



AUTUMN HOUSE

WHO ARE *WE*

We don't just build brands. We turn them into experiences.

Autumn House was born with one sole purpose: Inspire brands to inspire people, seamlessly making an impact in their day-to-day lives for their own growth. Despite the massive shifts that have occurred over the years, we operate in the way we have envisioned. Creating a culture that deeply respects our clients and our people. Our core values remain at the heart of everything we do. They are not a set of rules, but beliefs. They are our DNA.

We are: Extensively Relevant, Relentlessly Creative, and Adaptively Connected.

We are **AUTUMN HOUSE.**

TV COMMERCIALS WEBSITE DESIGN

ADVERTISING & PROMO

GRAPHIC DESIGN LOGO DESIGN

WHAT DO *WE* DO?

CONTENT CREATION PRINT MEDIA

BRAND IDENTITY EVENTS

AR & VR PACKAGING DESIGN

BRAND- BIG BAZAAR

Film 1

Film 2

INDIGO PAINT

Film 1

Film 2

SIGNATURE GLOBAL

Film 1

Film 2

Film 3

MADHUR SUGAR

Film 1

Film 2

Film 3

PRABHAT GHEE

Film 1

Film 2

Film 3

Films Done As Professionals In Various Production Houses



ASEES FEED

Film 1

Film 2

Film 3

INDIAN TRADING LEAGUE

Film 1

Film 2

AIRSON FOOTWEAR

Film 1

ZARROOR CONDOMS

Film 1

KISAN PIPES

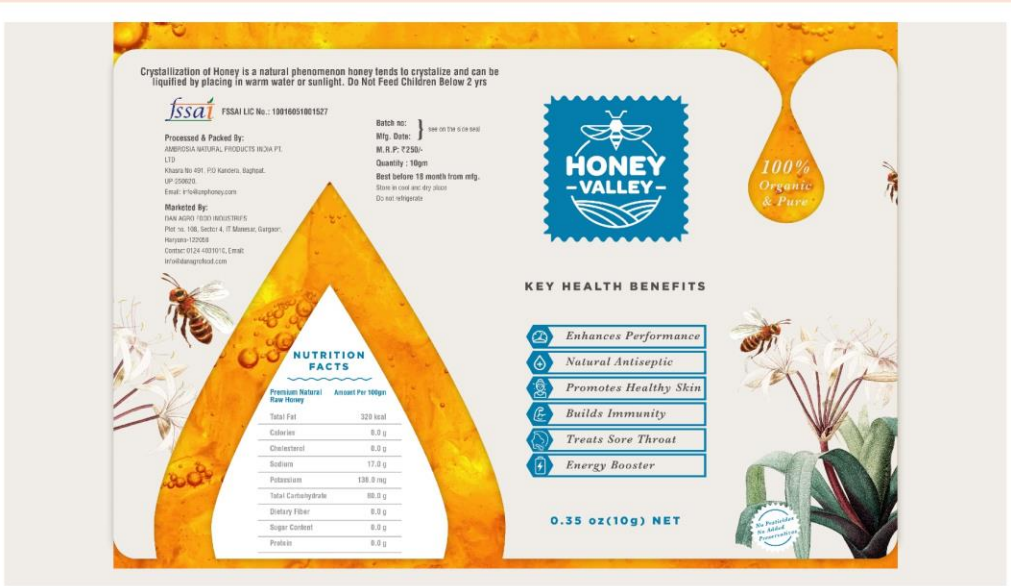
Film 1

VIDEOCON D2H

Film 1

Films Done As Professionals In Various Production Houses





TVC

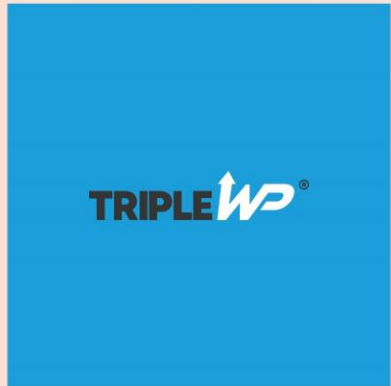
PACKAGING

LOGO

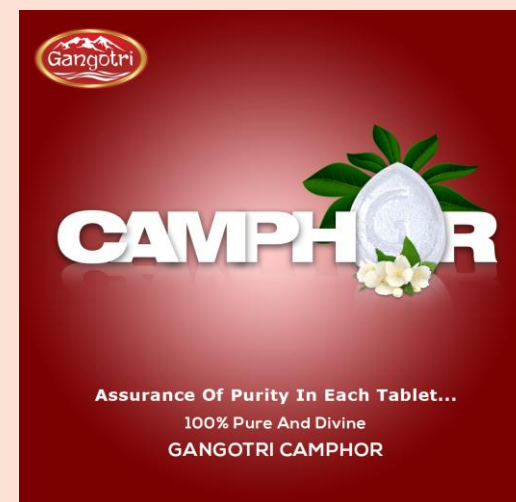
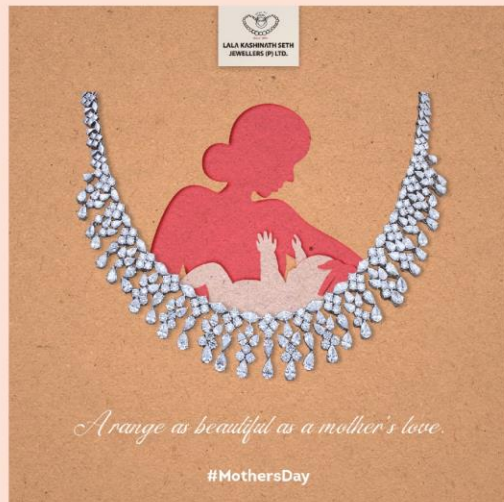
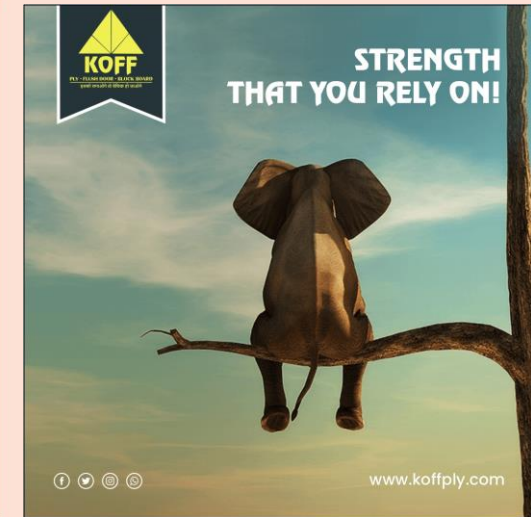
