

**unfiltrr**

# Our Philosophy

Unfiltrr is a new age creative haus based in New Delhi. Working with startups to international corporations to create marketing collaterals that are creative and that sell. We believe that every element that moves a brand or a company is as important as the brand or the company itself. Bringing in human experience in every step we ensure that campaigns align on brand objectives with target customer segments. Our team is a mix of millennials, experienced people, and some of them are seasoned experts in their fields of work.

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# What we do

## Conceptualise

We help brands convert an idea into a fleshed-out actionable concept by understanding their business-marketing needs.

## Strategise

We provide a thought-through strategy to execute a concept successfully.

## Execute

Any idea, concept or strategy is weak without a beautiful, clear & effective execution that connects with consumers. Here, we provide solutions that help elevate a brand in the consumer's mind.

# Our Clients

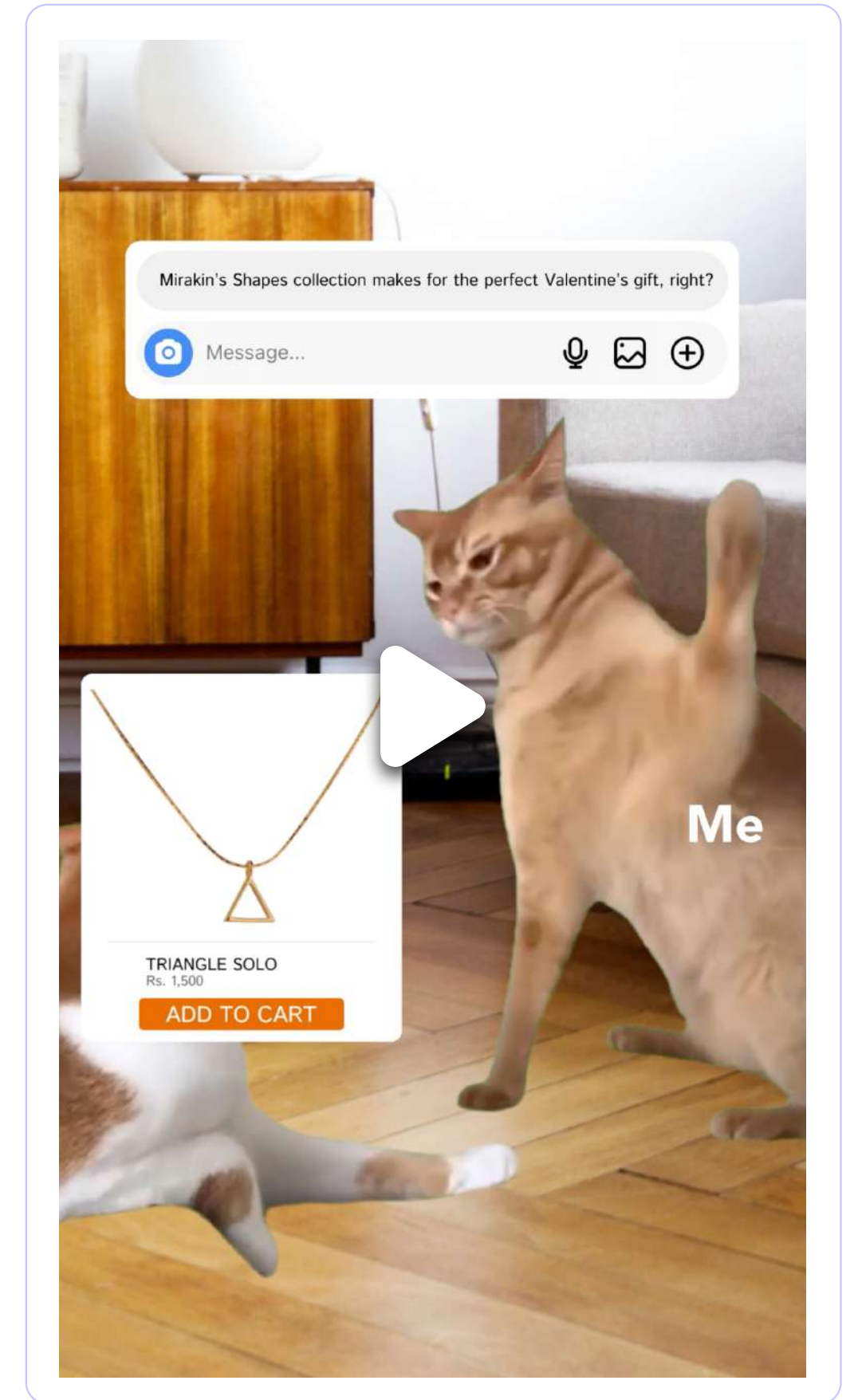
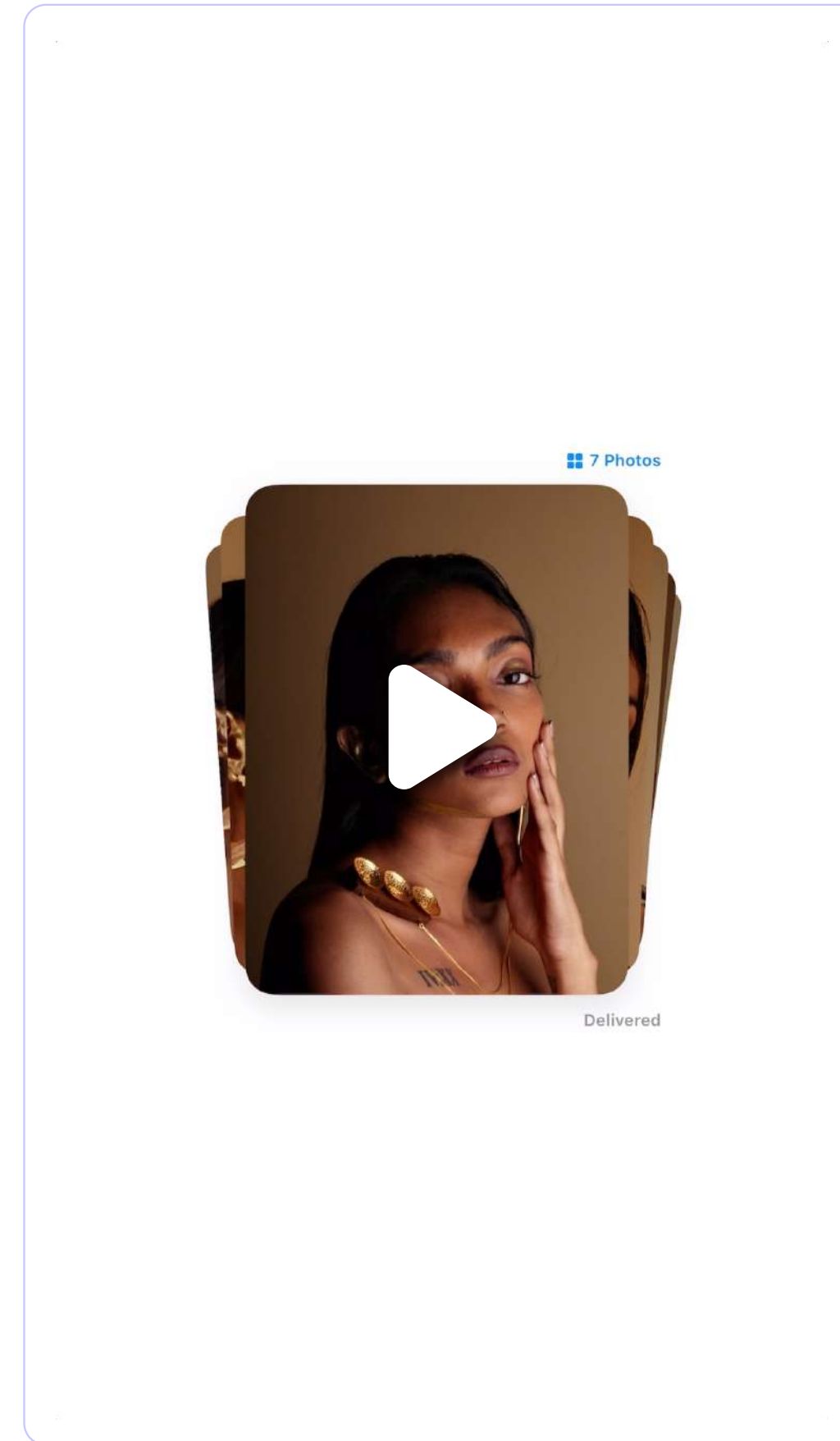
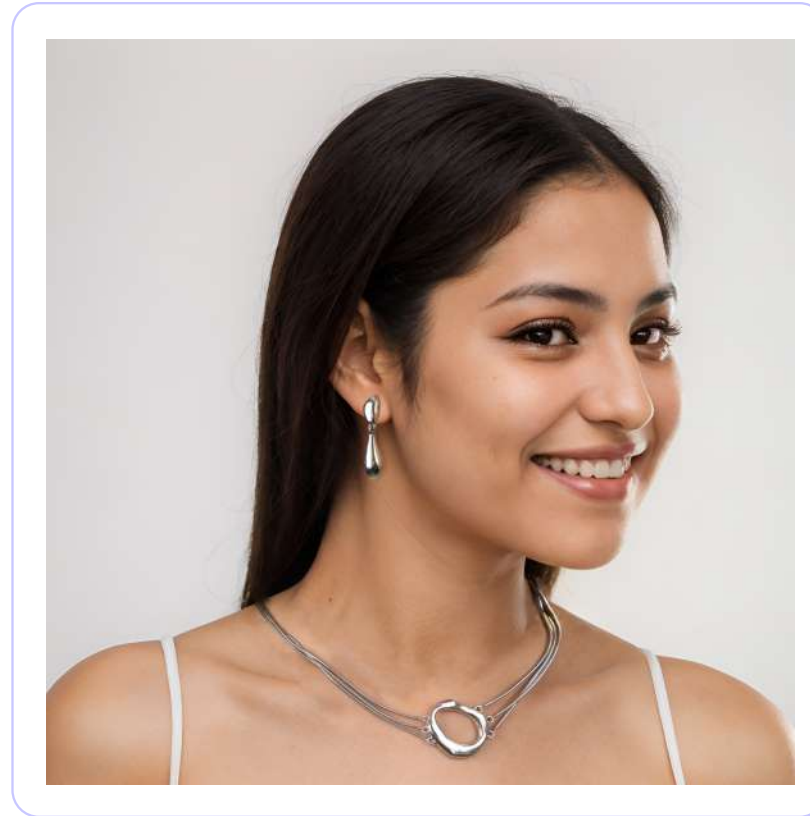
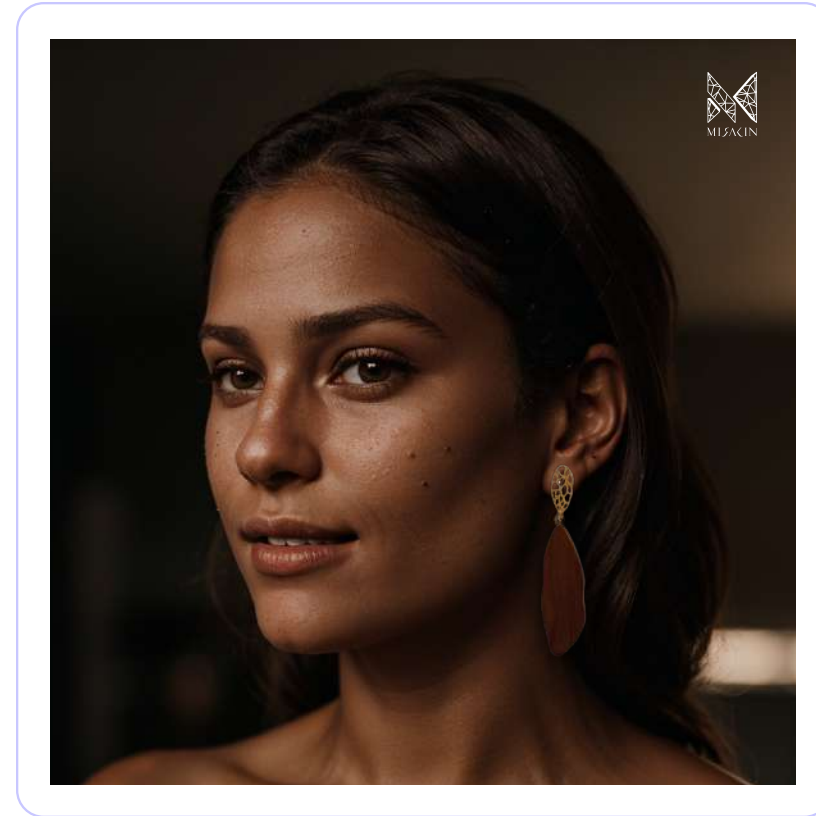
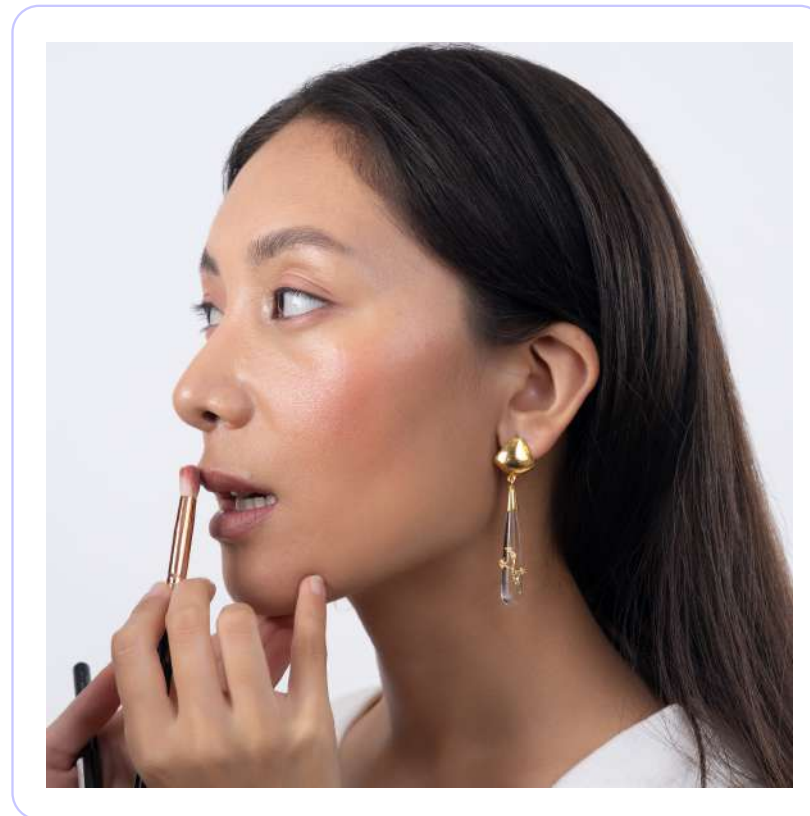
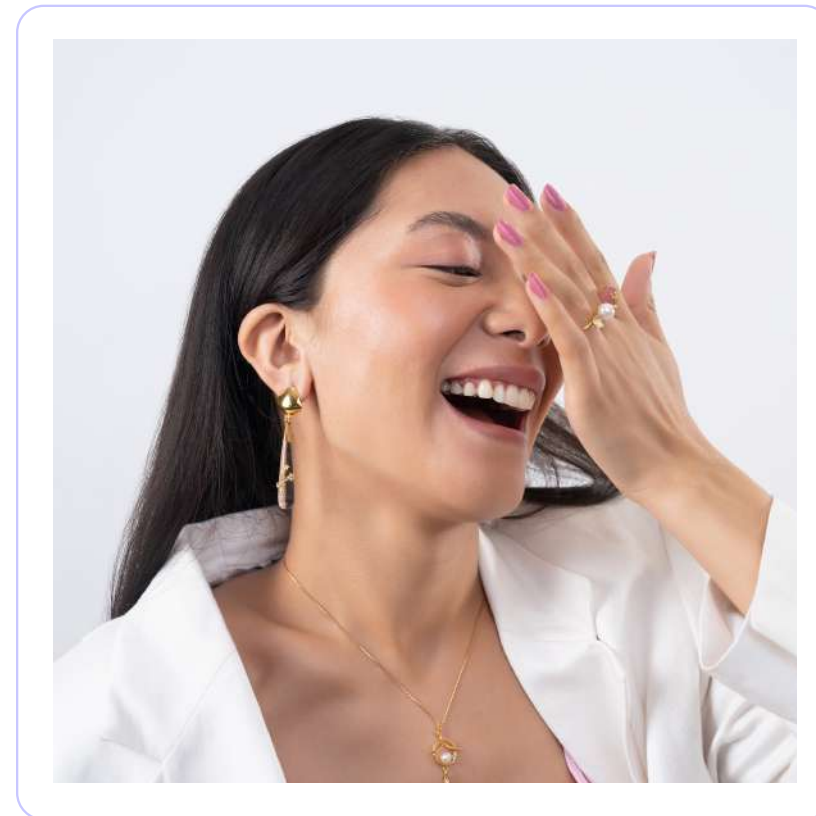


