



White Tag Media

# Branding & Social Media Marketing

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Version 2.0 | April 2021

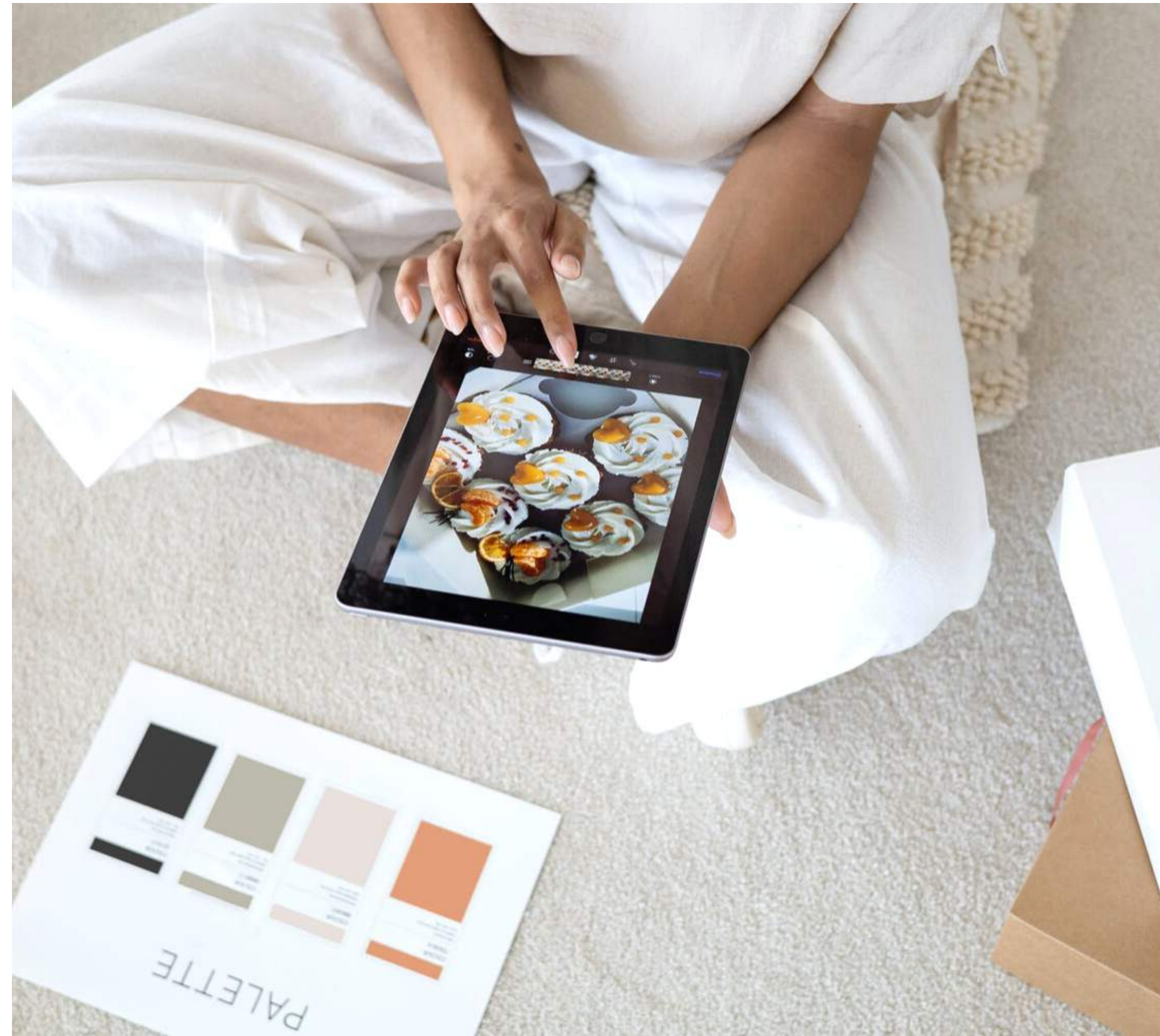


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# What can we do for you?

If you're a new brand who's looking for a strong & mesmeric social media presence - we're here for you to make that happen in a blink of an eye. We'll understand your brand essence and make sure your audiences are engrossed with the kind of content that is as powerful as your brand vision.

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# Our Services

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*Anything and everything digital*

- > Campaign Design
- > Branding
- > Social Media Management
- > Digital Marketing
- > Website Designing
- > CRM
- > PR & Influencer Marketing



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# What We Stand For

— Integrity

— Commitment

— Accountability

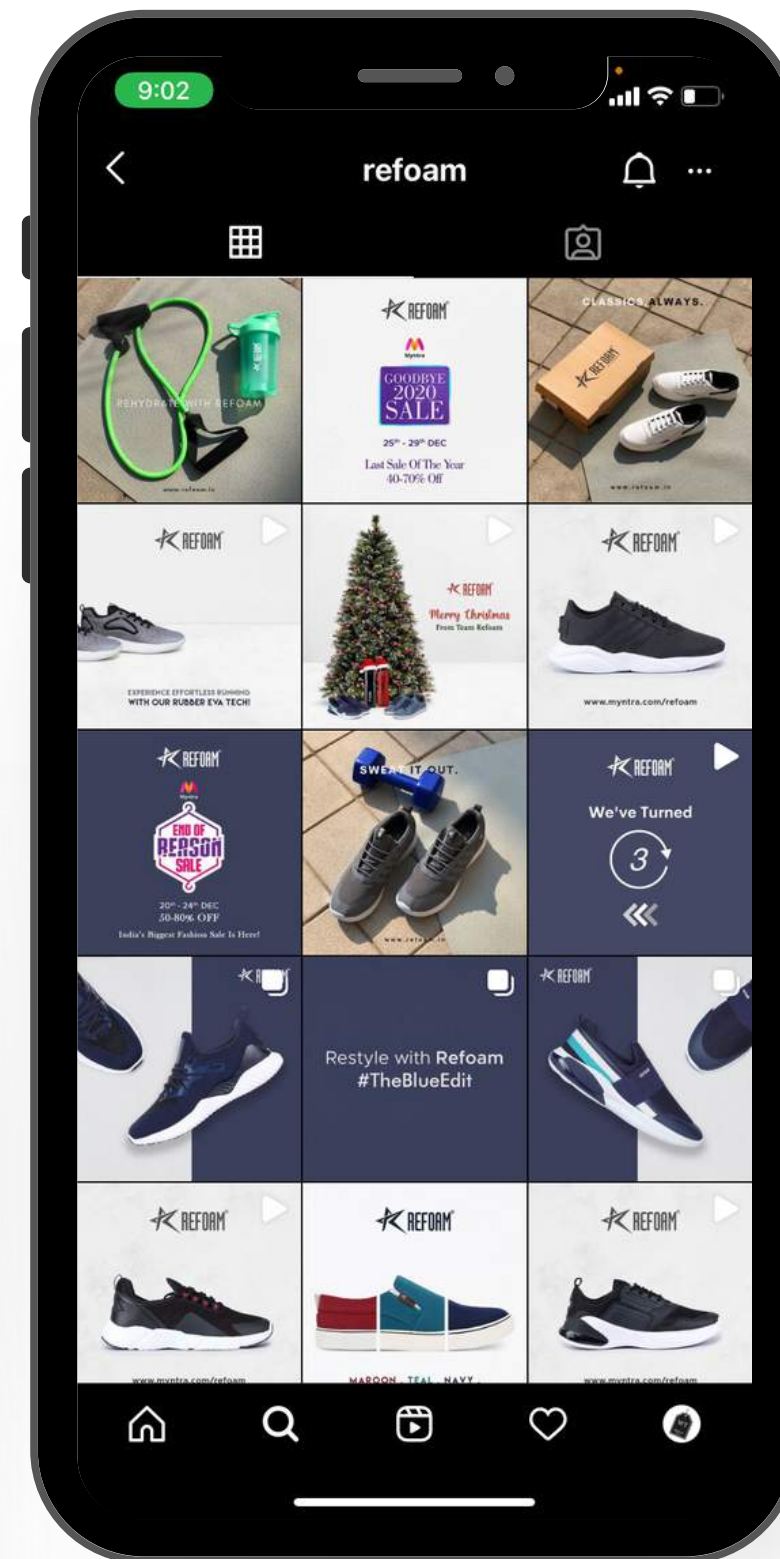
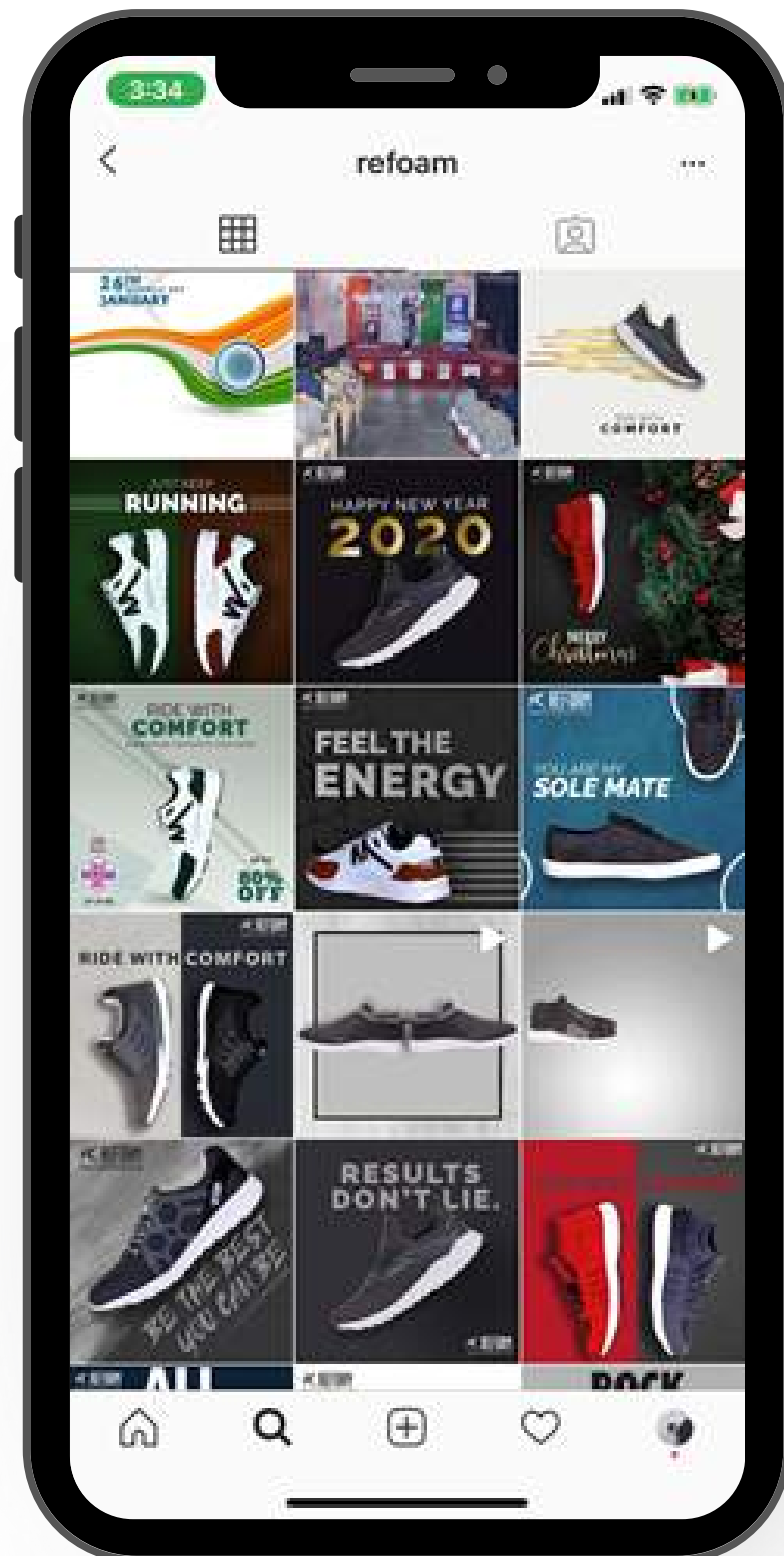
— Consistency

# Our Clients

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Imagine having a top-notch campaign idea and your graphics for that just looks flat? Yes, it happens quite often than not. It's almost impossible for your designer to understand your creative + marketing point of view, hence we take care of it! We make sure that what you're trying to communicate to your audience comes out 'on point' through the clean creatives. We are your visual executives, with us – there will never be an 'ugly creative'.