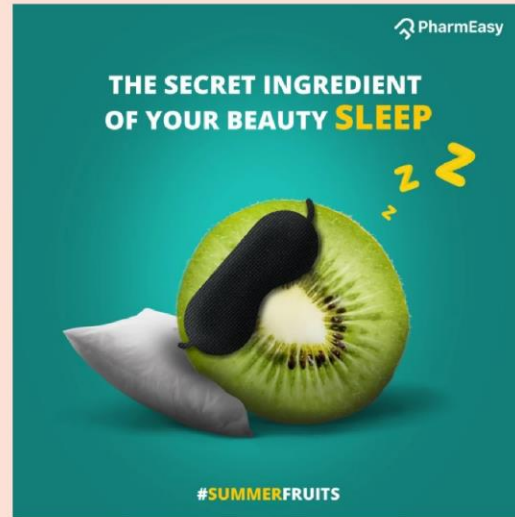
SOCIAL MEDIA

WEBSITE

OTHER CREATIVE WORK



Logo Design Done As Professionals In Various Production Houses



The screenshot displays the SOUND ON website interface. At the top, there is a navigation bar with the brand name 'SOUND ON' and links for HEADPHONES, SPEAKERS, and SUPPORT. A search bar and user account icons are also present. The main content area is divided into several sections:

- why SOUND ON:** A section featuring a woman wearing headphones, with text explaining the brand's mission to democratize premium sound quality.
- OUR HEADPHONES:** A section showcasing a pair of black and gold headphones, accompanied by descriptive text about their features and value.
- FEEL THE BASS in YOUR BONES:** A promotional banner with a 'SEE OUR STORIES' button.
- OUR SPEAKERS:** A section at the bottom featuring a man with a speaker bag, with text highlighting the brand's presence in Indian markets.

Additional elements include a 'CHECK THEM OUT' vertical label on the right side of the speaker section and a footer with a newsletter sign-up form and various utility links.

Website Done As Professionals In Various Production Houses

ATOM KIDS PRODUCTS PURCHASE CONTACT US

WHAT ARE WE
Atom Kids eyewear believe that children are inherently and their curiosity should be rewarded and supported. This is why we have designed high quality affordable childrens sunglasses and reading glasses to protect their eyes when they are on a path to discovery.

