

OpenSky Innoventure

Reach - Communicate - Engage



PR & Marketing Consultancy with Storytelling Approach



Marketing is no longer about the products and services we make, but about the stories we tell about our products & services

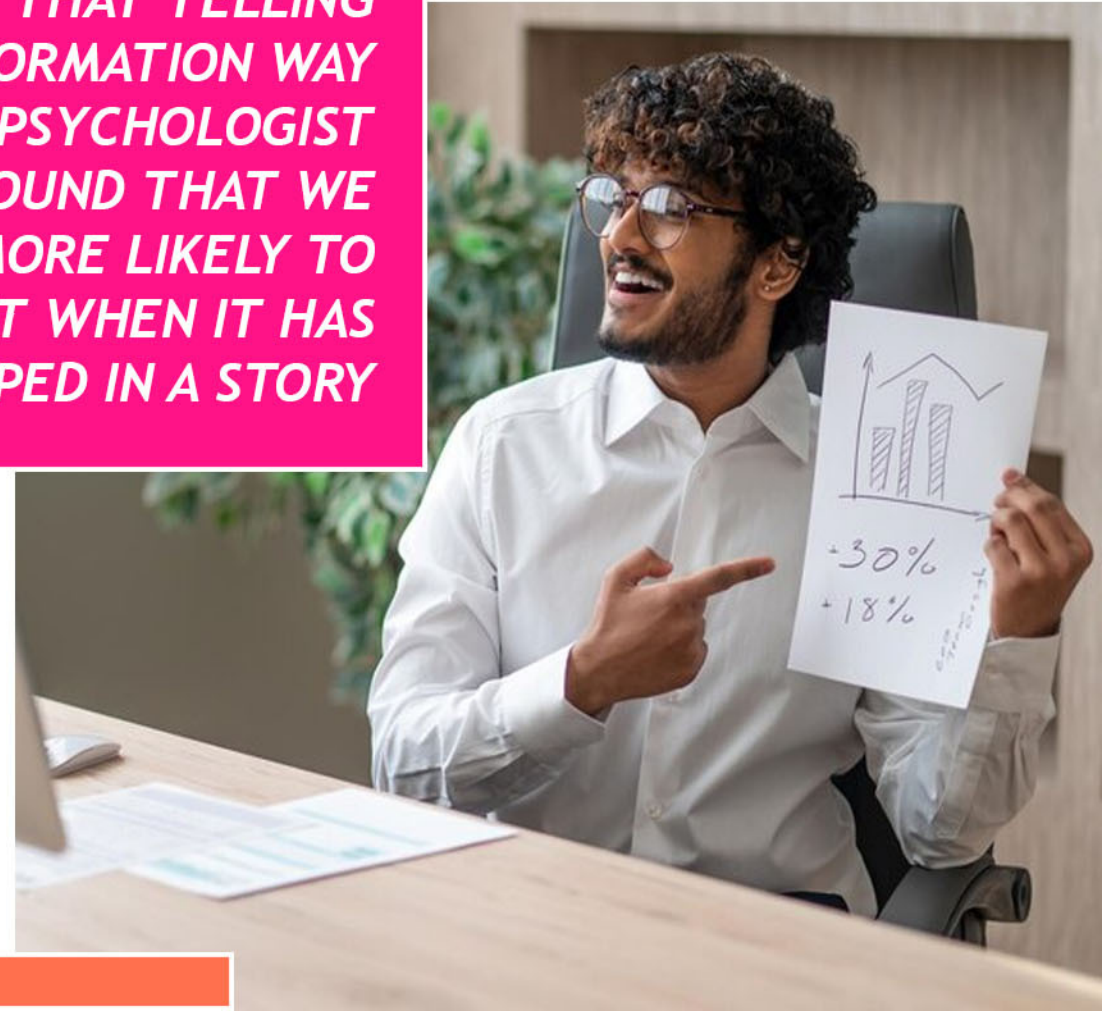
**HUMANS HAVE BEEN
TELLING STORIES
FOREVER AND OUR
BRAINS HAVE EVOLVED
TO LOVE THEM.**

IT'S JUST A
FACT



Need Proof?

