

EFFE
CONSULTANCY

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





CONSTRUCTION INDUSTRY

We help to develop a strong **FOUNDATION** and a
CONCRETE customer relationship.



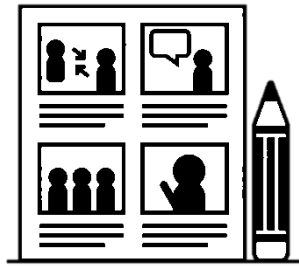
ABOUT

- Construction industry has a huge impact on the economical growth and development of the country.
- **3D visualization, animation technology and architectural walkthrough** provide additional edge to the businesses to reach their desired level of excellence.
- **360 virtual tour** and interactive **Mixed reality application** help the architects, contractors and other builders to improve and progress without making any measurement errors.
- As a marketing and communication company, our **brand videos** facilitate a higher chance of winning the customers and make the construction sites safer and efficient.

- 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 product architects, construction companies, builders and start-ups.



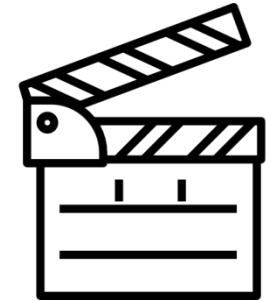
SOLUTIONS OFFERED



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: TRADITIONAL HOMES

Requirement:

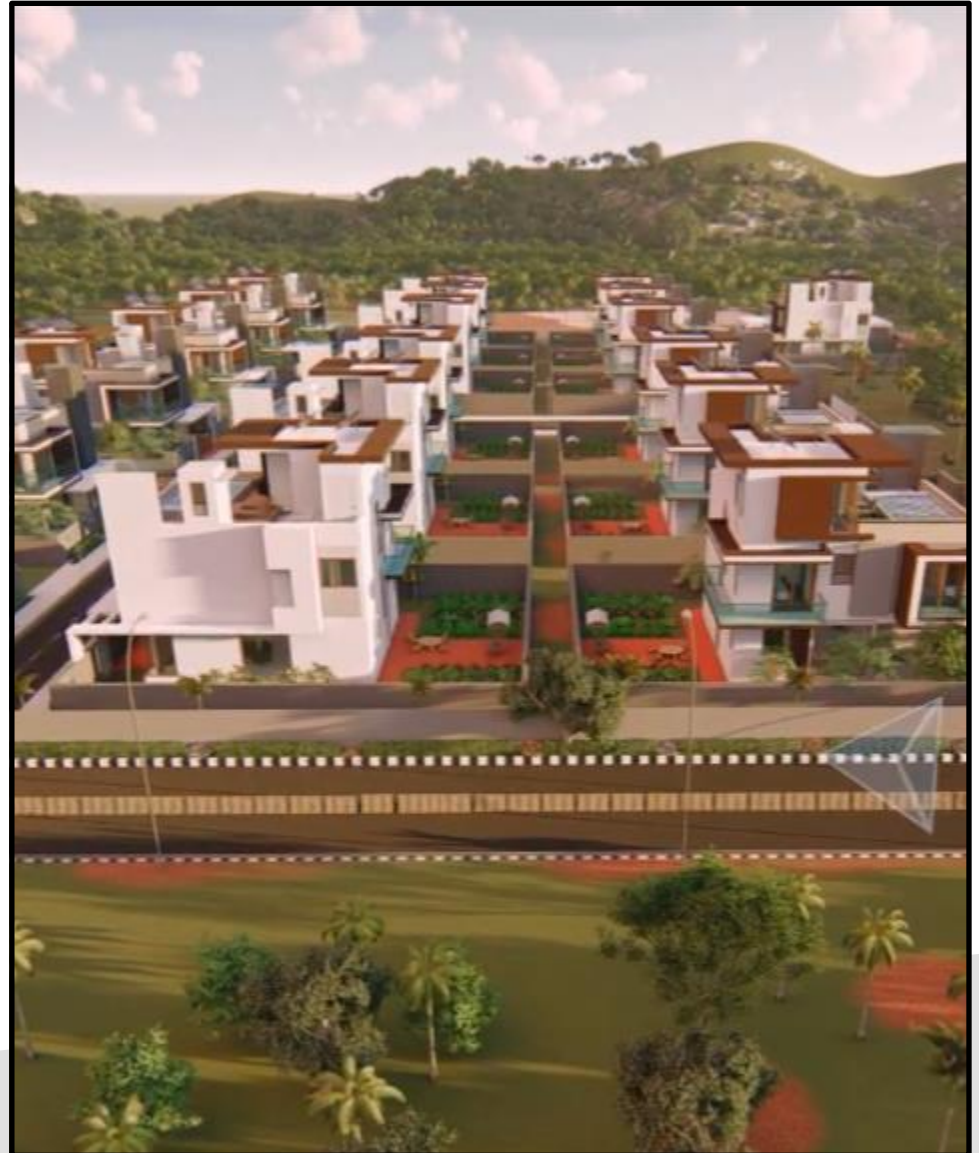
To promote the property selling business at a low cost. Target Audience: Retired people.

Solution:

We created the architectural planning and designed an architectural walkthrough for a realistic building view. Our meticulous designs provided the comprehensive detailing of the structure.

Result:

Brochures and brand films supported the campaign in Chennai's suburbs successfully.





Client: ITD CEMENTATION PVT LTD

Requirement:

To demonstrate the construction process of Loadout Jetty to the Indian Navy.

Solution:

We utilized the site details and created the location and required elements in the 3D models. Our model on-site establishment area and offshore construction enlightened this featured video to the next level.

Result:

Successfully demonstrated the futuristic construction of piers for Navy ships and landside Tunnels among the Central Government officials.