Before



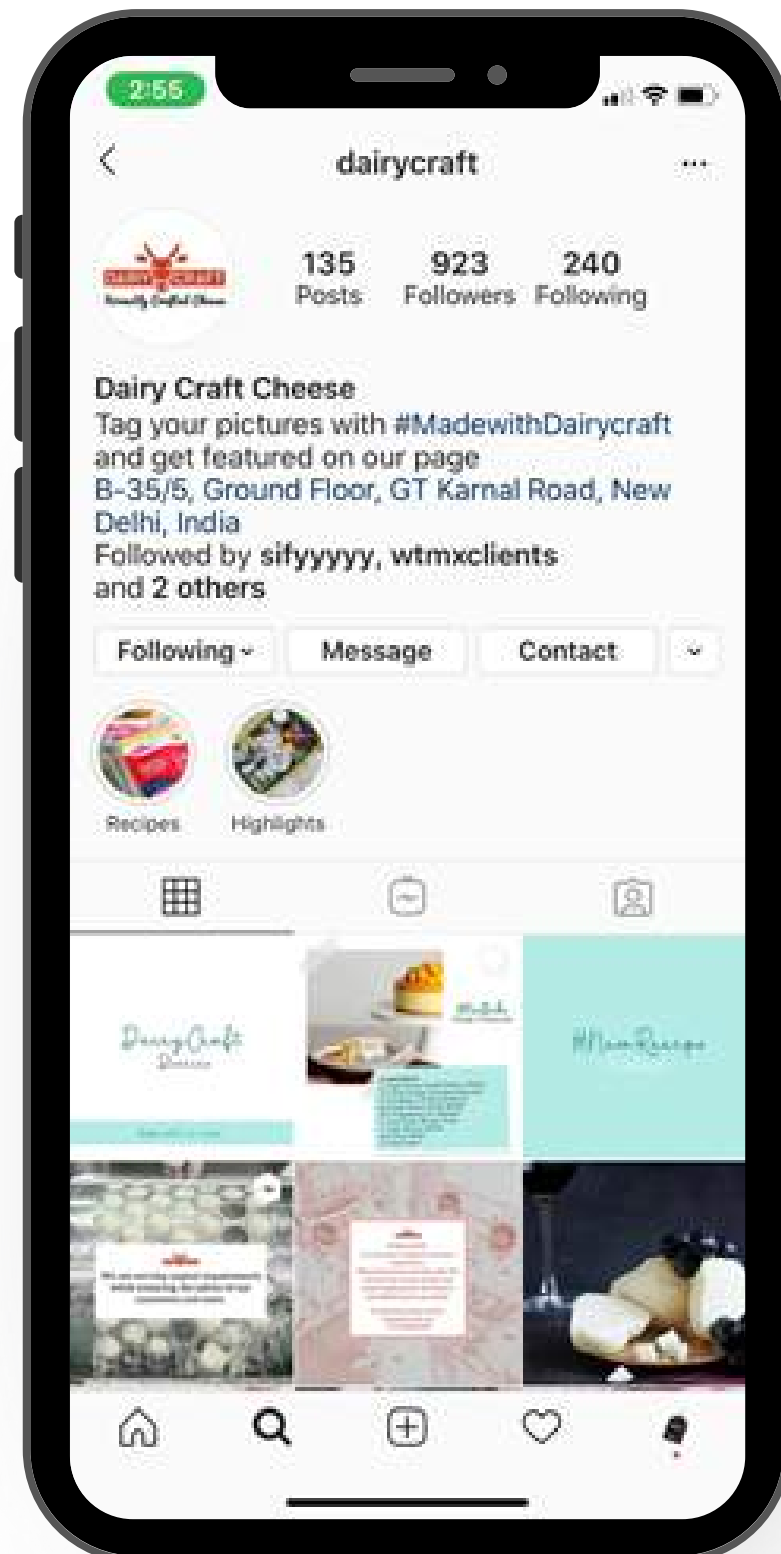
After

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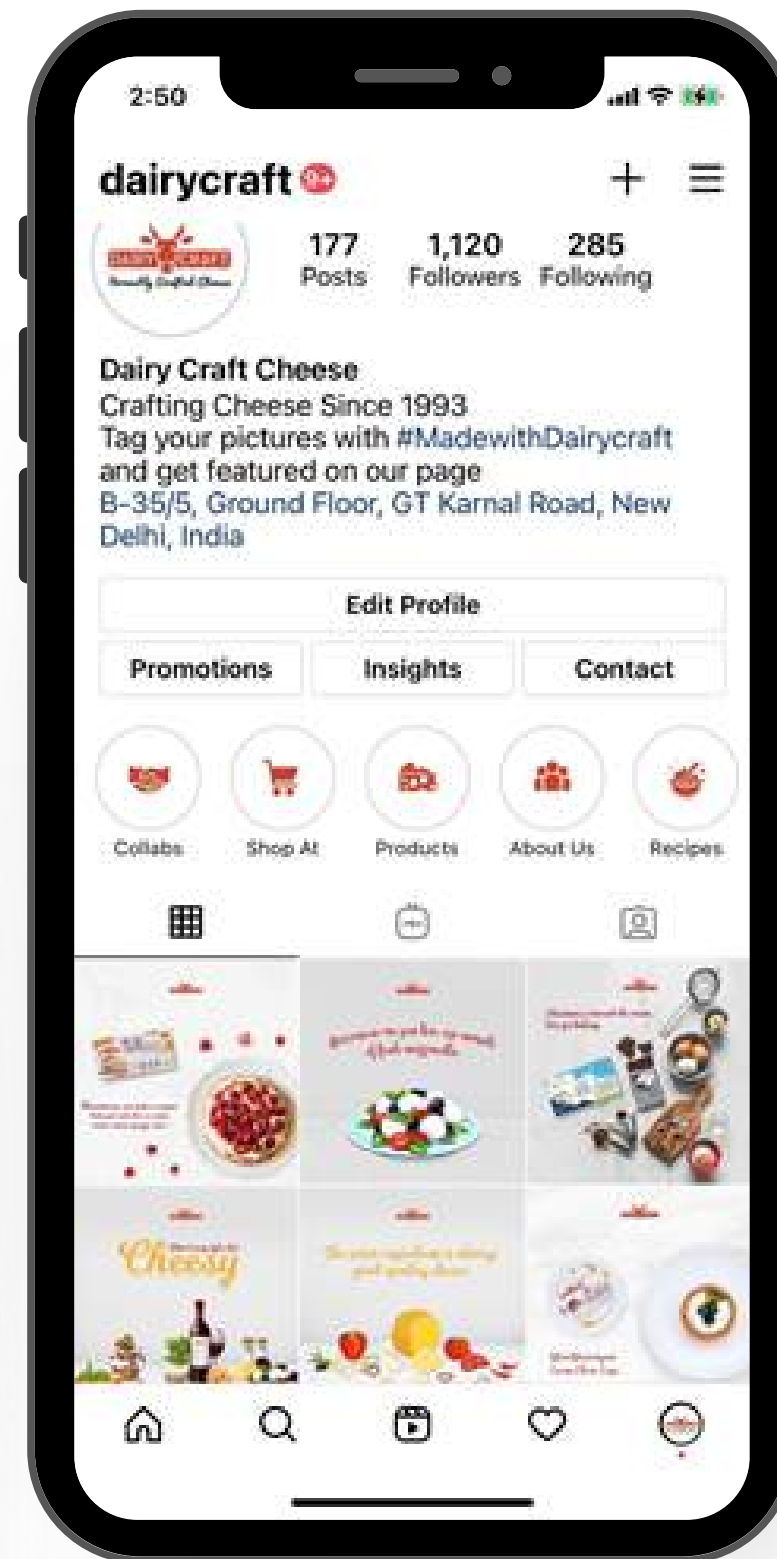


Refoam is a footwear brand based out of New Delhi, India - offering customer-oriented sports and casual shoes. With the quality made to last, their collection is updated with new arrivals every month, to allow the style conscious people to take advantage of new shoe styles.

# Before



# After

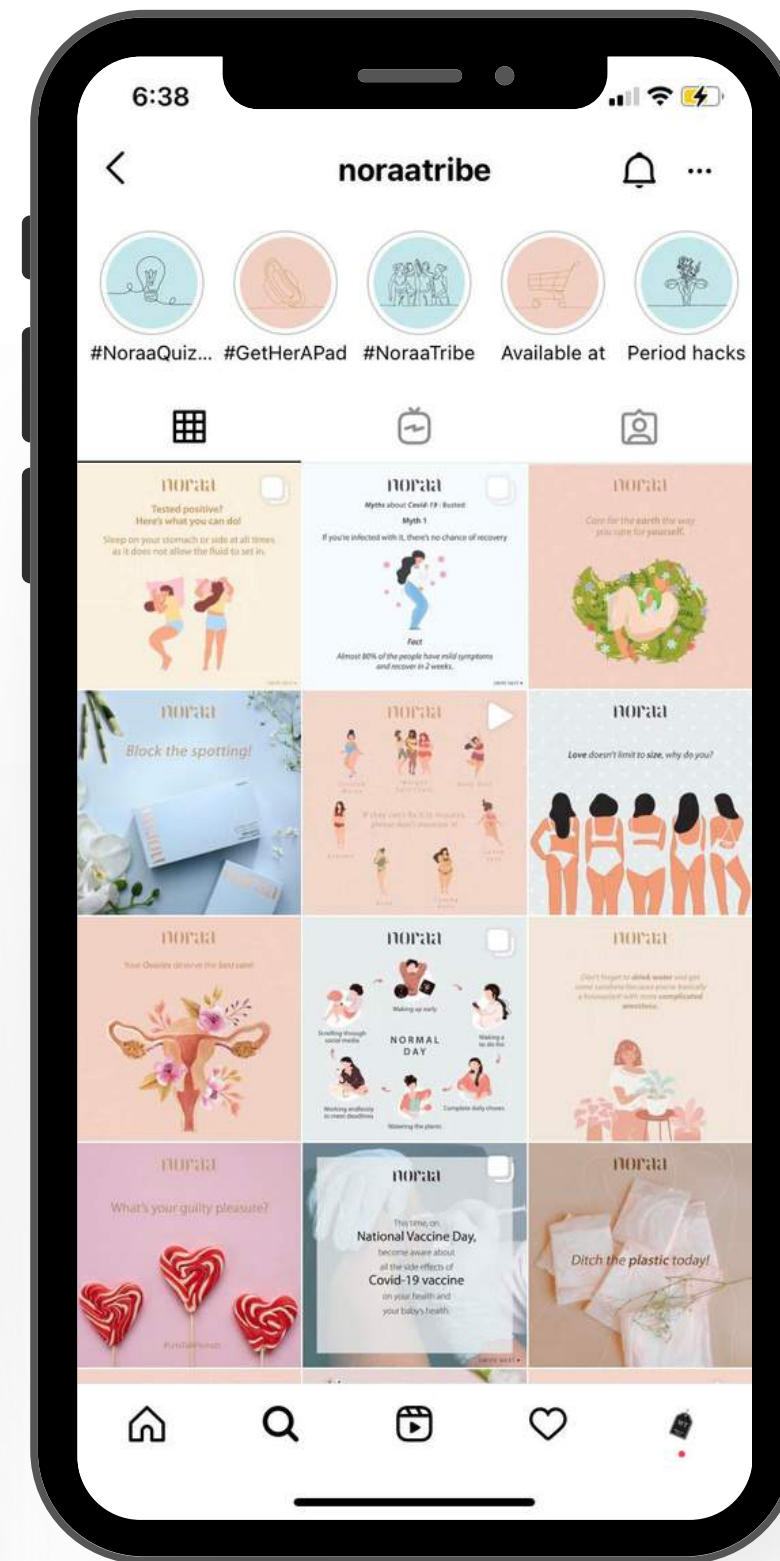
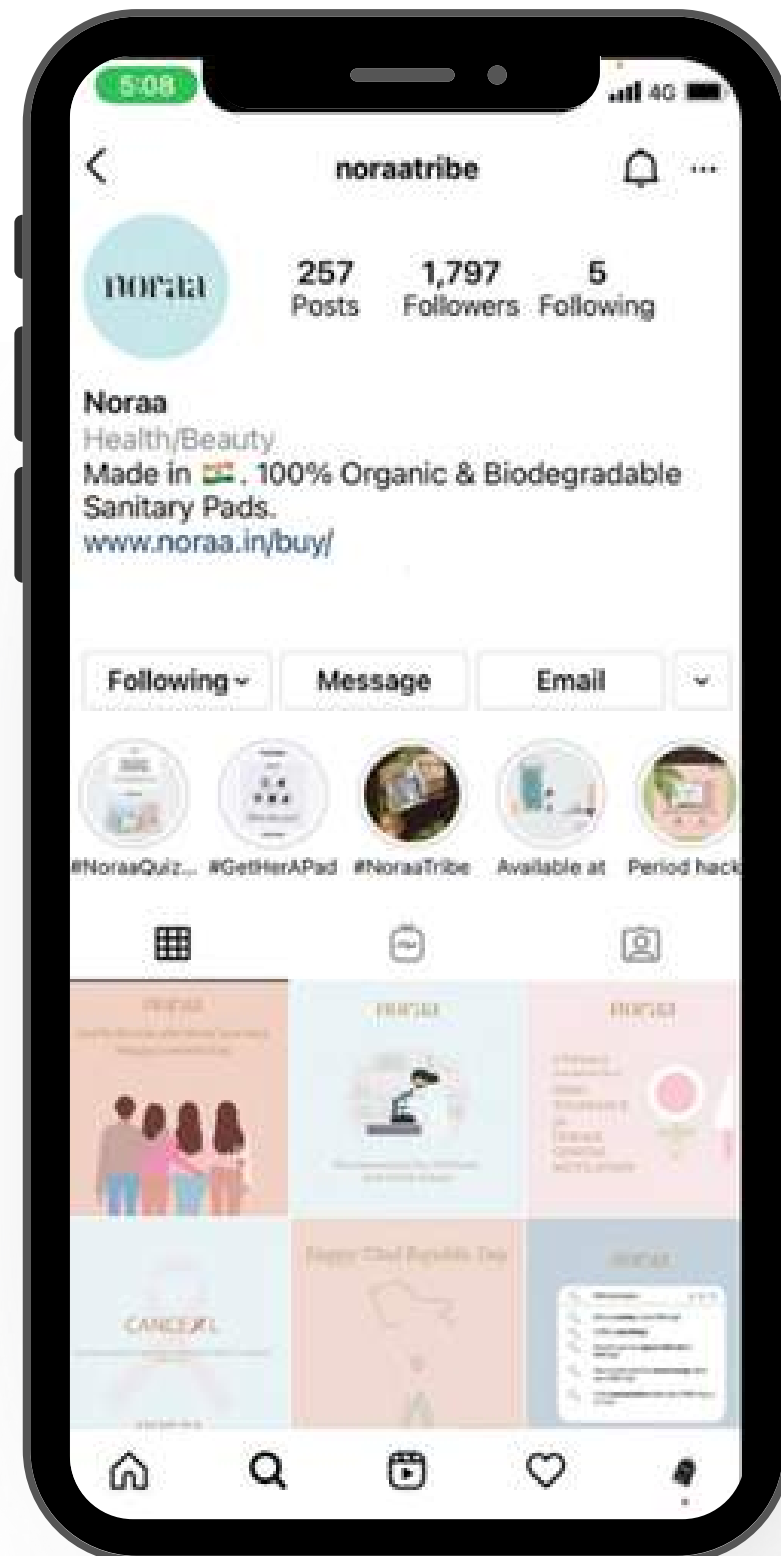


