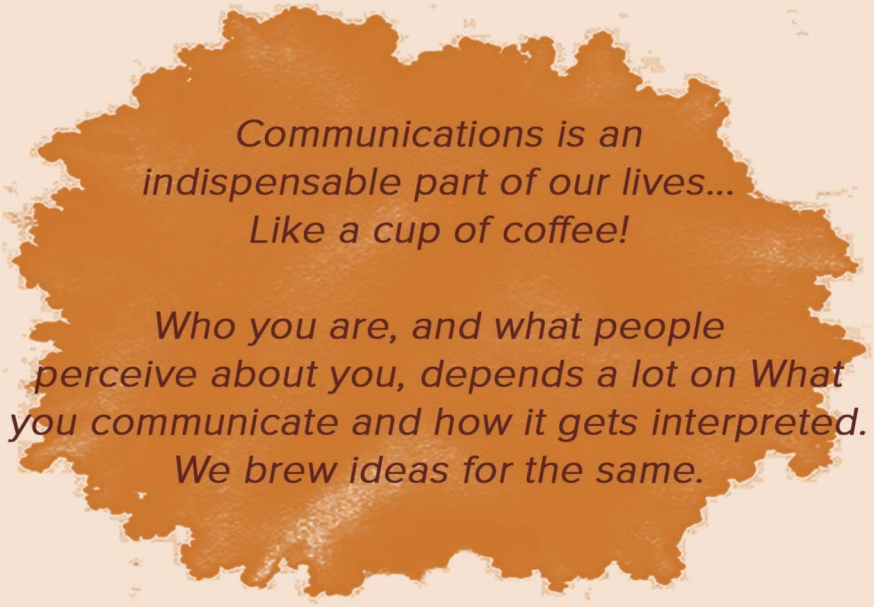
WE BREW IDEAS

coffeebeanmedia
we brew ideas

WHO WE ARE



Coffeebean Media (CBM) is a Branding and Design consulting that provides communication strategies; evolve creative concepts to align them around our clients' business objective. From logo design, UI designs, info-graphics, icons for the web or interactive media to print collaterals (*business cards, brochures, flyers*) to signages for outdoor media, murals etc., we design for across maximum customer touch points.

We study your business objective, know your target audiences, and work on creative concepts that will generate interest in your customers while speak your differentiating points. We also devise communication for the internal customers (employees) or the dealers/ channel partners.

Creative communication piece never makes an impact unless it is strategically thought out. Like two strand of DNA creativity intertwines in our every piece of communication. We revolve around the core word **"empathy"** which we integrate it in our communication strategies to build business identities, create designs, do content planning, copywriting, create user interface.

VISION

Constantly evolve uniquely **differentiating** concepts (stories) and execute them into captivating designs & compelling messaging; embracing the evolutionary media.

MISSION

"Strategize" for Business Entities
"Empathize" with their target audience
"Conceptualize" to create rich User Experience

VALUES

Ideas first, Skills later
Be imaginative, Be creative, Be innovative

Strive for perfection, always
Challenge own ideas too!

Be the "User" yourself
Design intuitive and impactful

Be time bound
Make every minute count

Quality is our DNA
Deliver flawless

Stay hungry for knowledge
Equally keen to share

WE BUILD UNIQUE IDENTITY & STRONG POSITIONING

FOR YOUR BUSINESS

Who you are, and what people perceive about you, depends a lot on what you communicate and how it gets interpreted.

