICES

FAHRENHEIT

EVENT MANAGEMENT

ASSETONE

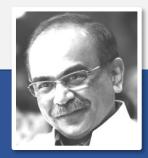
HR BRANDING

SAMBANDH

CRM SERVICE

OUR LEADERSHIP TEAM





Turab Lakdawala

Managing Director

IIM-A graduate

Began his career with Hindustan Lever Ltd.

Worked in Foods, Soaps & Detergents and Agri Products Division

Specialist in Brand Planning and Rural Marketing

A CRM pioneer since 1998



Rekha Oswal Head of Client Servicing

Marketing & Advertising post graduate

Began her career with CitiGroup

and Digital

Been with Tempest since 2009, she always gets the job done

Awards: 1 Best Employee, 1 Most Responsible & 1 Best Branch

OUR LEADERSHIP TEAM









Abhishek Jana Business Head - Bangalore

12 years of experience in marketing & international business

Past Exp: Symrise(One of the world's largest F&F Company,

Worked with MNC's for product development across Asian countries

Past Clients: PEPSICO, NESTLE, INDIA/ SRILANKA/ BANGLADESH, DANONE, BACARDI, DABUR

Abhijeet Mankar

Creative Director- Art

12 + Years of Advertising expertise

Past Exp: Mudra, UTV, Purple Focus, Paradigm

Brands: Tata Motors, Bajaj Alliance, Nokia, Audi, Mitsubishi, RadioCity

Awards: 2 Abby's & Creative Director Of the year(2014)

Abhijeet Mehta

Creative Director-Copy

Associated with tempest for over 5 Years

Brands: Aditya Birla, Wipro BPO, Kirloskar, Eicher, Hathway

Created Multiple Path breaking Campaigns for MagarPatta, Skybay, Nanded City, Melange and more.

A Passionate Story teller, foodie and an aspiring Standup Comedien

OUR LEADERSHIP TEAM









Venugopal P

Senior Manager – Finance & Accounts

M.Com with 19 years at Tempest, he lives and breathes the Tempest brand

Prior Experience with TCS

Prashanthi A

Media Manager

20+ years with Tempest, she is a veteran at Tempest and is omnipresent here

Prior Experience with companies like Siddharth agencies, Srinivasa Enterprises

Awarded the Best Negotiator and most dedicated employee at Tempest

Manupriya Bali

Assistant General Manager – HR

Post her MBA, MPM, PDHRD, she is currently pursuing research in Employer Branding

18+ years experience in Human Resource function, she is a T3 certified trainer and ISO certified auditor

Past Exp: Nuance, Jindal, Apeejay, Glocal HR, GITAM

Associated with companies like ICICI Securities, Cargill, etc. on Employer Branding initiatives





Digital DNA



We Connect The Dots. You Connect With Customers















Understand your goals and develop creative solutions.



BUILD

Convert ideas into executable solutions



ENGAGE

Develop framework to keep customers engaged



SERVICES





WEBSITES



GRAPHIC DESIGN UI/UX



ECOMMERCE



SEARCH ENGINE OPTIMIZATION



HOSTING SERVICES



SEARCH MARKETING





SERVICES



EMAIL MARKETING



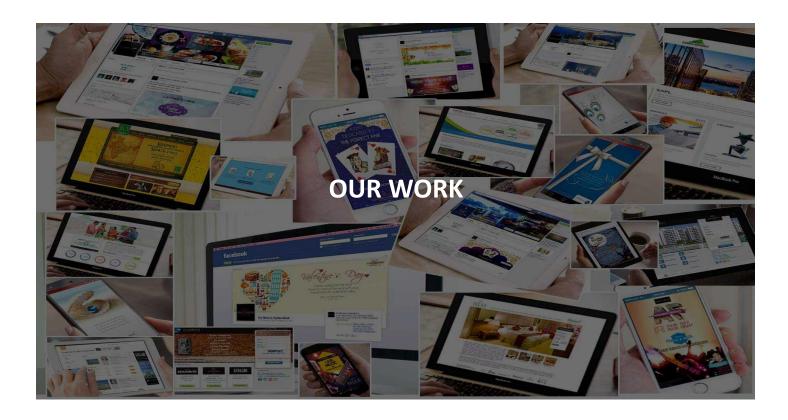
SOCIAL MEDIA MANAGEMENT



ANALYTICS













Websites

We design and develop strategic websites that help you attract and retain more of your customers

Your website is your most important real estate on the web. And we know that

- CMS
- Php
- Html5
- Ecommerce







Mobile Websites

India is one of the largest smart phone adopting countries in the world

More people today use smart phones to surf the web than any other device

Our websites are compatible on Mobiles, Tablets, Laptops and PCs



Websites





https://elivio.com/



Websites







Websites







ebsites







https://hil.in/



ebsites





http://nirvanadevelopers.com/



https://manipalfertility.com/



ebsites





https://howtoassociates.com/



http://www.sealofsafety.com/







Ecommerce

We develop ecommerce solutions for all sizes

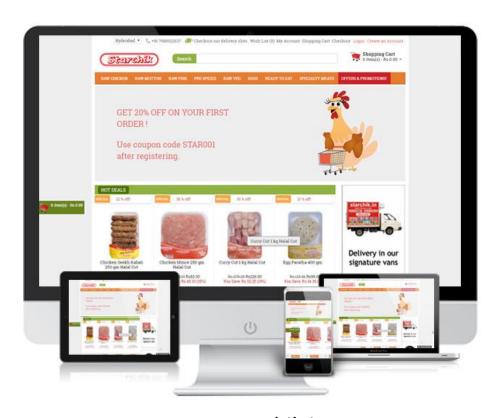
Our thorough understanding of ecommerce platforms and payment gateway partners helps us give you the best solution

www.starchik.in



Ecommerce





www.starchik.in











Graphic Design UI/UX

We design/re-design clean, clear and create engaging websites that will help you retain customers for a longer time on your site

