



' We Believe in Boundless Creativity '

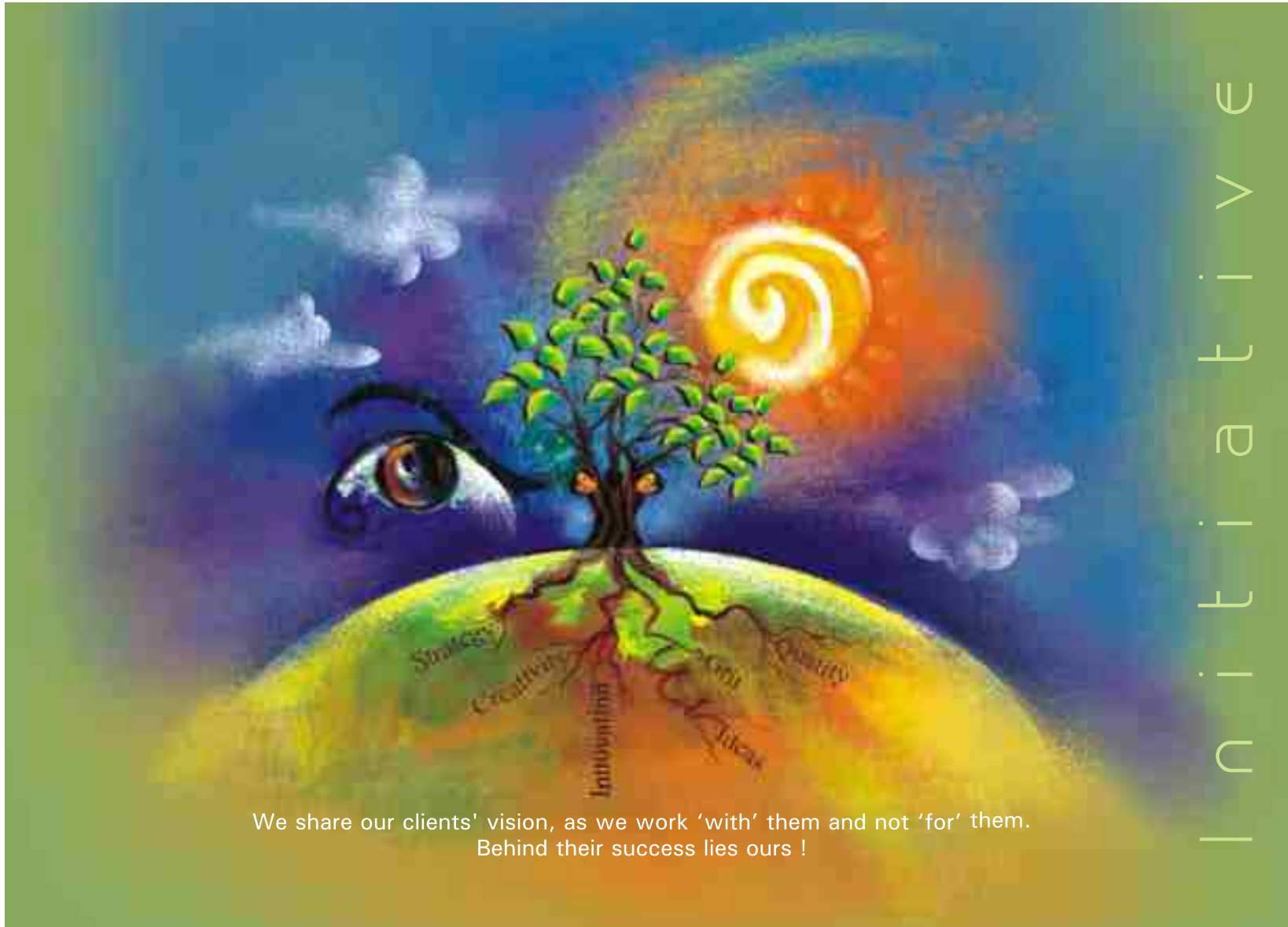
O u r P h i l o s o p h y

At axii **studioworx**,
we believe in providing
creative strategic planning
with effective and prompt
communication, to transform
a product into a sustainable
brand entity.

*We provide
Total Branding and
Advertising Solutions.*







We share our clients' vision, as we work 'with' them and not 'for' them.
Behind their success lies ours !

I N I T I A T I V E

C o m p a n y P r o f i l e

axii studioworx began its zestful quest of attaining communication excellence in 1999.

Today, at axii we celebrate boundless creativity through the medium of brand communication. This includes various wings like Advertising, Print and Digital Media all this under one umbrella. Driven by a highly talented team, brimming with creativity, we've been enjoying an ever-increasing, diversely segmented, patronage from various business sectors that range from mid-segment organizations to high profile corporate powerhouses.





I n n o v a t i o n

Today, knowledge may not suffice. Innovativeness and unique ideas make the difference !

B r a n d C o m m u n i c a t i o n

Translating a product into a brand entity with colours, visuals and designs that can associate with the viewers' minds is a complex task. At axii, we extensively work on the forms, colours and compositions. For an identity there can be dozens of basic shapes, thousands of typefaces, millions of colour tones and countless possible ways to arrange and combine them with each other. Which one would work best? Our specialist team with all its experience and creative enthusiasm answers these key questions. We comprehend crucial communication intricacies in detail and add a dash of creative innovation as we create a sustainable brand identity.





Advertising isn't about selling or positioning. Its about befriending !

P r e s e n t a t i o n

A d v e r t i s i n g

Advertising is a powerful tool, meant not just for selling a product, but a lot beyond that. axii looks at creating advertisements - outdoor and print - that wouldn't be restricted to its space. We strive to create advertising campaigns that would come out and log into the lifestyle of the target audience. And with the world moving so fast and countless advertisements fighting for attention, we meet the challenge of having eyes stop at the advertisements we create and win the desired association.





