



Services of THE BLUE TICK . 10/23

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BRAND IDENTITY	MY NAME IS	HANDMADE	VIRTUALLY YOURS	EPITOME	SERENDIPITY	BONAFIDE	LIMITED EDITION
CORE	Defining the Brand Story	Curating Content and Creatives	SM Strategy and Management	Digital Asset Creation & Management Advisory	Cultural Strategy and Media Relations	Creative Rights Consult	Exclusive and Premium Event Curation & Execution Consultancy
SERIAL NUMBER	SERVICES						
1	Creative Strategy and Branding story creation	Content Guidelines and Creative Strategy document	Social Media Audit	Digital Asset Audit	Cultural Strategy Curation, Creation and Development	Copyrights and Trademarks	End-to-end event Conceptualisation, Production, Execution and Management
2	Road Map and Brand Guidelines Development	Visual & Graphic Design	Social Media Strategy and Management [content creatives, Engagement, Scheduling and timeline]	Digital Content Strategy Development and Management	Partnerships & Sponsorship Strategy Development	IPR and legal consultancy	Residency Curation and Management
3	Developing the First Document of Brands	Branding, Identity, & Style Design	Social Media Marketing and Campaign management	Digital Analytics, Audience Intelligence & Insight [Organic & Targeted]	Audience Experience Design	Blockchain & NFT Marketplace consultancy	
4	Experience Mapping & Journey Development	logo and stationery Design	Broadcast & Podcasts Management [SM audio-visual Content Management]	SEO and SEM Strategy, AdWords Management	Audience Engagement Strategy	Media Buying & Empanelment.	
5	Ethnography & Persona Development	Content Creation, Print, Digital and Electronic Content Strategies	Social Media Live Content Steaming Strategy and Management	Website Development, Mobile Application Development [Android & iOS],	Media Campaigns Design, Digital PR, Print and Electronic PR	Entertainment Business Investment Consultancy	
6	Information Architecture & Taxonomy of Brand	Blog, Feature and Editorial content writing	Influencer Management	Web applications,	Collaborations & Networking Strategy Development		

7	Visual definition guidelines	Publication design, development, production and management	Social Media Periodic Growth and Analysis Report	Landing page development	Crisis & Reputation Management		
8	The Language Approach & Guidelines	In-house Journal management of organisations	Social Media Brand Guidelines and Advisory	Blog and Business funnel Development.	Exhibition, Shows, Concert and Art & Culture Festival Curation		
9	Brand and Human Psychology Integration Report	Brand Film production, Photography & Audio Visual Production	Web-based Social Media Portfolio Creation	Content Management Systems + E-commerce Interface Development	Organisational profiling and Spokesperson profiling.		
10		Video blogging and short-format video content creation		E-mail & Whats App marketing & campaign management	Bespoke Curation and Profiling of Individuals		
11		3D Modeling & Industrial Design		AI-Based Automated Chatbot Creation & Management			
12		AR VR & Animation Production		Content Marketing			
13		Illustration and custom-made fine art creative design and development		META Performance Marketing			
14		Social Media Content and creatives		Google Adwords Performance Marketing			
15		Installation Art Design and Development		Digital Marketing Strategy			
16		Data Visualization & Infographics		Open Source Digital Asset Creation and Management [Wikipedia / IMDb etc]			
17		Space and Experience Design		Integrated, Multi-Channel, & Targeted Campaigns			
18		Metaverse Development, Production & Management		Sentiment and Engagement Analytics & Analysis			
19				Predictive Modeling & Regression Analysis			
20				Experiential Marketing			
21				Interaction & Interface Design			