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Since 1993, Dairy Craft has been creating quality cheese in India. Their expertise has been honed over 30 years, delving deep into the science and the art of cheesemaking, to make artisanal cheese accessible to everyone. Their commitment to excellence starts at the grassroots – happy farmers, happier animals, pure milk, sustainable production.

Before



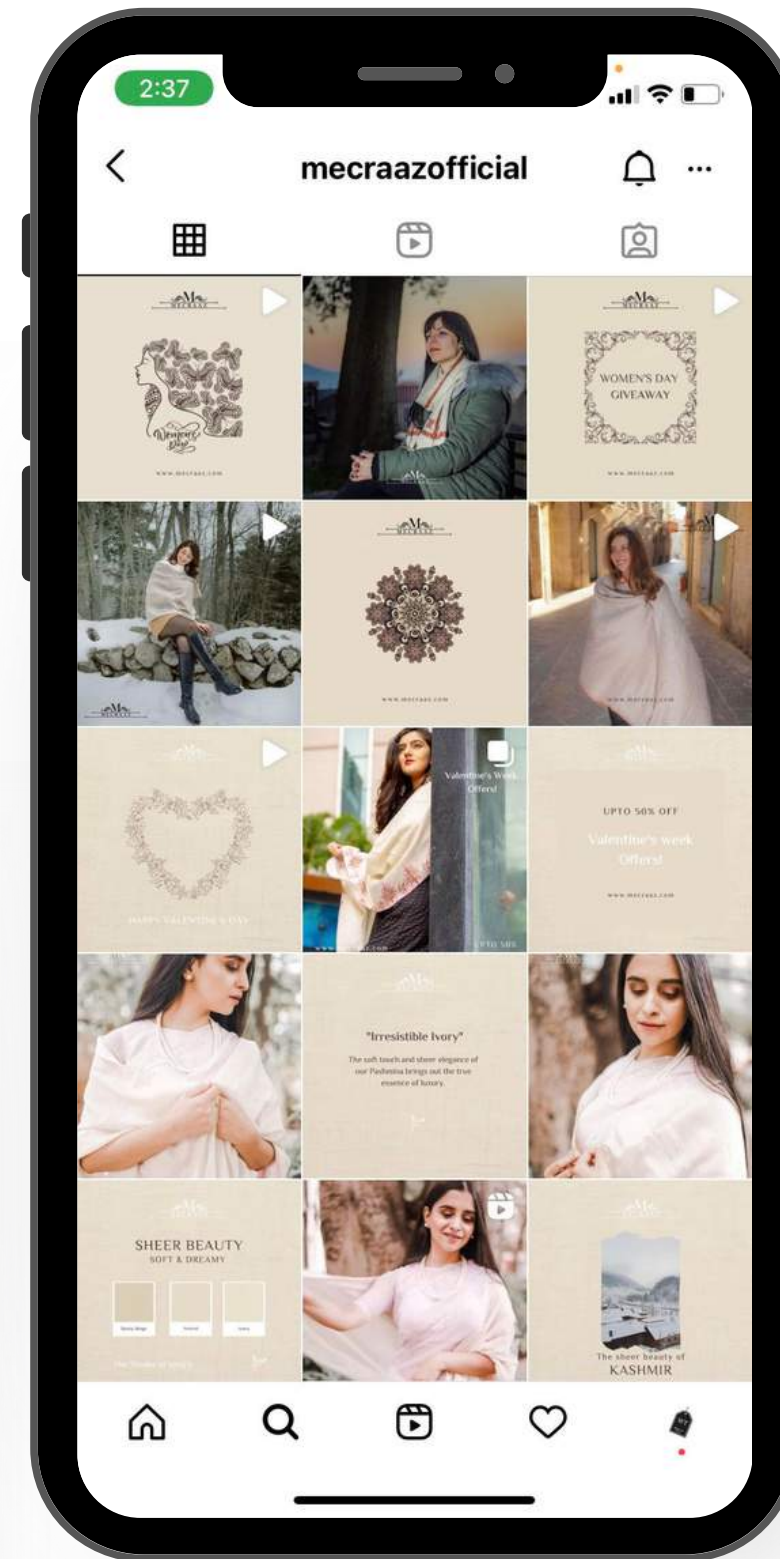
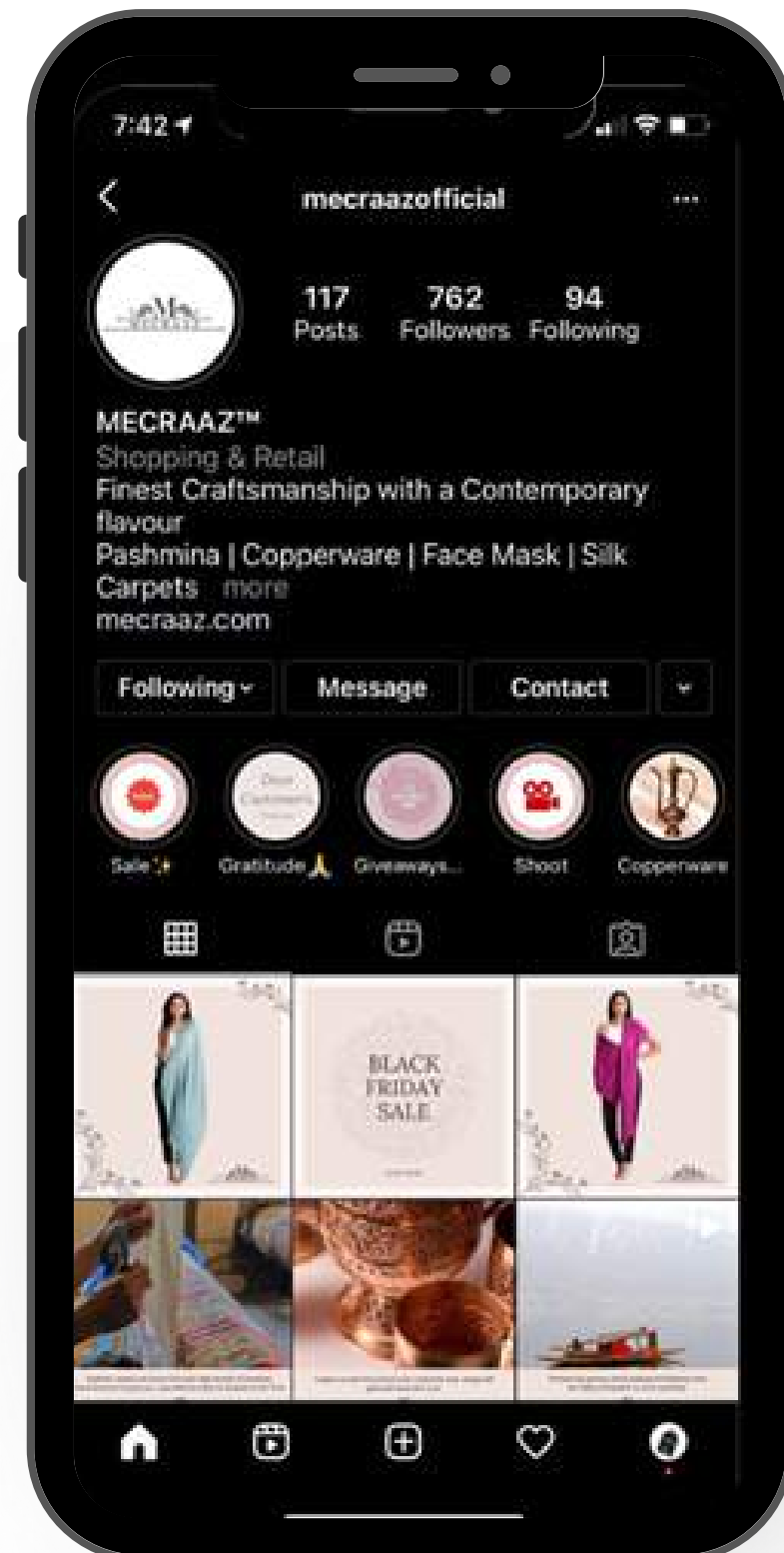
After

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noraa

Noraa believes in “women”. They’re a 100% organic, and biodegradable sanitary napkin, panty liner and intimate wipes brand based out of Delhi NCR. Not just creating a superior and responsible product, they take extreme pride in the fact that they are an all-woman run production unit which helps them create employment opportunities for women and uplifts them by giving them financial independence.

