

Calling a manufactured answer a 'great idea' is a measure of ignorance

The vanity of the so-called creator, tragically proud for being the outlier

You are no creator and there's no creator's block

There's no need for struggles... machinations... and caffeine addiction...

If you are simply a seeker, present in an innocuous conversation

For the answer lies in plain sight

Hidden only till you get into the middle

And compel it with just the right question

All your humanity... all your being... narrows down into what you, therefore, ask

The rest is OBVEUS

**OBVEUS** AGENCY PROFILE



Making brands stand up and be counted  
Strategy / Marketing / Engagement breakthroughs  
Media-neutral ideas. Multimedia expressions

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**OBVEUS ADVANTAGE LLP**

Rare insight, made OBVEUS

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# HELLO.

We help brands and companies stand out and be counted  
in world that plays hopscotch with loyalties and has a glad eye for change.

# OUR STORY.

Rare insight, made **OBVEUS**

# Rare insight Made OBVEUS.

Our burnt fingers bear testimony to the fact that we need to do more than mouth wisecracks at our audiences in a fish market. Perhaps, take a few steps back -- all the way out of our ivory towers -- and talk something that stops them and makes them think. Let the **relevance** of what we say beget their attention. Say it truthfully and unassumingly -- the days of melodrama are long gone. Don't colour it, pretend nothing... not even your own legend and experience.

It's a brave new world. Podcasters are showing way to hard-at-ease journalists, gully reel makers are putting out visuals that could inspire seasoned auteurs, Youtubers glean more eyeballs than an expensive ad campaign. 'Relevance' expressed earnestly is the way to go. **Originality** and **impact** with words and visuals are our bread and butter, they should only follow and reward our audiences for their time.

How do we do that unless we immerse in their lives... walk their talk... have at least a feel for, if not the actual experience of their feelings? There is a good word in Hindi for it, '*samvedna*'.

We delve as much on what makes us human as we do on our craft as communicators. We work on insights; our peeks into understanding how the world changes -- ever so subtly -- every day and why. Our creative solutions ripple with the live energy of contemporary discourse. It's the cornerstone of our work.

## Ganging up the usual suspects.

Over the years, folks with similar cribs and joys, met at work and outside, went their separate ways, but came back to break bread at the usual haunts. Rajesh quipped an idea of creating a working group, a motley bunch of star professionals from fields of brand strategy, advertising, theatre, television, cinematic arts, graphic designers, animators, and artists -- friends -- to work together.

For the joy of what we set out to do, this coming together was always OBVEUS.

We like to see ourselves as simple seekers of solutions rather than megalomaniacal conjurers of magic (a sobriquet, our profession is wrongfully burdened with). OBVEUS is a platform for humility of artists and exaltation of the process of art and conversations.

A brainchild of Rajesh Sonawne and Rohit Kanojia, we started out as an idea of a tight, sharp, and effective start-up agency, working solely by invitation, and never available to pitch (we'd expect clients to afford some time to meet us, look over what we have done so far, specify us a brief, and take a leap of faith).

It wasn't until 2019 that we came active with our way-of-work and getting our key co-conspirators in place. Towards the end of this note, we have the brief introductions to our team for your perusal.

**HOW  
MAY  
WE  
SERVE  
YOU?**

# We offer...

1. Brand strategy & positioning (in-house)
2. Media-neutral brand communication ideas (in-house)
3. Communication design -- Mass media and Digital (in-house)
4. Design – Website, Apps, Packaging, POS, Communication and all Collaterals (in-house)
5. Film Production (in-house)
6. Event Planning and Execution (through sister concern)
7. Rural Marketing Solutions (employing tie-ups)
8. Thought leads for product development & marketing strategy (in- house)

## Brand Strategy & Positioning.

We fashion brand strategy with outside-in thinking, utilising an active and continuous in-house observation of political, socio-economical, and life-station trends in society – the phenomenon of causality that prevails upon how people consume products, ideas, and content. We do this with our version of DDB's SIGNBANK TOOLKIT. This exercise advises our decision making across all aspects of the brand -- including brand premise, speak, and tonality. It helps in creating sustainable positioning planks for new launches, also in the evolution of dialogue and keeping existing brands fresh in the targets' consideration sets.

## Media-neutral brand communication ideas.

The focus is on inviting engagement. A media-neutral idea is extendable across platforms with minimum attrition of message and economy of spend and cumulative frequency of exposure. Design, writing, and tone-of-voice echo with synergy and discipline in our work and we maintain the continuity of the brand's discourse with avowed consistency.