STUDIES HAVE SHOWN THAT TELLING A STORY MAKES INFORMATION WAY MORE MEMORABLE. PSYCHOLOGIST JEROME BRUNER FOUND THAT WE ARE 22 TIMES MORE LIKELY TO REMEMBER A FACT WHEN IT HAS BEEN WRAPPED IN A STORY





Stanford's Graduate School of Business found that when people listened to pitches, either containing facts and figures or a story, only 5% recalled a statistic, but a whopping 63% remembered the stories

STORYTELLING MARKETING MEANS USING A NARRATIVE TO COMMUNICATE A MESSAGE

**AIM IS TO MAKE THE VIEWER
FEEL SOMETHING ENOUGH
THAT IT WILL INSPIRE
THEM TO TAKE ACTION**



**STORYTELLING IN MARKETING
HELPS CONSUMERS TO UNDERSTAND
WHY THEY SHOULD CARE ABOUT
SOMETHING, AND IT WORKS TO
HUMANISE YOUR BRAND**



HOW DO WE DO THAT?



Storytelling in marketing is not limited to Ads or TVC's; stories can be told through videos, written forms or in pictures

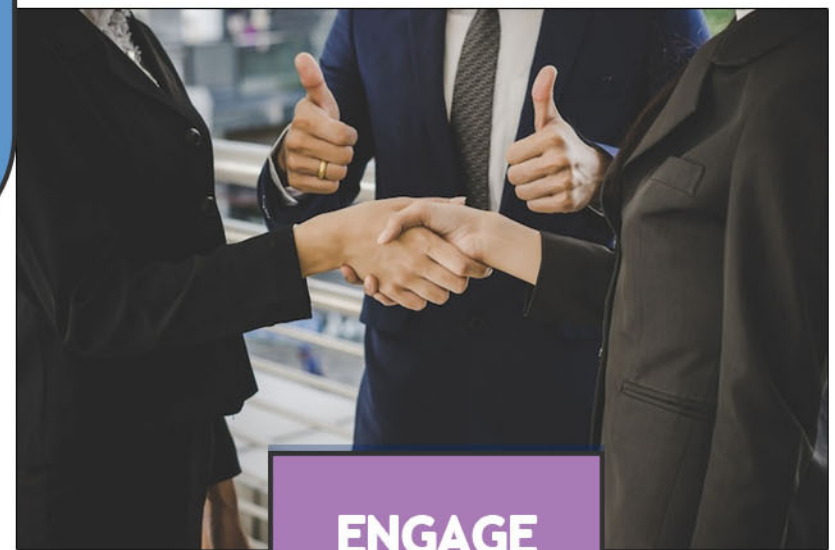


And they can be told across all formats from News Articles to Social Media to Activations



REACH
-their target
audience

**We create stories that
helps marketers to**



ENGAGE
-them for
action

COMMUNICATE
-the message



HOW DO WE PRESENT STORIES?