# Before



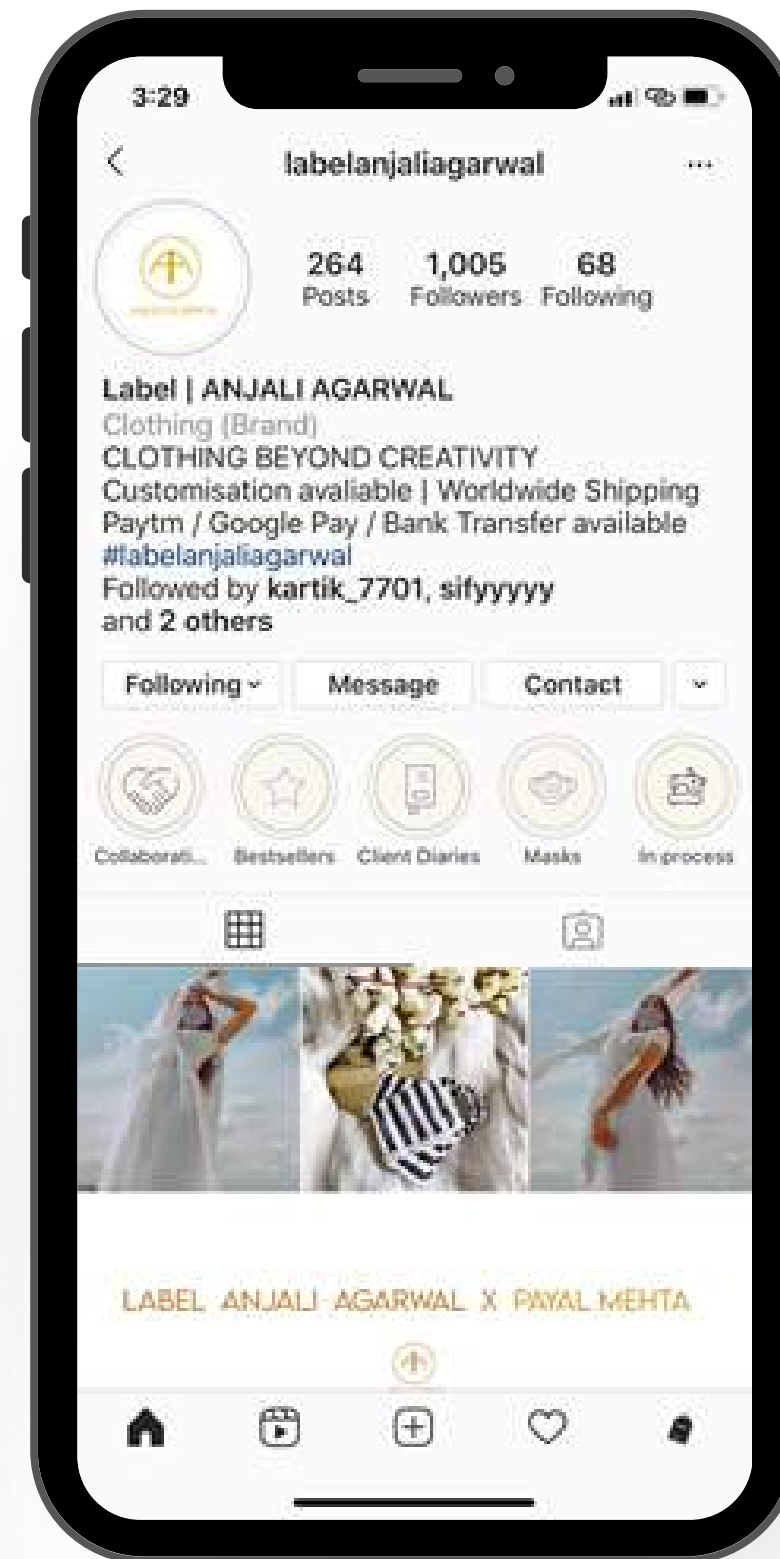
# After

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Mecraaz- which literally translates to 'scissors' in Kashmiri, is more than just an online store. It's an expression of their effort to help the artisans reach out to the world and showcase their unmatched skill, for them to earn a livelihood, increase employment, sustain more families, & spread more smiles. It is an endeavour to revive the glory of age-old craftsmanship, by lending it a contemporary flavour and a modern aesthetic. It is, but a small step in the larger journey to go 'Local', promote 'Slow' fashion and stand true to being 'Made in Kashmir'.

Before



After

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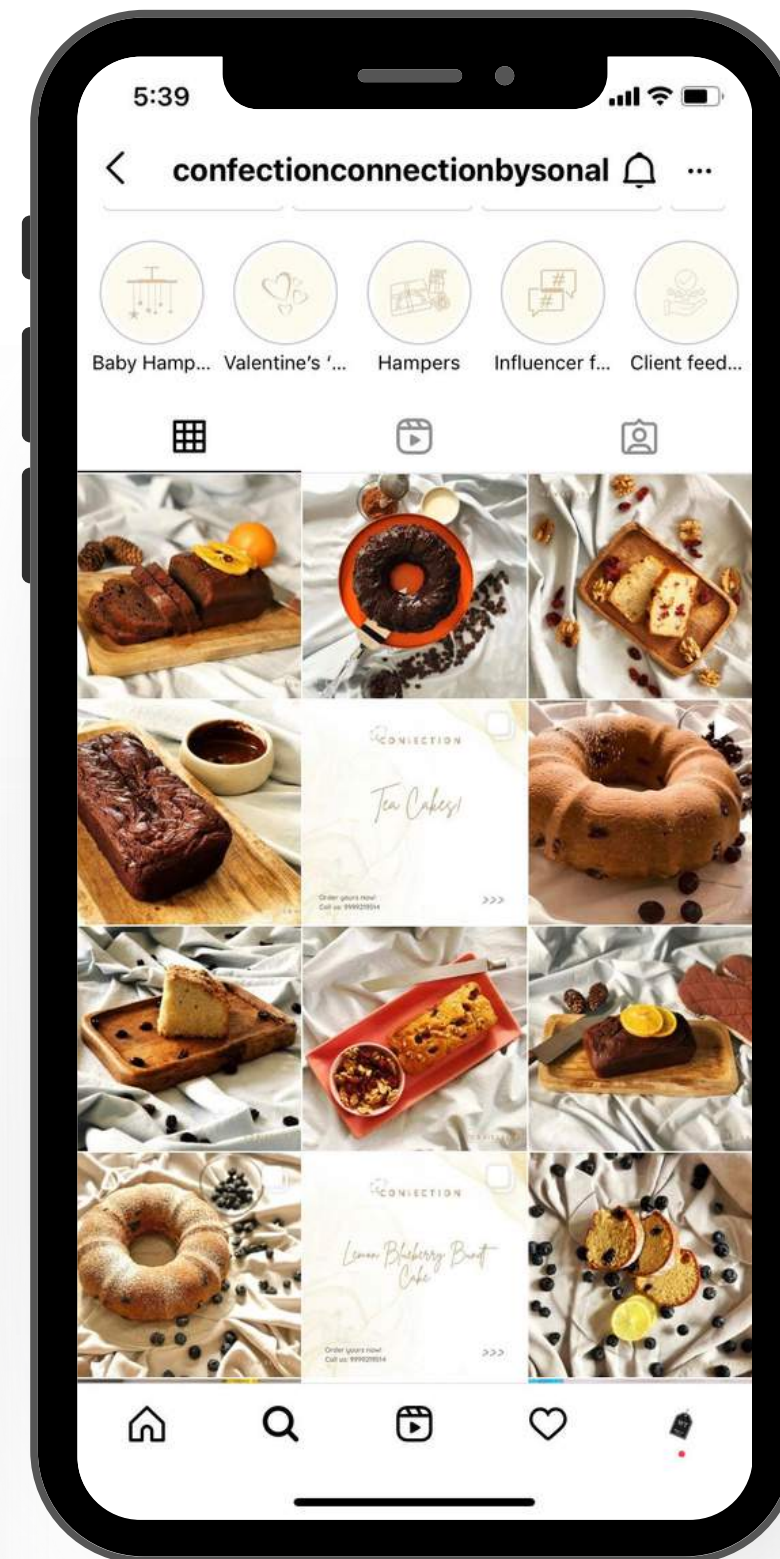
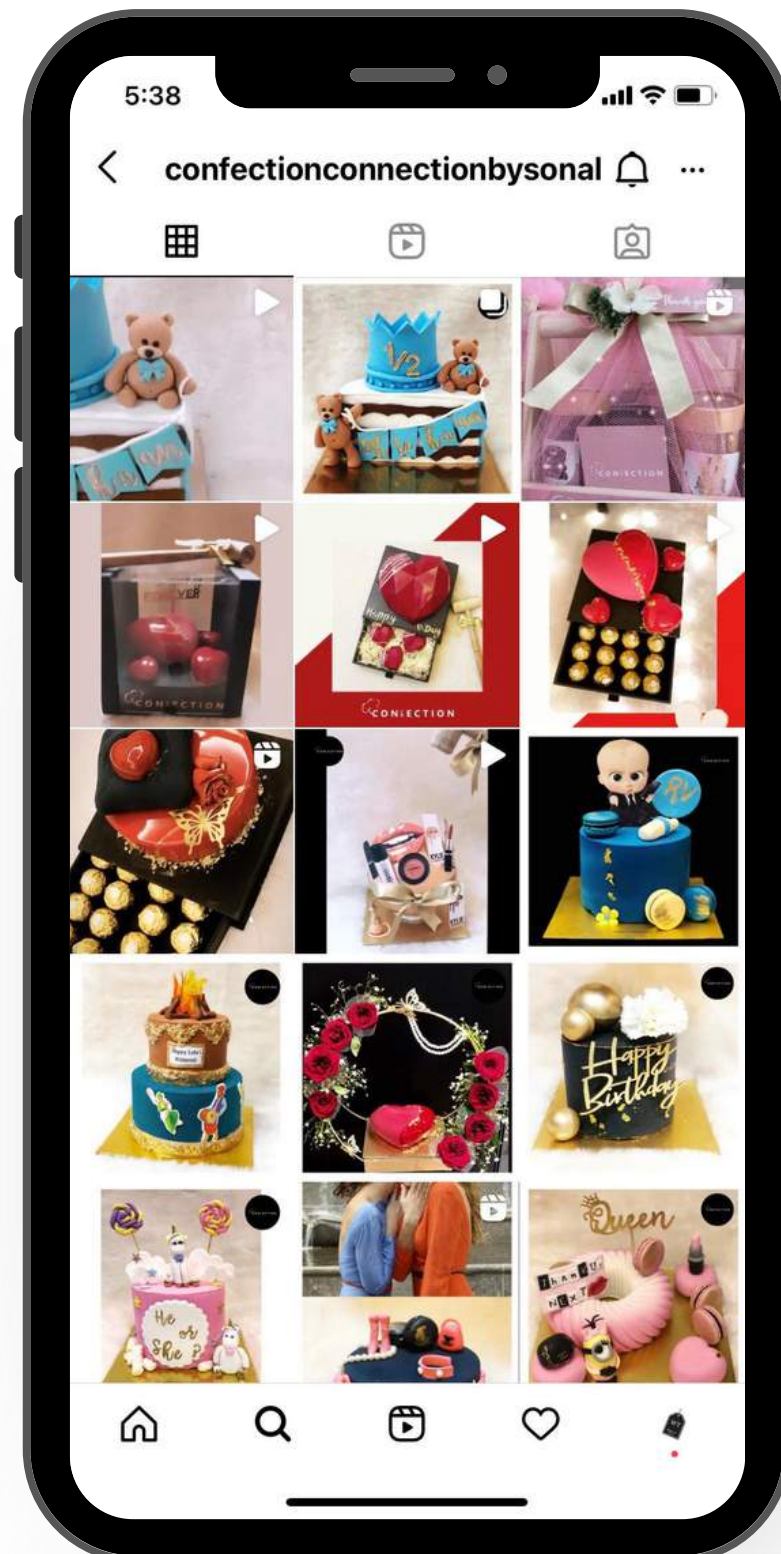


ANJALI AGARWAL

*Clothing beyond creativity*

Label Anjali Agarwal is a Kolkata based clothing line which creates “Clothing beyond creativity” – their designs are inspired by regular women; their vision is all about woman embracing creativity and empowering them for being who they are!