Our designs are based on our continuous learning of user behaviour on the large number of websites we have developed already



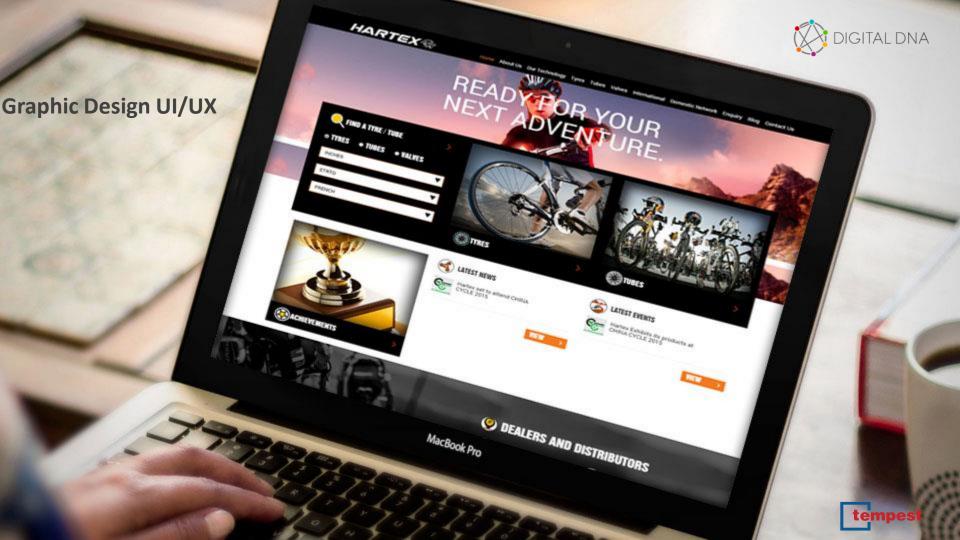
Graphic Design UI/UX

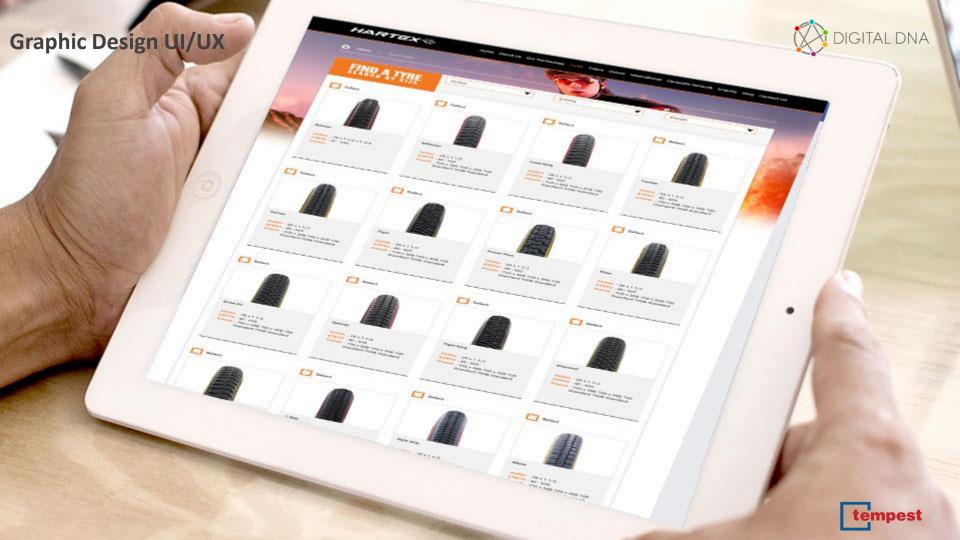




www.hartex.in











Search Engine Optimization

We provide:
On Page Optimization
Off Page Optimization

Optimization is done using the best practices suited to the latest Google algorithms













Within a duration of 3 months we increased the page rank of the website as well as improved many other off page optimization parameters for Saarrthi.







Related search queries began to lead traffic to Saarrthi's website and traffic improved tremendously to the site within 3 months of performing SEO for the website.







No. of pages indexed by Google drastically improved.





Final Results



With an overall budget of 2 lakhs per month for 6 moths. The client managed to sell homes worth approx. 2 cr based on the leads generated via online marketing.

Page Rank improved tremendously.

Indexed pages and traffic increased.

Facebook engagement improved from earlier activity which was miniscule.