K a l e i d o s c o p e

Print isn't a mere medium. It's about the first step towards the beginning of a relationship !

Print Media

Print is an important medium that takes the communications strategy forward. At axii, we use this powerful, brilliant and informative medium, to win the target audience to the fullest. A good creative for print medium, answers all questions of a prospective brand friend and goes on to begin a lasting association with the client, all this via the medium of spectacular creatives including visuals, colours and layouts that would instill a sense of belonging.



Digital Media is about providing interactive brand solutions to the global audience !

Virtual Reality

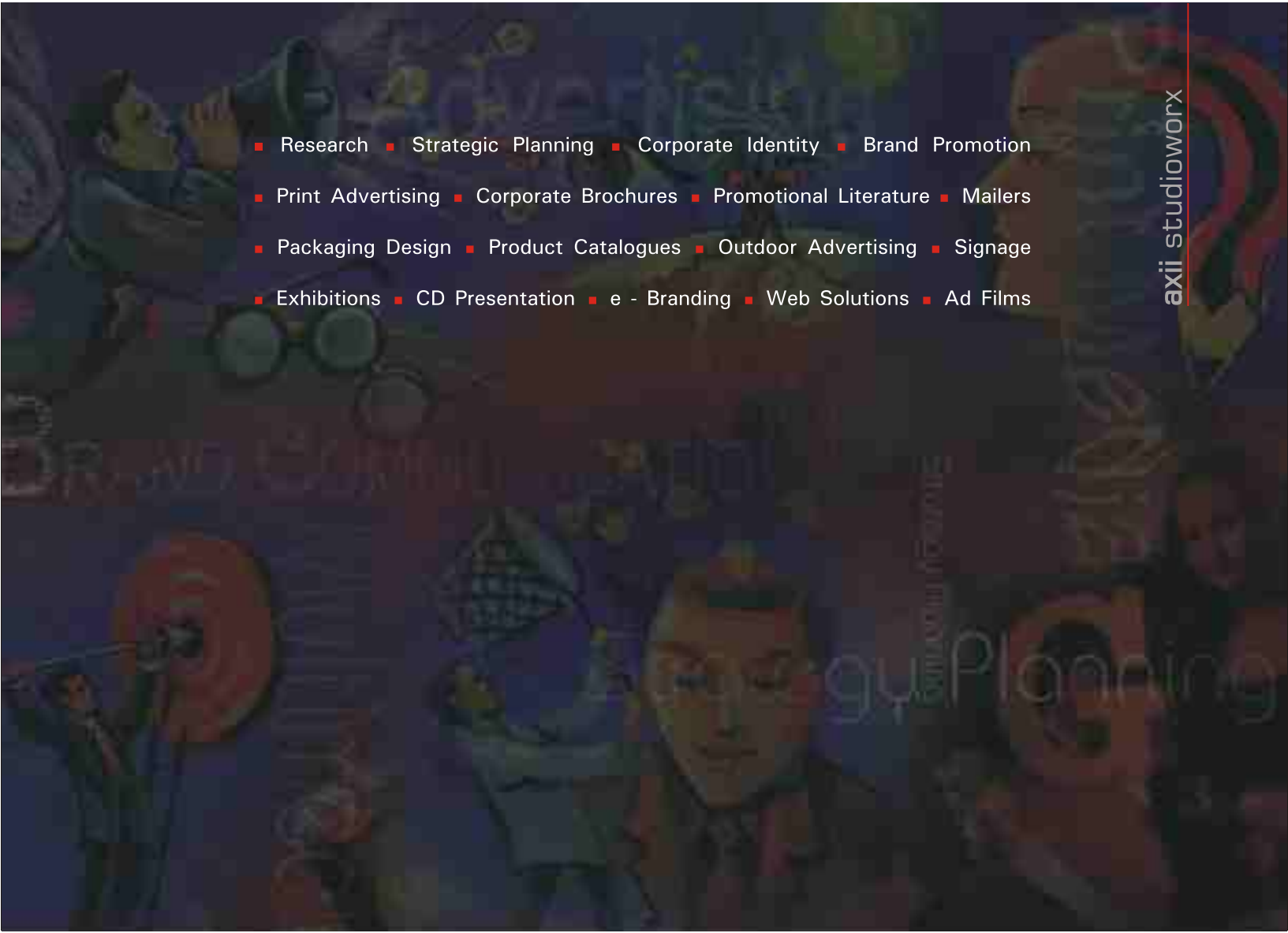


D i g i t a l M e d i a

Digital Media is another wing of axii studioworx which houses effective technological solutions like Interactive CD-Rom presentations, Web Solutions and Ad Films. A single image delivers a lot more information than hundreds of words do... and with addition of sound and motion to this image, the impact is enhanced manifold. Our Digital Media Crew creates an information sequence powered by impactful and creative audio-visual content.



All in all, we provide diverse services under one roof with finesse and the right quality. Come, experience the integration of values, ideas, commitment and a continuous growing process, while we work in tandem with your expectations and understanding. With our appropriate knowledge of the market scenario and its effect on various business segments. We partner with you to accelerate our businesses manifold, while we transform your product into a valuable brand identity and celebrate a longlasting friendship.

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- Research ■ Strategic Planning ■ Corporate Identity ■ Brand Promotion
 - Print Advertising ■ Corporate Brochures ■ Promotional Literature ■ Mailers
 - Packaging Design ■ Product Catalogues ■ Outdoor Advertising ■ Signage
 - Exhibitions ■ CD Presentation ■ e - Branding ■ Web Solutions ■ Ad Films

axii studioworx

Brand Planning

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