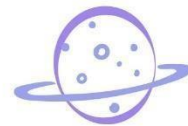
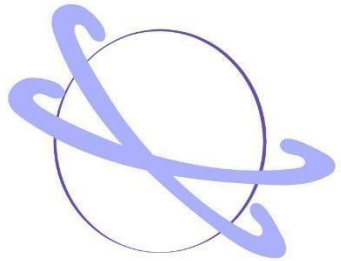
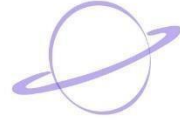
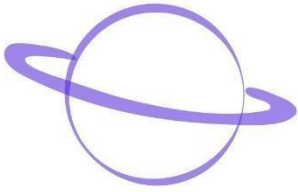


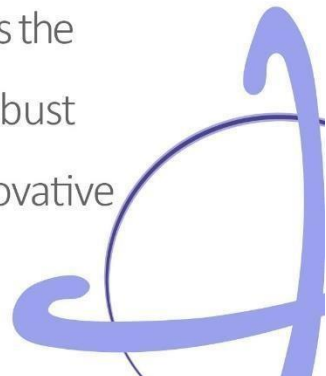
DO LOG

THE ARRIVAL

Once upon a time, two aliens from a neighbouring galaxy came to Earth after hearing so much about its advancements as primal species. They wandered the beautiful globe exploring the marvels created by humans. “WOW”, they exclaimed. They had learned that exceptional accomplishments were achieved by human beings and proficient minds across the world attempted to make the planet a robust place. People did so; by putting their innovative ideas to practice

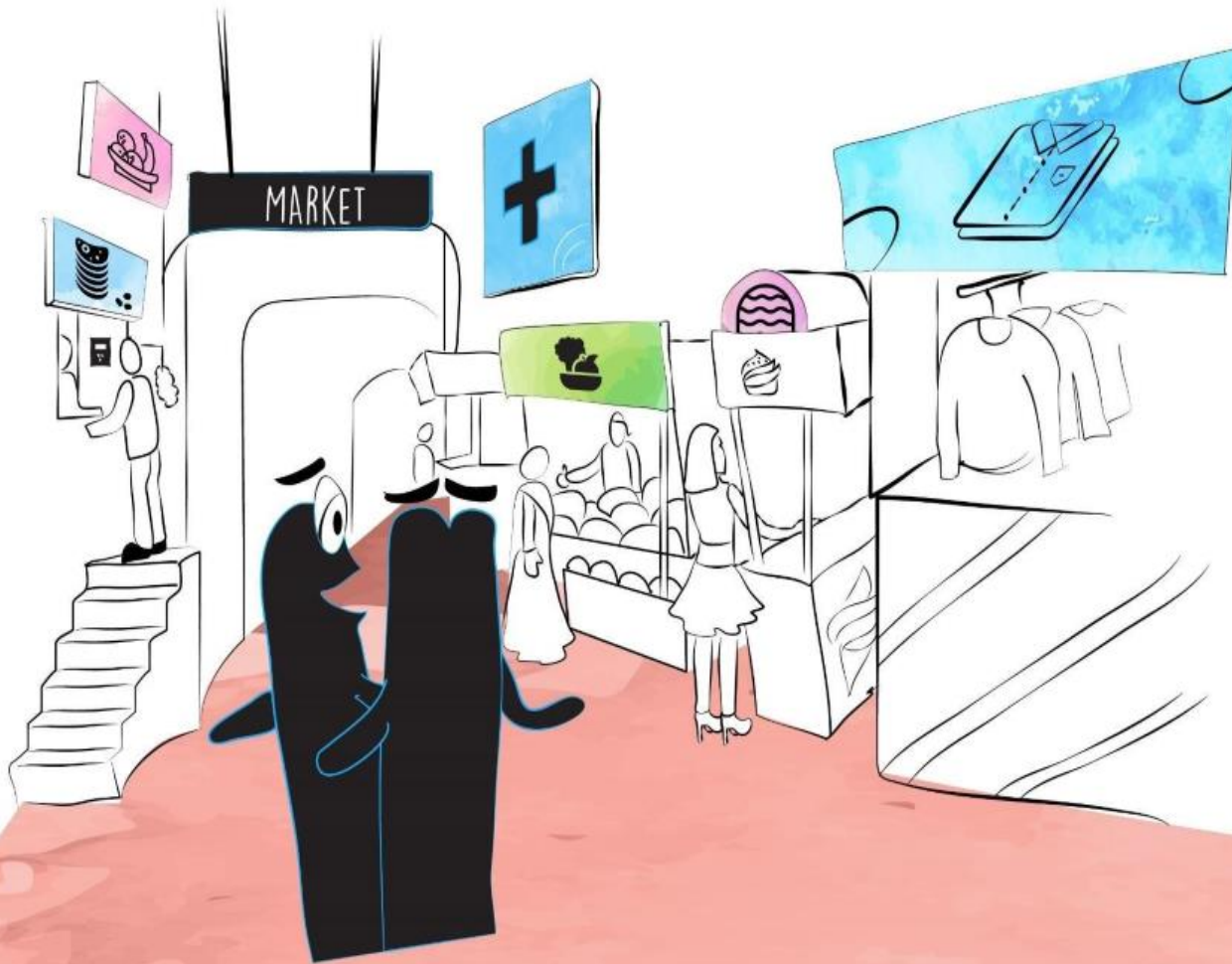


EARTH



THE JOURNEY ON EARTH

The two friends saw amazing ideas in play like healthy & tasty foods, creative apparels and accessories, travel opportunities, motion pictures, educational trainings, getaway destinations and so much more that it was astounding. There was nothing that was not on the market. Nothing! The species at large had the benefits of these concepts. **All these talented minds however, confronted the problem of convincing these advantages to the planet.**



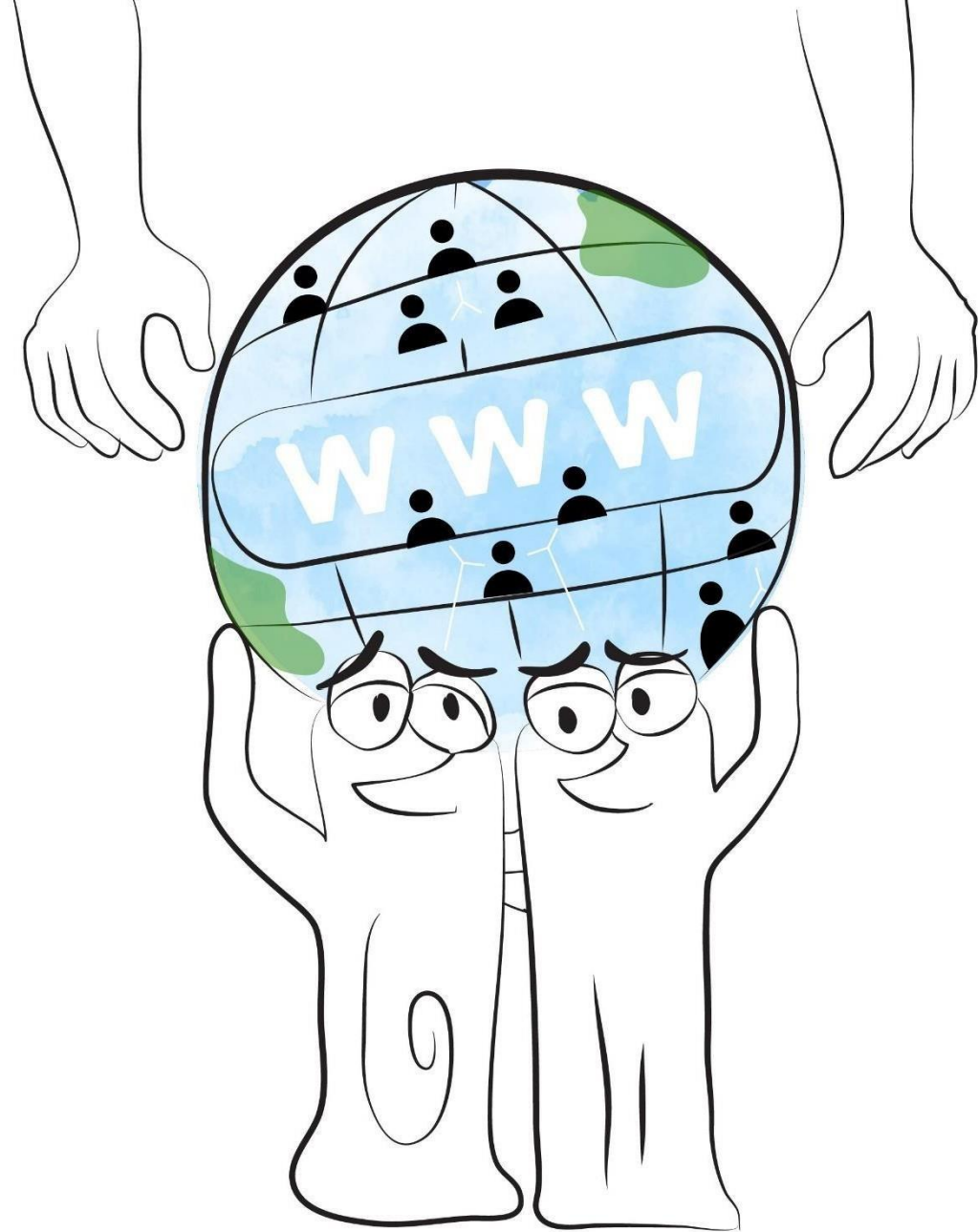
THE REALISATION

Each of them struggled with a distinctive downside around their marvelous ideas. Some of these issues were lack of appropriate and adequate sales channels, absence of awareness among the masses, the need for global existence, slow turnaround time, a better ROI and so on.

These two friends were horrified to see the works of these skilled minds go in vain; realising that these issues could be solved through the best use of technology accessible to humans.