THE CHALLENGE

- 1. Displaying website in the local business results for user query
- 2. Increasing website ranking positions in the Search engine results
- 3. Increasing traffic to the website

SOLUTION

SEO (Search Engine Optimization)

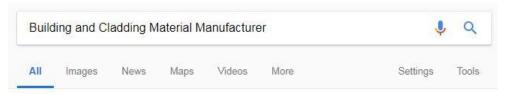
OUR APPROCH

- 1. Focusing on Google My business pages
- 2. Focusing on Link building Techniques
- 3. Focusing on website content

THE RESULT

- 1. We have improved HIL Ranking positions
- 2. We have improved Website traffic
- 3. HIL Business is coming in Local Results

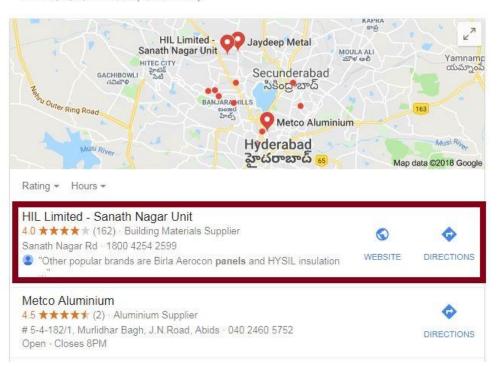








About 3,22,00,000 results (0.42 seconds)



Local SEO Results





Building and Cladding Material Manufacturer Q All Images News Maps Videos More Settings Tools

About 3.22.00.000 results (0.42 seconds)

Cladding Materials at Best Price in India - IndiaMART

https://dir.indiamart.com > Building Panels & Cladding Materials •

Get info of suppliers, manufacturers, exporters, traders of Cladding Materials for buying in India.

Building Exterior Cladding PanelRs 249/Square Feet.

Cladding Materials in Pune, Maharashtra | Cladding Materials Price in ...

https://dir.indiamart.com > Building Panels & Cladding Materials > Cladding Materials ▼
Business listings of Cladding Materials manufacturers, suppliers and exporters in ... manufacturer and supplier of quality-approved Cladding Sheet for Building.

Cladding Panel at Best Price in India - IndiaMART

https://dir.indiamart.com > Building Panels & Cladding Materials ▼
Get info of suppliers, manufacturers, exporters, traders of Cladding Panel for buying in India. ...
Home > Building Panels & Cladding Materials > Cladding Panel ...

HIL: Roofing Solutions, Building and Cladding Material Manufacturer hil.in/ ▼

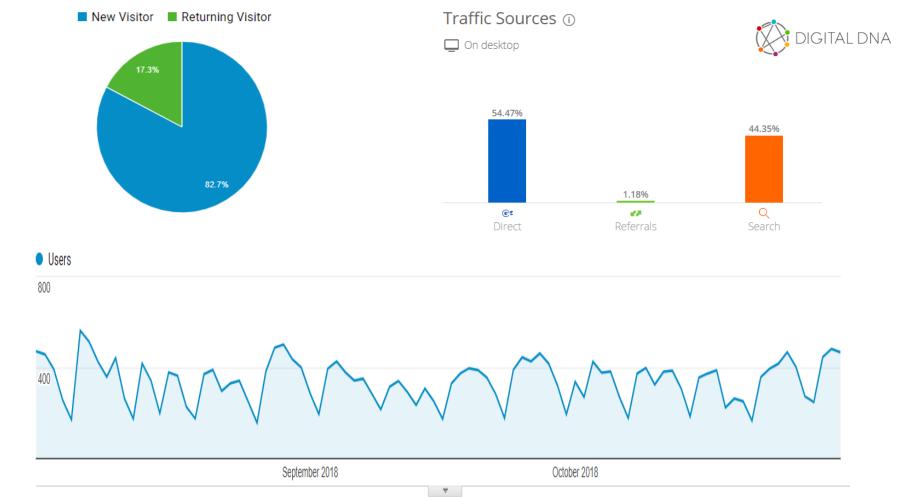
HIL Limited is one of India's most respected brands in the building material solutions industry. It's a pioneer in green building materials, roofing solutions, panels, ...

Paid Results

Natural Results

Organic Results









Month	Page Views	Users	New Users	Sessions	No.of sessions per user
October	37874	9982	9239	12,750	1.28
September	33,064	8561	7853	10,928	1.28

Month	Bounce Rate	Pages/Session	Avg. session Duration	More Traffic From (Country)	More Traffic From (State)
October	48.99%	2.97	2:43 Mins	India (90.84%)	Telangana (19.12)
September	47.26%	3.03	02:43	India (90.54%)	Maharashtra (17.92%)