# Social Media

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# Mirakin

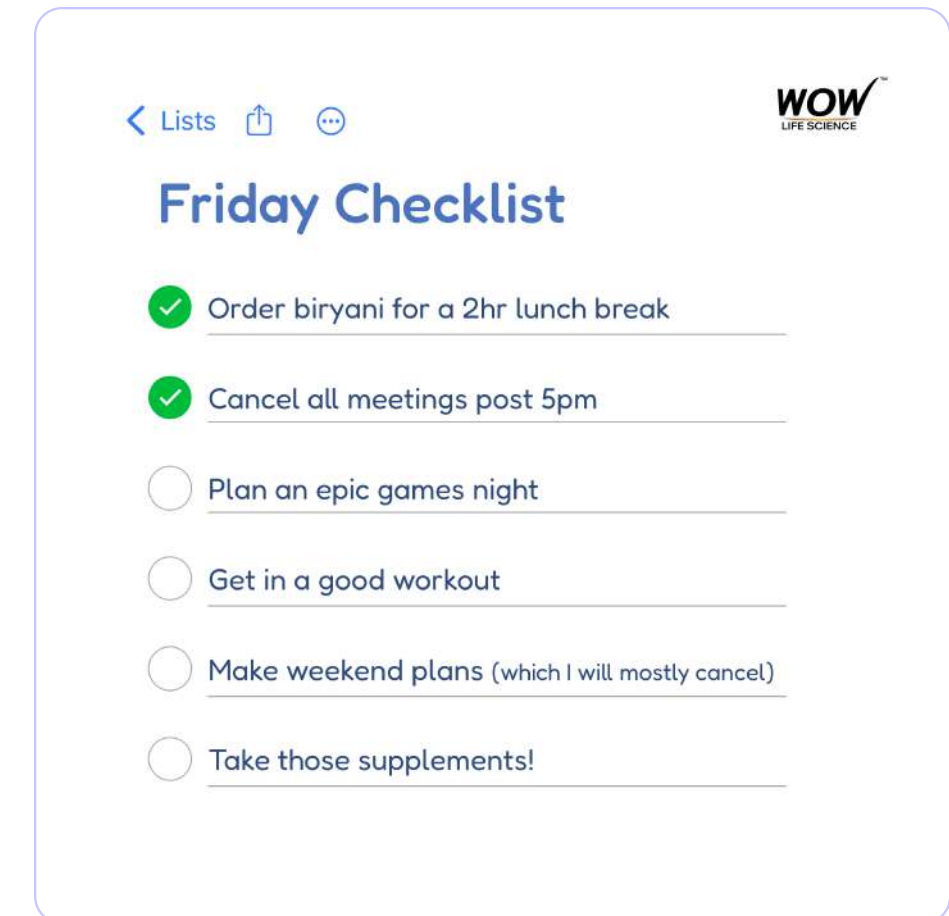
Content, copy, designing and managing social media account. Producing photoshoots and also providing AI generated models for their posts



