BRANDAXIS CARVING YOUR BRAND'S STORY THE DIGITAL WAY

ABOUT US

We are a team of young, dynamic think tanks adding creative strategy to your marketing functions. We love creating outstanding stories and experiences through Digital, Design and Content.



SERVICES DIGITAL

PERFORMANCE MARKETING

REPORTING & ANALYTICS

SOCIAL MEDIA MARKETING

ONLINE REPUTATION MANAGEMENT

WEBSITE & MOBILE APPS

SERVICES **DESIGN**

MARKETING COLLATERALS

UI/UX

BRAND IDENTITY

CREATIVES & VIDEOS

SPACE DESIGN

SERVICES CONTENT

BLOGS

PRESS RELEASE

COPYWRITING

ACADEMIC

ARTICLES

OUR WORK

NYX LOUNGE AND DECK

SOCIAL MEDIA MARKETING

We increased engagement, reach and footfalls through social media marketing for Guwahati's trendsetting lounge & bar.

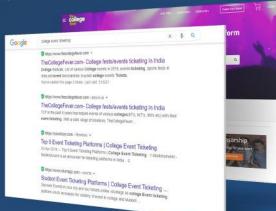




THE COLLEGE FEVER

SOCIAL MEDIA MARKETING

We helped TCF rank on Google's first page through SEO and PPC campaigns, making them India's biggest college event ticketing platform.

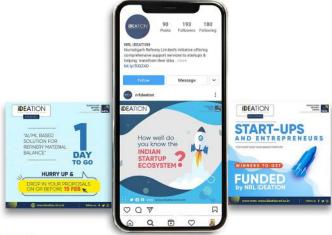




NRL IDEATION

SOCIAL MEDIA MARKETING

Our team successfully launched Numaligarh Refinery Limited's startup initiative focused on providing incubation and mentorship.





BALIPARA FOUNDATION

SOCIAL MEDIA MARKETING

We created a unique brand identity for Eastern Himalayan Naturenomics™ Forum, and successfully launched the 7th edition of India's biggest nature conservation & sustainability platform.







MUMBAI EYE CARE

LEAD GENERATION

Generated quality leads for Mumbai's leading eye clinic through performance marketing.







YEPZON

PRODUCT LAUNCH

Our team launched a Finland based GPS tracker in India through an omnichannel approach.





- Finish Embassy Launch

AMBOO KITCHEN

MENU DESIGN

Designed a vibrant menu for Guwahati's popular cloud kitchen and sit out serving fusion Himalayan cuisine



RAJASTHAN ROYALS

CERTIFICATE DESIGN

Created certificates for Jaipur based franchise cricket team of the Indian Premier League



IRCTC

BROUCHURE DESIGN

Designed an extensive service based brouchure for subsidiary of Indian Railways providing ticketing and tourism services.

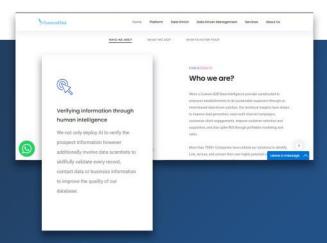




FORENCIS DATA

WEBSITE CONTENT

We curated crisp & concise website content of 150 pages for US based B2B database provider

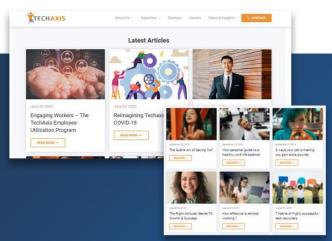




TECHAXIS

BLOG WRITING

Keyword optimized blogs written for a lnc.500 listed leading talent search company based out of USA.







SALES COPY

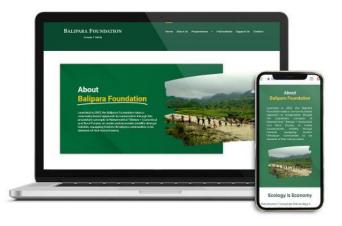
We wrote destination based website sales copy for India's leading cab and taxi service





BALIPARA FOUNDATION

Our team developed a UI/UX optimized 100+ page website to streamline massive content library of the foundation.





SAIMIKA

We built a hotel booking reservation system for Meghalaya's heritage resort and park.



STUDIO KAVISH

We developed a professional high-end website which provides an easy way for people to find the perfect product for their interiors.





SMM CASE STUDIES

INDUSTRY

Toy Rental

OBJECTIVE

Brand Awareness and Brand Positioning as a premier toy rental library.

OUTCOME

The team carried out a "Buy Vs. Rent" 21 day campaign with benefits of renting over buying toys. It resulted in 175%

increase in online enquiries and a feature in Midday Mirror and Kid Stop Press as one of the best "Toy Rental Library" in India.

INDUSTRY

Interior Designing Solutions

OBJECTIVE

Increased brand awareness and online enquiries

OUTCOME

The campaign showcased a series of creatives featuring different interior designing products along with strong copy lines that resonated with the brand's target audience. We also built a resulted in 2.3K Page likes and, over 100+ organic leads

SEM CASE STUDIES

INDUSTRY

IT Product

OBJECTIVE

Launching a core GPS Product

OUTCOME

We positioned the Finland based IT device as a women safety product through ATL & BTL campaign. We aligned search engine marketing for increased discoverability in turn leading to 100+ SKU's being sold in the first month.

INDUSTRY

Healthcare

OBJECTIVE

To increase brand reach and generate leads

OUTCOME

The Eyecare Hospital generated Quality leads and increased social discoverability by 85.7% across Search, Facebook and Instagram with lowest CPC at ₹2.65 and CPA at ₹105.65

PERFORMANCE MARKETING CASE STUDIES

INDUSTRY

Hospitality

OBJECTIVE

To build a website, create a hotel reservation system and drive traffic for room bookings

OUTCOME

We delivered a UI/UX optimized website with real time performance strategy. It resulted in 150+ bookings in 6 months, 25+ media mentions, and 1.5k followers on socials giving a 315% increase in ROI.

INDUSTRY

Event Ticketing

OBJECTIVE

To establish the brand as the leading college event ticketing platform in India

OUTCOME

The platform ranks for all keywords related to 'college event ticketing' which was achieved through a performance marketing approach using SEO, Coogle Ads and Social Ads.

CLIENTELE

























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WHY US?



LET'S CONNECT

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👂 Guwahati, Mumbai