Services



Email Marketing

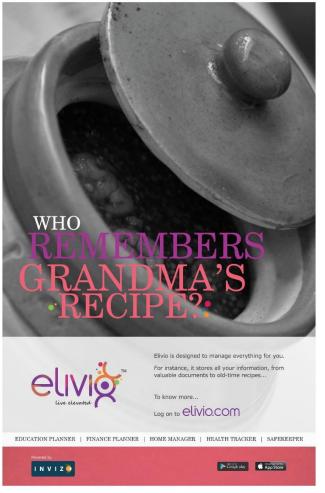
Design
Strategy
Execution &
Analytics



Email Marketing



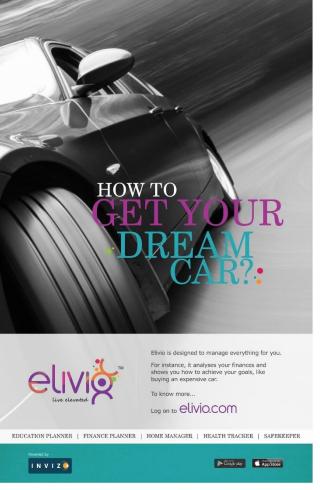
Email Marketing





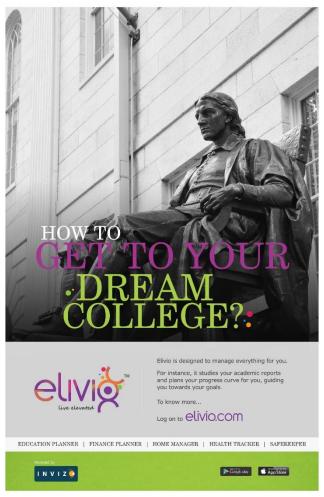


Email Marketing















Services



Search Engine Marketing

We provide the best ROI on the marketing budget by analyzing the best keywords in your industry.

Highlights:

Best bidding practices

Extensive research on keywords

Combined with engaging lead generating microsites



Search Engine Marketing



Best Weight Loss Clinics In Hyderabad - Our Top 10 Picks



Food Plan Super Food ID



SEARCH Q

Everyone desires to have a fabulous and well straped body. But the prevalence of obesity in recent times has made that desire seem far fetched. Not only can obesity bring down a person's confidence, it can also cause serious health issues like heart disease, challetos, high blood precisive, and even center. So, if you live in Hyderabad and are planning to get 64 and alim, then this article is meant for you. Here is the last of top 10 weight loss clinics/control in Hyderabad that

Top 10 Weight Loss Centers in Hyderabad:

Weight Loss For Ladies Dr. Batru's Skin Treatment Ayurvedic Cancer/Treatment Weight Loss Queries? Lose 10 to 12 Kgs Weight Lose 4-5 Kgs Weight	
Weight Loss Supplements Onstruct Middle getrodes Estented supplement for weight loss TATA Hiring - May'15 Products Taking Weight Proactly Actor Care Kit	

T. La Bella:

La Della use established in the year 2000. With over 11 years of experience is obesity treatment. La Balla is one of the best resigni size covers or hyderabad as well as in India that matches indernational standard. Various merapies site arch loss, mesotherapy, budy towns, repolip sites therapy, I gave correction and pail typolytic therapy are offered to the chants. The finaltrands also exclude dietary consultation, constant counseling, and medical assessment