## Communication Design Mass media.

- TVCs, PROMOS, A/Vs, Long Format Video Assets
- PRESS & PRINT ads, PRINT innovations, ADVERTORIALS, CROSS-BRAND Assets
- OOH, POSTERS, & INSTALLATIONS, OOH-DIGITAL silos
- POS & MERCHANDISING collaterals
- PROMOTER mobilisation
- AMBIENT MEDIA extensions
- PR

## Communication Design Digital.

We come to digital with excitement for the possibilities of the medium and its ever evolving dynamic. All our services are bespoke to a brand and their requirements. From websites, social media campaigns through to e-commerce sites and app design, we pride ourselves on delivering tailored online experiences using incisive tech and talent.

### **DIGITAL STRATEGY**

The task is about putting a steadfast brand stratagem and giving it legs to jive of social media. The job is anything but straightforward. The digital medium mandates nimble footedness and a responsive temperament upon the brand. As brand custodians, we need to ensure we are prepared for reinventing without upsetting, expanding by evolution, and also keeping a pulse on audience response and continuous attenuation of creatives.

### **WEB DESIGN & BUILD**

Deriving from a brand's digital and business strategies, our curated websites are designed to be carriers of your brand story and message. We do ground-up work, entrusting design to conform and innovate from the brand core rather than employing vanilla templates. Kindly peruse our sites: [www.aseesfeed.com](http://www.aseesfeed.com) and [www.argenobel.com](http://www.argenobel.com)

## **SOCIAL MEDIA**

Our teams are homegrown experts of the Indian digital landscape. We brought rural marketing to IG with ASEES cattle feed. We have created our very own tribes around connecting lives with ideas, news, and useful opinions. We endeavour to create contagious content worth sharing and spreading across channels and touchpoints. Our insight into combining channels, expanding reach, and driving uptake and /or conversion has helped our brands break new grounds and be in the middle of thriving exchanges with their targets.

## **Brand Assets Design.**

- BRAND IDENTITY
- PRINT & PACKAGING
- TOOLKITS & STYLEGUIDES
- STATIONERY design
- TRANSPORT design
- OFFICE & SALES ENVIRONMENT design
- PERSONNEL UNIFORMS & KIT design

# OUR TEAM.

Rare insight, made **OBVEUS**



## Rajesh Sonawne

**FOUNDER | STRATEGY & CREATIVE HELM**

Our skipper and creative playmaker at OBVEUS, with three decades of experience in steering strategy and devising communication forays for brands.

An inveterate brand whisperer, Rajesh has looked after some of the biggest of them -- including DERMICOOOL, STAR PRAVAH, STAR MAJHA, DABAR VATIKA, DHARA, NUTRALITE, BIGBAZAAR, LIC OF INDIA, BANK OF BARODA, RASNA, VIM BAR, RIN, LIVON, ITCHGUARD, KRACK CREAM, D'COLD, GODREJ NO.1, MTDC, MITASHI, ASEES FEEDS, ORIKA, ARGENOBÉL, and more – across agencies, Lintas (now Lowe), Mudra, and our very own, Obveus.

Over 100 multimedia brand campaigns. >2000 TVCs. >30 major brand launches. Multiple creative and advertising effectiveness awards -- including Cannes Silver Lion, AAAI Golds, and Mirchi Kaan Gold. Quite a lot of his work is quoted as case studies.

Quite a few of the aforementioned brands have been christened by Rajesh. Ask what was the strategic reason behind the name 'LIVON'? Or how did '*aaya mausam thande thande dermicool ka*' come about? What's the story behind '*ughda dole. bagha nitt*' – the tagline for Star Majha (now ABP Majha)? How did it come to be an urban legend, a part of socio-political dialogue?

He is a bit of a 'digger', as he calls himself – his work combines an empathy for consumers' lives and times, reading trends and meanings behind them, getting behind the causality, and finally the proficiency for bending language and art to design relevant communication.

Our days at OBVEUS begin in a quagmire of diverse and seemingly incongruous material that he puts together and writes a song out of! (*They also mean briefing sessions in a local train doorway - with open laptops and sukha-bhel in papercones!*)

## Rohit Kanojia

**FOUNDER | ACCOUNT HEAD, PRODUCER, & BUSINESS HEAD**



Man Friday. 'Yay-sayer'. Our very own rainmaker!

Rohit turned his back on the comfort of his family's business in Gulf. Drawn by the desire to leave his mark in world of communication, where he enrolled for his MBA at NMIMS. He followed up as an intern at Colage Communications, where he grew up steadily and surpassed all expectations in every role he took on – Executive Producer, Writer, and even Business Prospector.

He went on to take responsibility as a Films Head at BC Web Wise, with stellar work on ASIAN PAINTS, BAJAJ, SAINT GOBAIN, MOTHER DAIRY, P&G, PFIZER, HDFC, EUREKA FORBES FORMADHUR SUGAR, HERO INDIA, PARAS SPICES, TATA CROMA, and more. As a producer Rohit has 500+ films to his credit. Add to that over 50 event conceptions and staging. His moorings in marketing also make him a sound counsel on activation strategies.