THESE TECHNIQUES WERE:





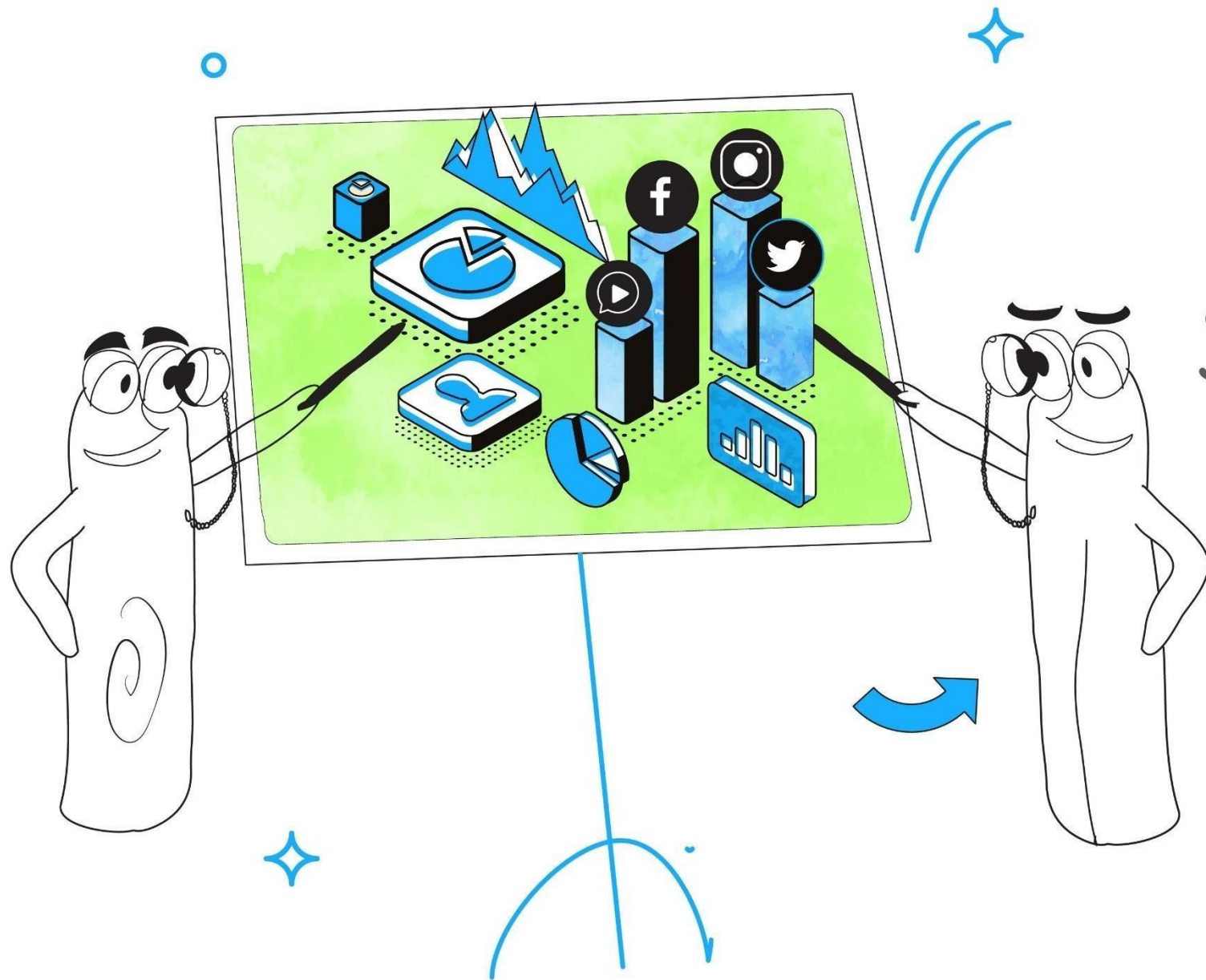
WEBSITE DESIGN & DEVELOPMENT

The LOGS care about your
DIGITAL IDENTITY



SEARCH ENGINE OPTIMIZATION

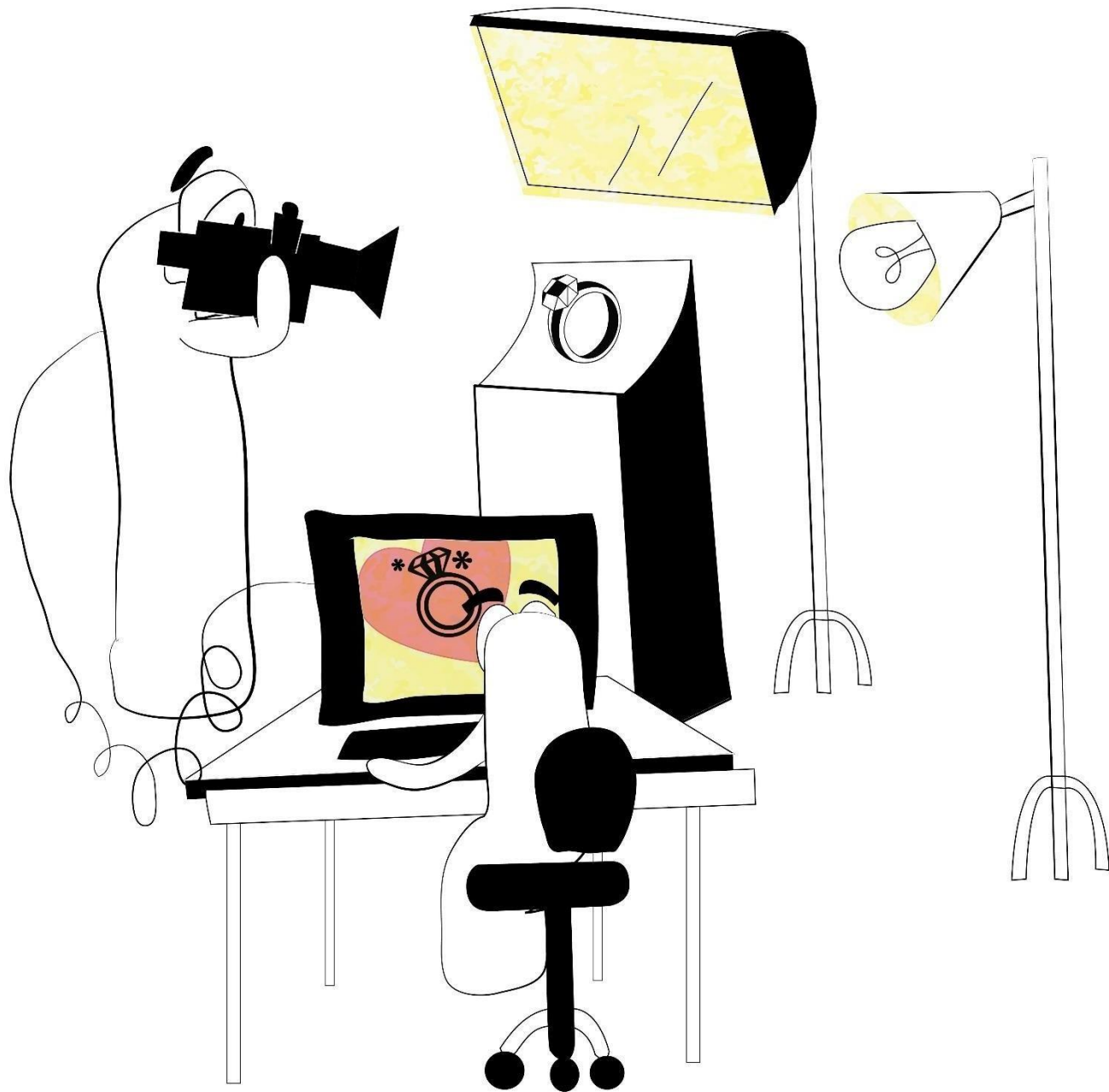
THE LOGS want you **TO BE
NOTICED**



SOCIAL MEDIA MANAGEMENT

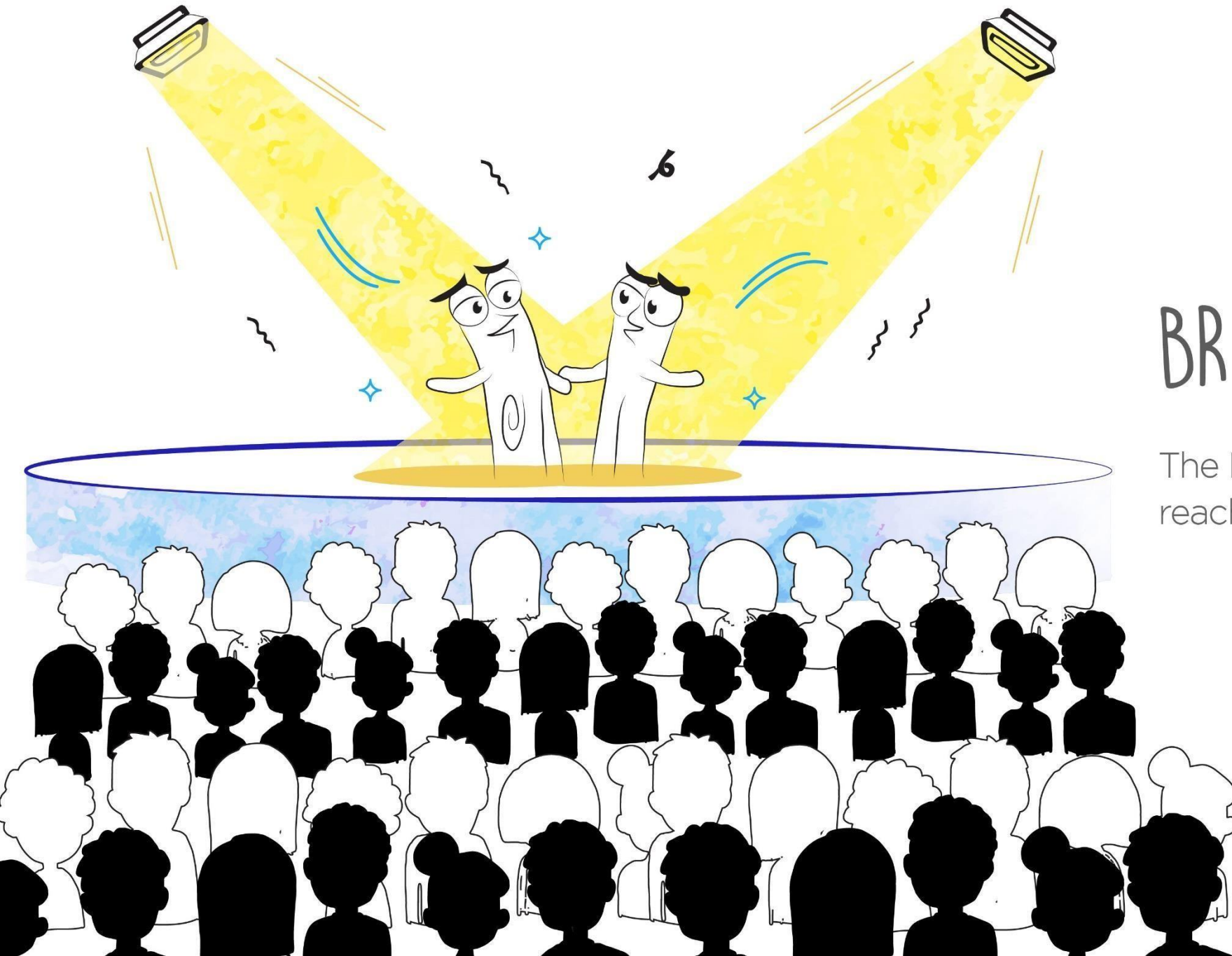
LOGS advice you to let your
CONTENT OUT IN THE WORLD