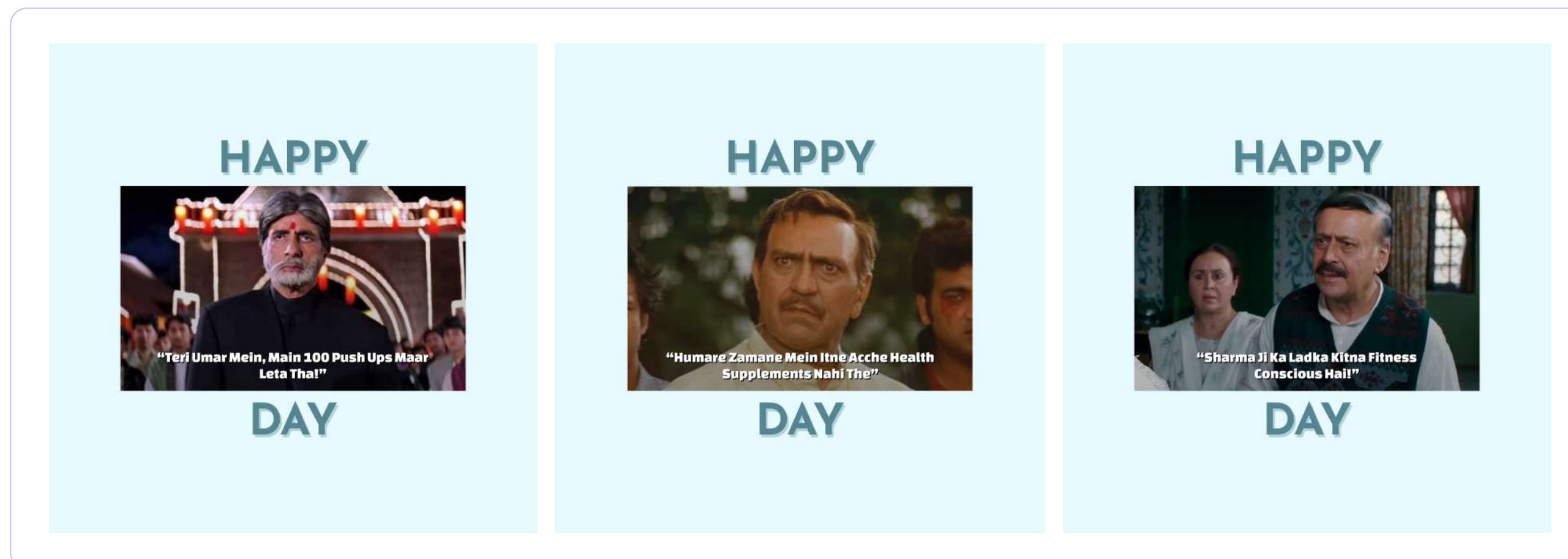
# Wow Life Science

Content, copy and designing for social media

World Environment Day post

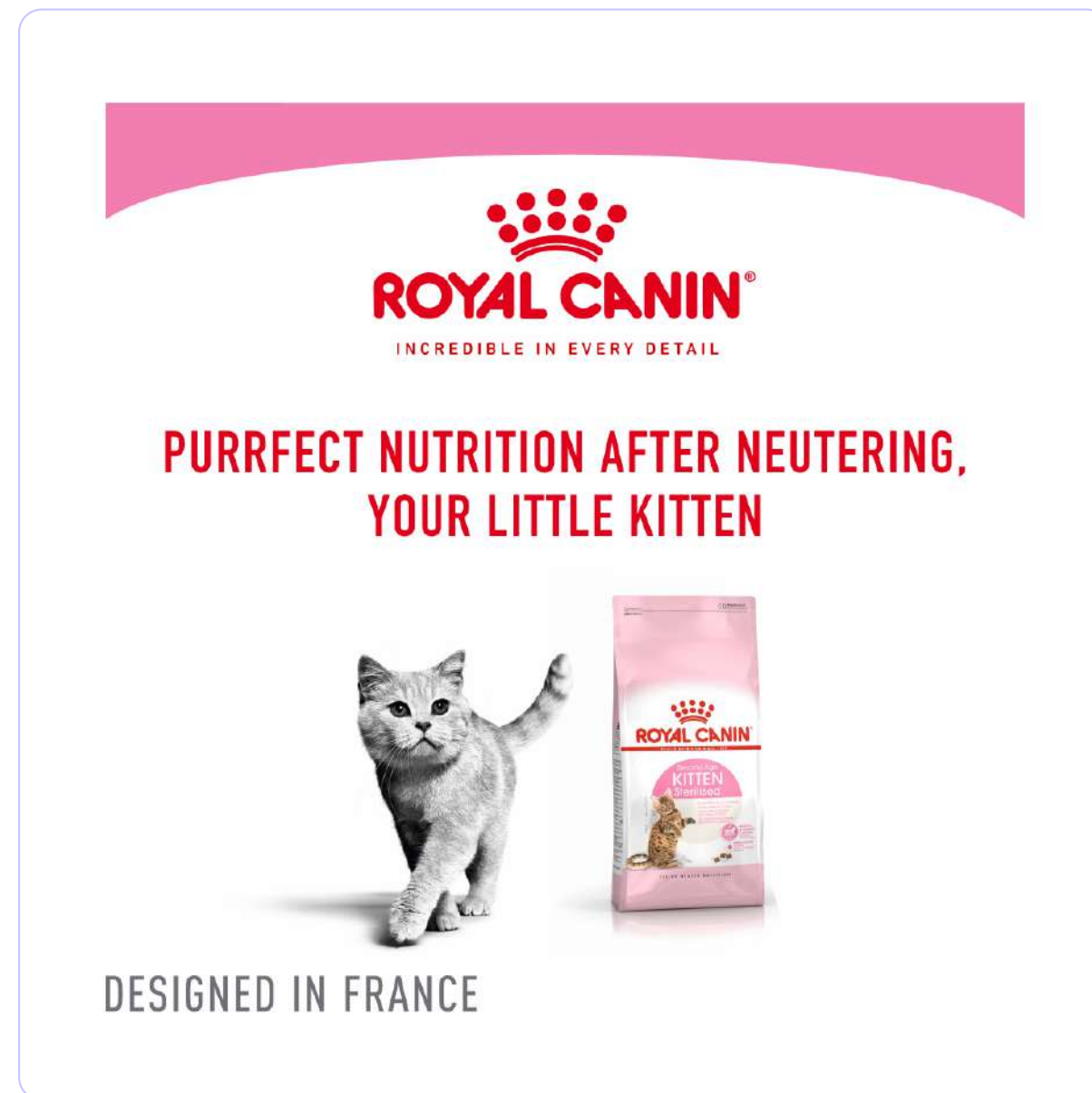


Father's Day post




# Royal Canin

Design for social media.



