

Some PowerPoint slides



Relationships

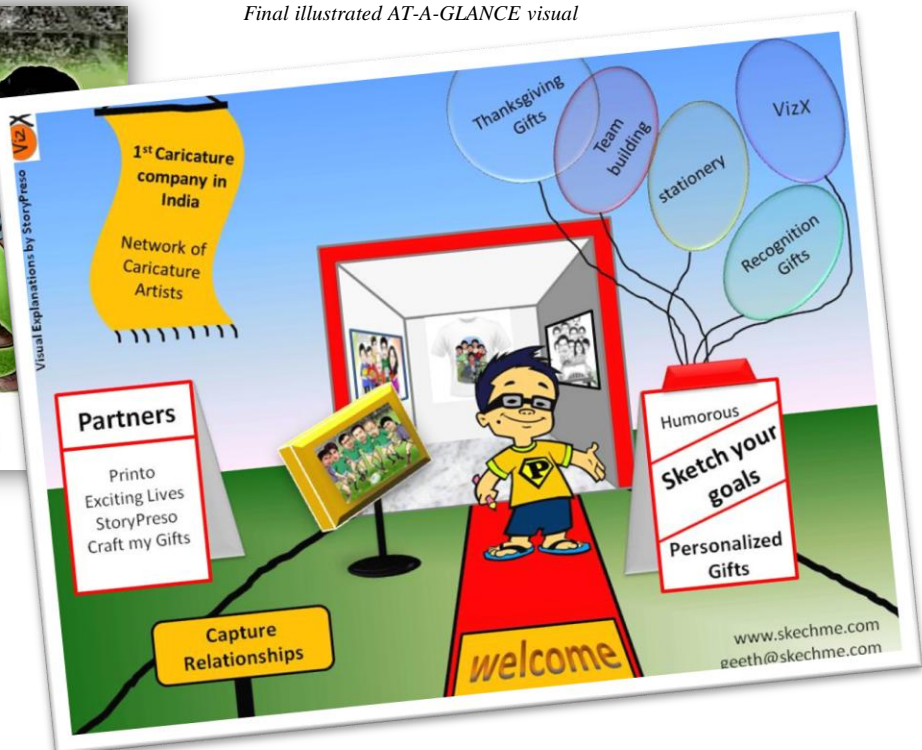


Challenge:

Skechme - the first established Caricature start-up in India wanted to pitch-in to the Corporate segment. Though they had done some work with Corporate; it was more of a one-off event. Now they knew that Corporate clientele will really add to their growth.

The challenge was to find out the core message that Corporate will buy-in and create strategic visuals and presentations that convey that message.

The goal was to show the value-add, Skechme will offer to Corporate and get a break into the corporate segment.



Action:

StoryPreso carried out a series of Strategic Visual Discovery sessions to understand the plans and processes of Skechme and worked together to dig out the core messages. A number of relevant questions like, "What will the Corporate gain?", "What variety of services will add value to Corporate?" were answered in these sessions.

StoryPreso worked in partnership with Skechme and developed 2 visual mindscapes - which kind of captured the 'Birth of Skechme' and 'Profile of Skechme'. StoryPreso also came with out with the Key message - "Capture Relationships" and worked on that to create a visual PowerPoint presentation on that theme. Real value was added by getting team caricatures done symbolizing the people-united nature of Corporate.

Results:

The visuals and presentation has been well received at Skechme and the same is now used to pitch to prospective Corporate. Skechme and StoryPreso have also entered into a product partnership to offer "Caricature visual Explanations". The goal is to personalize Visual explanations by using caricature of team members in the strategic visuals.

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