Strong sun light should not be a hinderance with our stylish UV-400 protected and polarized sunglass range

With children spending so much screen time, our trendy non-prescriptive blue-light filter reading glasses range helps in avoiding or reducing eyestrain, eye fatigue, blurred vision and headaches

GALLERY

SEE ALL PRODUCTS

Terms Of Use Return Policy
Privacy Policy FAQ's
Warranty & Support Track Your order
Who Are We?

Website Done As Professionals In Various Production Houses





**SAVING HOGI ITNI
KI WALLET KAHEGA
WOW!**

Ab poore hafte milega jabardast discount on Medicines, OTC Products and Lab tests.

[Download now](#)



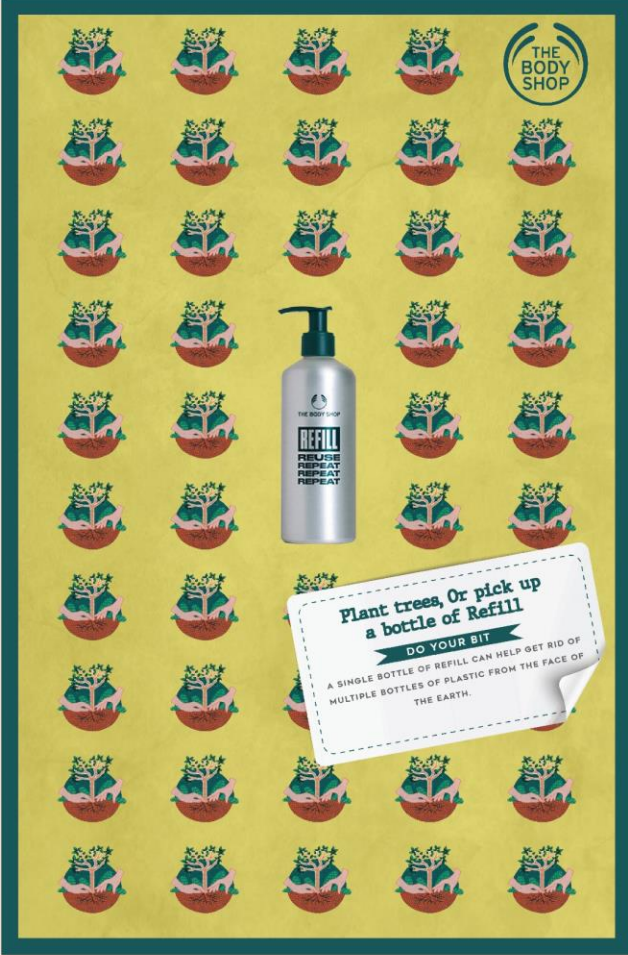
KEY VISUAL

Creatives Done As Professionals In Various Production Houses



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KEY VISUAL

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NATURE NEEDS YOU TO BE MATURE.

Introducing aluminium bottles that can be refilled with your favorite Body Shop products so that plastic disappears for good from the earth.

THE BODY SHOP

REFILL
REUSE
REPEAT
REPEAT
REPEAT

KEY VISUAL

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KEY VISUAL

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KEY VISUAL

GOODYEAR TIRE SERVICE LIFE ADVICE*

GO GOODYEAR

TIRE SERVICE LIFE IS DEPENDENT ON MANY VARIABLES SUCH AS

- INFLATION PRESSURE
- DRIVING CONDITION
- ROAD HAZARDS

THERE SHOULD NOT BE ANY PERFORMANCE DIFFERENCE BETWEEN

- DOT M648 ICM 0222
- DOT M648 ICM 1316
- A NEW (UNUSED) TIRE THAT IS SIX MONTHS OLD VERSUS ONE THAT IS TWO OR THREE YEARS OLD

TIRES IN SERVICE SHOULD BE

- PROPERLY MAINTAINED & REGULARLY INSPECTED

GOODYEAR TIRE SERVICE LIFE ADVICE*

Tire service life is dependent on many variables such as

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GO GOODYEAR

Creatives Done As Professionals In Various Production Houses

POTENZA S001

TREAD COMPOUND
INNOVATIVE MIXING TECHNOLOGY

- Best straight line stability
- Best cornering stability
- Best dry braking

REINFORCEMENT TECHNOLOGY
HIGH-PERFORMANCE STEEL REINFORCEMENT
NEW HYBRID CROWN REINFORCEMENT

- Best cornering & straight line stability

CARCASS DESIGN
SPORTY CARCASS PACKAGE

- Best cornering & straight line stability

PSR CATALOGUE 2021-2022 | 01

POTENZA S001

The POTENZA S001 is a tyre that can maximize the performance of a supercar, at the same time complement the comfort of a luxury marquee.