Before



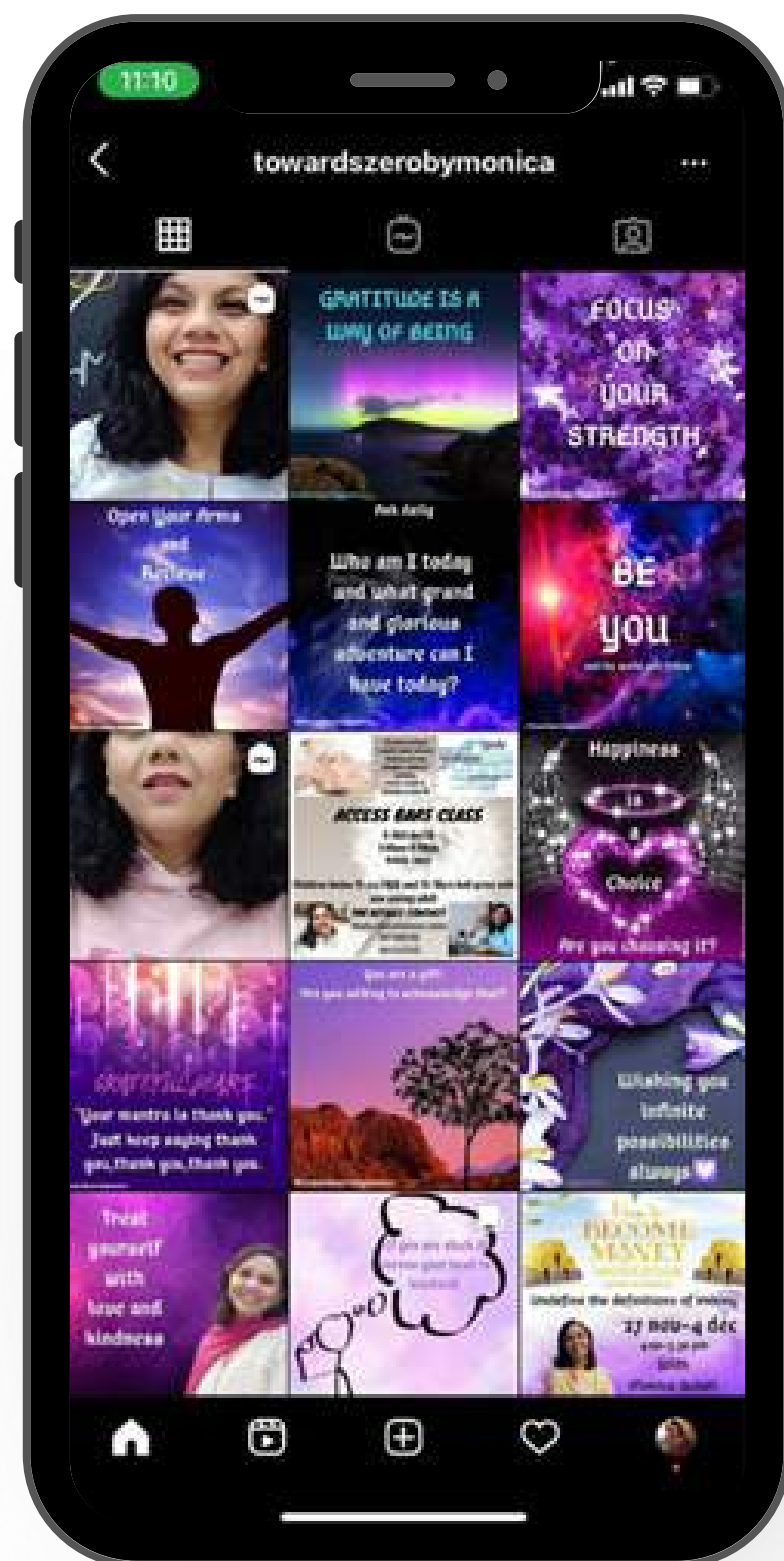
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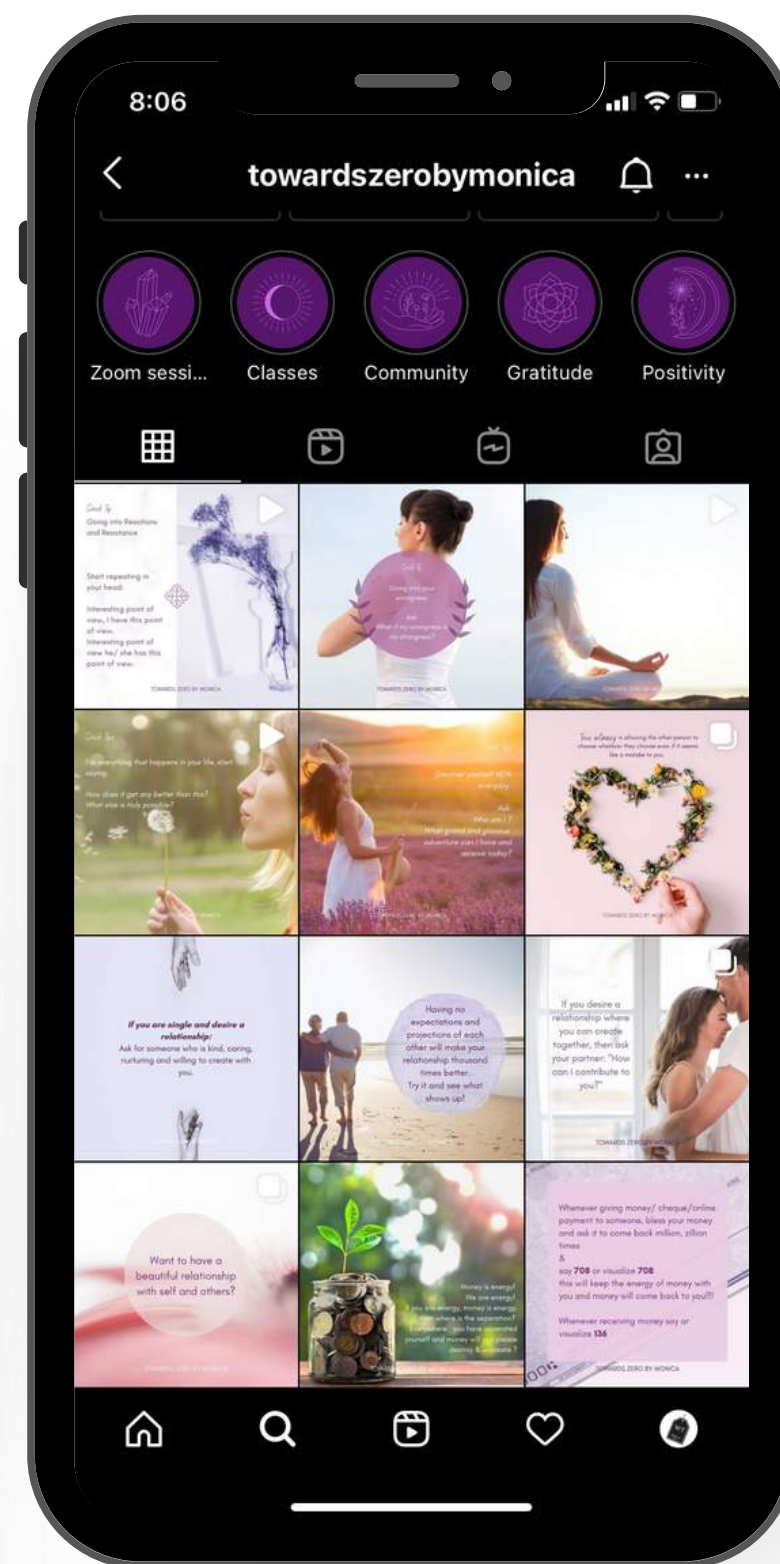
 CON<sup>F</sup>N ECTION

Confection Connection is a boutique bakery based out of New Delhi, India specialising in customised glazed cakes, tea cakes, cheesecakes, etc

# Before



# After



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Towards Zero by Monica is a life coach, energy healer, access consciousnesses certified facilitator, tarot card reader and angel card read based out of New Delhi, India.

Before



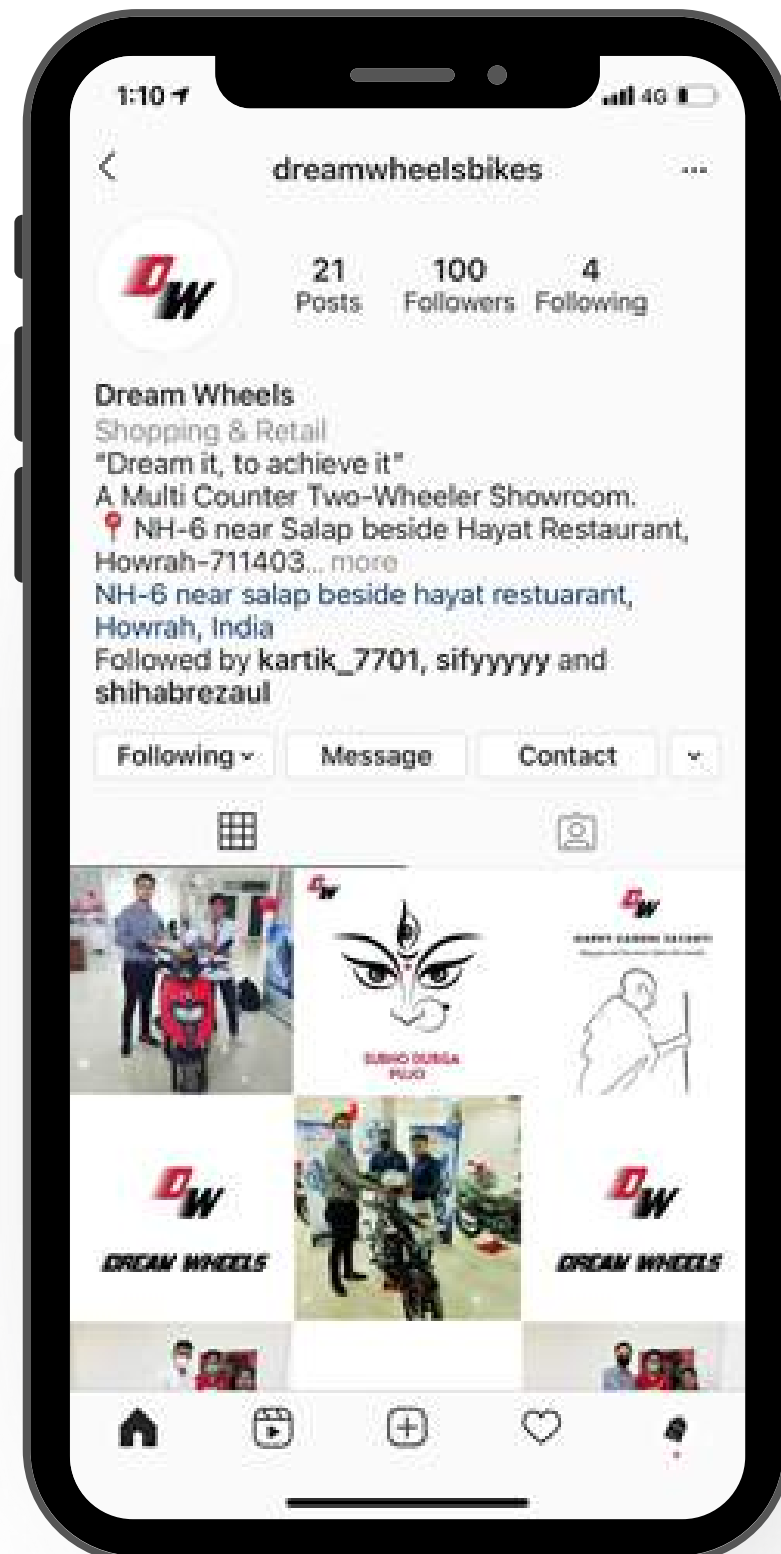
After



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Endorphins is the best corrective exercise studio in Kolkata, India – with its branch open at New Alipore, Ballygunge & Park Street. They teach people how to move better and live with confidence. It moves away from the lifestyle gym environment to prioritise health and movement patterns over aesthetics. They offer an array of fitness related services like- Physiotherapy, Yoga, Pilates, Sports Specific Exercise, Kettlebell Technique & Execution, Musculoskeletal Assessment, Cupping Therapy & Massage, etc..