HOTPICKS



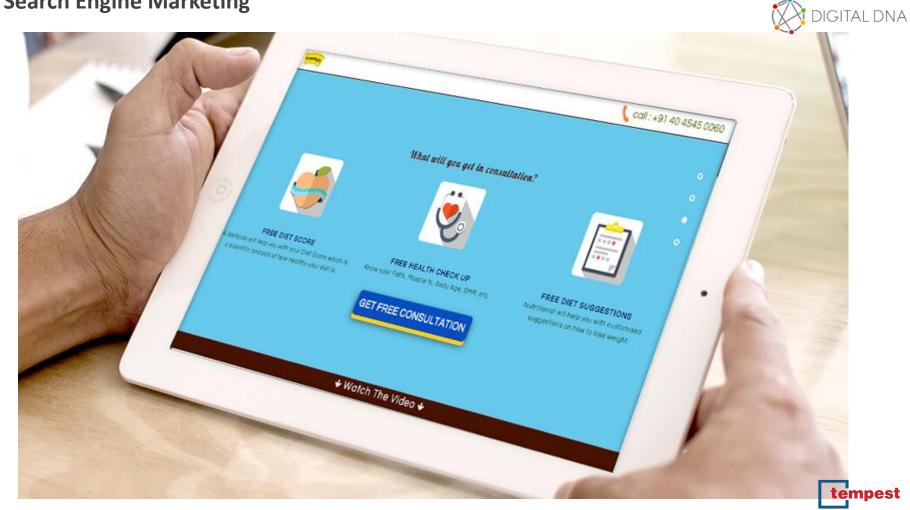
2 Simple Pimple treatments For Goy Sain





DIGITAL DNA

Search Engine Marketing

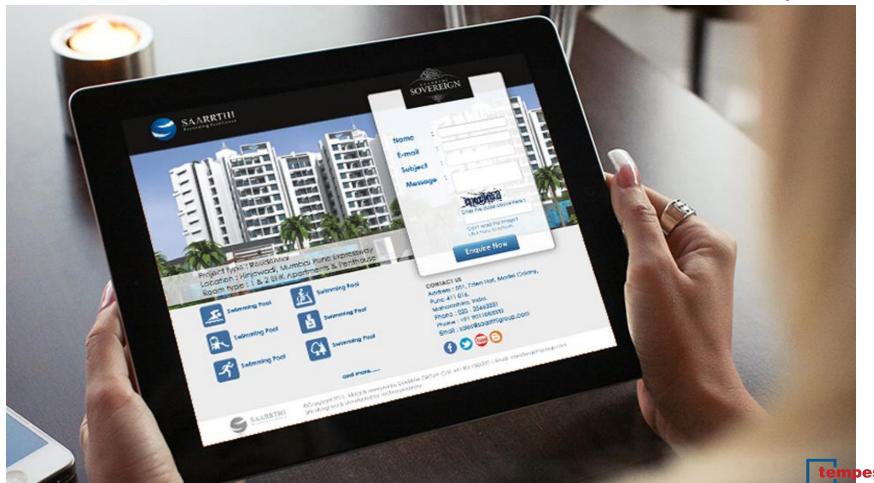


Search Engine Marketing



Search Engine Marketing







Services



Inbound Marketing

Our experts develop the most engaging and entertaining content in order to build a loyal customer base that interacts with the brand more often thereby leading to higher conversions





SMM for Tempest

We created a four ad campaign on WhatsApp and Facebook during Women's Day and Holi (festival of colors) to put forth our views on equality for women and non-discrimination on the basis of colour.

Both the campaigns received great feedback.





Women's Day Campaign

The posts started three days prior and ended on Women's Day.

We received calls to enquire what product we were launching?





























Holi Campaign

We followed the same strategy as done for Women's Day





























Services



Social Media Marketing

Brand Awareness Campaigns
Post Engagement Campaigns
Lead Generation Campaigns
Conversion Campaigns
Mobile App install Campaigns







THE CHALLENGE

- 1. Launching Marina Skies on Online Medium
- 2. Getting more Leads
- 3. Building Reputation Online

SOLUTION

- 1. Facebook Lead Generation
- 2. Facebook Page Likes Campaign
- 3. Facebook Conversion Campaigns
- 4. Facebook Website Traffic Campaigns

OUR APPROCH

Mediums used Facebook Paid Ads

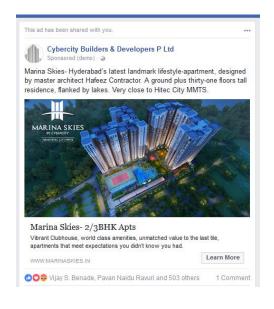
THE RESULT

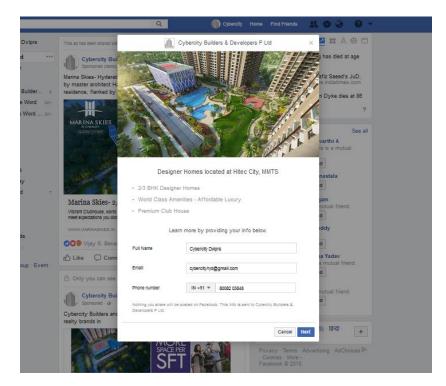
- 1.. More than 13,000 link clicks during launch
- 2. 1400 leads received from Facebook which 30% persons are genuinely interested .
- 3. 10,000+ Facebook page likes till date





Facebook Ads











THE CHALLENGE

- 1. Get more Video Views at lesser cost.
- 2. Brand awareness
- 3. Video Engagement

SOLUTION

Facebook Video Engagement campaign

OUR APPROCH

Mediums used
1.Facebook Paid Marketing

THE RESULT

- 1. 245,841Total Reach
- 2. 48,737 video views
- 3. 17,142 mins Viewed
- 4. 7336 clicks







	HIL – Video Promotion			
Total Spent	9991.39 Rs/-	Total Comments	25	
Total Reach	245,841	Total Likes	1534	
Total Video Views	48,737	Total Post Engagement	1768	
10 – Second Views	27,932	Total Shares	67	
Totals Mins. Viewed	17,142	Total Clicks	7,336	



Ex:





THE CHALLENGE

- 1. Get more Video Views at lesser cost.
- 2. Brand awareness
- 3. Video Engagement

SOLUTION

Facebook Video Engagement campaign

OUR APPROCH

Mediums used
1.Facebook Paid Marketing

THE RESULT

- 1. Total Reach: 404345
- 2. 37588 video views
- 3. 9859 mins Viewed
- 4. 4755 clicks

	HIL – Vid	HIL - Video Promotion			
Total Spent	5000 Rs/-	Total Comments	3		
Total Reach	404,345	Total Likes	934		
Total Video Views	37,588	Total Post Engagement	991		
10 – Second Views	11,314	Total Shares	25	Г	
Totals Mins. Viewed	9.859	Total Clicks	4755		

Facebook Ads



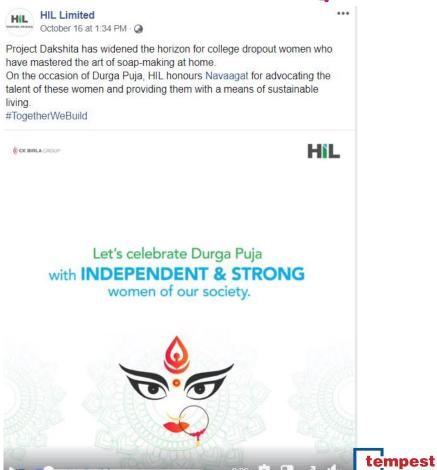


HIL Limited is with Prosenjit Mandal and Anurag Singh.