WE EMPATHIZE WITH YOUR CUSTOMERS

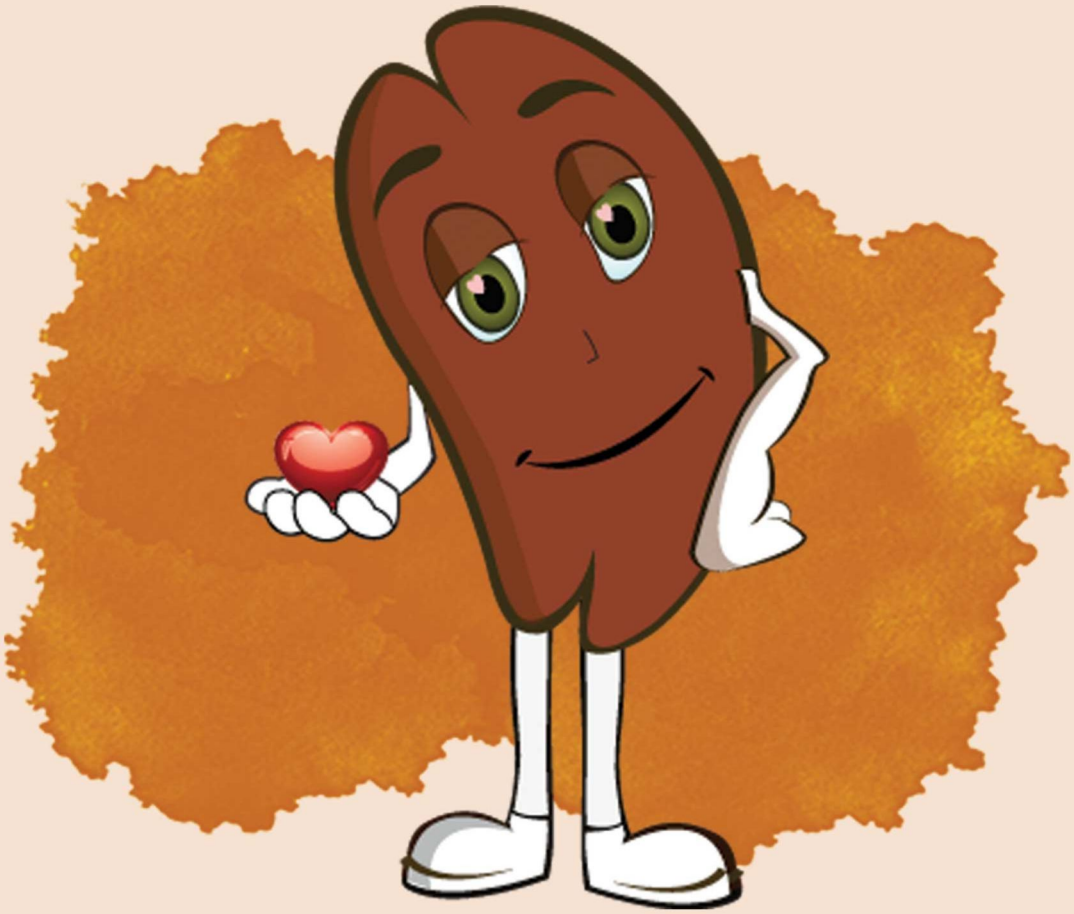
FOR THEIR BEHAVIOR & PREFERENCES

We orchestrate the left and right brain to create a perfect blend

WE CREATE CONCEPTS

ALIGN THEM AROUND YOUR BUSINESS OBJECTIVES

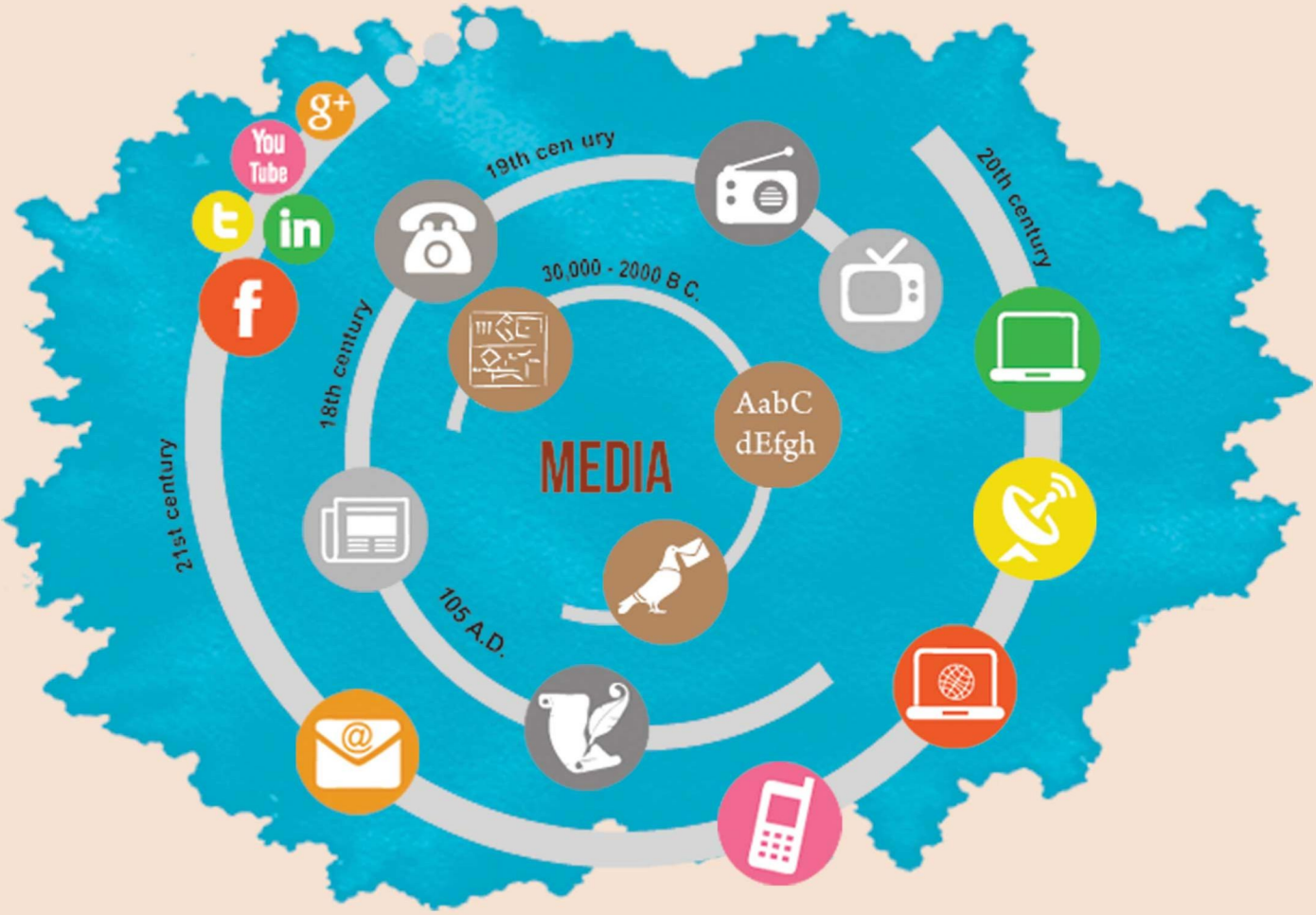
What make humans different is their intelligence & "Ability to express" non-verbally, verbally, visually and now...Digitally!



