

raving

about **rave** media

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involvement

involvement



imagine driving down seven hundred kilometres on a hot summer day in a multi-utility vehicle carting an exhibition's fragile display materials...simply because the high-flying courier companies could neither guarantee a timely delivery nor safety! that's how involved we are in meeting a client's deadline. what's important for them is paramount for us...the exhibition, in this case, can still be visited at Jagmandir, an idyllic island-palace on Lake Pichola in Udaipur. we worked non-stop for two months, onsite and in New Delhi, and 'branded' the historical exhibition as Jagriti: the way of our world. the architectural heritage of the island palace, its history was woven together into a contemporary visual narrative. Jagriti and Jagmandir seemed made for each other. our homage to the heritage of Mewar. work for us means more than mere billings...it means the smile of the client, the appreciative nod of a visitor. that's how involved we are.

commitment

commitment



the video film was to showcase the achievements of a major non-profit organisation and their work conducted across north India over ten long years. the film was to be their calling card in the conferences and seminars of the developed world. the institute's commitment to a humanitarian cause was matched by our commitment towards high quality, powerful imagery and precision in editing. the 40-minute film was successfully screened in the US, UK and the Gulf countries, earning the applause of academicians, funding organizations and philanthropists. our commitment to achieve world-class quality with restrictive budgets has been tested time and again. our professional network working each time for the benefit of the client's project. the result is, as always, immensely satisfying. the client's project we work on becomes our own. that's how committed we are.

dedication

dedication



the greeting cards depicted drawings of lesser-privileged children from *anganwadis* (state funded creches) all over India. very thoughtfully, each card also carried a thumb-nail photograph of the little artist. the card was an integral part of a prestigious communication programme of the National Creche Fund, Department of Women & Child Development, Government of India. five lakh cards(aptly titled 'life' and 'hope' series), brochures, posters were created, produced, sorted and mailed to every medical superintendent across the 322 districts of the country, state government departments and PSUs. never before had such an extensive exercise been undertaken by the department. it took five months, from start to finish; every waking moment was devoted to ensuring the all-India exercise went off without a hitch; production and quality control standards were extremely high; every guideline, every checklist issued was adhered to by a 30-strong specially trained team. that's how dedicated we all are.

perception

perception



it was evolving as a 'coffee table' book; resplendent with rare photographs, eighteenth-to-twentieth century paintings, architectural drawings and old maps.

it grew into a vision document for the former royal House of Mewar (probably the oldest dynasty in the world). when published in April 2002,

it carried the title *'The City within a City Volume 1: Jagmandir on Lake Pichola'*.

the assignment became a test of our understanding of history, architectural heritage, contemporary issues and adhering to high production values. the book was printed

by Penguin Books. sold and distributed across the Asia-Pacific region,

'Jagmandir' has been hailed for fusing together different layers of historical knowledge

into a comprehensive easy-to-read book for laymen and specialists alike. in Delhi,

we became the hub that coordinated research teams from Udaipur, New York, Oxford;

every editorial, design and production issue was sensitively and successfully dealt with.

that's how perceptive we are.

expertise

expertise



it's this involvement, commitment, dedication and perception that we bring to the table to enable your company to achieve the business objectives set. over the years, we've worked in tandem with companies, their existing advertising / public relation agencies. our expertise lies in 'facilitating' communication exercises. we are the support system that your teams need. we are involved hands-on in every aspect of ideation, strategizing, creation and production. it's given us the ability to understand and deliver diverse communication projects. our effective network of hands-on communication professionals to service your project. we work within the time-cost budgets set. year after year, we've been able to create communication tools which are as effective as they are appropriate.

we've earned our clients' appreciation; they've become our patrons...
we'd love to include your company as one of them.
that's how excited we are.

our clients

our clients

RAVE media
and marketing
communications

Corporates

HRH Group of Hotels, Udaipur :
corporate literature; event-related marketing films; content development for web-site; development of comprehensive press kit; advertorials; property specific advertising; brand-building strategies and plans.

Corporate Voice Shandwick Public Relations (CVS PR) :
strategy and planning for major accounts; preparation of press kits and backgrounders; presentations for new business development.

Nikkan India Business:
industry-specific backgrounders and articles for foreign audience; content development for business portals.

Radio City:
contest driven promotion display material for outdoor publicity for the FM Radio channel

Eastbound Pvt Ltd:
corporate and product collaterals for the travel management company and it's group companies:

**Global Journey
The Orchard
Eastbound Incentives.**

Outbound Marketing.
A tourism marketing consultancy. We facilitate their communication requirements and development of collaterals.

Trusts, Foundations and Museums

**National Creche Fund, Ministry of HRD,
Government of India:**
all-India communications exercise with creation and production of greetings cards, posters, brochures; advertising for the NCF greeting cards; marketing and pr plans prepared.

Maharana Mewar Charitable Foundation, Udaipur :
creation and production of publications for international audiences; permanent exhibitions at the City Palace Museum, Udaipur and Jagmandir island; preparation of corporate literature including brochures and leaflets; fund-raising plans and PR strategies.

Institute of Objective Studies (IOS):
creation and production of international hardcover book on 100 Great Muslims of the 20th century, exhibition and conference literature, signage and display material for an international conference in 2005, documentary on India 2002 activities; commemorative video film for overseas audience in 1996; CD presentation for Heritage Films 2000; content development for website.

American Institute of Indian Studies (AIIS):
communications and marketing consultants to the Institute. Responsible for the creation of collaterals for promotions and fund raising.

Centre for South Asian Art & Archeology:
Responsible for the creation of collaterals for the centre. The Centre provides training in conservation, documentation and restoration of South Asian Art and Archeological sites.

our network
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