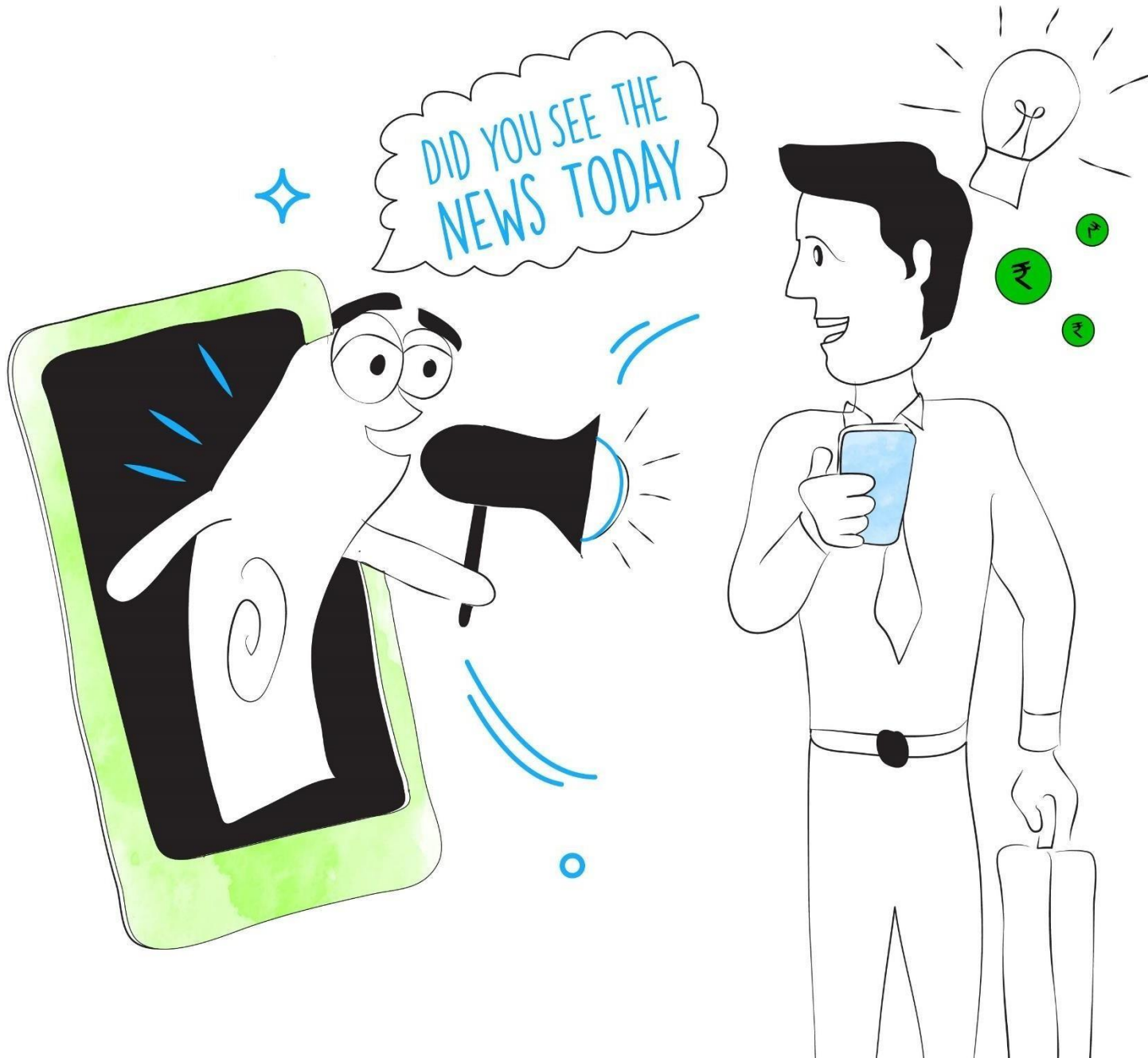
VIDEO EDITING

The LOGS ensure that your
COVERAGE IS FLAWLESS



BRANDING

The LOGS want to ensure you reach out to **your AUDIENCE**



PUBLIC RELATIONS

The LOGS could create your
ONLINE REPUTATION



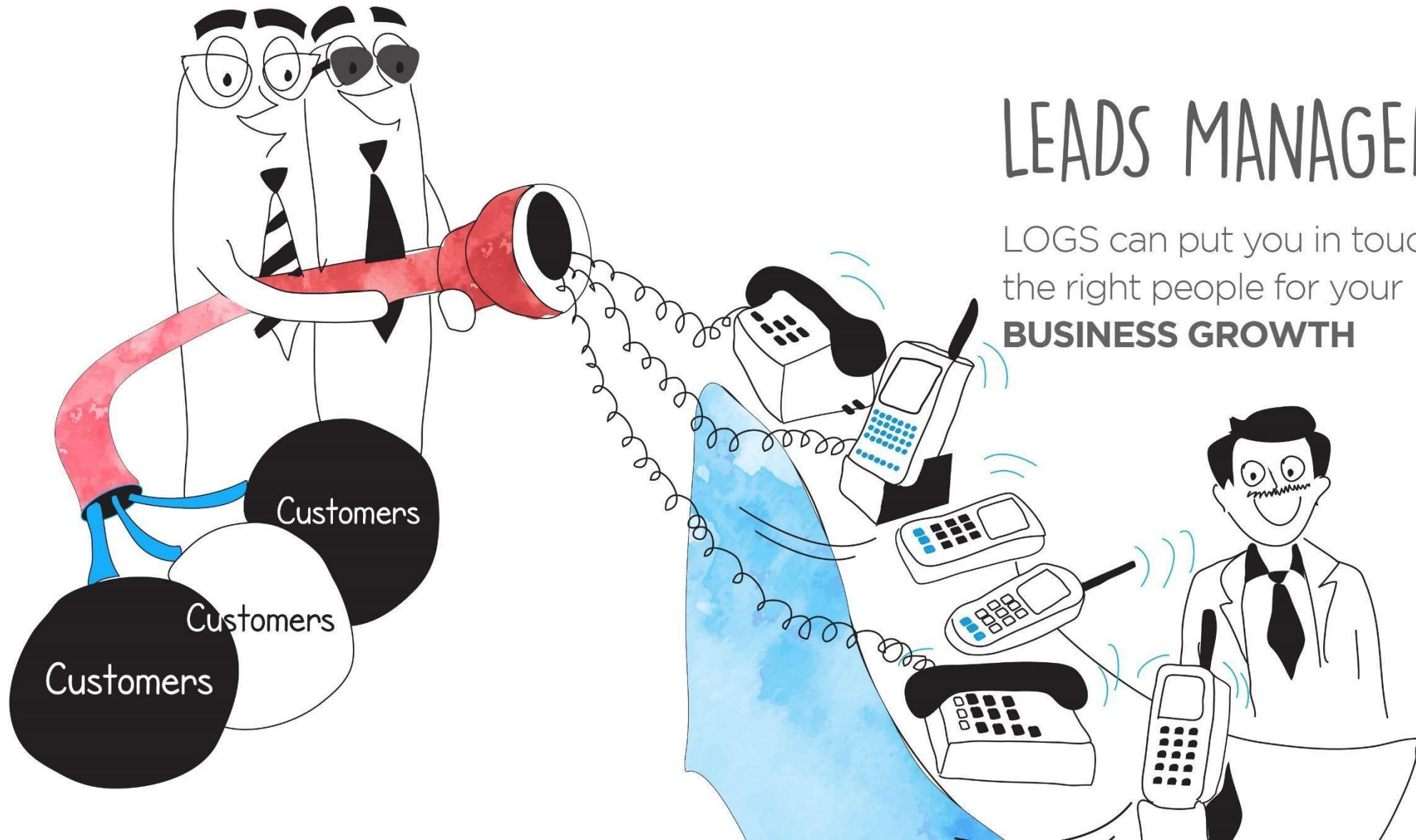
INFLUENCER OUTREACH

Want to make your **BUSINESS**
LOOK BIGGER than it is?