STEP
1

We investigate data & discover information that elevate our creativity

STEP
2

We explore how such data can influence your target audience

STEP
3

We make sure our campaigns really deliver results

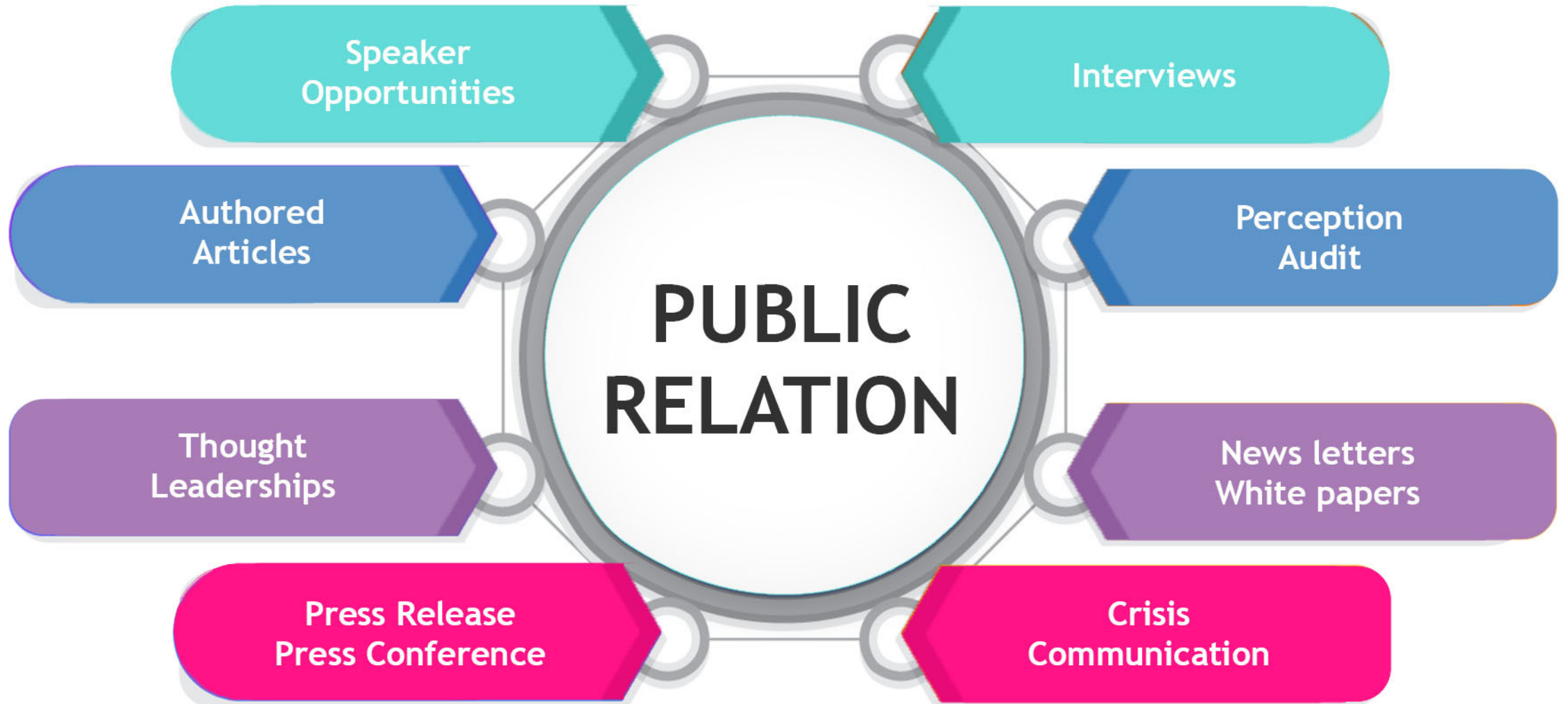
WE CONVERT THE DATA AS

Creatives

Contents

Digital





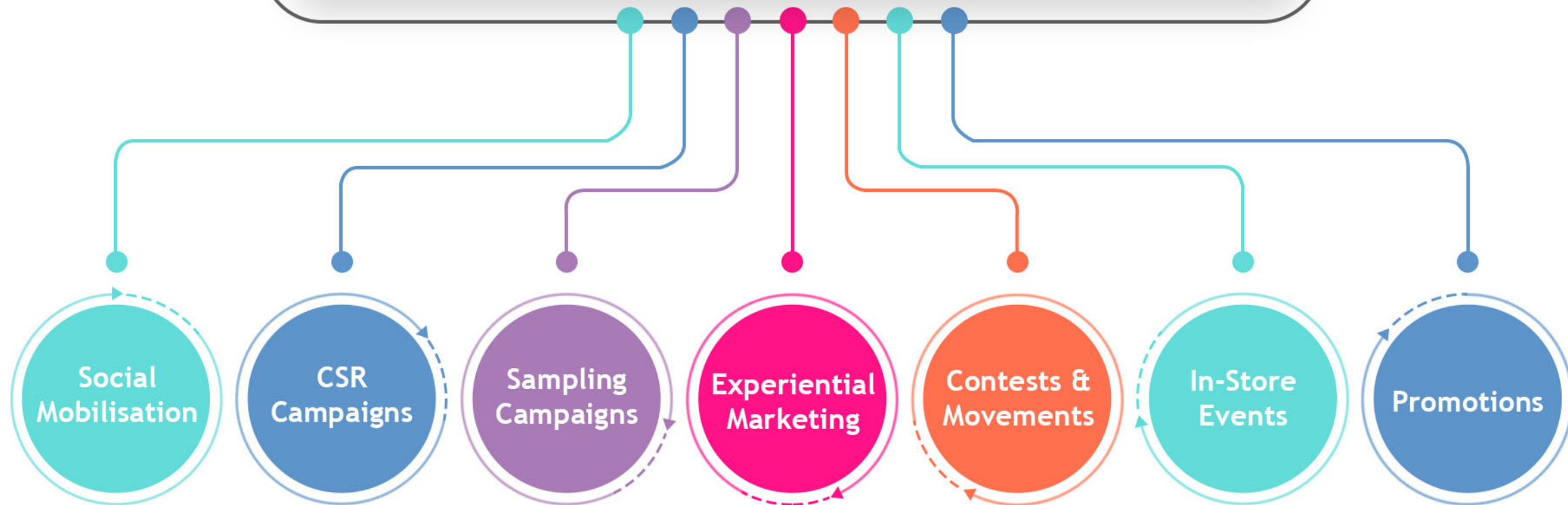


DIGITAL MARKETING





EVENTS & ACTIVATIONS



OUR CLIENTS





SOME OF OUR WORKS

MEDIA COVERAGE

Superdry launches first ever store in Guwahati

GUWAHATI, JULY 11: Iconic British fashion and lifestyle brand – Superdry launched its first ever outlet at City Centre, Guwahati. The contemporary brand creates 'future classic' garments inspired by fusing vintage Americana and high-impact Japanese imagery with a British twist. Superdry is characterized by its use of quality fabrics, unique detailing, world leading hand-drawn graphics and tailored fits with diverse styling. Internationally, the label is known for its affordable premium-quality clothing, accessories and footwear.

Guwahati is considered as the fashion capital of the North East, where fashion trends are becoming popular and the people are more fashion forward. Currently, there are limited options when it comes to fashion brands thus affordable premium fashion brands like, Superdry see immense potential in this market. Commenting on the launch, Manu Sharma, Business Head, Superdry, said, "We are very excited to open our first store in Guwahati. This city is a new market for us but it is the perfect time for Superdry to enter this region and we are certain of receiving a great response for our brand. City Centre is the most happening mall and houses a number of Indian & international brands, making it our first choice."

Meet discusses crime against women in tea garden areas

CITY CORRESPONDENT

GUWAHATI, Aug 2: The Women's Safety Accelerator Fund (WSAF) has recently organized a stakeholders' conference on July 28 and 29 here in Guwahati and brought together representatives from UNICEF, Bharatiya Cha Parishad (BCP), North Eastern Tea Association (NETA), Directorate of Social Welfare Department, ABTA, Assam Company, MLD Group, civil society organisations, and women and men from tea gardens.

According to the National Crime Records Bureau data, 2021, crime against women in Assam is 154.3 per 1,00,000 population which is twice the national average of 56.5.

