



PURPLEWAGON

Hello There!

We knew you'd been looking for us.

How?

Oh, We just do!

Now, how do we acquaint you with the Why, the How and the What?
To Brochure or to not Brochure, that is the question.

Well, We decided we would...

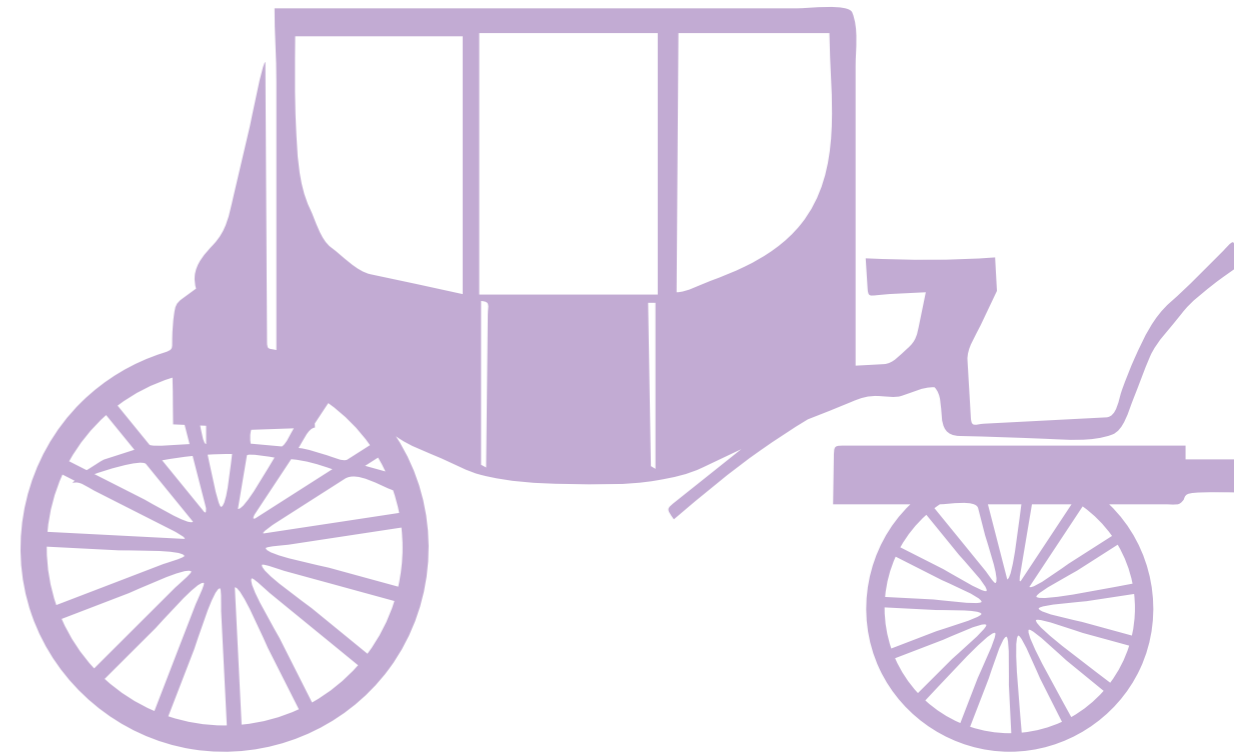




Just do it! ;)