LEADS MANAGEMENT

LOGS can put you in touch with the right people for your **BUSINESS GROWTH**





CONVERSIONS

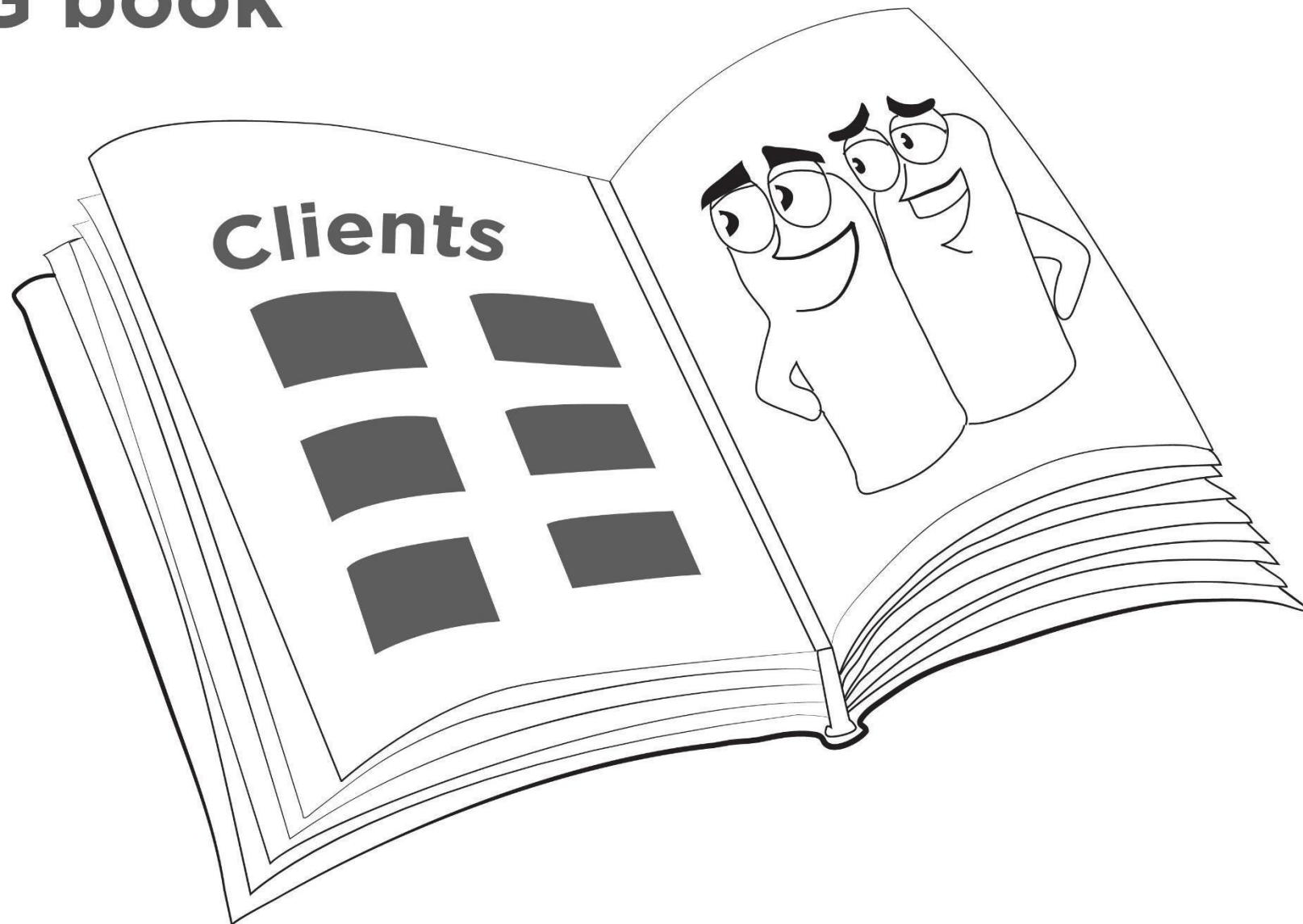
THE LOGS can help you
INCREASE REVENUE



BUSINESS CONSULTANCY

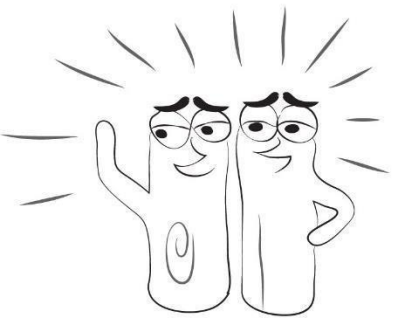
The LOGS care about your
BRAND IDENTITY

The LOG book



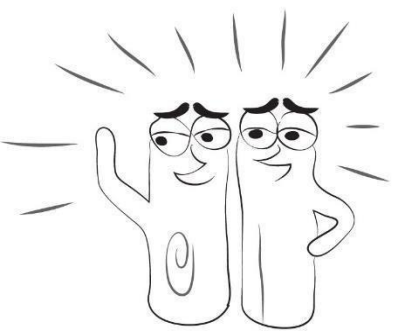
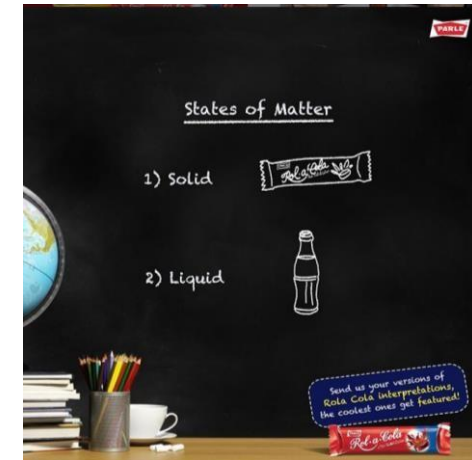
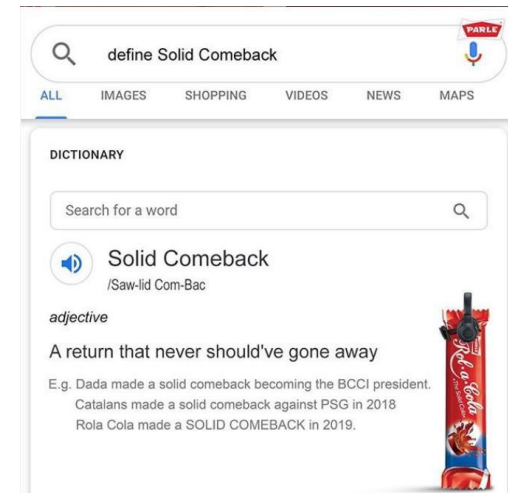
PARLE PRODUCTS

- One of the official agencies handling the corporate briefs of Parle Products
- Corporate communication includes Vocal for Local, Eid and Lockdown campaign



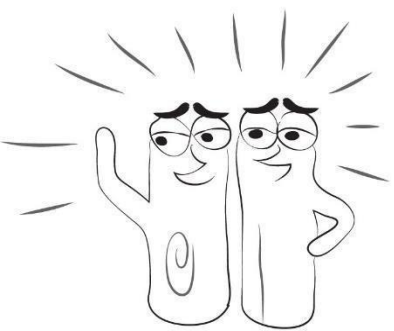
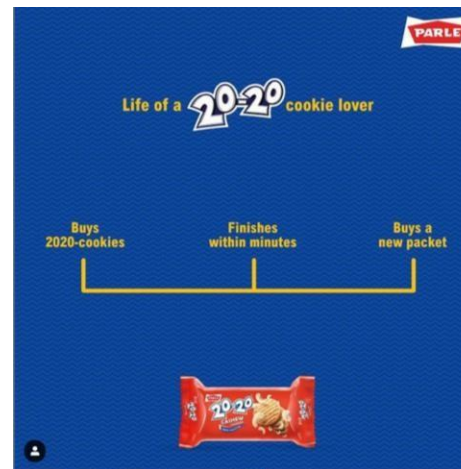
ROL-A-COLA

- Re-launched the solid cola last October via Parle Products
- Established the persona of the brand and the journey from the old to new packshot
- Reached out PAN India, with several case studies made on the campaign
- <http://www.socialsamosa.com/2020/01/case-study-parle-rola-cola-return/>



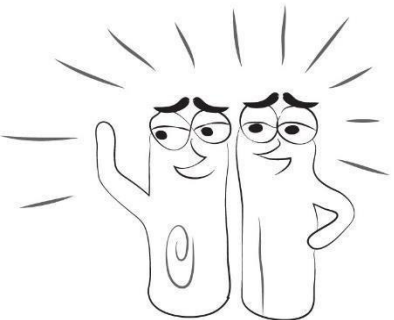
2020 COOKIES

- Parle Product's under rated warrior
- Direct competition to goodday and we ensured it stays in context
- Established the brand persona and reached out to tier 2 and 3 cities too
- <http://www.parleproducts.com/brands/20-20-cookies>



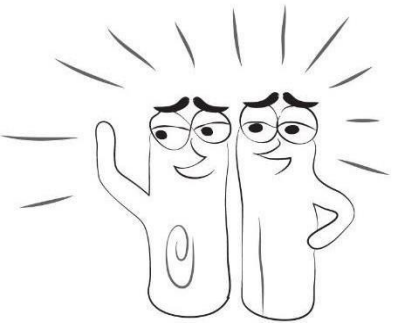
ICICI BANK

- Developing branding modules for ICICI bank
- Training modules for staff training (various departments)
- Corporate communication designs
- Video management and amplification services



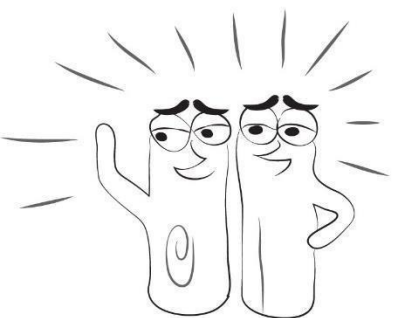
BHARAT BENZ – PREMIER 2.0 (DAIMLER)

- BHARAT BENZ PREMIER 2.0 was a hit – one of biggest virtual events of the year with 30,000 people from all around the planet
- Do Log conceptualized, executed, shot, strategized and marketed the complete event
- Developed and executed the Chroma content too (Chroma keying)
- Link:
<https://www.facebook.com/bharatbenz1/videos/274222467368963>



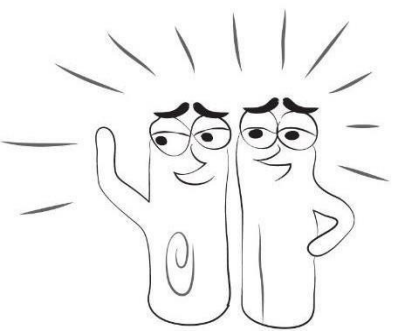
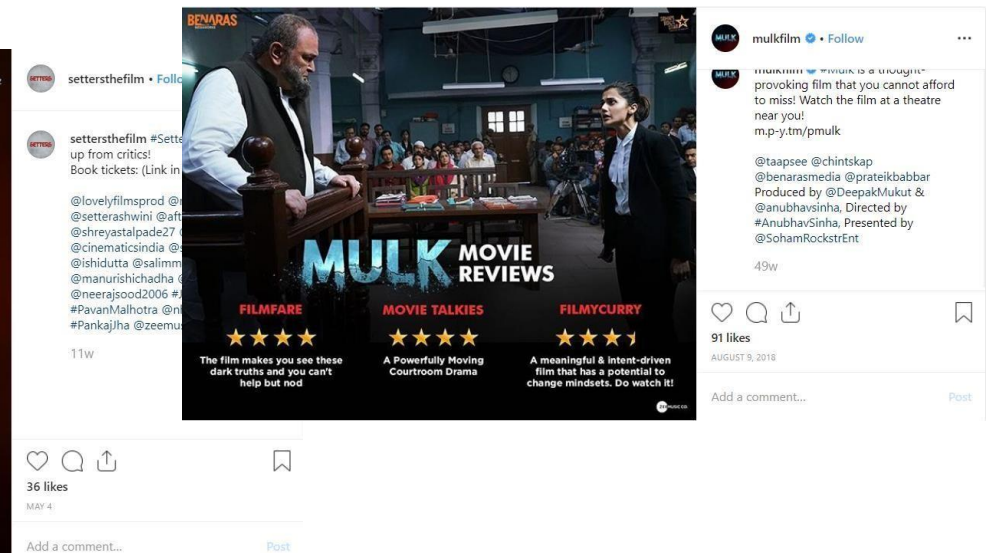
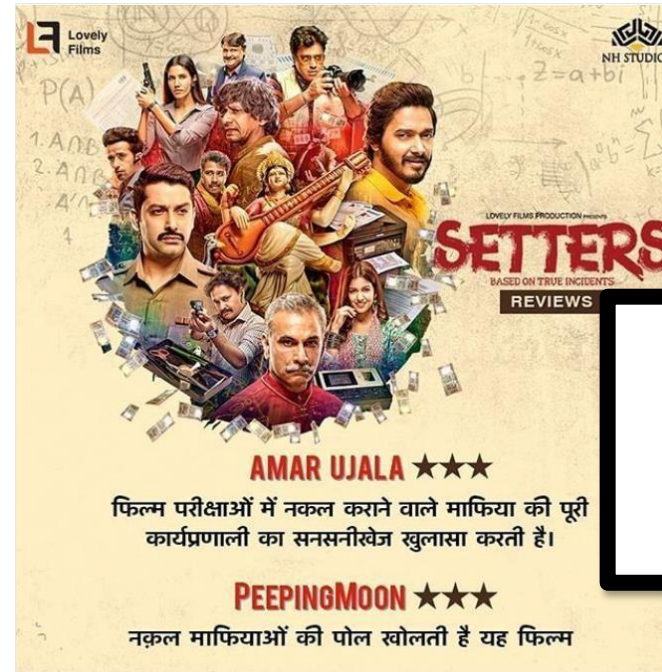
MULK