ROYAL CANIN®  
INCREDIBLE IN EVERY DETAIL

PURRFECT NUTRITION AFTER NEUTERING,  
YOUR LITTLE KITTEN



DESIGNED IN FRANCE


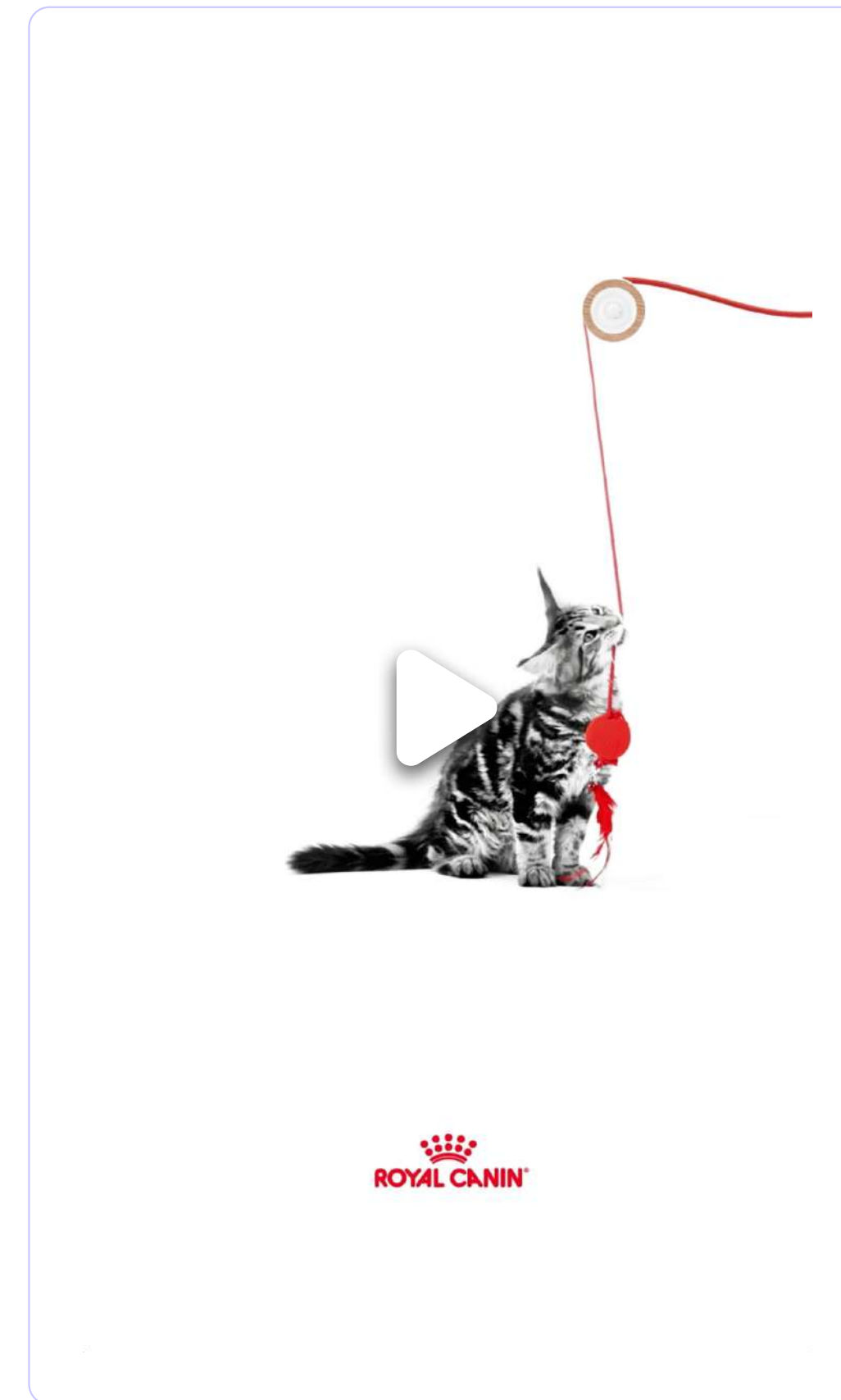


ROYAL CANIN®  
INCREDIBLE IN EVERY DETAIL

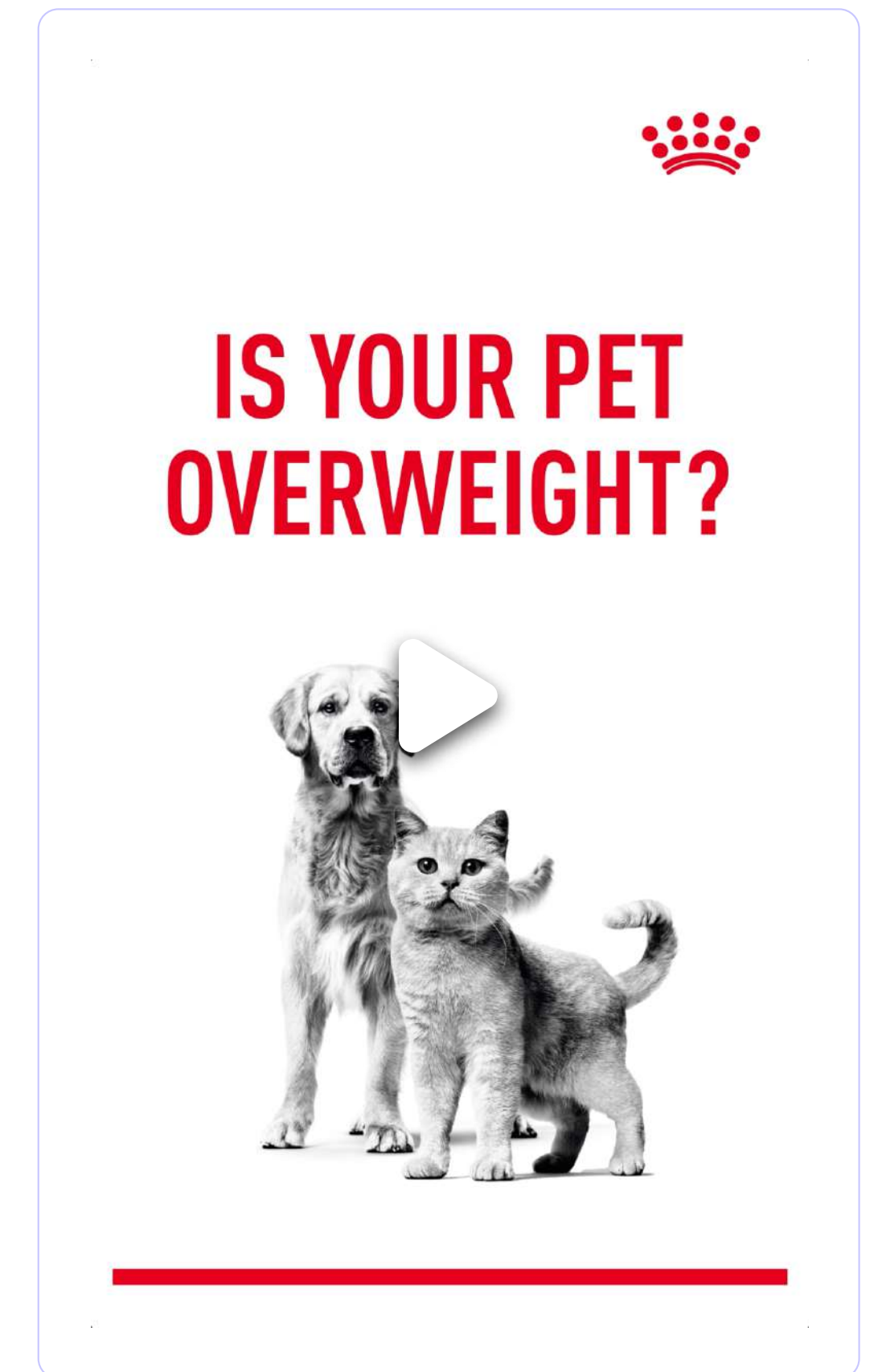