The discussions and deliberations of the conference were related to WSAF's core agenda of creating a safe and empowering workplace for women workers in the tea gardens.

WSAF in a press statement said that violence against women and girls (VAWG) is highly prevalent in the tea-producing districts in Assam compared to the other regions in India.

Highlighting some of the pertinent issues, the representatives acknowledged the high prevalence of domestic violence, sexual violence, child sexual abuse, early marriage, trafficking reported from the tea gardens which is evidenced through data from NCRB, 2021 and the NFHS-5 (2019-20).

Manisha Majumdar, programme manager of WSAF, said: "WSAF is building collaboration with different government departments, institutions and producer companies to promote awareness, and strengthen the prevention and response mechanisms on violence against women in tea gardens."

That sexual harassment and intimate partner violence against women, though high in the tea estates and communities, remain unreported or under-reported was shared by most of the participants from tea gardens.

Nityananda Borkakoty from NETA flagged that different schemes and programmes of the government meant for girls and women should be available by tea garden communities and associations and civil society organisations should work towards building connections.

Enlightening the role of external stakeholders in women safety, Lalita Deka from the Directorate of Social Welfare Department said, "A courageous and sustained communication with tea workers along with the garden management and creative awareness about women

safety programmes, lives and regulations are extremely important in order to drive the idea of safe workplace in tea gardens."

Highlighting community mobilisation and engaging with youth as a great strategy, Kalpa Ranjan Chetia from BCP, and Evangeline Manohar from UNICEF shared examples of how over the years awareness and intervention have resulted in building greater awareness and response on nutrition, water and sanitation, child protection and safety.

Pungr Ghosh from Assam Company and Nita Tiwari from MLD Group mentioned that focused engagement on children and boys and men is very important to shift attitudes and behaviours in addressing gender-based violence.