Hop on and let us take you for a ride
on the **Purple Wagon!**



The Why

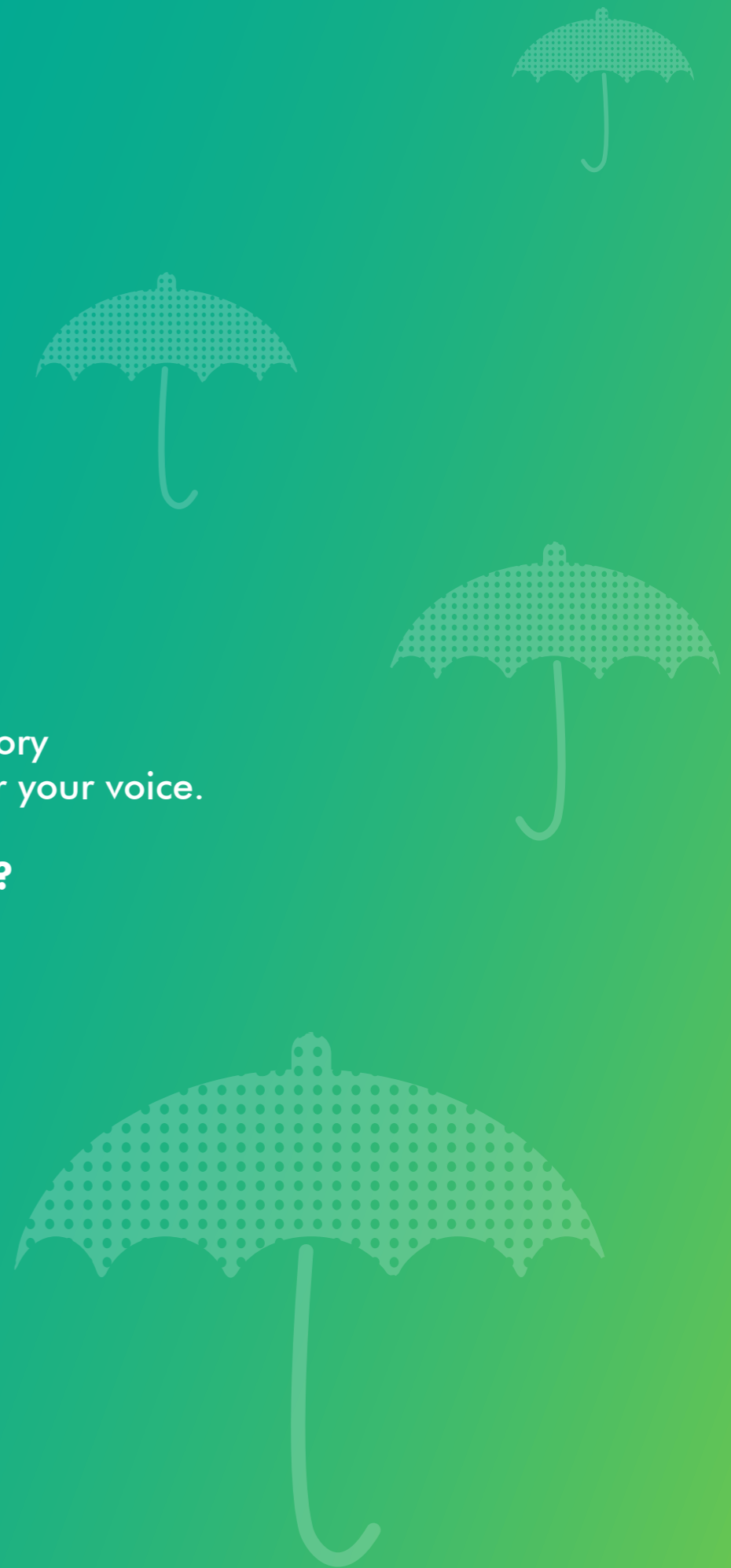
**“ The exhilarating ripple of her voice
was a wild tonic in the rain. ”**

- F. Scott Fitzgerald, The Great Gatsby

And, THAT is how you make a first impression.

We help you create an image that will etch itself into your client's memory
and haunt him/her till they get that phone out and call you; just to hear your voice.

Is this not reason enough to pick up your phone now and call us?



The How

Ahhh.. If only you knew!



1. Understanding your needs

"But then, no one really got her. No one in the world understood.
Hell, if she was honest with herself, not even she understood."

- Lacey Alexander, Bad Girl by Night

We understand Women. Enough said!



The How



2. Result-oriented

We are incredibly selfish! On your behalf though.
We will settle for no excuses and no dillydallying.
With our market-researched methods, domain expertise and project management skills, we ensure that you see measurable results.

We don't build no castles in the air!



The How



3. Scalable and Flexible

Capable of handling largely complex global projects which are rife with variations, customizations and schedules, we equally understand that when it comes to Business Requirements, one size does not fit all.

We are flexible enough to provide tailor-made solutions to our clients as and when required.



The How



4. Cost-effective

We know, we know! Clichéd though it seems, our size and business model enable us to provide you magnificent services at rack prices.

There, that is another problem eliminated for you!



The What

Well, we've bragged enough!
Now follows a concise list of what exactly we offer.

Look them up, check what you need and get back to us.



The What



BRANDING

- Brand Positioning
- Market trends analysis
- User Perception
- Brand Manual
- Design Guidelines
- Logo Design
- Stationary and Merchandising



STRATEGY

- Market Trends
- Market Research
- Industry Analysis
- Competitor Analysis
- Marketing Goals & Projections
- Financials
- Market Analysis



DESIGN & COMMUNICATION

- Design Strategy
- Benchmarking
- System maps and mock-ups
- Ethnographic
- Human Factors and Ergonomics
- User Experience
- Usability Testing
- Content Management
- Communication



DIGITAL MEDIA

- Web design & development
- Search Engine Optimization
- Google Adwords
- Web application & development
- Web analytics



SOCIAL MEDIA

- Profile Management
- Social media strategy
- Video Marketing
- Customer Engagement
- PPC & PPM
- Blogging
- Analytics



EVENTS & PR

- Award Ceremonies
- Corporate Events
- Concerts
- Exhibitions
- Product Launches
- Event Management
- Press Releases & Copywriting
- Media Events
- Media Interviews



How to Reach us!

We would love to catch up with you some time...
either over a cup of coffee or a pint of your favourite Beer!

Your IE icon is right there! Shoot us a mail at
contactus@purplewagon.in

Also, remember that phone you clutched while we were discussing calls?
This is what you should dial
9908818183

See you on the other side!

