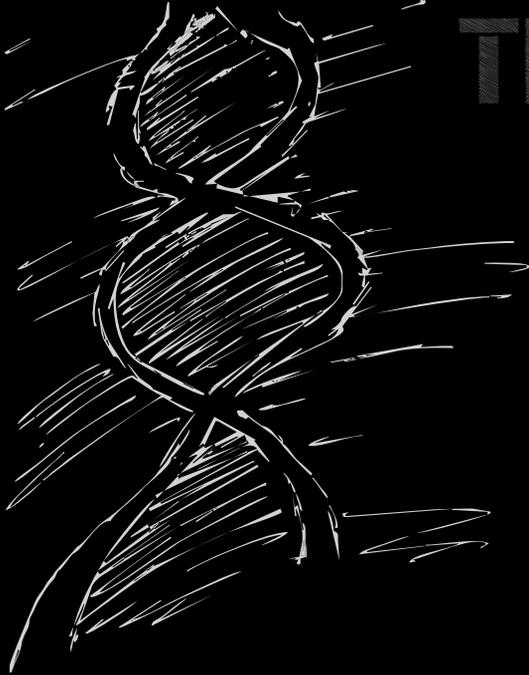


**BUILDING**  **AND**

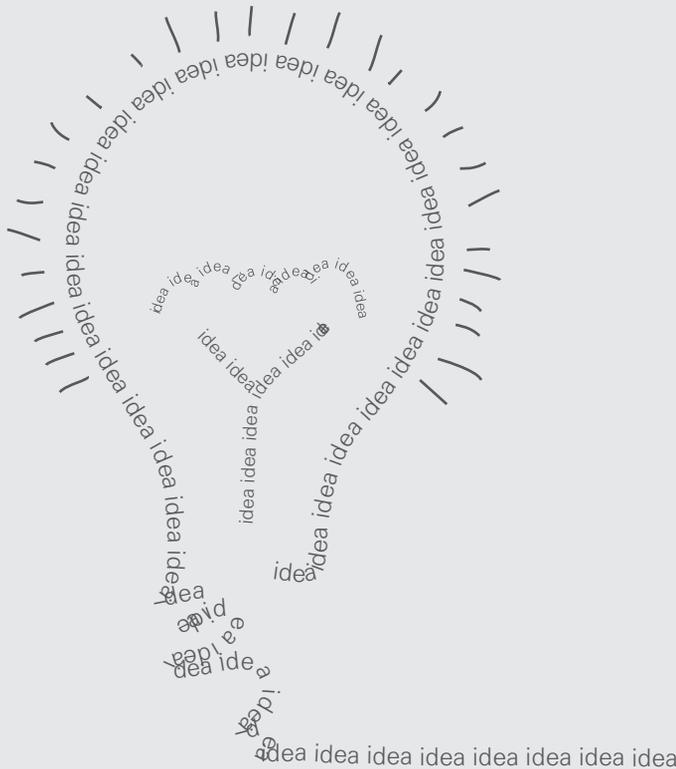
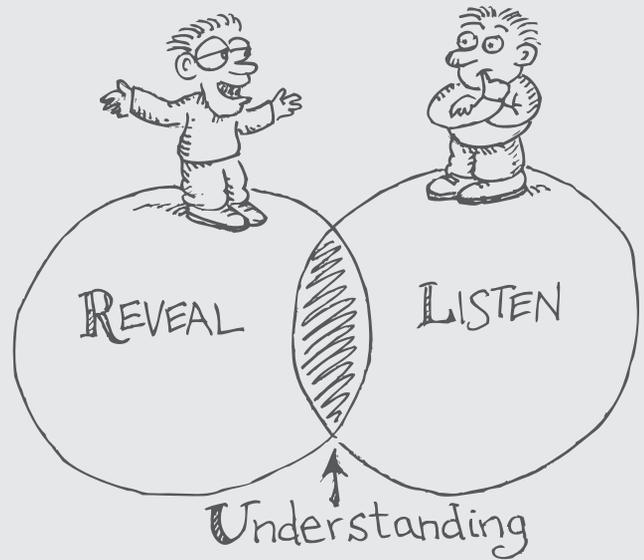
**MANAGING**

 **THE DNA**  
**OF**

**BRANDS!**



# IT'S ABOUT IDEAS



Ideas have the power to turn dreams into reality. We sincerely believe that brand building in its entirety is all about fantastic ideas...well implemented. Brand building is our passion and enabling brands to 'outlive' is our collective mission.





# IDEAS THAT BROOK BRAND EQUITY



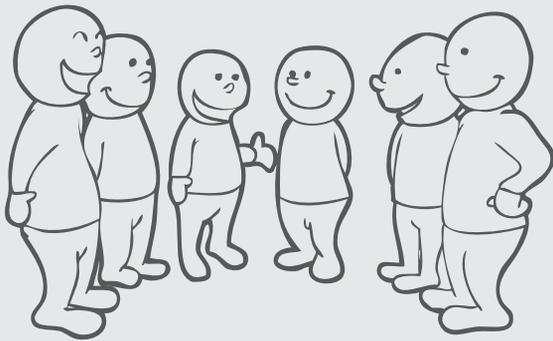
We strongly believe that our business is all about brilliant ideas and subsequent improvisation. Ideas don't come from groups; they come from individuals. And we are a group of people whose profession is ideating. Since no idea is worth its weight without proper execution, we also have a strong back-up group helping turn our ideas into reality.

