EFFE
CONSULTANCY

Let's create **Marketing Campaigns** that evoke positive emotions in customers.

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# FAST-MOVING CONSUMER GOODS INDUSTRY

**We help to develop a strong customer relationship with our brand strategy**
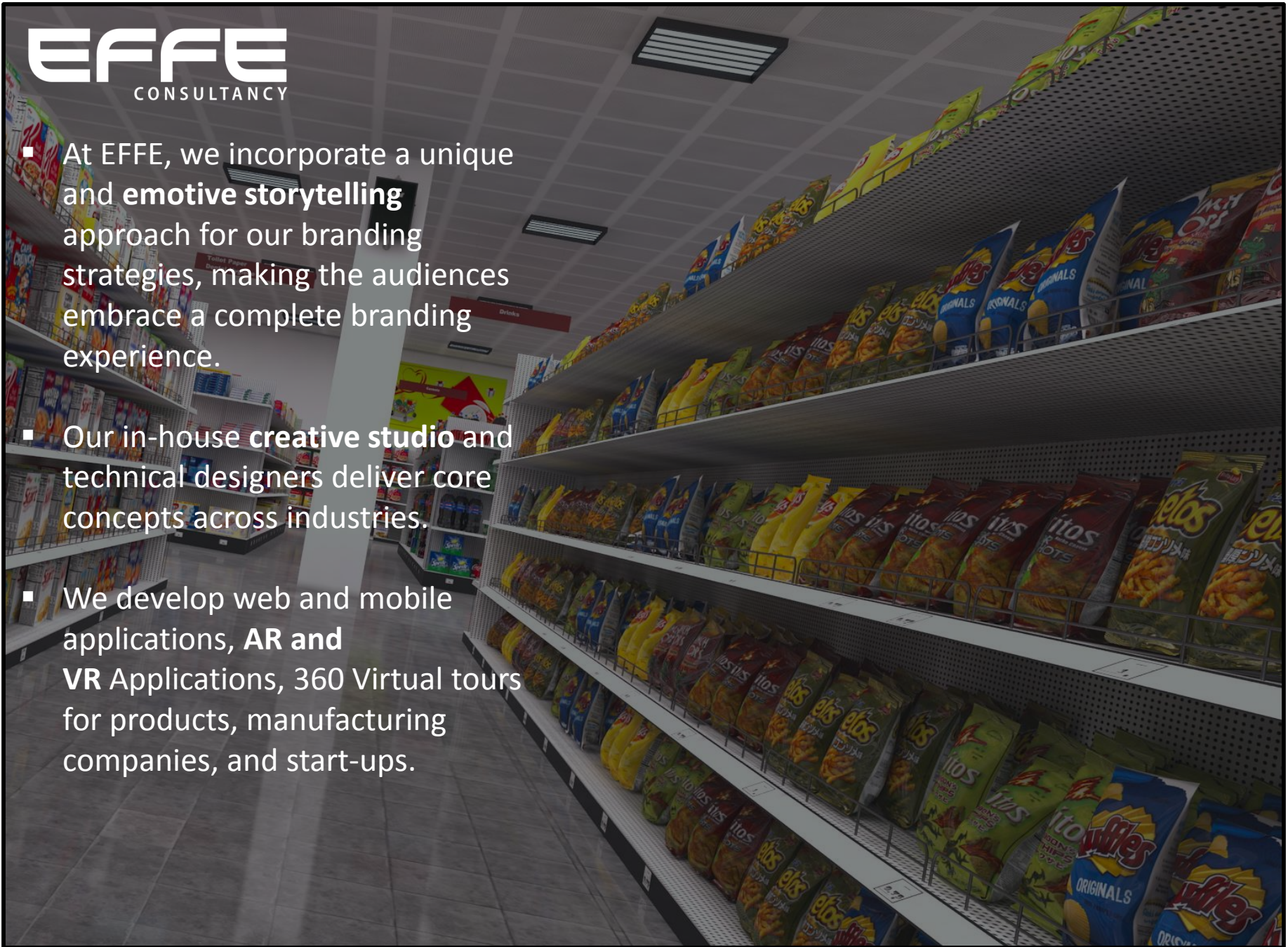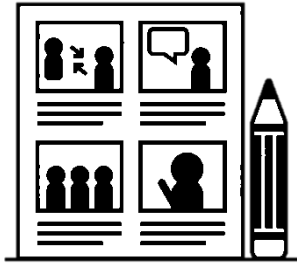
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### ABOUT

- Fast moving consumer goods industry is an important contributor to the country's GDP growth.

- **3D Animation technology** influences the FMCG sector at a great magnitude and benefits the marketers to showcase the product to their customers.

- **Augmented reality and Virtual reality** with prompting content helps to keep the consumer engaged and enhance their shopping experience.

- At EFFE, a marketing and communication company, our brand-specific ad film promotes their products and creates a higher chance of winning the customers.

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- At EFFE, we incorporate a unique and **emotive storytelling** approach for our branding strategies, making the audiences embrace a complete branding experience.

- Our in-house **creative studio** and technical designers deliver core concepts across industries.