Rohit is also among the pioneers of home-based promo making for major brands like Nutrela. His task ordained combining contributors like music directors, cinematographers, and sound engineers working in silos across the country and creating engaging films even during COVID induced lockdowns.

OBVEUS is a beneficiary of his chutzpah and never say never spirit. Rohit's infectious enthusiasm and his knack for pushing the boundaries of what's possible, make him a true rainmaker – both, for our clients and our team. He's the one our clients speak to when they have emergencies. As is his wont, he is forever armed with answers to the tough questions, rather unsurmountable odds, and (you guessed it) impossible budgets ;)

Whether it's about executing and delivering work without outraging the sensibilities of impassioned creative folks, keeping us afloat and ticking, collaborating with diverse teams and talents with his networking skills, Rohit keeps our wits together and our product kicking butt.

Come the fledgling early hour and the more than occasional late hour, Rohit has a playlist that lifts everybody up.



## Vivek Kumar & Mayur Khatwani

### OUR DIGITAL DUO

The two met as vagabonds on biking trips – management guys running from the dirge of 9-5 jobs. Stayed back in Goa to help their hosts conceive and bring up a resort. Launched and promoted the property with an innovative digital campaign. Turned domain experts, launched a few more. Became partners and floated ECULTIFY, their digital solutions company. Then, at a wayside tea stall in Karjat, they bumped into us!

Obveus was starting with ASEES, an animal nutrition brand based out of Mogha, Punjab. Our brief was to move the needle and get it unstuck from stymied growth for the six years prior to us. We got Vivek, Mayur, and our teams to handle the digital bit – confident that, despite industry leaning towards ATL, our idea of creating endorsement for the brand through an activated farmers' community will kick off the growth.

Hell, we took cows and dairy farmers advertising to facebook, created a website that's an encyclopedic reckoner for farmers, mobilised an active dialogue with the brand as a catalyst, even took rural speak to the polished world of Instagram, and created the industry's most robust and continuous dialogue on dairy farming and animal husbandry.

Mayur and Vivek have redefined rural marketing on social media. ASEES grew 80 pc in the first year. Leapfrogged to 135 pc the following year. And, as of date, the brand has tripled its value turning into a lead player in the market..

## Aarya Naik Dalmiya

**CREATIVE DIRECTOR, WRITER & STORYTELLER**



Aarya is a wordsmith par excellence. Add to that, her penchant for travel, absorbing cultures, observing people, and internalizing their lives, their speak, and delightful idiosyncrasies. It all shows up in the stories and richly nuanced text that she conjures up. She started with journalism, and the chronicler of life remains alive and kicking in her.

Over the years, she has written short films, screenplays, scripts for promotional A/Vs and films. She is also one of our best children's storytellers, and award winning one at that – with published storybooks, paperback and digital. Aarya brings a nifty ability to take a brand brief, find seeds of life within it, and expand it into a real human experience. She is also an art aficionado and has her way with design and aesthetics... *(it goes beyond her sartorial sense and the unique accessories she puts together with her outfits!)*

## Radhakrishna Bandal

**CREATIVE DIRECTOR, ART**



He is a graphic designer and typographer of merit. And he rocks the academic fetish he has for technology, software, and modern visual craftsmanship. He has been at the center of our best design exploits. His young charges should pay us to have him as their mentor!

'Radha' as we all call him is lightning fast (Ra – stands for energy in our scriptures too). Part of it is due to his expertise over his craft. Part of it is owed to him needing to scoot away to his farm and 1000+ mango trees that he planted last season!

# Tejal Mehta Fadia

## STUDIO HEAD



Sanity. Serenity. Peace. Calm.

They all rest on our floors in eternal repose, thanks to her kindred spirit. She'll remember birthdays, sing the songs, laugh the loudest... and also crack the gentlest of whips should anybody slacken up.

Tejal hails from JJ School of Applied Arts, she is Rajesh's batchmate. She looks after dovetailing the work and managing the change stations. A photoshop expert, she finds ways with the software most cannot.

Her ability to have a macro and a micro view on jobs is absolutely amazing. It rests easy on her shoulders, it seems.

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### **The aforementioned are the leadership members of our team. Additionally we have...**

- 2 mid-level graphic designers and visualizers reporting to Radha.
- 2 Illustrators and animators reporting to Tejal.
- 1 account executive reporting to Rohit.
- 25-member team with Mayur and Vivek on their digital heading.

We collaborate with **BIGWAVES MEDIA** should any of our clients need Media Planning -- headed by Mr. Sunil Doiphode, a veteran of over 35 years, across leading brands in India. We will furnish their profile on request.

### **WORK-FROM-HOME**

We have instituted a work-from-home set up currently – a continuation of what worked perfectly well for us during COVID. We meet once a week for planning and stock-taking. A long association with one another facilitates the same. However, we are not averse to having an office (in Mumbai) should our teams need expanding and daily supervision is called for.

# OUR CLIENTS.

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**THANK  
YOU.**



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