## LOOK AT ME!



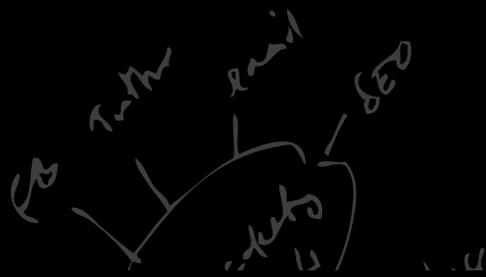


# WHY ARE WE CALLED MUSINGS THE AGENCY?



Literally translated, musing means 'thought, deliberation, rumination, reflection, meditation' etc. Brand building is all about ideating which in turn is the result of deep thinking. And we are a set of individuals whose existence hinges on ideating and subsequent execution; hence the name 'Musings'. The phrase 'The Agency' is added to convey that we are a business house offering 360 degree solutions in brand building.





Leadership Telle

# DIFFERENTIATOR



Our ability to get into the client's shoes and think from that perspective is what gives us a distinct place in an industry teeming with creative minds and go-getting attitudes. We don't see it or call it as 'client's money'. We treat it as our money and each one of us feels that it is "my brand." This drives us to squeeze every penny to the

fullest and give out solutions that add optimum equity to all the brands we handle. Being in the business of nurturing brands, it's imperative for us to keep track of all our brands at every stage of their market life. We analyze and pin-point the specific needs of a brand in order to enable it to 'outlive'.

lets  
- Commitment  
online efforts

visibility

systems  
Days  
Reddit

# BRAND BUILDING THAT'S ALL ENCOMPASSING

We believe in investing our time and efforts in creating brands which deny the conventional norms of brand life cycles. A brand is much akin to an infant; constantly confronted by risk factors in various forms and hues. The birth, growth, maturity, saturation and the inevitable fade out phases are common to every brand worth its

name. We specialize in offsetting the risk factors encountered by brands during their market lives. We enable brands to simply outlive!



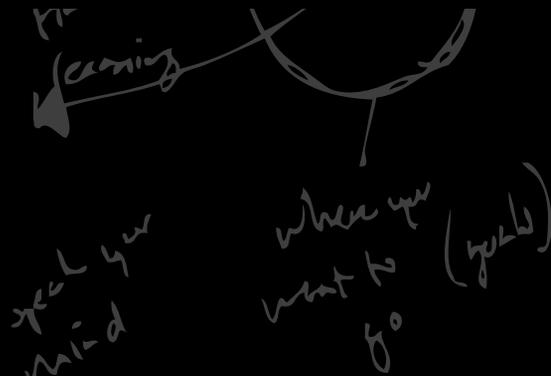
Personal confidence

Long-Term Investment

authenticity



Leadership





# SERVICES

Our ideas are our biggest offerings to clients and the other services including print, production, publishing, broadcasting and deploying are value additions.



**ATL**  
SERVICES



## »» DESIGN

**CORPORATE** IDENTITIES  
**PRINT & MARKETING**  
COLLATERALS

## »» WEB

**DESIGNING &**  
**HOSTING**

## »» PRODUCTION

**CORPORATE** FILMS  
**TV** COMMERCIALS  
**RADIO** JINGLES

## »» PUBLISHING

**NEWS PAPERS**  
**MAGAZINES &**

## »» BROADCASTING

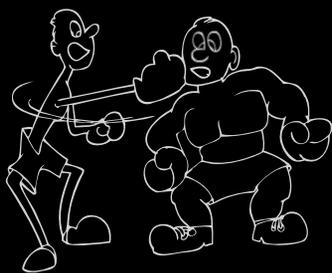
**ELECTRONIC** MEDIA

## »» OOH





**BTL**  
SERVICES



**EXPOS**  
**B2B & B2C INTERACTIONS**

**SEMINARS/CONFERENCES**  
**TRAINING WORKSHOPS** **CUSTOMIZED EVENTS**  
**ANNUAL GENERAL MEETINGS**  
**PRODUCT LAUNCHES**  
**CORPORATE EVENTS**  
**BEAUTY PAGEANTS**  
**FASHION SHOWS**  
**CELEBRITY MANAGEMENT**

**VALUE**  
**ADDED**  
**SERVICES**



**MARKET RESEARCH**  
**SURVEYS**

**PHOTO**  
**SHOOTS**

**MODEL**  
**COORDINATION**





**MUSINGS**  
**The Agency**

**INDIA:** HYDERABAD | MUMBAI | PUNE | CHENNAI

**USA:** NEW JERSEY

[www.musings.co.in](http://www.musings.co.in)