It is to be mentioned here that the WSAF with the support of Unilever, Tesco, Ethical Tea Partnership, Twinnings and Taylors and managed by the Netherlands-based development organisation IDH-The Sustainable Trade Initiative is addressing gender-based violence in the tea value chains in Assam and West Bengal.



THE ASSAM POST • GUWAHATI EDITION • SUNDAY, JANUARY 24, 2021

WKLIFE launches its first ever store in Guwahati

Guwahati, Jan 23: Iconic London based lifestyle brand – WKLIFE launched its first ever outlet at City Centre, Guwahati.

concepts into practice. Guwahati is considered as the style capital of the North East, where fashion

and we are certain of receiving a great response to our brand. City Centre is the most happening

variety of unique designs in different categories including Smart Life products like Bluetooth speaker

WK LIFE is a London based brand which started operations in India on October 2018 and gained great



Centre Mall, Guwahati. Following the success of its existing 1,000+ stores across 60 nations, the new store offers a complete range of uniquely designed lifestyle electronic products and accessories with multiple attributes. Spread in 1,000sq ft, the new store has been designed to satisfy brand-conscious buyers, truly making it a

lifestyle trends are becoming popular and the people are more upbeat. Currently, there are limited options when it comes to Style and accessories brands thus affordable premium lifestyle brands like WKLIFE see immense potential in this market. Commenting on the launch, Mr. Gaurav Dabas, Director WKLIFE, said, "We are very excited to open our first store in Guwahati. This city is a new market for us but it is the perfect time for WKLIFE to enter this re-

tail and houses many fashion & international brands, making it our first choice." Former Assam Pradesh Minister Mr. Puli Bicho has blessed the launch with his gracious presence. WKLIFE, with its highly sought-after and innovatively designed products, has catered the need for young and emerging generations. Their focus is more towards designing high quality products which are catering life style millennials adding value to personality. It provides a

foothold in market because of its offbeat products that cater to daily needs and huge craze among millennials as well as young generations. WKLIFE presents a variety of unique design in multiple categories including mobile accessories, fashion accessories, health & personal care, fitness, toys and so on.

OTT platform Ree bouquet of exch

BROCHURE



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Aptos corporate financial solution is the ground-breaking system for security and scalability.

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ABOUT B-PLAN INFORMATION SYSTEMS LTD.

2020

Why B-Plan?

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- Real-time Reporting
- Risk Management

Number of Invoices by Vendor



Invoices Value by Vendor



B-Plan Information Systems Ltd is leader in Scalable Corporate Finance Systems and Business Intelligence (BI) Solutions.

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TESTIMONIES:

"Parfetta has worked with B-Plan for a number of years now, recently upgrading from Aptos 9 to Aptos 10 to make sure we have an accounting solution that is fully MTD compliant. Product support is always prompt and efficient, while we are able to rely on consistency by looking the same trainer whenever we need them"

[Iain Martin, Company Accountant, Parfetta]

"We have found B-Plan to be a company that care passionately about the work of its customers and strive to deliver a great all-round service. B-Plan enterprise financial system, Aptos, is reliable and dependable. Its extremely capable and even though we have been using it for over 15 years Aptos is still as appropriate and relevant to our business needs as the day we first implemented it. I would be very happy to discuss any aspect of the excellent relationship we enjoy with B-Plan."

[Mr. Jana Asadi, Financial System Manager, North Middlesex Hospital NHS Trust]

"We have worked with B-Plan since 2002 and in that time have built an excellent relationship. We found them to be a company that passionate about helping us to solve our business challenges and unlike many suppliers, first and foremost are interested in helping us to do our job efficiently and effectively, to me that is what a customer focused organisation should be. B-Plan enterprise scalable financial systems, Aptos, has been extremely stable, reliable and excellent value for money and successfully facilitated the work of our force to meet its targets."

[James Swindall, Financial System Manager, Northamptonshire Police]

"British businesses have the expertise and experience to help complete major infrastructure projects. The work of B-Plan Information Systems with Iraq's biggest bank, This UK company is rolling out a new banking software system at 155 branches of the Safdan Bank. This new technology will computerise the management of bank accounts for millions of customers."