- We develop web and mobile applications, **AR and VR** Applications, 360 Virtual tours for products, manufacturing companies, and start-ups.
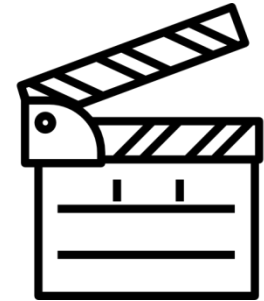
# SOLUTIONS OFFERED

Concept illustration using **2D** & **3D** animation techniques.

3D Product visualization using **Animation** & **Web AR** techniques.

Brand video for marketing campaigns using **Film-making** techniques.

# OUR INCREDIBLE WORKS

# OUR CLIENTS

**Client:** PRISTINO PURE

**Requirement:**
To run a PAN India campaign using product animated videos and lead capture web page.

**Solution:**
We promote their septic tank cleaning product with the help of an animated sales video and responsive SEO-friendly website to boost their sales. Our creative designs enabled us to run the campaign on social media such as Facebook, Instagram and Google ads.

**Result:**
Increased sales conversion and enhanced brand recognition



NO POURING, NO MEASURING, NO MESS !

BUY NOW

PRISTINO PURE

SEPTIC SYSTEM TREATMENT

SEPTIC TANK TREATMENT

FLUSH 250G OF PRISTINO PURE PER 5000 LITRES OF TANK

Click image to read more

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**Client:** HP PRINTER

**Requirement:**
To create a 3D product animation video to promote their product across INDIA.

**Solution:**
We utilized the site details and created the 3D elements required for the video. Our virtual demonstration video eliminates customer doubts.

**Result:**
Our well-designed marketing and promotional strategies helped to increase their business profits.

**Client: INTEX**

**Requirement:**
To create a product animation video for online promotion.

**Solution:**
Our VFX team created a video script to illustrate the product specification while using the computer graphics sequence, Dynamics and particle animation to create remarkable product revelation.

**Result:**
Improved the effectiveness of marketing communication and grabbed customer attention.

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**Client:** SUMANGALY AYURVEDIC BEAUTY MANTHRA

**Requirement:**
To create an ad film for the product promotion of a face massage cream.

**Solution:**
We created video concepts with various product visualization techniques and endorsed a famous model for a better story-telling experience.

**Result:**
Created positive effects on sales and generated progressive responses from customers.

Click image to read more

**Client:** COLORNEAR

**Requirement:**
To promote the new product launch with concept ad-films.

**Solution:**
We created brand-specific ad-film to promote their product among the e-commerce websites. We strategized an efficient ad film to target females and to drive trust towards the product.

**Result:**
Improved brand reputation to reach a wider audience.



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**Client:** CHONDRIA

**Requirement:**
To promote product-Orthopedic supplements to pharmaceutical outlets across Tamilnadu.

**Solution:**
We strategized the entire marketing campaign for both consumers and channel partners. We created brand-specific ad films and promoted them on both traditional and digital platforms.

**Result:**
Product sales have increased in TN Pharma outlets and on e-commerce sites.

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**Client: HINDUSTAN UNILEVER LIMITED**

**Requirement:**
To create visual effects for multiple ad films.

**Solution:**
We created the computer graphics sequences and other visual effects for multiple ad films for our client. We provided a powerful story-telling experience with special effects that elevated the business brands.

**Result:**
Increased sales percentage and customer retention as a result of improved brand propagation.



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**Client: ENRICA**

**Requirement:**
To create a 3D product visualization for their website.

**Solution:**
We created the 3D model for the product promotion. We integrated the 3d model and developed 3D product visualization. We utilized the 3D element to create creative branding designs.

**Result:**
Improved brand authentication and hiked traffic to their website.

## MAKING A DIFFERENCE

- We offer animation services to the FMCG sector to increase sales potential and enhance safety learning in the workplace.

- Our Web Application and Web AR for FMCG sectors create positive and interactive customer engagement for our clients.

- Our brand videos and marketing campaign services consistently have proven records in business growth and customer retention for our  FMCG sectors clients.

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PRE PRODUCTION | PRODUCTION STUDIO | POST PRODUCTION | DISTRIBUTION

# THANK YOU!

**EFFE ANIMATION** is a creative and communication consulting firm which provides businesses and companies with services like website designing, animated video making, film making and creative designs and concepts making for branding. [Read More](#)

**EFFEX STUDIO merges** creativity, with a blend of animation, live capture and visual effects to enthrall audiences towards the brands we work. Visualization of the brand value and its marketing strength majorly contributed to the brand reputation. [Read More](#)

**FILMY ADS is a**n AD Film making and advertising company which focuses on emotive/passionate Concepts for Selling Brands. We strategize Unique branding techniques and novel marketing approaches to achieve the same. [Read More](#)

**EFFE TECHNOLOGY** creates 3D EXPERIENCE WEBSITES and APPLICATIONS for marketing using technology like AR, VR and XR. 3D Web Applications , 360 video for VR and 3.js websites for product companies are developed here at EFFE Technology. [Read More](#)

**EFFE MARKETING** is a digital marketing company which provides business and companies with services like website marketing, video marketing, email marketing and social branding. [Read More](#)

**EFFE CONSULTANCY PVT LTD** is an effective sales and marketing consulting firm with experience in both digital and channel sales, marketing and communication, strategy planning and brand recall techniques [Read More](#)

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