HIL Published by A Ghosh [?] - 26 May at 14:33 - @

The players are what make the @TheChennaiSuperKings team just like the award winning brands that make HIL. We wish them all the best for the match of the season! #TogetherWeBuild #WhistlePodu #CSK #HIL





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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







Tools Used:













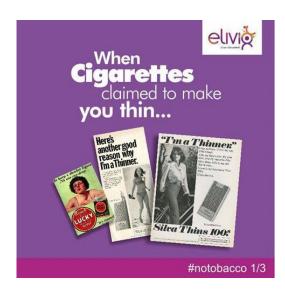
Results: Successfully launched the app and brought in followers

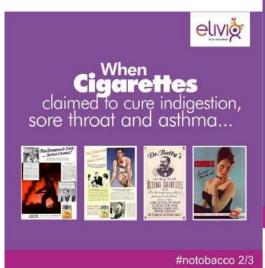
Pulled in more than 20 k downloads within Six Months



No Tobacco Day Campaign







When Cigarettes claimed to be safe for children and would-be mothers...

And now, see **Cigarettes** for what they really are...



#notobacco

eliviè

• Impressions: 36 K +

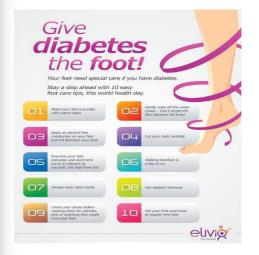
Likes 4.6 K

• FB Ads @ Rs. 0.36 per engagement



Blogs











Contests











SMM for Nanded City Pune

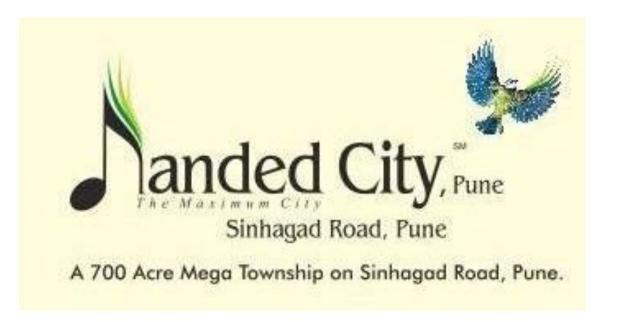
Nanded City Pune is a 700 acre township which is being developed by farmers.

The objective of the campaign was to engage the residents to create a sense of living a community life.













WOMEN'S DAY

International Women's Day, celebrated annually on March 8, focuses on empowering women around the globe. It has evolved into a massive day of social media activism, with campaigns popping up throughout the social web.











POST





COVER PHOTO







HOLI

Due to water shortage issues, Pune was to celebrate HOLI with only colors and exclude the most important element WATER.











Hand Bands

ONE SMALL DROP CAN START A RIPPLE.
YOUR ONE DECISION TO PLEDGE CAN START A WAVE OF CHANGE



POST



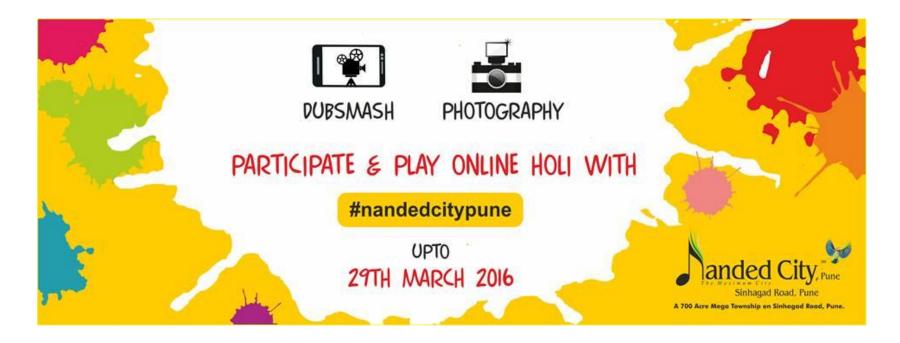




15



COVER PHOTO







Janmastami

A competition for the residents was organized where they had to design the matkis and the best design would win.





Who a comment

People You May Know

Mary-Lynx Thoma

In Add Friend

3rd

anded City

LALITA OHAL (MADHUVANTI)







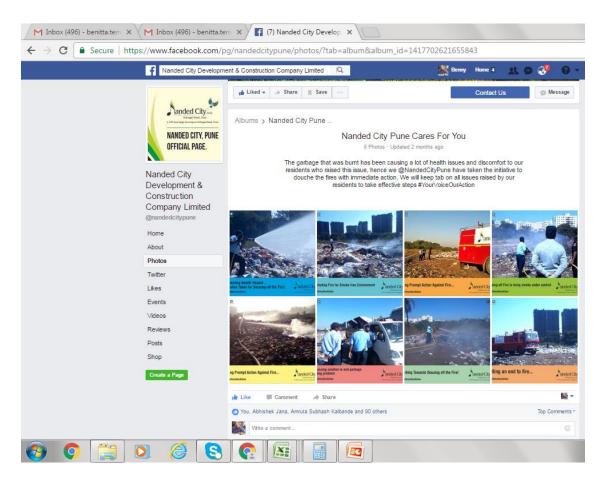


GARBAGE POLLUTION ISSUE

An issue related to the dumping and burning of garbage by the residents of the nearby place caused a problem and this was addressed by the township management team. We created a social media album addressing this issue and showcasing the steps taken by the team to resolve the problem.



