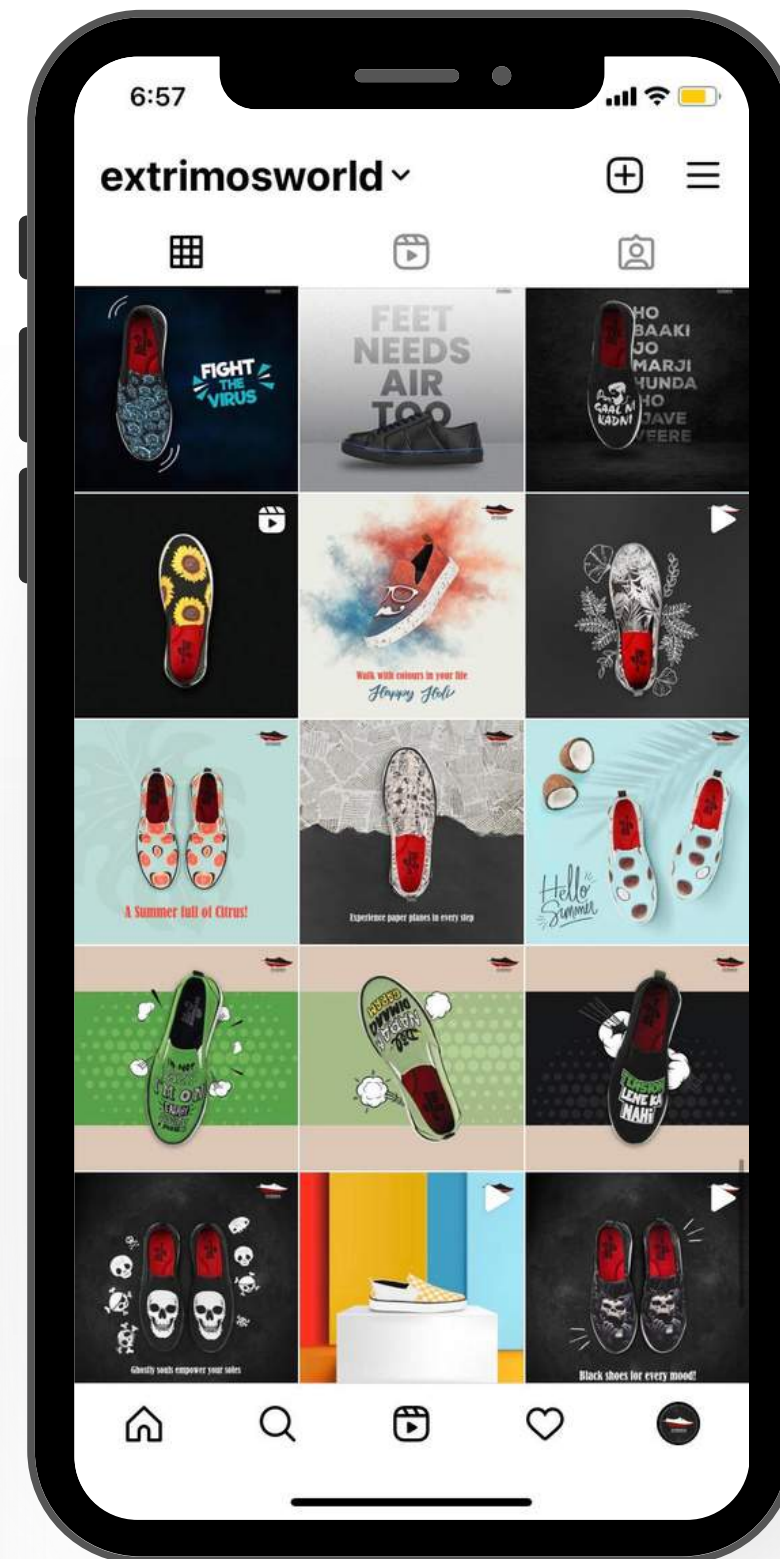
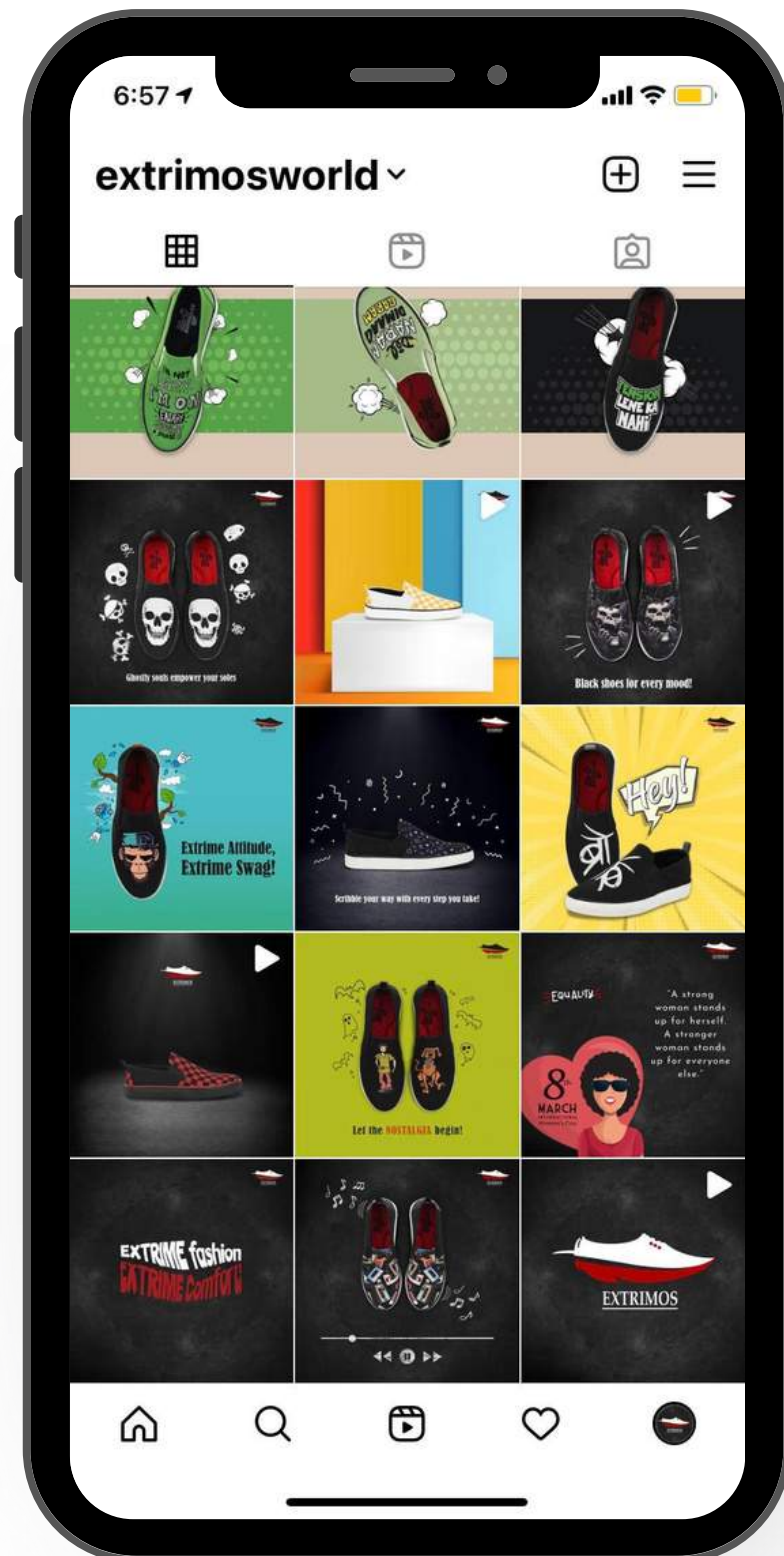


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**DREAM WHEELS**

“Dream it, to achieve it” – Dream Wheels is a Multi Counter Two-Wheeler Showroom based out of Howrah, West Bengal. It caters to all kind of bikes from affordable to luxury.

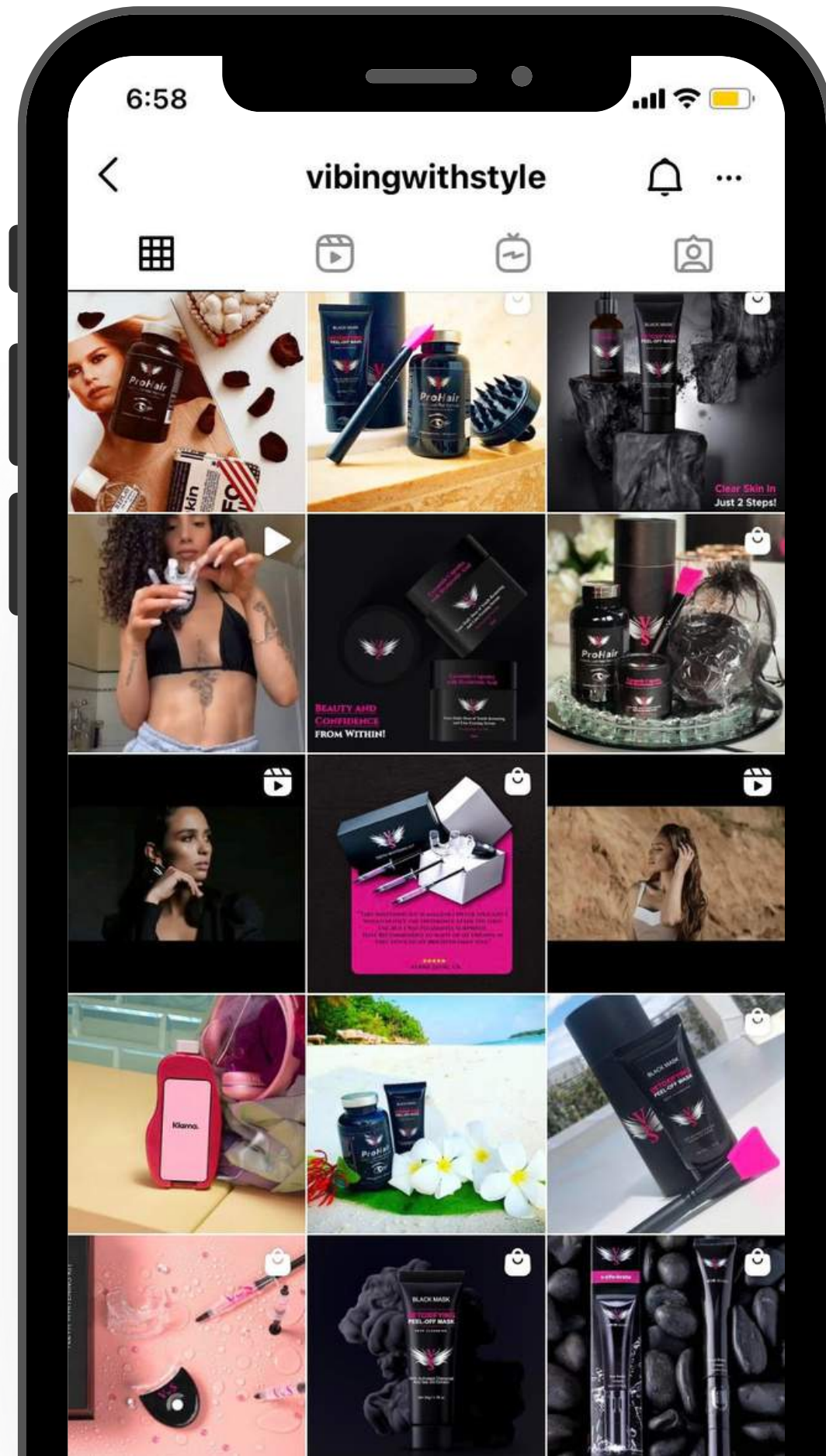


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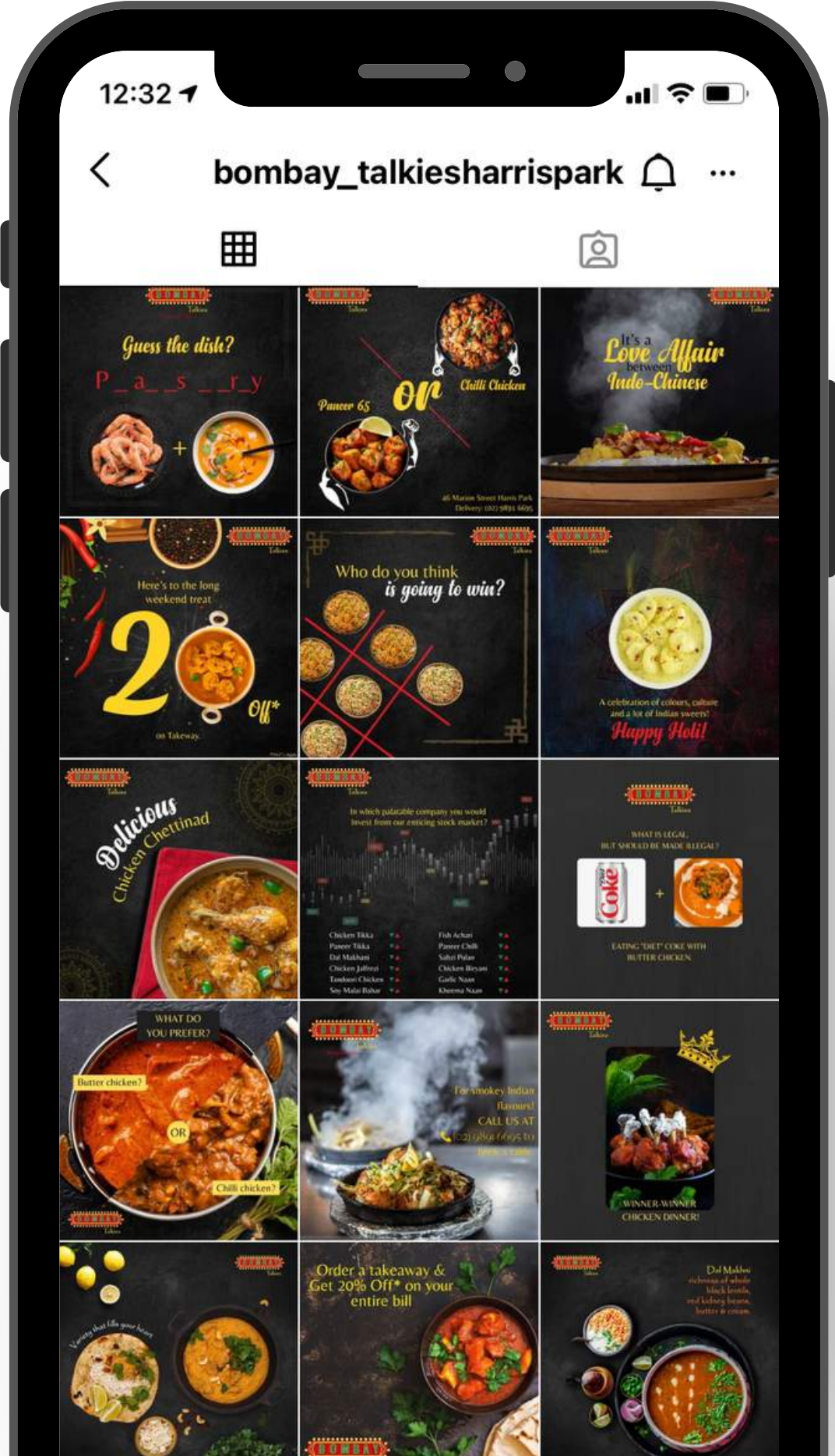


Extrimos is a quirky shoe brand based out of Agra, India. They've a wide collection of "Out of the box" printed slip on shoes.