السيارت المتطورة، بالإضافة إلى كونه يضيف الراحة لعلامة الرفاهية

FEATURES

- BEST STRAIGHT LINE STABILITY**
Maintain vehicle stability when travelling in a straight line.
New hybrid crown reinforcement to maximize stability performance at high speed combined with optimized contact patch to improve steering feel and controllability.
- BEST CORNERING STABILITY**
Maintain vehicle stability when travelling through a curve.
Asymmetrical tread design and calmed carcass maximize stability for controlled cornering precision and increased steering response.
- BEST DRY BRAKING**
Shortest braking distance on a dry surface.
Sporty profile shape grants stability and innovative tread compound increases the grip enabling an outstanding braking performance.

FOCUS BENEFIT

GENERAL INFO						GENERAL INFO						GENERAL INFO						GENERAL INFO											
SERIES	SIZE	LOAD	PR	SEGMENT	WFT	SERIES	SIZE	LOAD	PR	SEGMENT	WFT	SERIES	SIZE	LOAD	PR	SEGMENT	WFT	SERIES	SIZE	LOAD	PR	SEGMENT	WFT						
48	205/350R18	11000	XL	PSR	507	48	205/350R18	11000	XL	PSR	507	48	205/350R18	11000	XL	PSR	507	48	205/350R18	11000	XL	PSR	507	48	205/350R18	11000	XL	PSR	507

PSR CATALOGUE 2021-2022 | 02

BROCHURE



JERSEY

Creatives Done As Professionals In Various Production Houses



DIGITAL IN OUR DNA & *HUSTLE IN OUR FLOW*

AUTUMN HOUSE is a brainchild of two strategy-led digital specialists from various known agencies, who love collaborating with brands to create unconventional and novel work, complete with fresh ideas and insightful solutions. A positively obsessed brand-driven agency, we have one mission-to provide exceptional services to our clients and deliver maximum results.

At **AUTUMN HOUSE**, we leave nothing to chance. Combining a data-driven approach with years of knowledge and experience in digital marketing, we build solutions that deliver remarkable results for our clients.

THE DIGITAL WORLD IS FULL OF *CHALLENGES* FOR ADVERTISERS

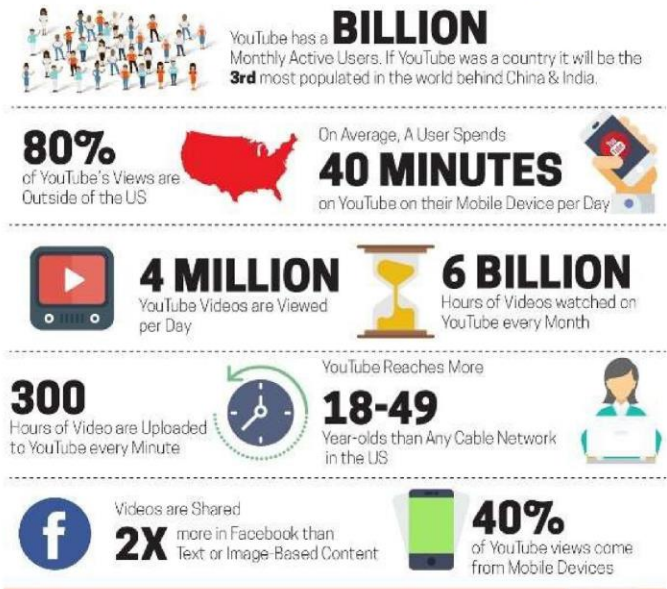
- Users are exposed to around 6,000 to 10,000 advertisements/day
- Due to this complex environment, brands are facing an array of challenges

HOW TO CAPTURE CONSUMER'S ATTENTION?

HOW TO CREATE TANGIBLE RESULTS AND OPTIMIZE INVESTMENT?

HOW TO LOCK UP OPPORTUNITIES THROUGH DIGITAL?