- A one of a kind campaign for a movie which went VIRAL for weeks till the movie release
- Thanks to the monologue videos of TAAPSEE PANNU that questions the integrity of INDIANS who are intolerant and RACISTS in their hearts
- Movie was a BOX OFFICE success



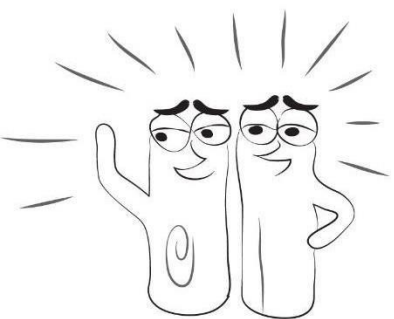
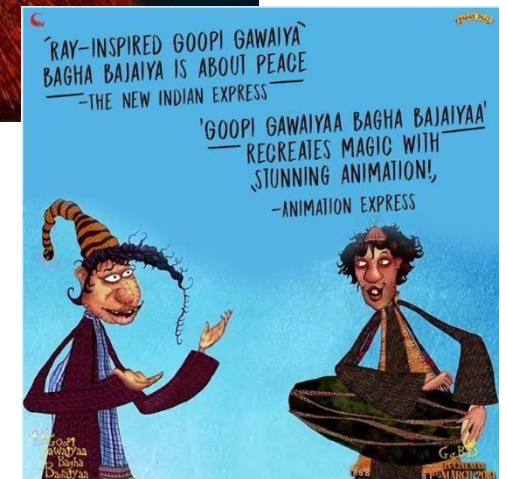
SETTERS

- Ever heard a movie campaign where the name becomes a TREND?
- Setters with a big ENSEMBLE cast, got It's due from CRITICS due to a good movie and a campaign to boast about
- #SettersChallenge went viral for 2 weeks thanks to the ensemble cast and effective digital PR



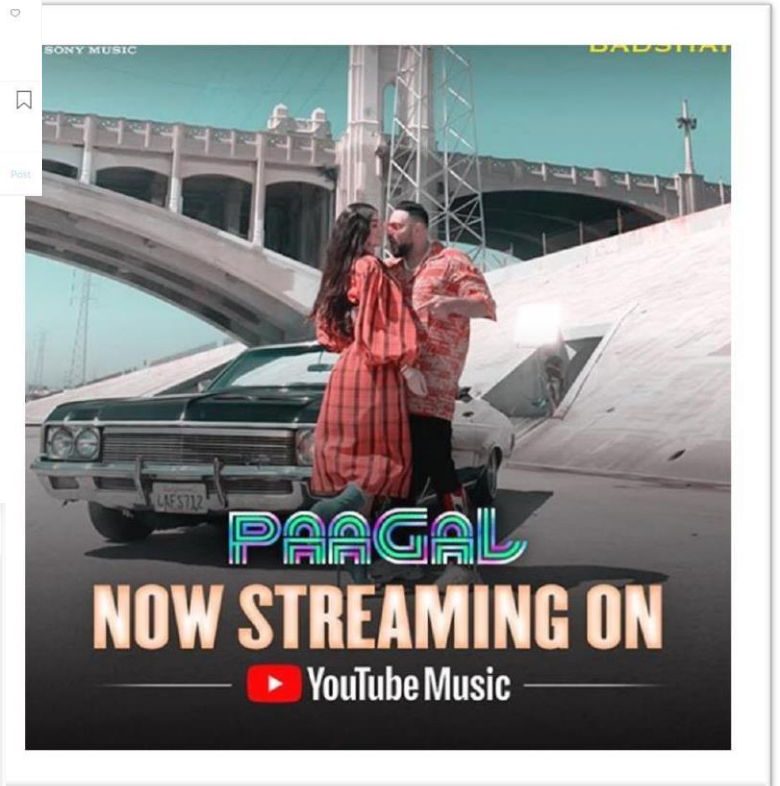
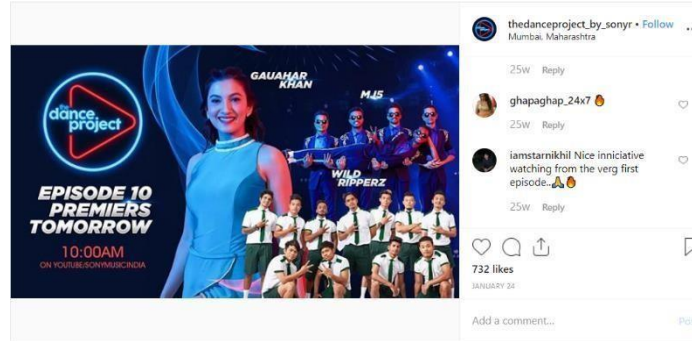
GOOPY GAVAIYA BAGHA BAJAIYA

- A trendsetting animated movie, right from the archives of SATYAJIT RAY
- The 2 LOGS were HONOURED to promote this movie digitally
- Gulzar saab promoted this movie and helped the LOGS make this a successful campaign



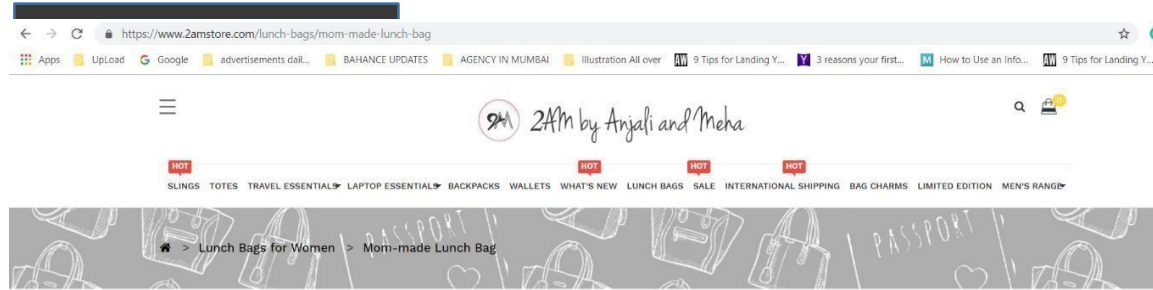
SONY MUSIC INDIA

- Music is food for soul, money for the companies and Fun for the LOGS
- Managed the social media accounts of Sony Music India for 2 years – more importantly the entire archive of movies during this phase
- Campaigns include Tubelight, Jab Harry Met Sejal, Naah, Kya Baat Ay, and tonnes of more launches



ZAM

Lack of online sales was an issue posing against the brand
 We generated their online sales with thrice the returns
 Higher revenues resulted in higher profits thereby coining their sustainability