WE DELIVER FOR ALL YOUR CUSTOMER TOUCH POINTS

EXECUTABLE DESIGNS FOR DIGITAL & PRINT

Over the years media has constantly evolved...



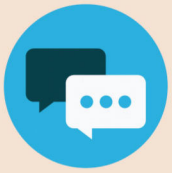
Communications has remained inddispensable part of life...

OUR SERVICES

Branding

Graphics

Websites



Interactive

Coffeebean Media's core services are summed up into 4 key areas- Branding, Graphics, Websites and Interactive designs

Branding

Branding is about creating a new identity, a personality and all new experience about a business, a product or a service. Your best ideas still need better ways to build connect with your customers and gain their mindshare. Your products or services never get wings until they are designed and polished to get your customers attention, and perceived just as you want them to. We devise collaterals with a perfect blend of Science and Arts- strategic communications with highly appealing creative, impactful visuals and messaging.

The key deliverables are:

- o Communication Strategy/ Creative concepts
- o Logo Design with Style Guide
- o Taglines, Captions, Copywriting
- o Business stationery
- o External Communication/ Marketing and sales collaterals Brochures, Flyers, Executable designs across all customer touch points for the print, outdoor and digital media
- o Internal Communication-- Image building for internal customers, Mission, vision, value statements. Symbols, signages, motivational mailers, newsletters etc.
- o Collaterals for dealers/ channel partners etc.

OUR SERVICES

Websites

We advise and develop the right solutions for static or dynamic websites, as per your business needs. We custom design unique User Interfaces and think of creating best user experience at every step. We work on the latest CMS technologies (Wordpress, Joomla) combined with the core skills of HTML/CSS, PHP, Animation etc.

We also do on-page and off-page optimization (SEO/ Web Analytics) for your website ranking and popularity. We also work on content strategy to grab attention of the visitors, generate interest and call for action.

The key deliverables are:

- o Branding
- o Planning UI design
- o Content strategy
- o Architecture
- o Prototypes and Proof of concept
- o Types
  - o Informative
  - o E Commerce
- o Technologies
  - o Responsive
  - o CMS
  - o Interactive add ons

OUR SERVICES

Graphics

Any communication piece is not just drab without visuals, but also difficult to engage and sustain interest of the viewer. Other than the thoughtful images, we create illustrations, schematic diagrams, icons and everything that will make your business perceived better.

The key deliverables are:

o Infographics
o Illustrations
o UI design: Web and smart device app UIs, Icons
o Print collateral Brochures/ Flyers
o Merchandise- T shirts, CD Covers, Posters,

Interactive

One way flat communication pieces are passé. Customers rejoice empowerment,engagement, being heard and responded. Whether its websites, social media or the multimedia presentations, we empathize and develop intuitive designs with rich-UX.

The key deliverables are:

o Interactive add on in websites
o Presentations
o Audio visuals (powerpoint/ multimedia)

OUR EXPERTISE & EXPERIENCE

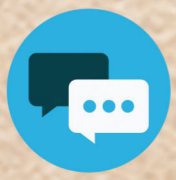
Our team is led by Strategic Communications, Management, Creative and IT experts. We have backing of extensive experience as a Marketing (Advertising) and corporate communications building brand identities, creative strategies for small medium to large enterprises (Fortune 500). We have exposure of working into diverse industry verticals across Trans-National markets.

We have skill pool of proficient graphic designers, developers, content writers who work in tandem to produce hi impact, user-friendly and engaging communication pieces.

Based in Jaipur, India, CBM has strategic alliances with companies and experts in USA. Our Customers are small medium to large organizations that need turnkey branding, design or websites. Most of our projects done are US based, while we have also addressed clients in Europe, Asia Pac and India.

BRANDING

WEBSITES



INTERACTIVE

GRAPHICS

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