IS YOUR BEAGLE PRONE  
TO WEIGHT GAIN?  
A unique formula for its specific needs



*Designed in France*




ROYAL CANIN®



ROYAL CANIN®

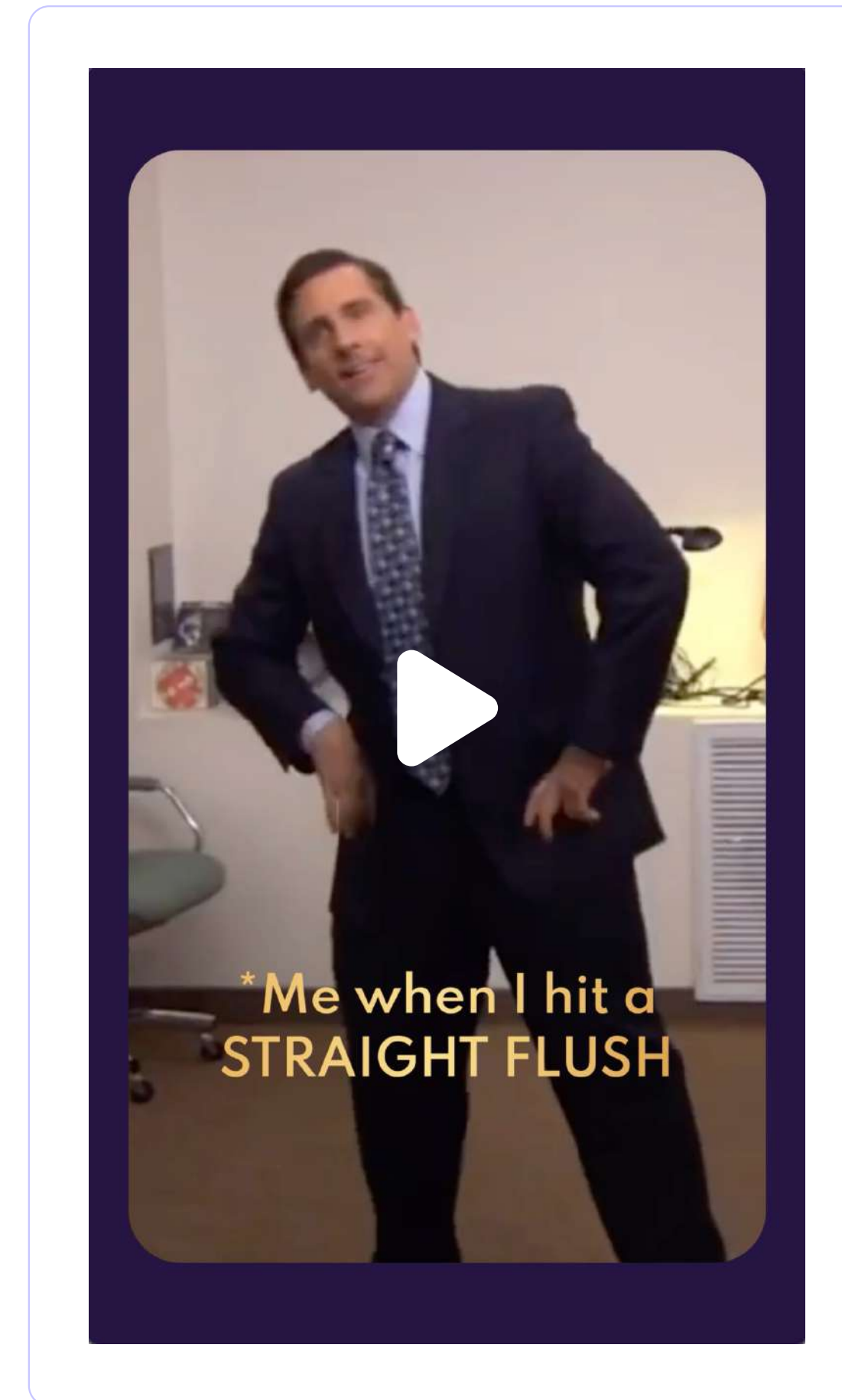
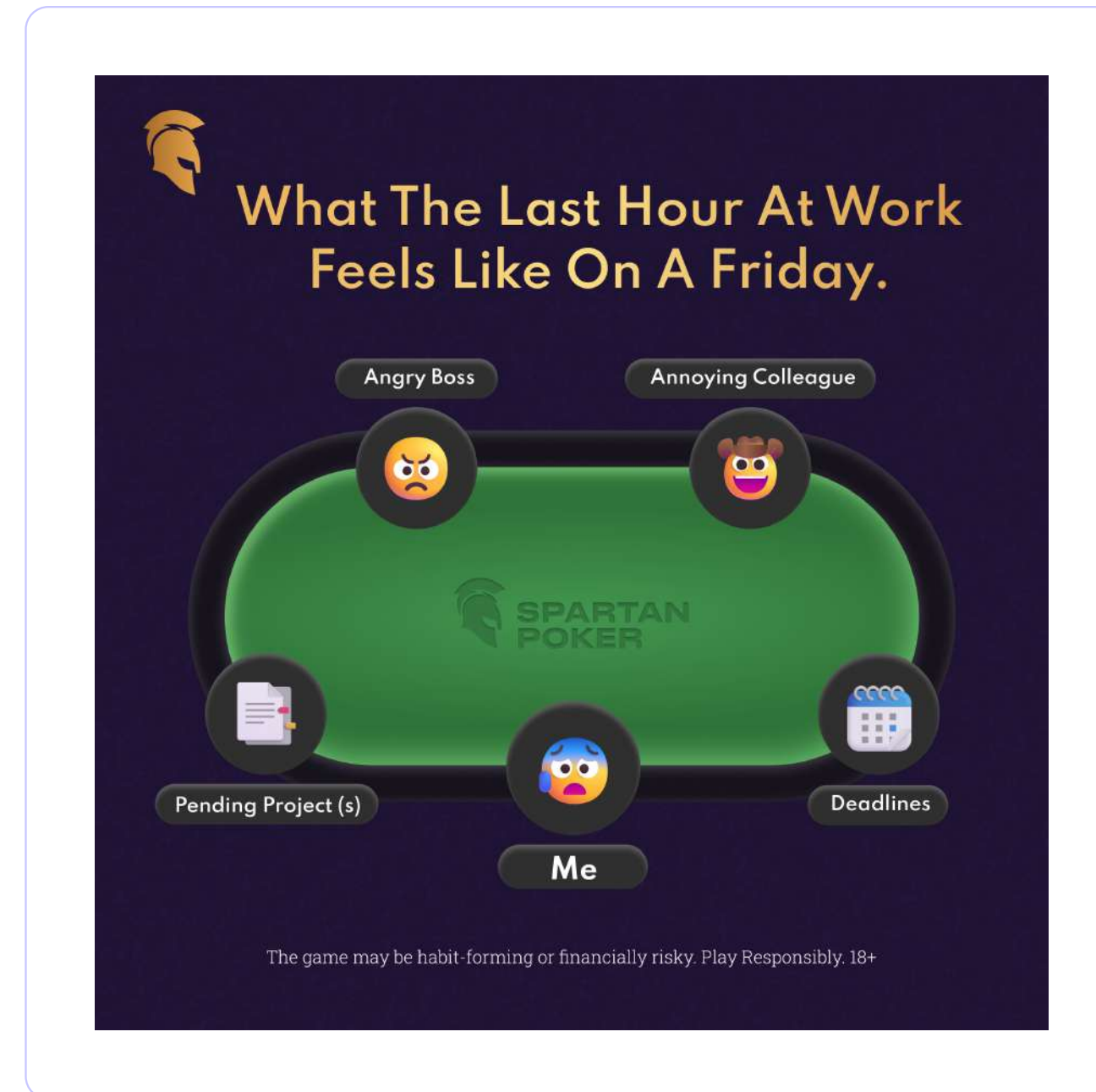
IS YOUR PET  
OVERWEIGHT?