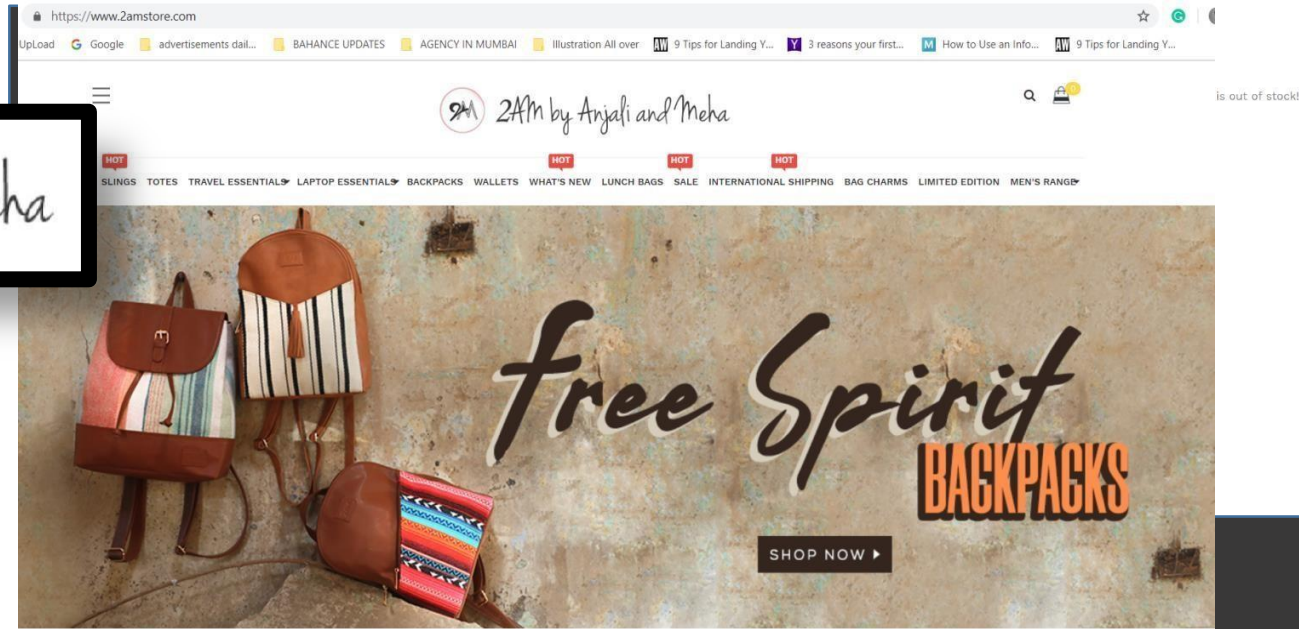


Mom-Made Lunch Bag

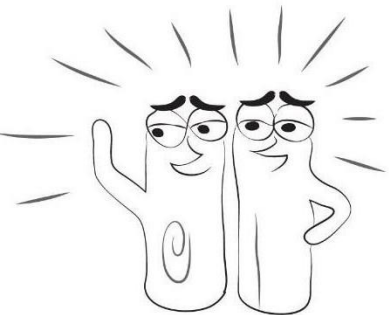
★★★★☆ 0 REVIEWS - WRITE A REVIEW

₹1,200.00
₹499.00

Inclusive Tax: ₹499.00
Product Code: LBMMD

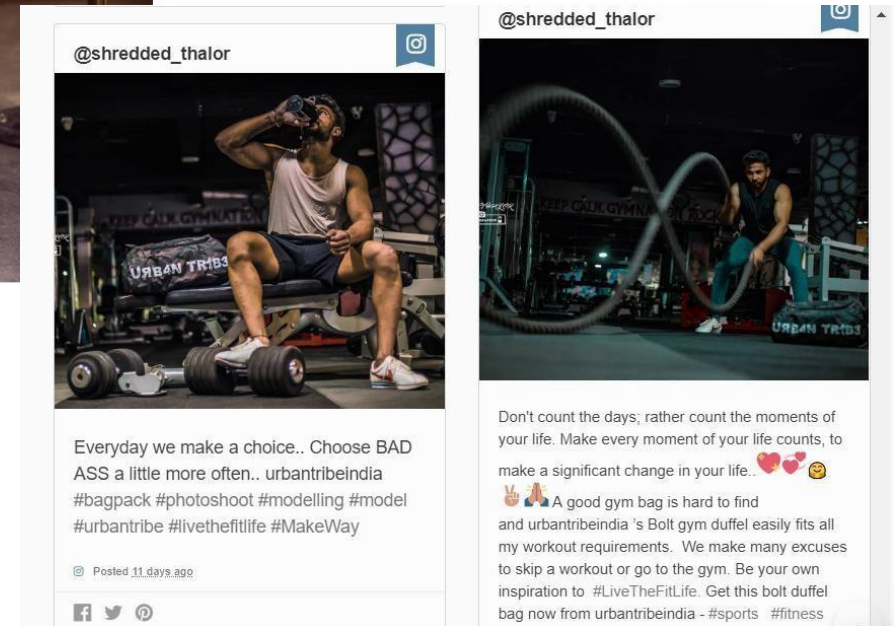
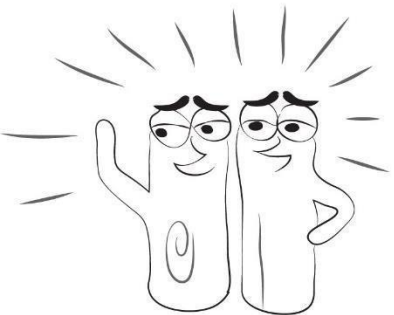
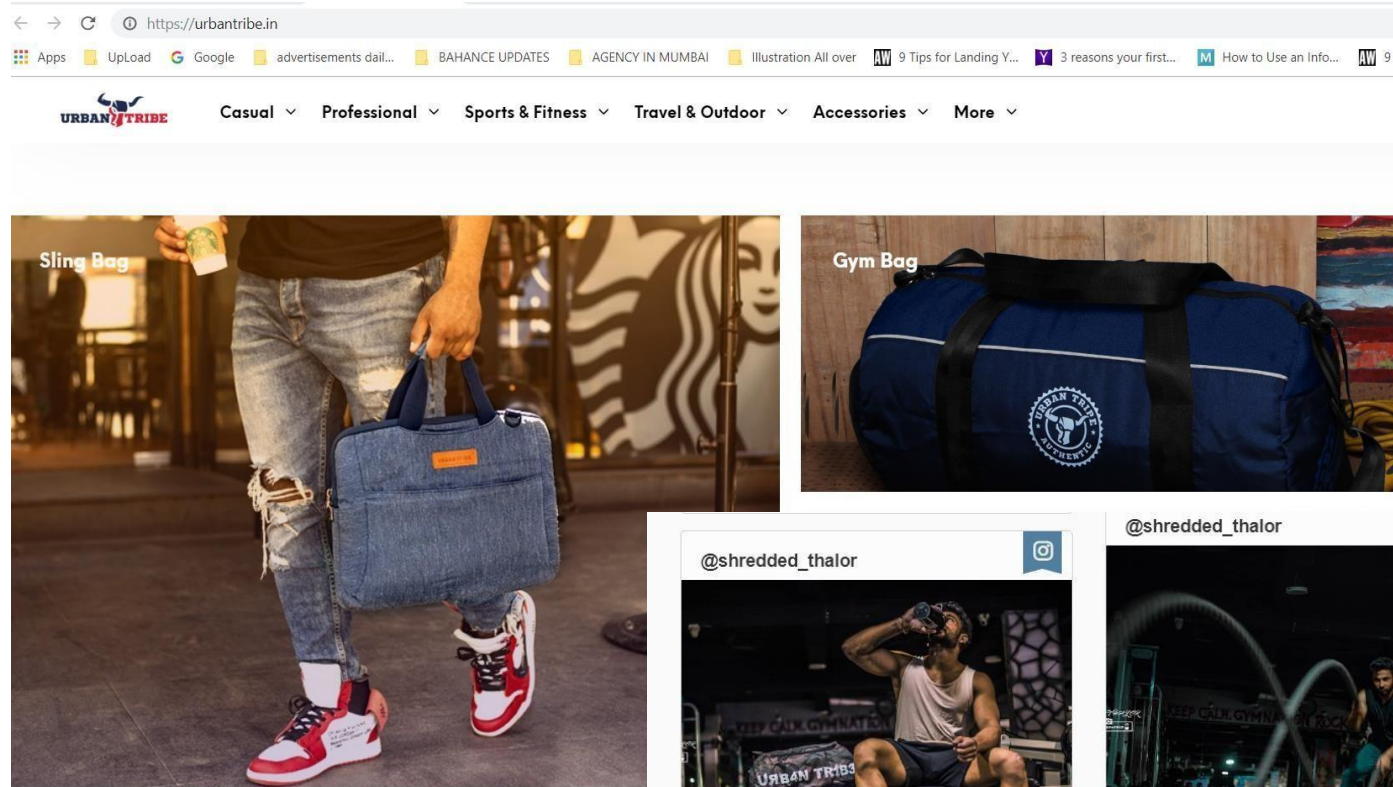


 ZAM by Anjali and Meha



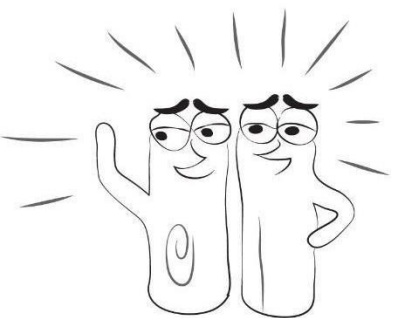
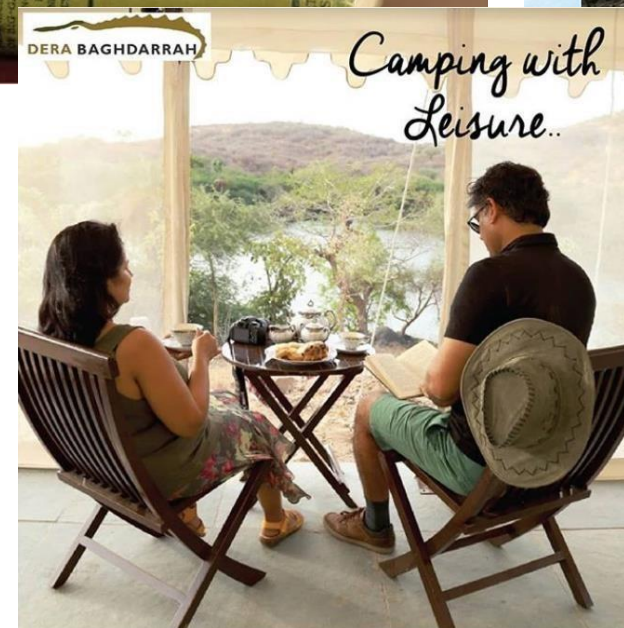
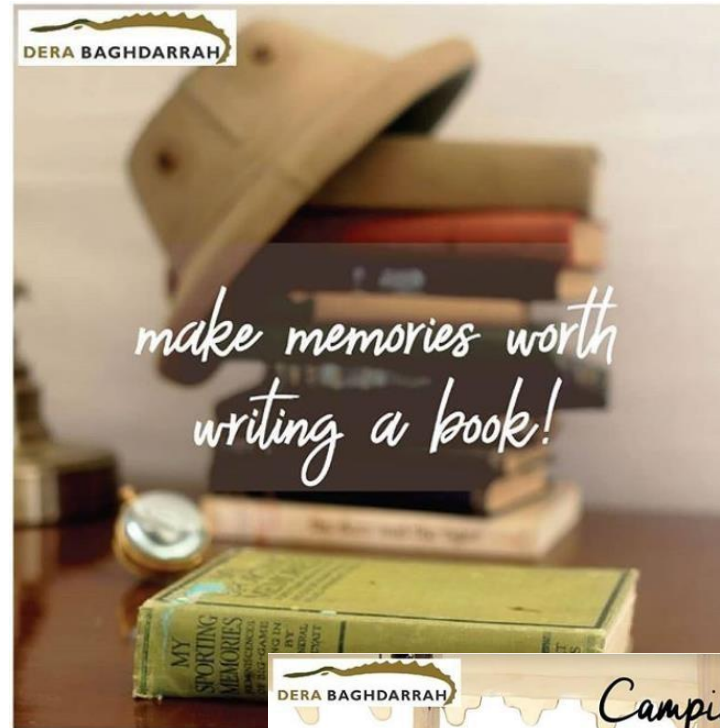
URBAN TRIBE

- We hold the Bragging / BAGGING rights for one of the best performance marketers out there
- Adventure bags ranging from 1K to 5K were sold like pieces of cakes
- Month-on-Month bags sold @ three times the return



DERA BAGHDARRAH

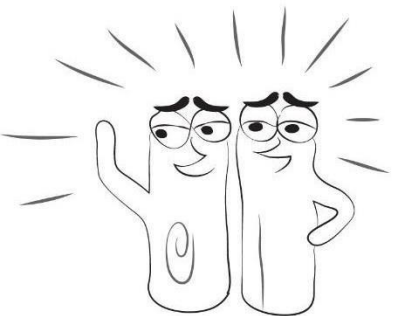
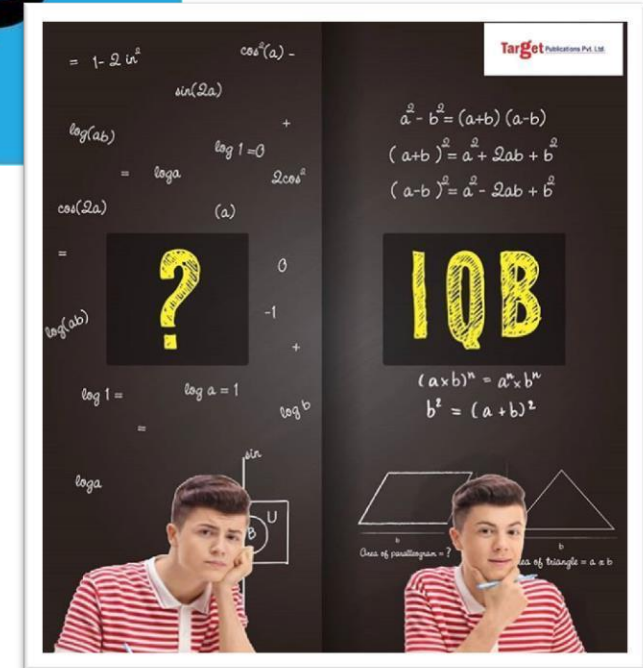
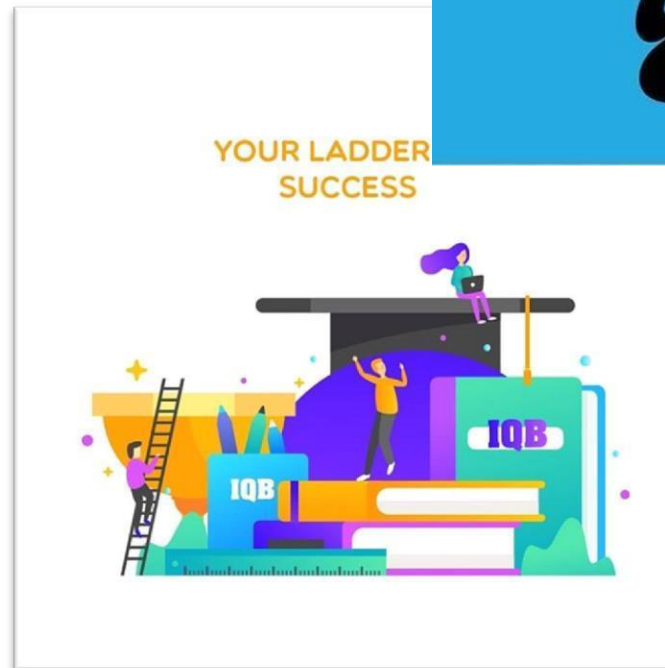
- We decided to support the cause of HAPPINESS for the people travelling to the forests of BAGHDARRAH!
- Dera Baghdarra is an experience zone near Udaipur and we made tourists go gaga over it
- We sold experiences via their re-sellers and website to get the brand established