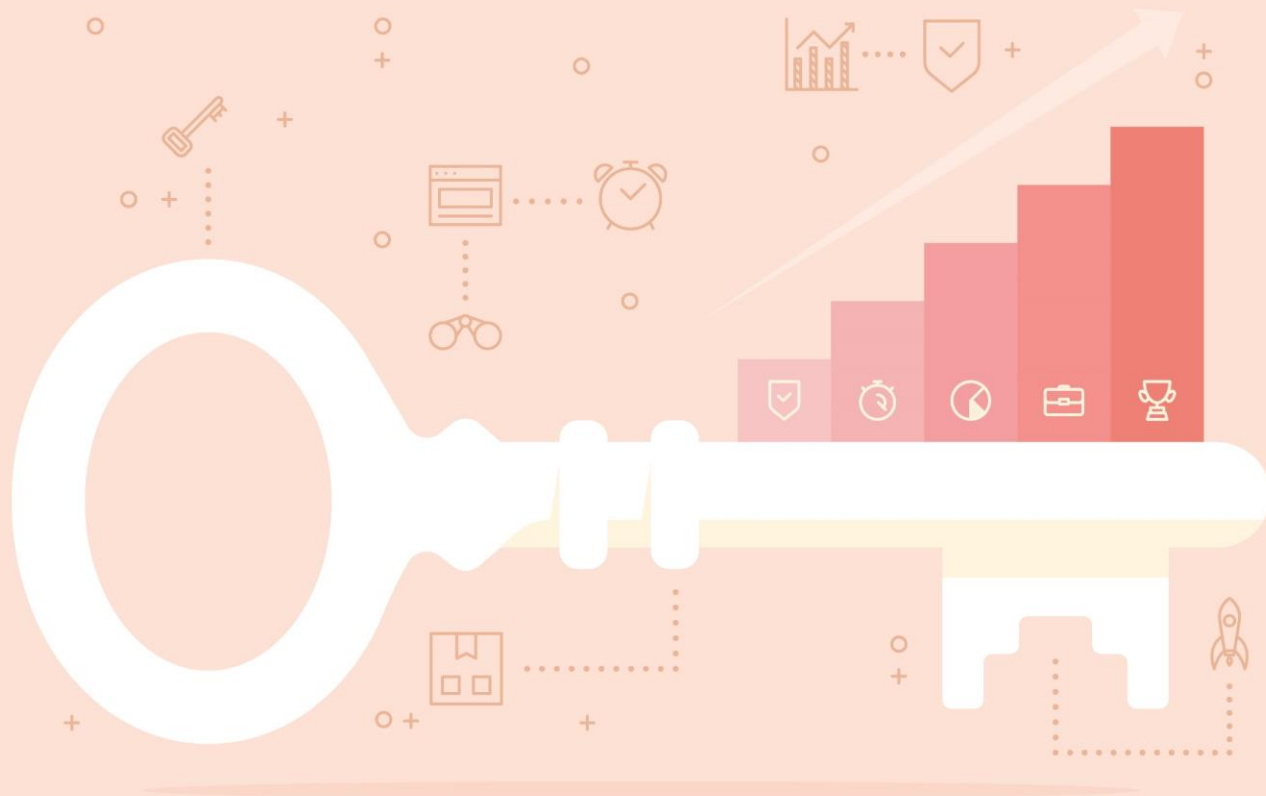
TRIVIA



293 billion marketing emails are sent and received each day.

Almost 5 billion videos are watched on youtube every single day.

CLIENT'S KEY GOALS



1

ACQUISITION

New Customers
Seasonal Offers
Sell-grow Sales



2

REVENUE INCREASE

E-commerce
Product Cross-selling
Website Consultancy



3

LOYALTY & RETENTION

App Installs
Loyalty Programs
Advocacy



4

ENGAGEMENT & VIRALITY

Speak & Sizzle-get
Closer To Customers
Through Dialogue And
Participation



OUR *SOLUTION*



KEY COMPETITIVE *ADVANTAGES*

A creative powerhouse with all the tools you need in-house

WE expertise in all the digital marketing tools and mediums which will take your campaign from zero to hero at the lowest cost possible.

WEBSITE DEVELOPMENT & UI / UX

We go beyond simple website design to help you create a cutting -edge, search-optimized site that boosts your brand while fitting into broader marketing objectives.

SOCIAL CONTENT & DIGITAL STRATEGY

Building and harnessing best-in-class tools and tech to bring digital campaigns and products to life across the buyer journey.