Killa Making Competition

To get the residents closer to the tradition followed on occasion of Diwali. The kids and families together had to make a "Killa" further explaining to the jury the history behind the fort and the structure.





















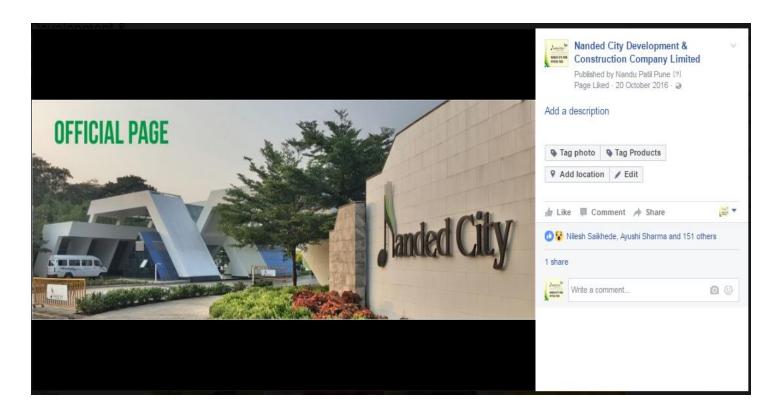


Facebook Cover Photo

To clearly introduce the people to the official page of Nanded City, Pune.









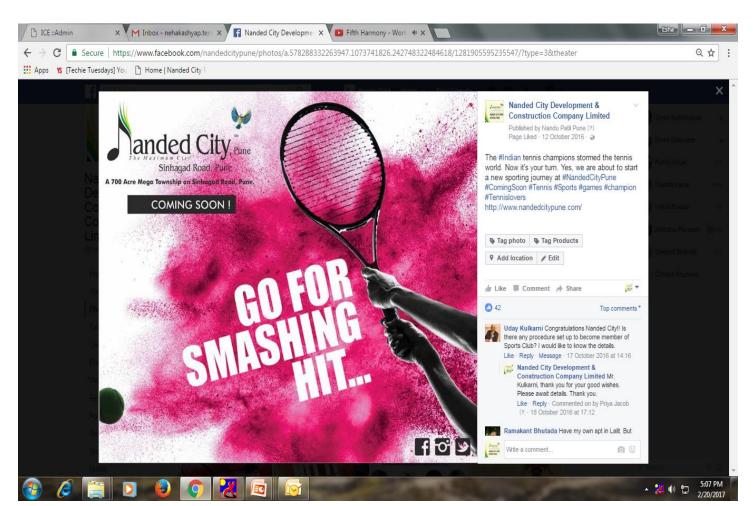


Kridangan Upcoming Sports Complex Launch

Teaser activity for an upcoming sports complex.













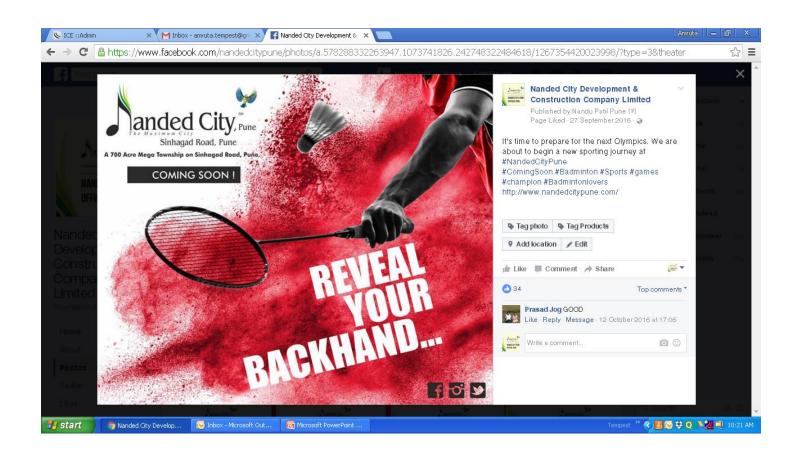






















14th NOVEMBER 2017 CHILDREN'S DAY

Children's day (also known as Bal Divas) in India is celebrated every year on 14th of November to increase the awareness of people towards the rights, care and education of children. Children are the key to success and development of the country as they would lead the country in different and new technological ways.





CREATIVE













Sheraton Grand

&



Hospitality Client



Customer Review Management

One of the most important element for understanding customer feedback and replying to them and their issues. Response management done by Tempest.





"What an restaurant"



Reviewed 6 days ago

Best in every factor like best food, best ambience and best service's.

We have been to celebrate Valentine's day and our expectation was filled with this people. Even restaurant was so busy but staff was taken very specially to everyone.

via mobile

Visited February 2017

Helpful?



Report

Ask sakeel a about Chingari

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

SheratonGrandPune, General Manager at Chingari, responded to this review, 4 days ago

Dear Guest.

Greetings from Sheraton Grand Pune.