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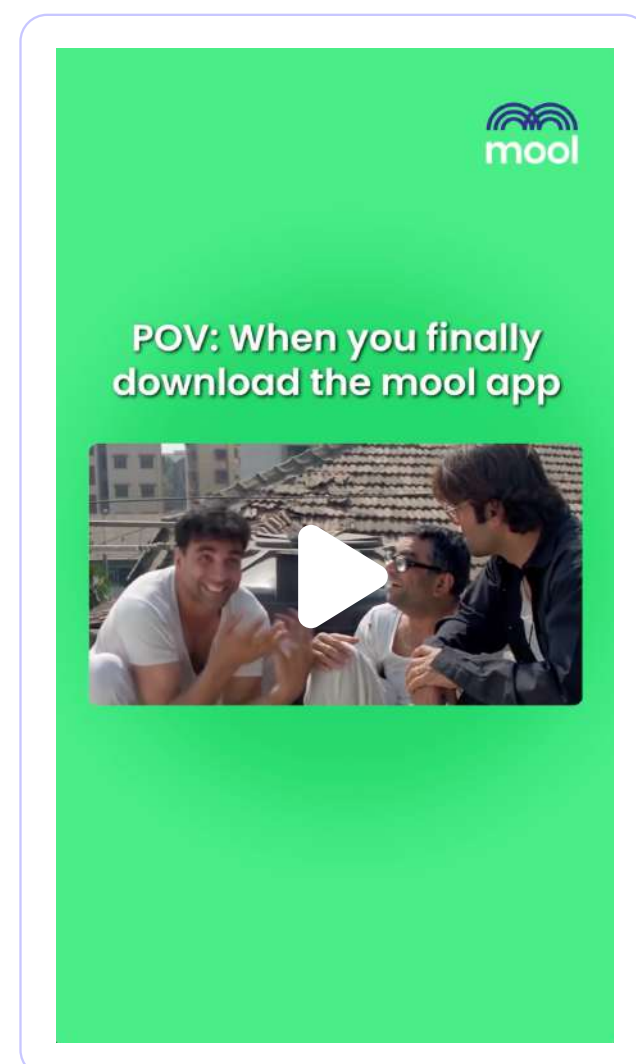
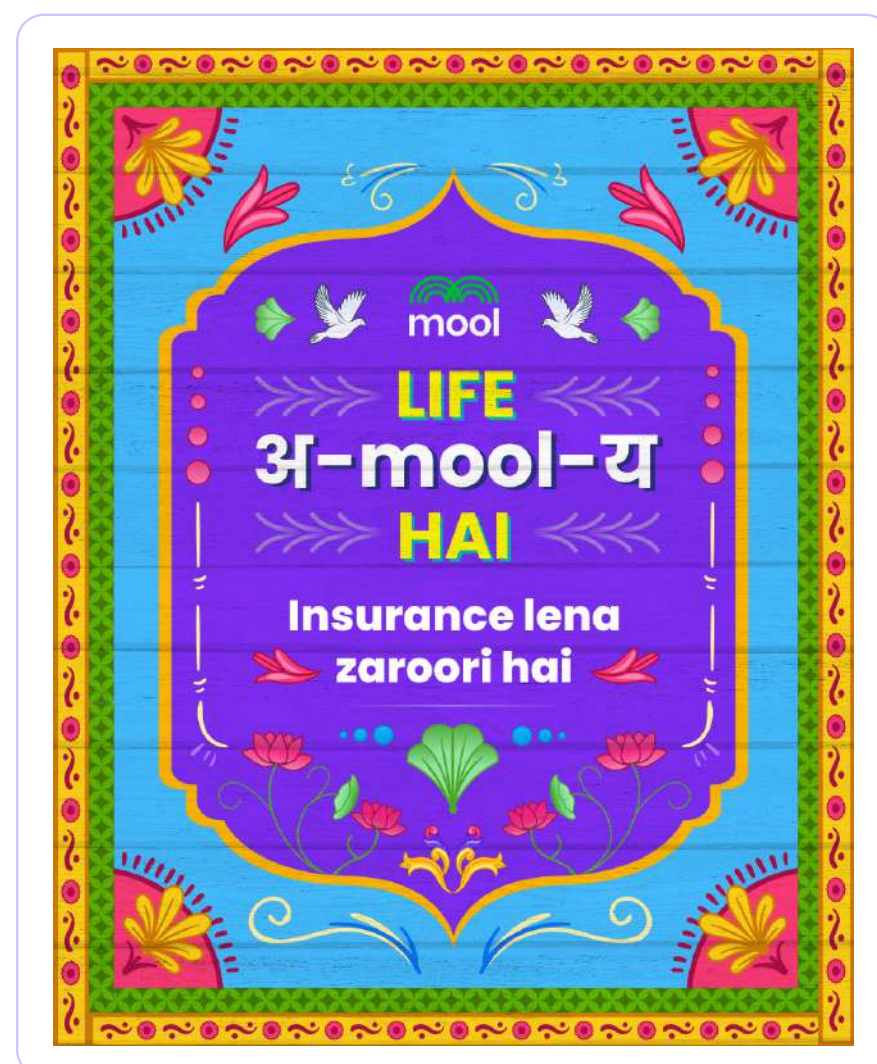
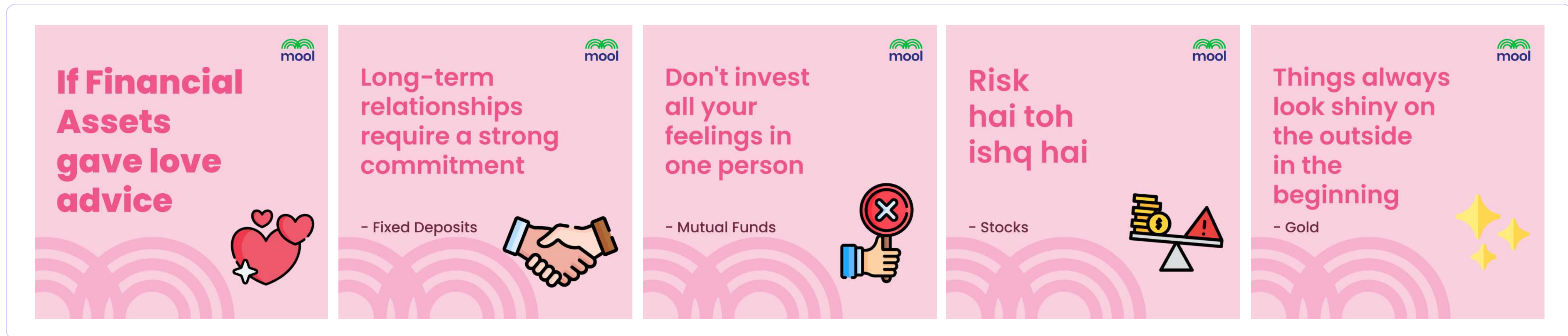
# Spartan Poker