[Lord Peter Mandelson, Secretary of State for Business, Enterprise & Regulatory Reform, 30 April 2009]

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LOGO



PACKAGING DESIGN



ANIMATED VIDEOS



POSTERS

FUNGAL FREE FROCKS WELLNESS CHALLENGE 2020



Have you
been consulting
doctors for any
illness ?

A CHANGE OF HABIT OF CONSULTING A DOCTOR FOR
ANY ILLNESS CAN BE A WAY TO ERADICATE
THE FUNGAL INFECTION

- ◆ If yes, send us the few photographs of consulting a doctor or hospital staff as evidence
- ◆ And become 3F Wellness Leader & Win a Bumper Prize

We are looking for 5 wellness leader -
win the challenge and become the winner

How to Win :

Click 5 Photographs of you or your family members' of
consulting a doctor or hospital staff by your phone /
Or Shoot a 2 - 3 minutes video of you or your family
members' consulting a doctor or hospital staff

- ✓ Send it us at whatsapp number _____
- OR
- ✓ Send it to any APPL Foundation member in
your area.



WIN A
BUMPER PRIZE

FUNGAL FREE FROCKS PROJECT

FUNDED AND SUPPORTED BY: **Zorg van de Zaak**



FUNGAL INFECTION CAN BE ELIMINATED EASILY...

Always proper
sundry your cloths



A CHANGE IN HABIT WILL LEAD TO A FUNGAL FREE HEALTH

WASH - SUNDRY - WEAR

The tea garden working women typically owns few pairs of clothes which they use almost
regularly since they don't have much time to do a proper wash and sundry. Since the cloths are
often not properly dried, wet clothes leads to the development of fungus and ultimately leading to
fungal infection in women. A change of habit to proper washing of cloth and Sundry can
eradicate the fungal infection.

FUNGAL FREE FROCKS PROJECT

FUNDED AND SUPPORTED BY: **Zorg van de Zaak**

END VIOLENCE AGAINST WOMEN AND GIRLS IN TEA ESATES

Violence Harms not just Women But also Families, Communities & Work Places

VIOLENCE AGAINST WOMEN ARE CRIMES



AT HOME

Verbal, physical and emotional
abuse by family members,
taking away home, children,
economic resources



AT WORK

Sexist remarks, differential
treatment, showing pornography



IN PUBLIC

Eve-teasing, stalking,
molestation, rape



IN COMMUNITY

Witch-hunting, child marriage,
dowry

REPORT
ALL INCIDENCES OF VIOLENCE AGAINST
WOMEN IMMEDIATELY

In Estate: Line Chawkidar / Welfare Officer / Manager /
Internal Committee/ Village Defence Party
☎ : Women's Helpline 181 / Police 112




Creating a Safe and Empowered Workspace
for Women in the Indian Tea Sector

SOCIAL MEDIA CAMPAIGN

75 Azadi Ka Amrit Mahotsav

DAY 3 & 4
ART OF SELF-DEFENCE FOR GEM GIRLS



Veerangana, women commandos team of Assam Police based out of Kokrajhar under Commandant, 4th AP Bn, Kahilipara, Guwahati today gave hands on experience to GEM Girls on various areas of self defence at NTPC Bongaigaon.

The two day training event gave them various tips on martial arts and self-defence techniques.

Girl Empowerment Mission

एनटीपीसी NTPC बोंगाईगाँव Bongaigaon

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75 Azadi Ka Amrit Mahotsav

DAY 5
THE ART & SCIENCE OF MAGIC FOR THE GEM GIRLS



MAGIC SHOW BY FAMOUS MAGICIAN FROM KOLKATA SHRI SUBIR KUMAR FOR GEM GIRLS AT THE TOWNSHIP OF NTPC BONGAIGAON


Girl Empowerment Mission

एनटीपीसी NTPC बोंगाईगाँव Bongaigaon

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DAY 8
EXPOSURE TO MUSHROOM CULTIVATION AND PRODUCTION FOR GEM GIRLS



GEM Girls of NTPC Bongaigaon get an exposure visit to Bodoland University, Technology Incubation Centre for Entrepreneurship Development where they were exposed to mushroom cultivation and its production.