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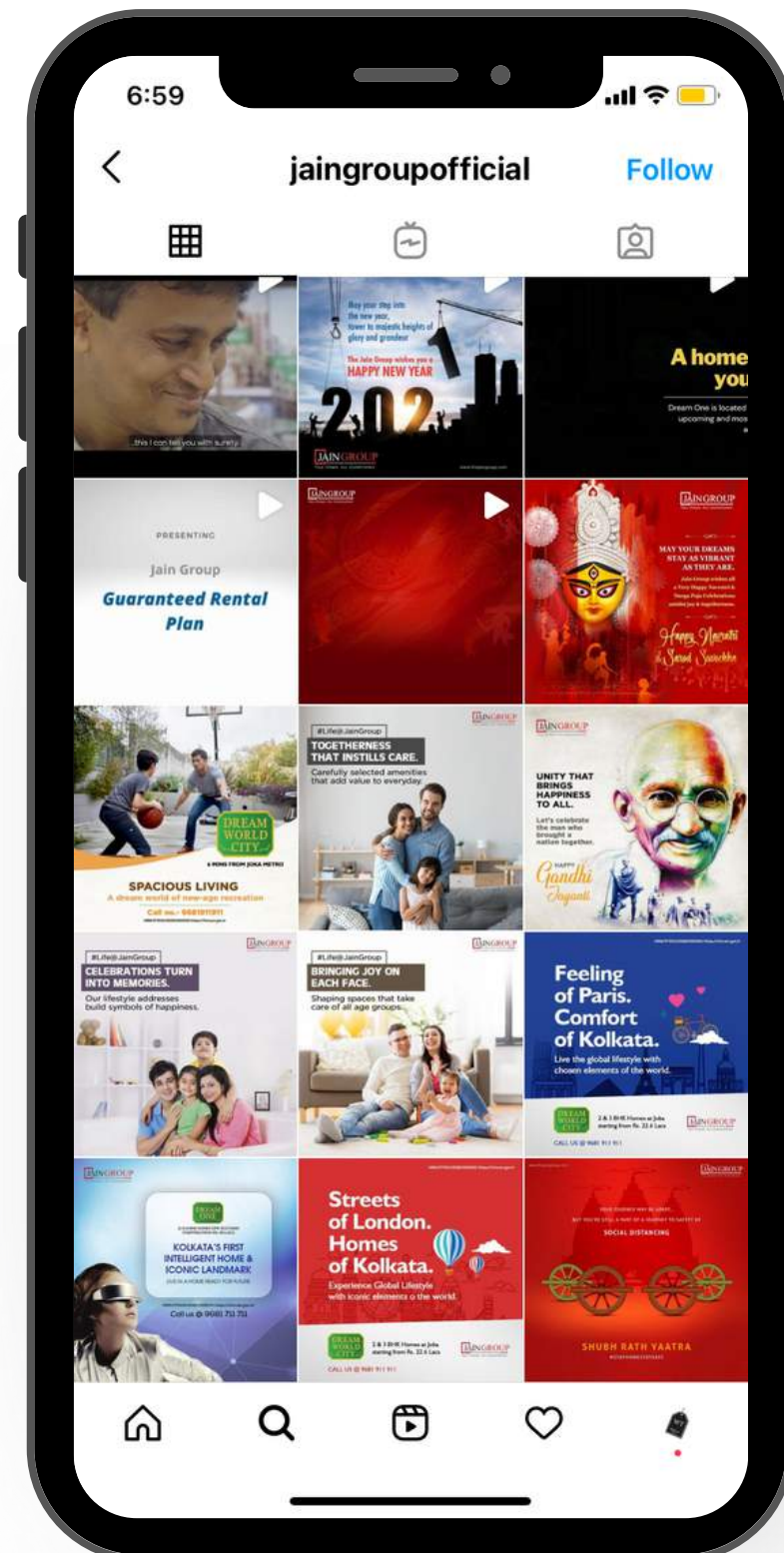
Vibing With Style is an Australian skin care brand specialising in charcoal based serums, face masks, etc. Vibing With Style embraces inclusivity and aims to reflect diversity in age, gender and race!



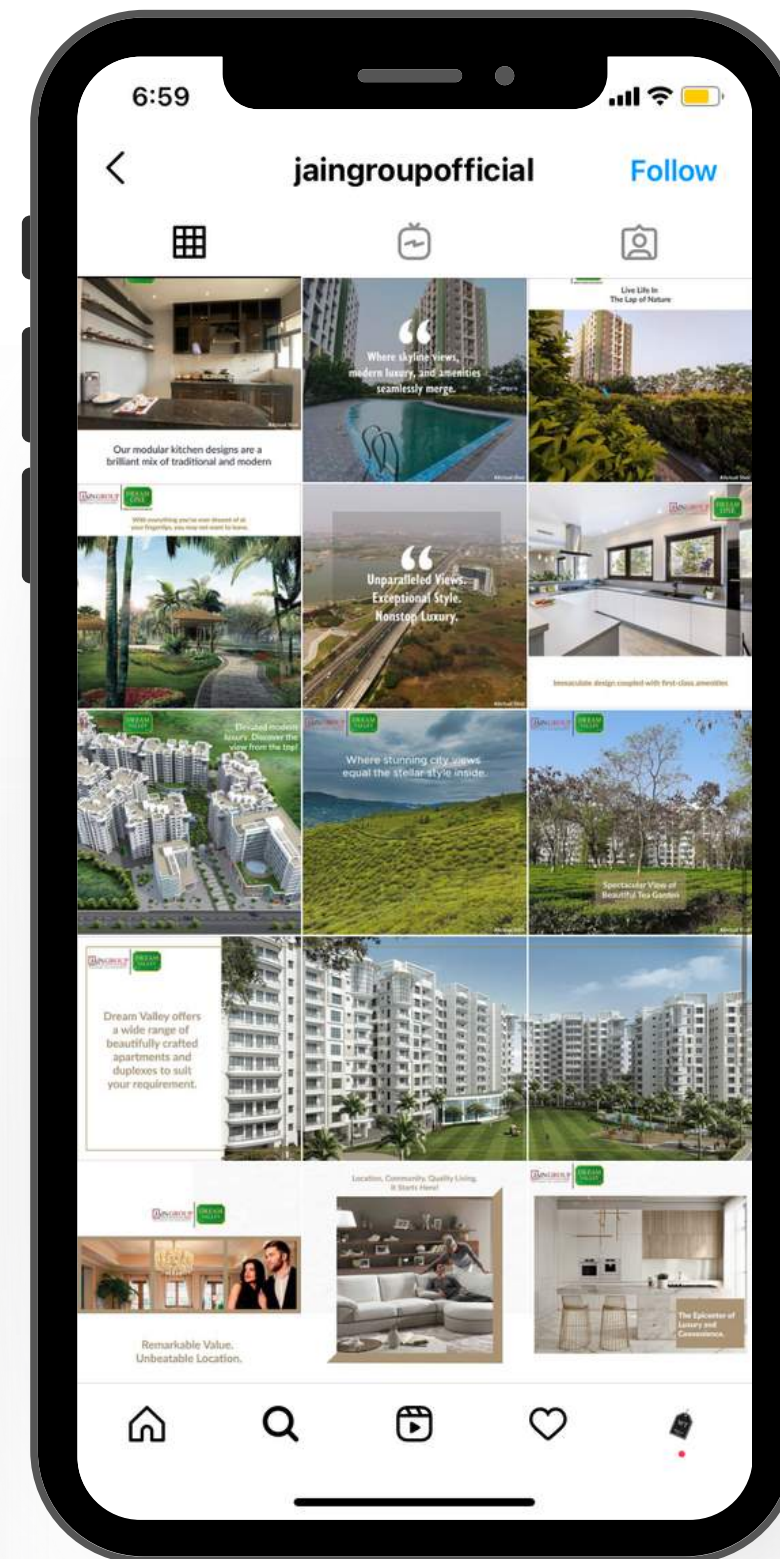
Restaurant & Bar

Bombay Talkies is an Indian & Indo-Chinese Restaurant based out of Sydney Australia.

Before



After



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**JAIN GROUP**  
Your Dream. Our Commitment.

Jain Group is one of the leading groups for luxury properties in Kolkata India.

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# Projects we're proud of

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A brand is built on your thoughts; we make sure we invest our time and heart in the process of brainstorming, planning & execution. We prioritise in understanding your brand essence and vision thoroughly in order to execute what it truly stands for, rather than indulging in what your competitors are doing.

# Mockups for Hats Off Accessories

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Offline A4  
Brochure: Content + Design  
for Emerge IT, Australia.

# Logo Design + Visiting Card

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# Visiting Card Design

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Tent Card Design



# Offline Pamphlet for Noraa

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# Advertisement Posters

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## Mockup for Bail Naturals

Proudly Launching

Bail Naturals



Now Available On

Flipkart amazon snapdeal

SHOPCLUES HEALTHMUG

Sulphate Free Chemical Free Paraben Free Cruelty Free 100% Vegan

Proudly Launching

Bail Naturals



Now Available On

Flipkart amazon snapdeal

SHOPCLUES HEALTHMUG

Sulphate Free Chemical Free Paraben Free Cruelty Free 100% Vegan

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Offline A4  
Brochure  
for Endorphins



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# Stand out

FROM THE CROWD

- Student Policy Zone
- Accessibility
- Freedom of Information
- Privacy & Cookies
- Disclaimer



myBolton App

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Download on the App Store

## We prepare you

FOR THE BEST



PLANNING YOUR CAREER

DEVELOPING YOUR SKILLS

PROVIDING GRADUATE ROUTES

POST GRADUATE STUDY

VISIT US NOW

www.bolton.ac.uk



## WE HELP YOU DISCOVER

PROUD TO PUT YOU,  
**THE STUDENTS FIRST!**

ENROLL NOW



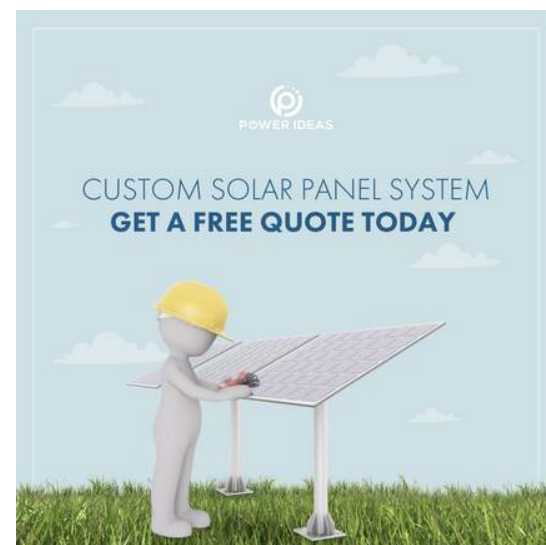
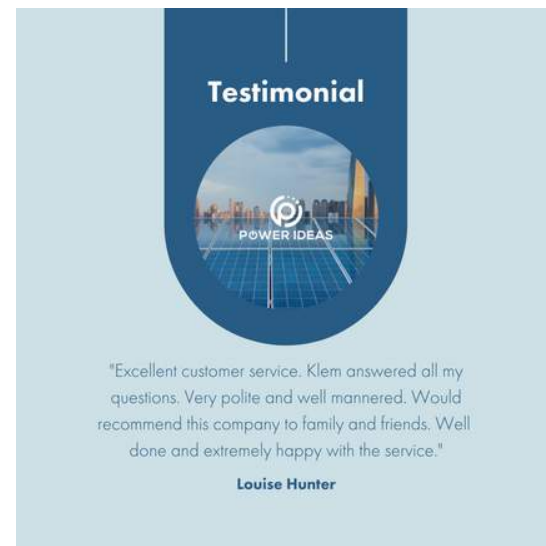
ADVERTISEMENTS

# Grid Designing

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When someone follows you for the first time, or navigates to your profile to check out your content, your grid is an opportunity to showcase your vibe or brand.