Thanks a lot for taking time to review us. We are glad o hear we could make your Valentine's Dinner special. You meticulous review makes the efforts we take worthwhile. Thanks again for giving us the perfect rating. We hope to see you again soon.

Best Regards

Jaswinder Narang





"Well trained staff"

NEW



via mobile Reviewed 6 days ago

In this staff staffs are so trained and they know what we like and what we dislike. So it was easy for us to place the order and we had nice food with great atmosphere.

Visited February 2017

Helpful?



Report

Ask DNYANESHWAR P about Chingari

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

SheratonGrandPune, General Manager at Chingari, responded to this review, 4 days ago

Dear Guest.

Greetings from Sheraton Grand Pune.

Thanks a lot for taking time to review us. Our service staff is very happy to hear from you. Our chivalrous staff members are handpicked to extend a superlative experience to our quests. We are glad to know that it reflected from your review. Please do visit us again sometime.

Best Regards Jaswinder Narang General Manager





Pune, India

"Best place for special party"

Reviewed 6 days ago via mobile

We came to celebrate our valentines day and very nice sitting arrangements was design by this team. There was very glorious buffet at rooftop and we enjoyed with food, service and ambience.

Visited February 2017

Helpful?



¡■ Report

Ask Sonu S about Chingari

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

SheratonGrandPune, General Manager at Chingari, responded to this review, 4 days ago

Dear Guest,

Greetings from Sheraton Grand Pune.

Thanks a lot for taking time to review us. It feels great to hear that we could add cheer to your Valentine's Day celebrations. The next time you visit us, please do try our chefs specials prepared by Master Chef Quereshi himself. Well that gives us one more reason to serve you again. See you soon.

Best Regards Jaswinder Narang General Manager



NEW



Sheraton Grand Pune Launch

Le Meridien Pune was getting changed to Sheraton Grand Pune. Thus, to make people aware about this transformation, we created a series of social media posts that in-turn created a buzz on the platforms and excited people about the whole launch activity.





A Grand Experience awaits.



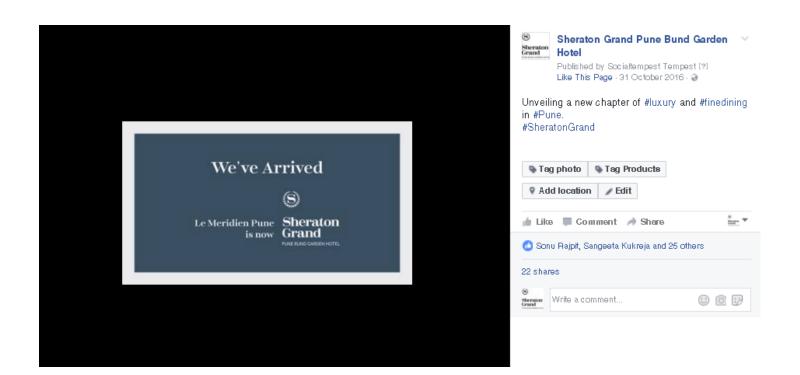






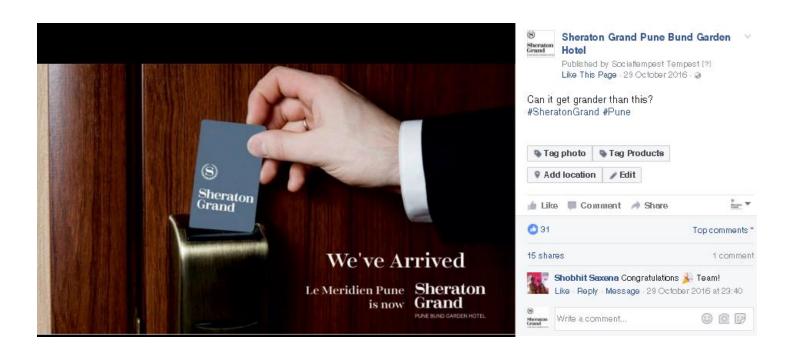


















Team Based Profile Pics Sign the Bat Contest CCL Calendar giveaway











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.





Services



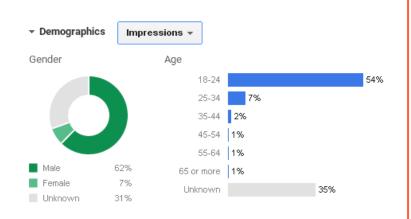
Analytics

Understanding your customers is key in marketing to them.

We analyze more that 150+ touch points to arrive at the most accurate analysis about your web traffic













Services



Hosting Services

We provide the most robust and secure hosting services to make sure your websites are always running at their highest efficiency.

Faster loading times Better SEO Secure





Our Most Recent Client Acquisition



Bangalore:

Adarsh Developers, iGraft Global.



Pune:

Ecozen



Hyderabad:

Dept. of Information & Public Relations, Govt. of Telangana.





Why Us

DigitalDNA has the unique combination of Technology, Marketing, Design and Content professionals who are experienced in brand building.

DigitalDNA is driven by Proven and Successful industry professionals.

DigitalDNA is focused on building long-term client relationships.





Thank You

For further information, please contact:

hi@digitaldna.in