CREATIVE TECH

Scalable marketing for every stage of your funnel and every milestone of your customer's journey with content that works like gravity.

DESIGNING & BRANDING

Translate your brand vision into a design and bring forward awe-inspiring ideas grounded in expertise to reawaken the brand spirit & adaptation to the world.

MICRO CONTENT & STUDIO

Embrace the new verticals of #LessIsMore with Autumn house and build upon content that magnetizes your brand

THIS IS HOW *WE DO IT.*

While our digital marketing solutions span your entire funnel, we are far from generalists. Autumn House has everything you need - from designs that create the pull, to technical expertise that keep the ground running. Our performance-based business model enhances our digital marketing skills to break through your growth plateau and minimize risk.



- 1 Digital campaign activation focused on performance
- 2 Tech solutions for campaign optimization
- 3 Media buying diversification & safe traffic platform
- 4 Remarketing techniques
- 5 Results monitoring platform



Digital campaign activation focused on performance

CONTENT CREATIVITY

Innovative campaign concepts intertwined with creativity & value in multi formats.

SYSTEMS INTEGRATION

Technical ability to integrate the process with the client's system via API



OPTIMAL CAMPAIGN FLOW DESIGN

Ensures optimal user experience to get the desired traction

SEGMENTATION & TARGETING

Efficient targets to harness digital user's full potential A/B Heat Map Testing

RESULTS OPTIMISATION

Performance optimization across multiple traffic sources



Tech solutions for campaign optimization



Autumn House is an expert in developing techniques to close the entire sales. Hope in this Season with Autumn before it becomes the norm!

AR Filters -

Win adorning customers for life by providing value freely!

Your audience is tired of feeling like a walking wallet surrounded by in-your-face advertising Instagram AR Filters offer untapped potential for brands to unravel authentic digital communication with their audience. Drive followers to your feed and let your audience experience brand awareness with transformative, interactive 3D content designed to be shared& promoted through Instagram Stories.

1. Give your audiences a unique brand experience by adding new dimensions with AR that keep them entertained and in constant connection with your brand.
2. Get the immense organic reach and brand visibility, because AR is only going to get better!
3. Sustain long-term presence in the mind of the consumer with story uploads on Instagram and consequent UGC.
4. Cross integrate AR experience with offline marketing efforts.

PLAYABLE ADS & GAMIFICATION



- Interactive & fun
- No need to download to play
- Consumers have the choice to opt-in
- Playables load immediately without delay
- Include additional content like trailers & coupons

In-game integrations offer unparalleled engagement and interaction with your brand: attention, education, and action. Gamification lets the users engage with your brand simply with core mobile gestures like touch, swipe, flip & tap.

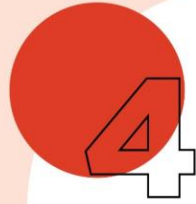




Media buying diversification & safe traffic platform

Autumn House specializes in maintaining an extensive directory of A-listed publishers to make your ad-buying a seamless process. We are connected to various platforms with consistent collaborations to guarantee safe traffic.





Remarketing techniques

BTL + digital channels integrated targeting for users who show interest in the campaign



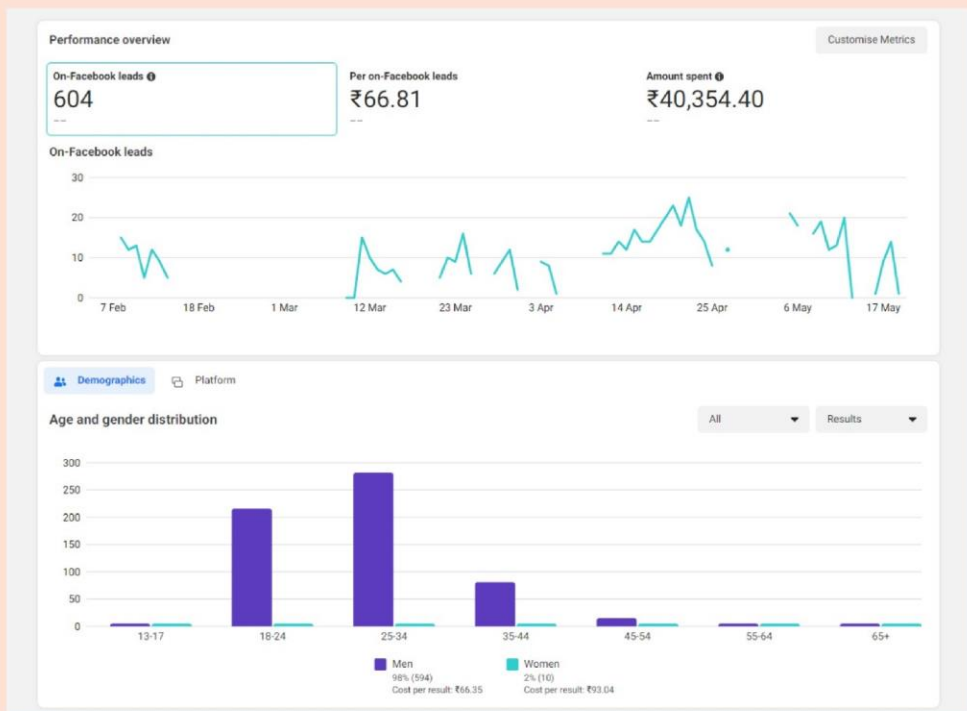
User is browsing through a website looking for a new product but does not make a decision to purchase