বাংলা সবলীকরণ অভিযান
Girl Empowerment Mission

एनटीपीसी NTPC बोंगाईगाँव Bongaigaon

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DAY 10
IMPARTING SPORTSMAN SPIRIT TO THE GEM GIRLS



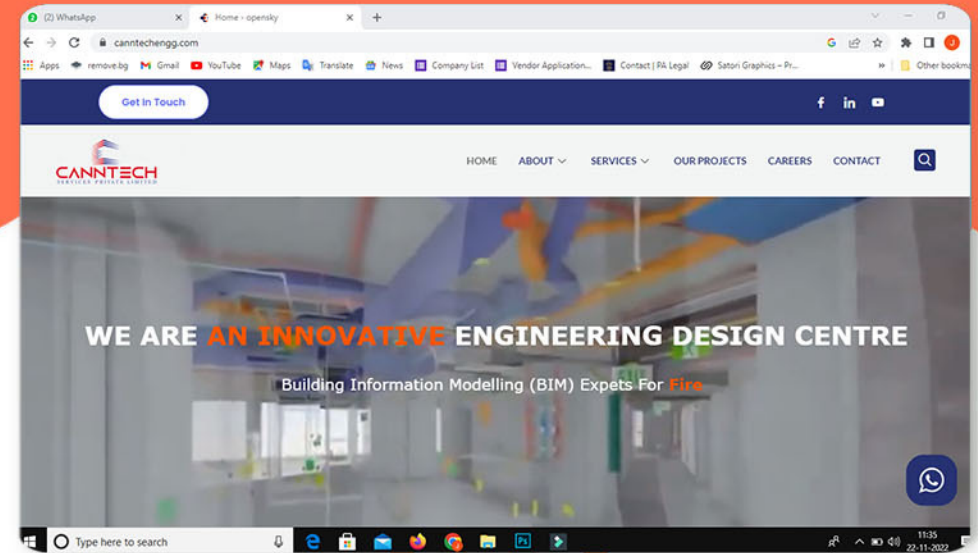
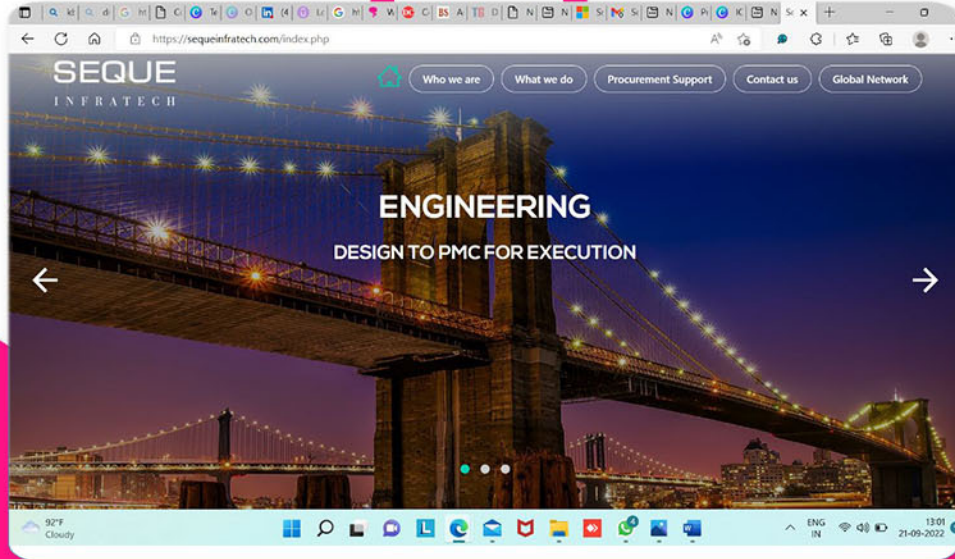
GEM children of NTPC Bongaigaon were taken to SAI Sports Centre at Kokrajhar and were exposed to various sporting activities and their techniques. Various games like Martial Arts which included Wushu and Taekwondo, Boxing, Archery, Track and Field and Hockey were taught to the girls with hands-on experience, rules of the game and the spirit of each game. National level players and coaches interacted with the students and motivated them to keep their mind and body fit.

বাংলা সবলীকরণ অভিযান
Girl Empowerment Mission

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WEBSITES



EVENTS & ACTIVATIONS



BLOGGERS MEET





We'd love to talk!

How to Reach Us

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Let us tell
YOUR STORY &
Create Impact