**Client: EMIRATES NUCLEAR
ENERGY CORPORATION**

Requirement:

To create safety awareness among the 'work at height' employees through safety videos.

Solution:

We created a video script to illustrate possible accidents while working at height. We created a storyboard and animated characters to produce a final output of a safety awareness video.

Result:

Improved the effectiveness of internal communication to achieve and maintain zero accidents on the job site.





Client: HIRANANDANI COMMUNITIES

Requirement:

To promote their premium villa plots through intrinsic aerial videography of their property and nearby amenities.

Solution:

We created a brand-specific ad film using drones to film the entire property site. It helped to elevate their brand values with deeper insights.

Result:

Created positive effect on sales mechanisms of property and generated progressive responses from customers.

Client: PRISTINE PRIME PROPERTY

Requirement:

To promote the launch of a real-estate company's new site with amenities.

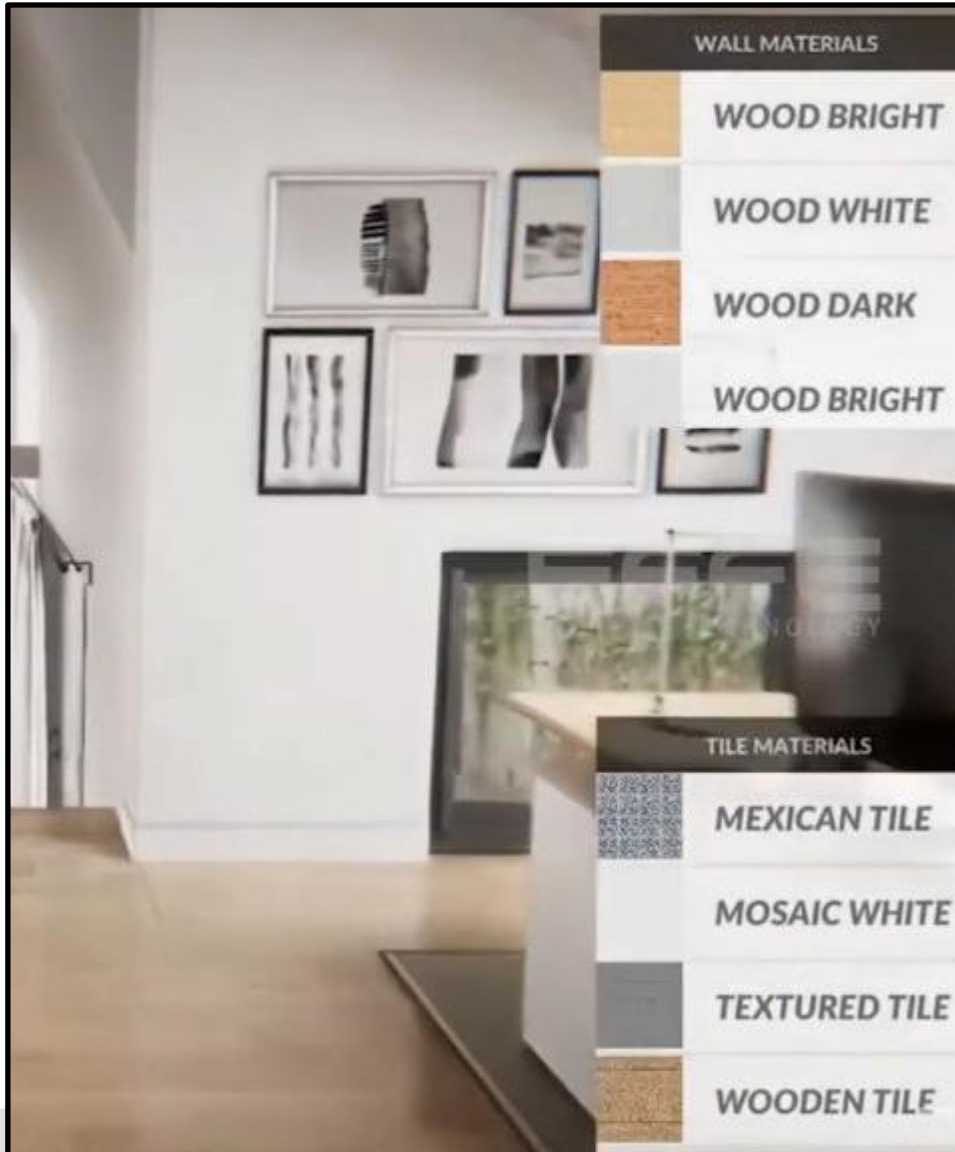
Solution:

We created a video concept associating property buying with joining hands with a life partner. Our team strategized an effective ad film for budget-friendly home buyers targeting upper-middle-class sectors.

Result:

Improved brand recognition to achieve sales conversions.





Client: LIVSPACE

Requirement:

To create a web application to make a quick and effective decision over the building materials and other interior designs through virtual experience.

Solution:

We created immersive web applications with robust architecture to support high performance. We offered extended virtual reality to make a quick and effective decision over the customer demands and expectations about the interior designs.

Result:

Successfully created highly interactive application that helps our client to meet their customer acquisition.

MAKING A DIFFERENCE

- Our **architectural animation** services assist building firms in improving their design standards and increasing the property's sales potential.
- Our **Web Application** for construction based companies and **Web AR** for e-commerce sectors have shown positive and interactive customer engagement to our clients.
- For our construction and architectural industry clients, our **brand videos** and **marketing campaign** services have consistently resulted in business growth and customer retention.



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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. We understand that brand reputation depends on the visualization of its brand value and marketing strength. [Read More](#)

FILMY ADS is an AD Film making and advertising company which focuses on emotive and 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](#)