The same user is then browsing through its favorite websites and sees an ad promoting the same deals she was looking at before.

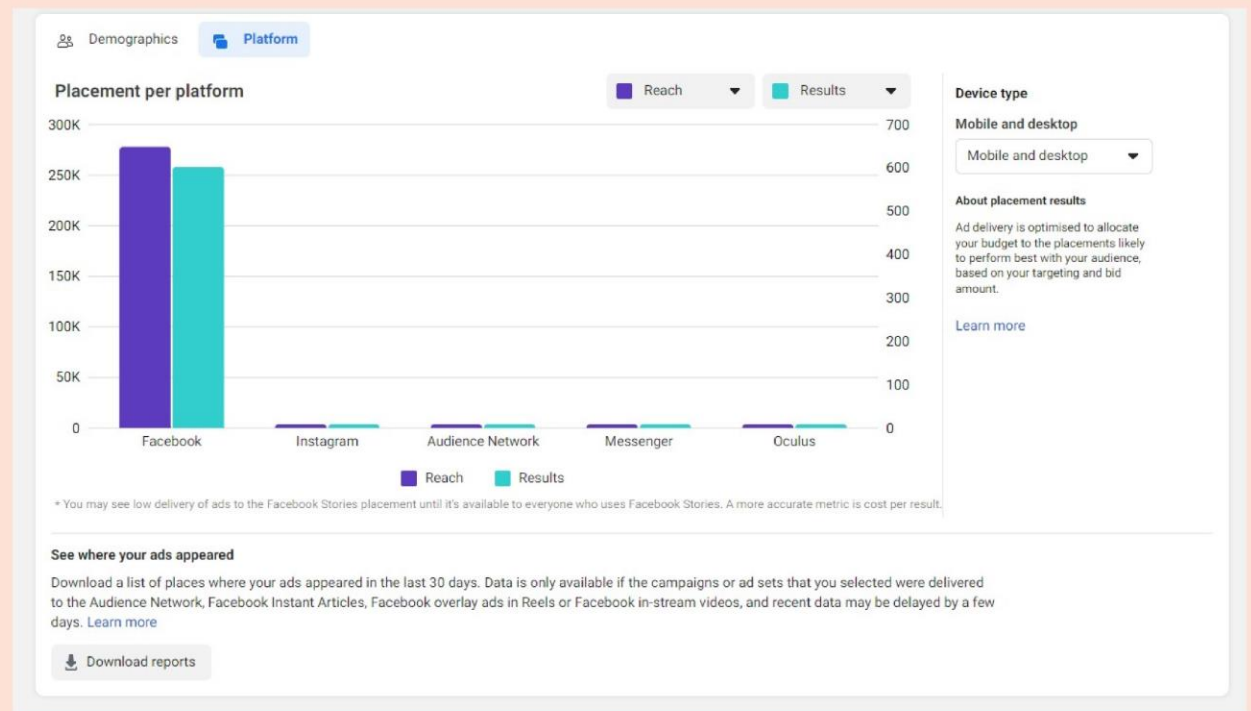


Results monitoring platform

The custom dashboard provides an overview of the investment, clicks, impressions, and conversions for all hours or a specific time range.



The custom campaigns dashboard provides an overview of all the campaigns and their most relevant KPIs and options for filters (e.g. channels, status, etc.)





THANK *YOU*