TARGET PUBLICATIONS

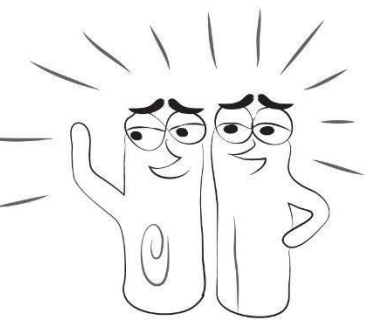


- Brand perception and recall play a vital role to drive the sales
- Publishing curated books for all students of 10th & 12th was the awareness to be spread and we hit all the right targets



SYKES & RAY EDUPRO

- India's #1 CFPCM authorized education provider
- Created e-commerce, user-friendly websites for their courses and study material
- Executed conversion and lead campaigns on the newly developed websites
- Executed SEM and SEO campaigns successfully to improve ranking and sales



MODULES

FPSB INVESTMENT PLANNING SPECIALIST

APPLY NOW

COMING SOON

FPSB RETIREMENT AND TAX PLANNING SPECIALIST

APPLY NOW

COMING SOON

FPSB RISK AND ESTATE PLANNING SPECIALIST

APPLY NOW

COMING SOON

FPSB FINANCIAL PLANNING CAPSTONE

APPLY NOW

Financial Planning Academy
"Nurturing your Aspirations"

MBITION
LEARNING SOLUTIONS
Learn Today • Lead Tomorrow

WELCOME TO FINANCIAL PLANNING ACADEMY

Financial Planning Academy (FPA) has been established to disseminate Financial Education to the aspiring individuals who are keen to make a career in Finance.

FPA is student-focused, result-driven and committed to helping individuals achieve their educational and career goals.

Whether you are a college student trying to master basic skills in finance or you are a working professional trying to upgrade your knowledge, FPA helps you achieve your career goals and dreams.



CONTACT US

Query *

Name*

Email Address*

Mobile Number*

Course * ▼

City* Qualification * ▼

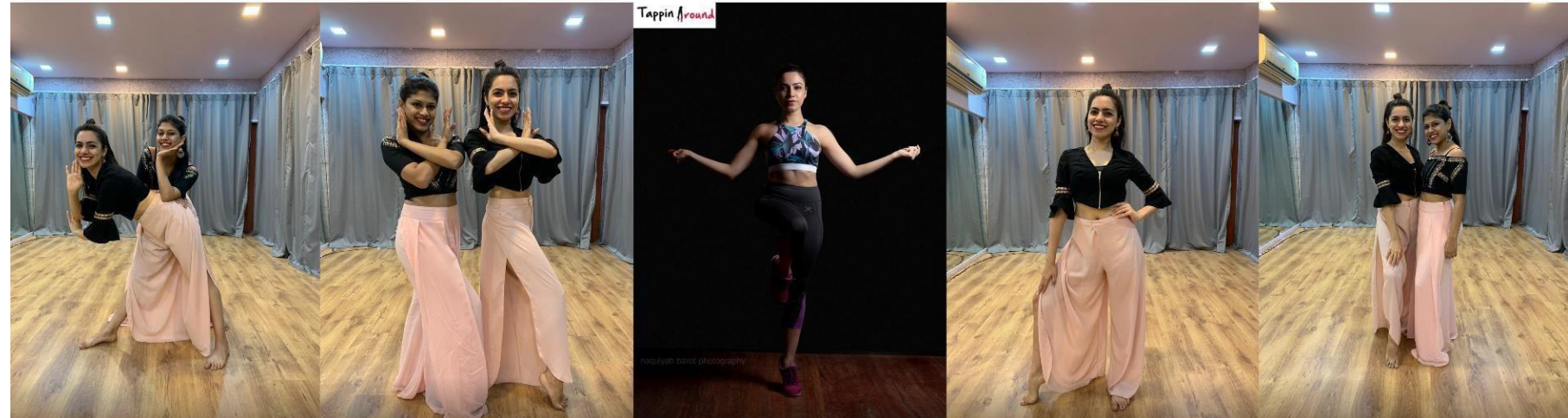
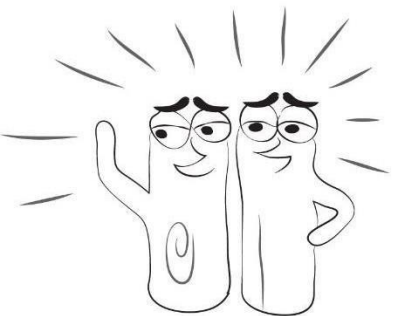
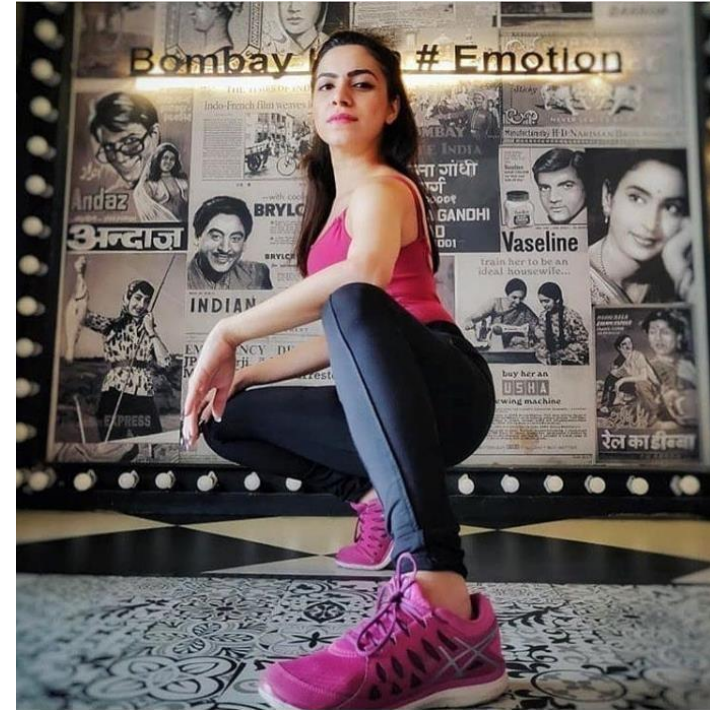
Calling Time * ▼

Verification Code: 277583 SUBMIT

TAPPIN' AROUND

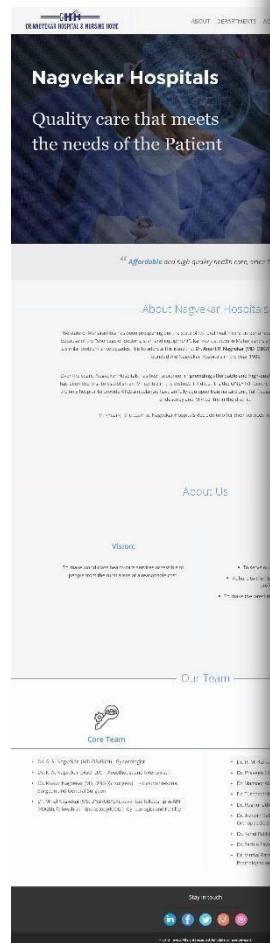
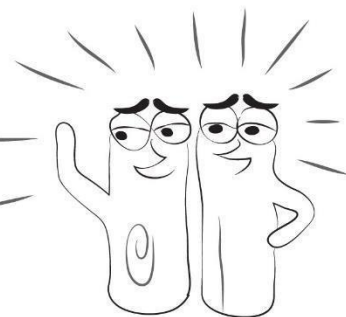


- Introducing one of the first client of the LOGS
- We established the brand as choreographer and fitness trainer in Mumbai
- Week-on-Week leads and on the point branding exercises has made her one of the TOP choreographers in Mumbai



NAGVEKAR HOSPITAL

- A hospital in Thane and Kankavli the doctors of which really wanted to make a difference in society
- We established their online presence, branded their content and did a LOT more than a digital agency could offer
- Nagvekar Hospitals can truly call the LOGS, growth CONSULTANTS



BOOK AN APPOINTMENT

Name

Email

Location Date

Mobile

Specialty

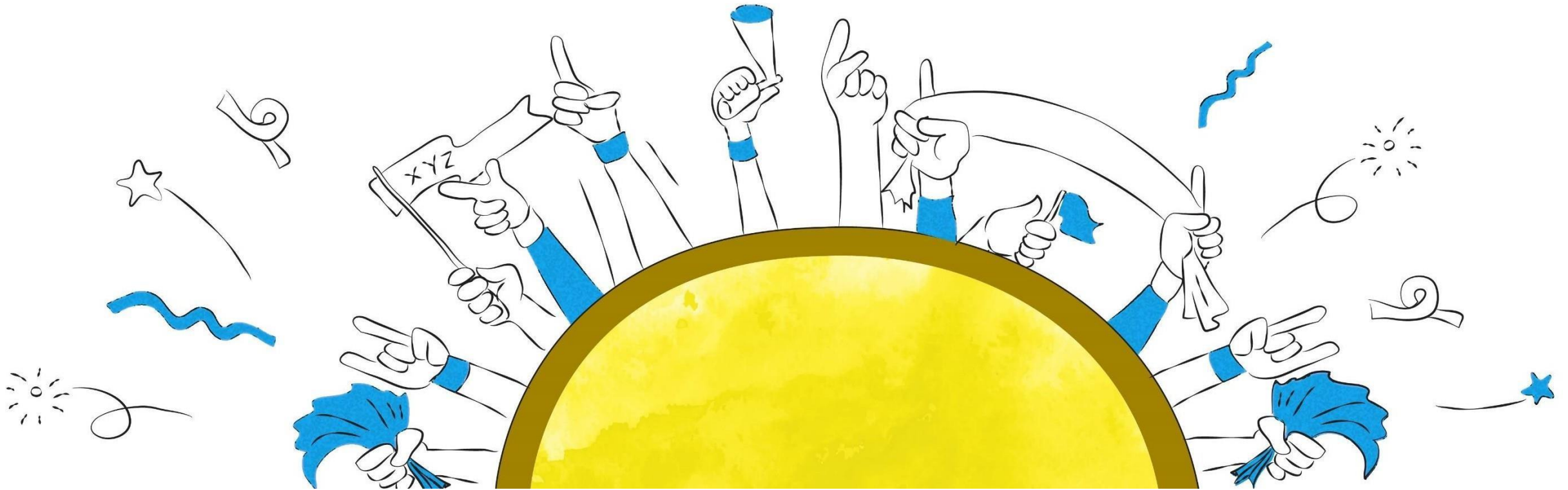
- Gastrointestinal & Hepatobiliary Unit
- Endoscopy Unit
- Reproductive
- Obstetrics & Gynaecology
- Trauma Care
- Radiology
- Other Departments

CONFIRM BOOKING



DO LOG

AWARDS AND ACCOLADES



PARX ANTHEM HUNT

(2017) – ACEF 2017 (Asian Customer Engagement Forum and Awards)

- Bought together Parx and Rolling stones to give Parx it's Anthem
- PARX ANTHEM HUNT was on the most viral brand campaigns for 2016 / 17

Parx Anthem Hunt receives an overwhelming response!