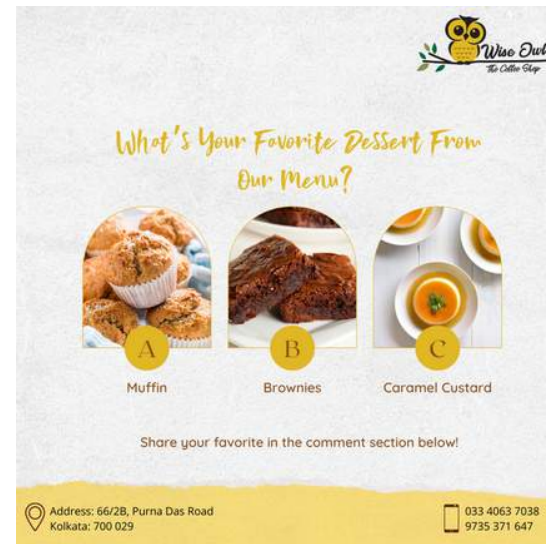
The grid gives the user a birds-eye view of the brand's posting history. This is their first impression of you, an introduction at a glance to your professional brand at a glance. For individual users, creating a beautiful grid may not matter — sure, color coding your posts could be a fun personal challenge, but if you're just on the 'gram to connect with friends, not amass an audience, branding likely isn't too important. But for brands, consistency and style are critical... particularly if your account is focused on aesthetics or lifestyle.



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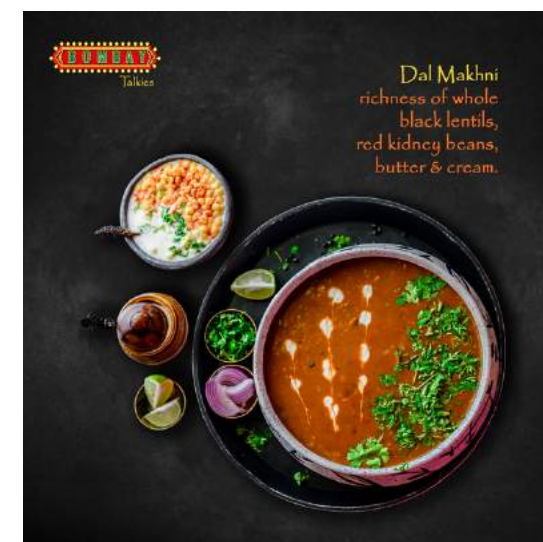
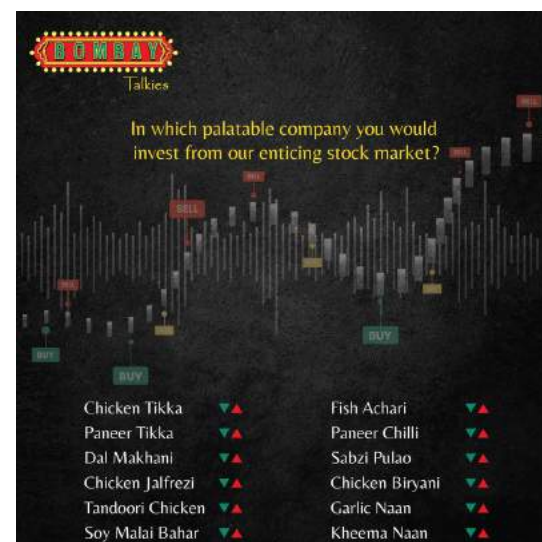
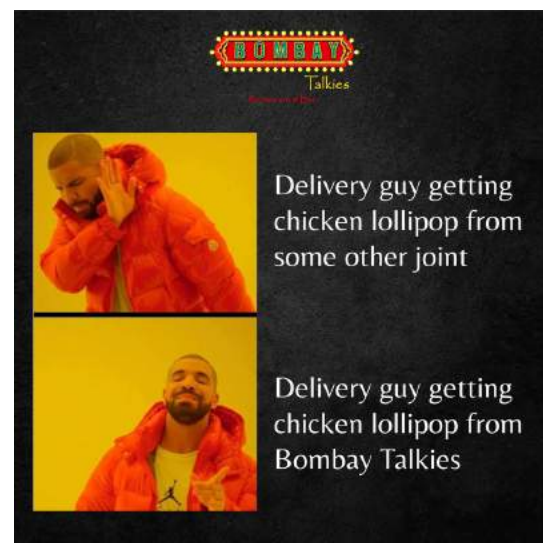
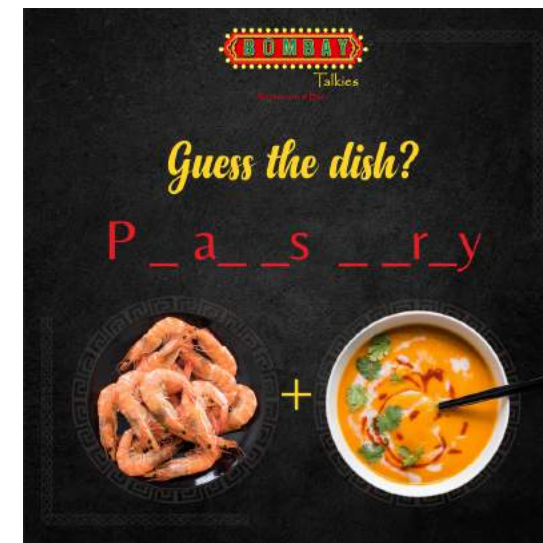
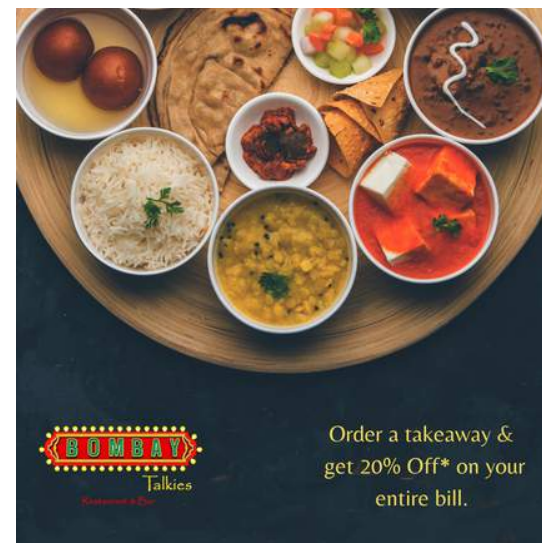
Power Ideas is an experienced and professional installer of solar power systems in Australia. They provide clients with a wide range of payment options. Their clients have access to the best quality solar products available to the global market.



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Wise Owl Coffee Shop is one of the leading “OG” cafes in Kolkata, India. They serve the best coffee along and also, they create the best working ambience for the corporate crowd.



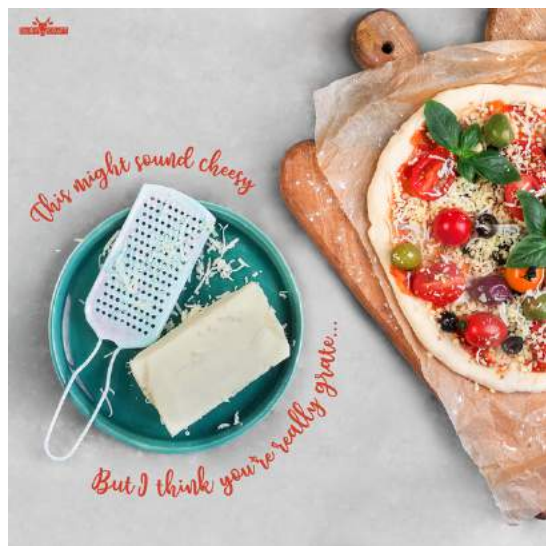
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noraa

Myth 2

Hot temperatures will prevent Covid-19



Fact

There is no known scientific proof that hot temperatures will decrease the spread of Covid-19.

SWIPE NEXT ▶

noraa

Block the spotting!



noraa

Love doesn't limit to size, why do you?



noraa

Care for the earth the way you care for yourself.



noraa

Waking up early

Scrolling through social media

Making a to-do-list

Working endlessly to meet deadlines

Watering the plants

Complete daily chores

NORMAL DAY

noraa

Wake up with cramps

Resting and comforting myself

Taking a warm shower

Enjoying the rest of the day

Eating dark chocolate while watch my favourite movie

Using a hot water bag


PERIOD DAY

noraa

Should you take the Covid vaccine?

Facts to keep in mind before taking the Covid vaccine.

As India is on the cusp of its nationwide COVID-19 vaccination drive, here is everything you need to know before getting vaccinated.



SWIPE NEXT ▶

noraa

Your Ovaries deserve the best care!

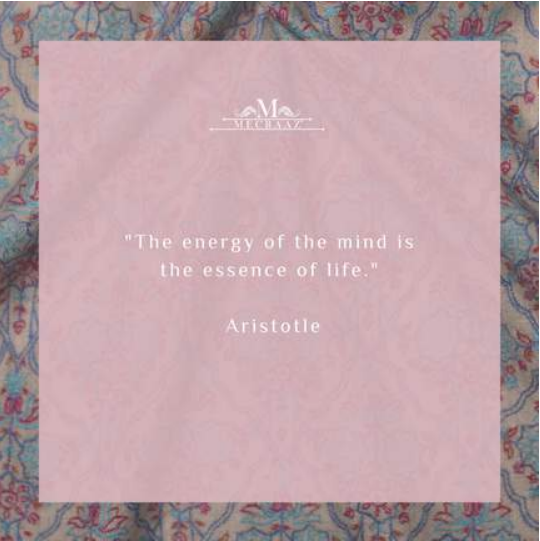




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noraa





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LABEL ANJALI AGARWAL  
LOUNGEWEAR COLLECTION



LABEL AA LOUNGEWEAR  
COLLECTION

"A LINE EXTENSION KEEPING IN MIND  
THE PANDEMIC TIMES- AN ARRAY OF  
FRESH PRINTS AND SOOTHING COLORS  
TO CHOOSE FROM. IT IS COZY,  
COMFORTABLE AND MADE OUT OF  
COTTON SATIN"





ENDORPHINS  
GYM



CALORIES 200  
FAT 0G  
SUGAR 54G  
CARBS 50G  
PROTEIN 0G

CALORIES 200  
FAT 2.48G  
SUGAR 0G  
CARBS 0G  
PROTEIN 46.18G








Are all muscles equally  
difficult to manage?





**“All calories  
are not the  
same”**

200 calories from coke  
and 200 calories from  
steak do not convert in  
the body in the same  
manner.



WANT TO INCREASE BONE  
DENSITY?



LIFT WEIGHTS



202





202





WANT TO INCREASE BONE  
DENSITY?



LIFT WEIGHTS



WHERE IS THAT WEIGHT GOING?







**FAT**  
(1 POUND OF FAT)

- Takes up more space
- Higher body fat, larger appearance
- No physical exercise,  
too many calories

**MUSCLE**  
(1 POUND OF MUSCLE)

- Burns more calories per day
- Takes up less space
- Earn muscle with consistent  
activity & exercise





PUSH YOURSELF HARD.

**WHAT HURTS  
TODAY MAKES  
YOU STRONGER  
TOMORROW.**

Visit Endorphins today!







Some muscles are more  
prone to dysfunction than  
others..



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# Contact Us Now

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For any questions or  
concerns