MARKETING
OCT 07, 2016

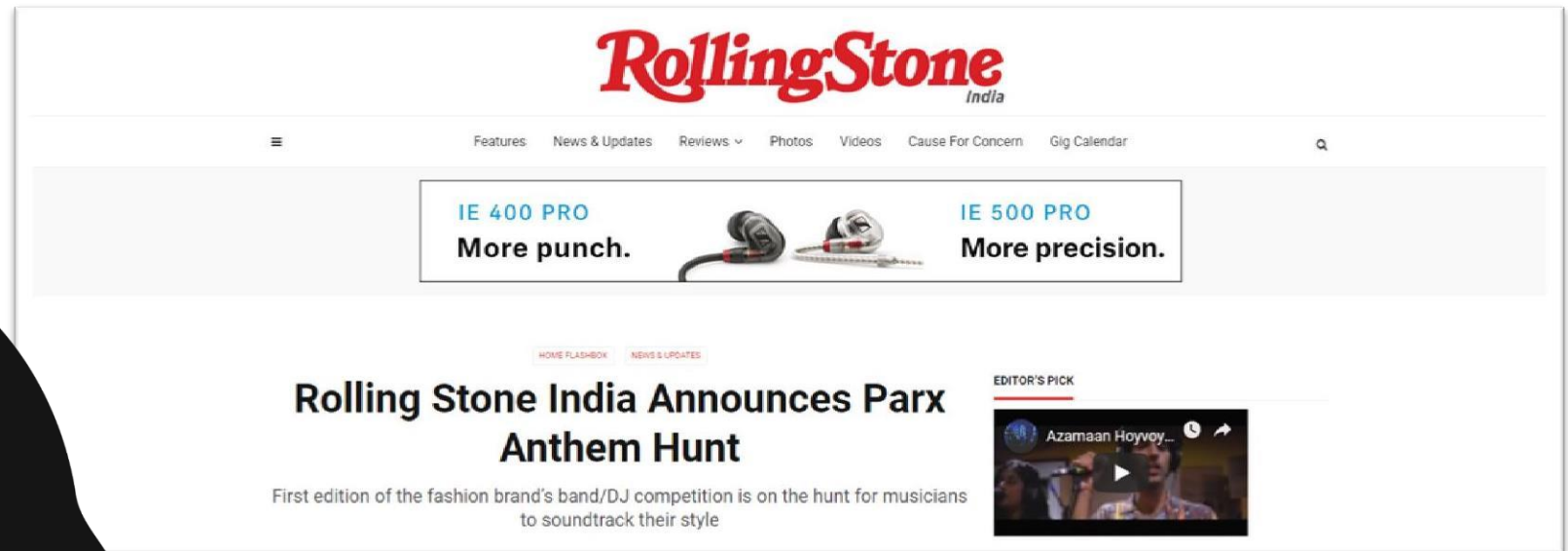
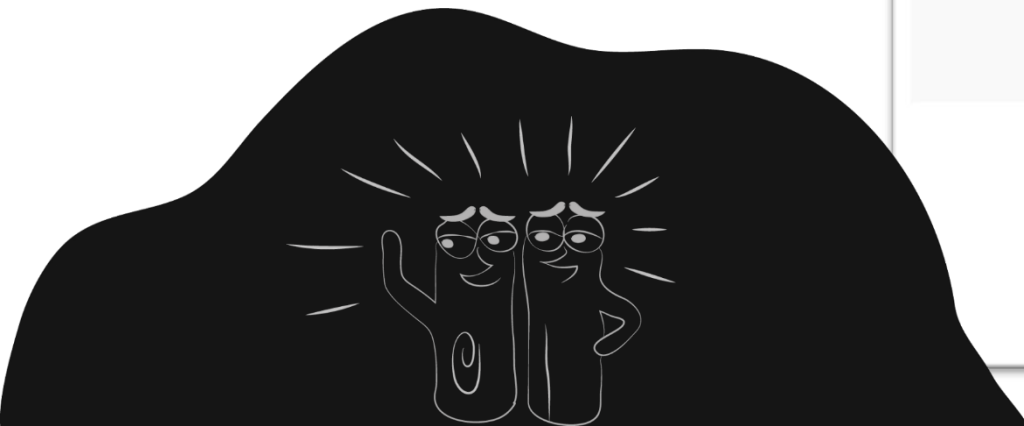
ADGULLY BUREAU
@adgully
News in the domain of Advertising, Marketing, Media and Business of Entertainment



RELATED ITEMS: RAYMOND, FINALE, PARX ANTHEM HUNT

Parx, the premium casual fashion lifestyle brand through its special initiative of "Parx Anthem Hunt" in association with **Rolling Stone** today announced **Abhilash Lakra** from Bangalore as the first ever winner of the hunt this year. The sparkling event took place at the Hard Rock Café - Worli, Mumbai in presence of the esteemed jury comprising of Indian Musician, Actor, Director, Producer and Music Writer **Luke Kenny**, alternative, electronic music composer **Randolph Correia** and music writer, critic, lyricist and journalist **Nirmika Singh**. The winner was presented the bumper cash prize by **Gaurav Mahajan, President – Apparel Business, Raymond Limited** along with **Pragati Srivastava, Brand Head – PARX**.

The launch of **Parx Anthem Hunt** received great traction on Twitter with 4 hours of trending which was organically pushed. The hashtag garnered potential reach of 13.8 million with total of 1,056 tweets from 71 users. Pune and Gurgaon gig did amazingly well on Twitter with 6 hours of trending. The hashtag for Pune and Delhi gig garnered potential reach of 9 million and 15.8 million with total of 1,234 and 1,587 tweets from 319 and



Rolling Stone India

Features News & Updates Reviews Photos Videos Cause For Concern Gig Calendar

IE 400 PRO
More punch.

IE 500 PRO
More precision.

Rolling Stone India Announces Parx Anthem Hunt

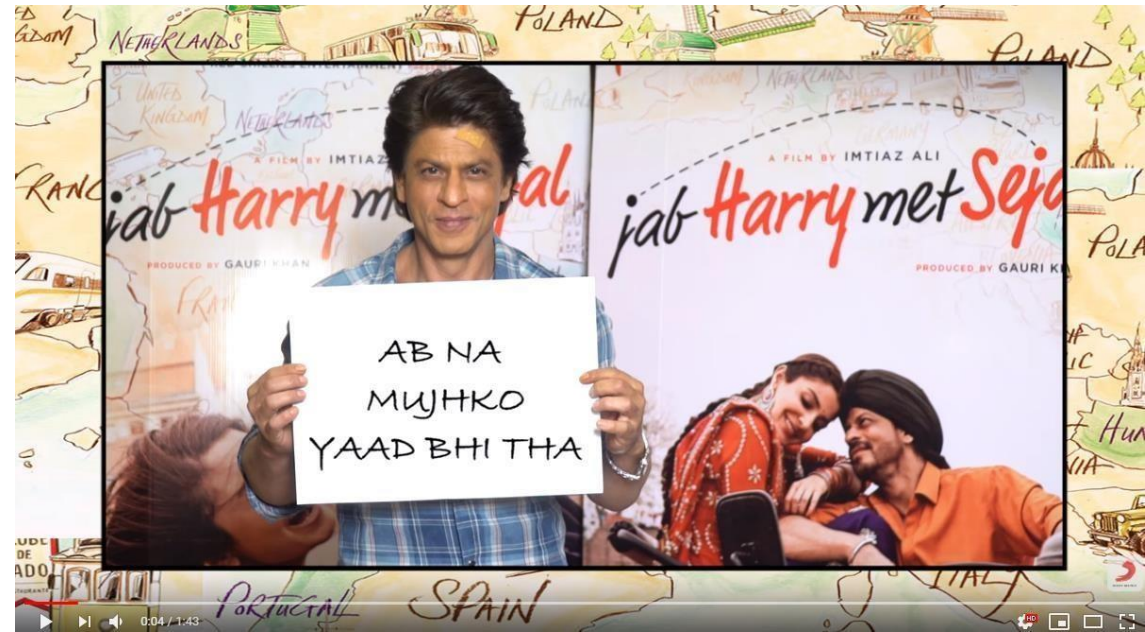
First edition of the fashion brand's band/DJ competition is on the hunt for musicians to soundtrack their style

EDITOR'S PICK
Azamaan Hoyvay...

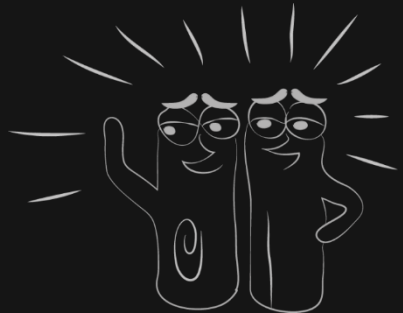
INDIA'S FIRST MADE MOVIE PROMOTION VIDEO FOR SONY MUSIC INDIA

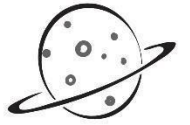
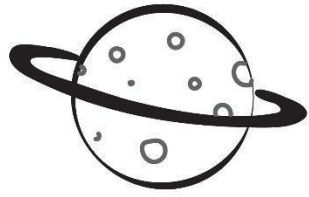
– ACEF 2017 (Asian Customer Engagement Forum and Awards)

- Fans from more than 40 countries participated in this campaign – not just any fan – AN SRK FAN
- Jab Harry Met Sejal became the most talked about campaign in terms of marketing in the year 2017 thanks to the FAN MADE VIDEO



Safar – Official Lyric Video Ft. SRK Fans | Anushka Sharma | Shah Rukh Khan | Pritam | Arijit Singh





E-mail:

neeraj@2log.co
mustafa@2log.co

Contact:

+91-8879116444
+91-9890098752

EARTH



LOGS ARE EAGER TO BE USEFUL