Content, copy and designing for social media



# Mool

Content, copy, designing and managing social media



**amazon.in**

un.in

# Promotional Newsletters


Creating the brand's special promotional newsletters.

amazon.in

**Self-care starts with saying goodbye to toxicity**

What's the one beauty buzzword doing the rounds these days?


**Ayurvedic Skin-care**



Why Ayurvedic Skin-care?

Infused with the goodness of natural ingredients like neem, saffron, honey, rosewater and more- natural skincare products offer you sulphate free, paraben free formulations that remove toxins and dead cells from the skin without ripping off its natural oil and moisture.

Explore our best-reviewed Ayurvedic cleansers



[Shop Now](#)

amazon.in

4 Step Skincare Process That'll Make You Say

*pH, I Love You*

Restore the pH balance of your skin by following this simple 4-step ritual:

**STEP 1**

**USE A DETOXIFYING CLEANSER**



Pick a skin-purifying cleanser which contains natural, soap-free ingredients that do not strip off moisture and natural oil from the skin.

**STEP 2**

**PICK A WATER-BASED TONER**



Look for a paraben free toner to minimize pores and restore skin elasticity.

**STEP 3**

**HYDRATE WITH A FACE SERUM**



Use a face serum to tackle targeted solutions, that can exfoliate, control oil, and prevent clogging of pores to leave you with a dewy skin.

**STEP 4**

**GO FOR LIGHTWEIGHT MOISTURIZERS**



Choose an oil-free, chemical-free face moisturizer to even out the skin and keep it supple all day long.

[Shop Now](#)

amazon.in

Notes that'll surely get you noticed

UP TO

**50% OFF**

For Men



**Jaguar Classic Blue**  
Irresistible. Impactful. Impressive.

Top notes: Bergamot, Anise Star, Grapefruit  
Middle notes: Lavender, Lotusflower, Ginger  
Base notes: Sandalwood, White Musk, Benzoin



**Tommy Hilfiger For Men**  
Woody. Wild. Well-balanced.

Top notes: Cape Cod, Cranberry  
Middle notes: Vermont, Maplewood  
Base notes: Texas Yellow Rose

For Women



**French Essence Perfume**  
Classic. Chic. Crisp.

Top notes: Lemon, Lavender, Bergamot  
Middle notes: Geranium, Spices of cedarwood  
Base notes: Musk, Moss, Amber



**Warm Vanilla Mist**  
Fruity. Floral. Feminine.

Top notes: Vanilla, Orchid  
Middle notes: Amber, Coconut  
Base notes: Vanilla, White Musk, Sandalwood, Heliotrope


[Shop Now](#)




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# Web Assets



Creating the brand's web banners + popups




**Hello**   
**Pet Parents!**

Enjoy a complimentary Royal Canin Gift  
with your first purchase!



[Shop Now >](#)



**Hello**   
**Pet Parents!**

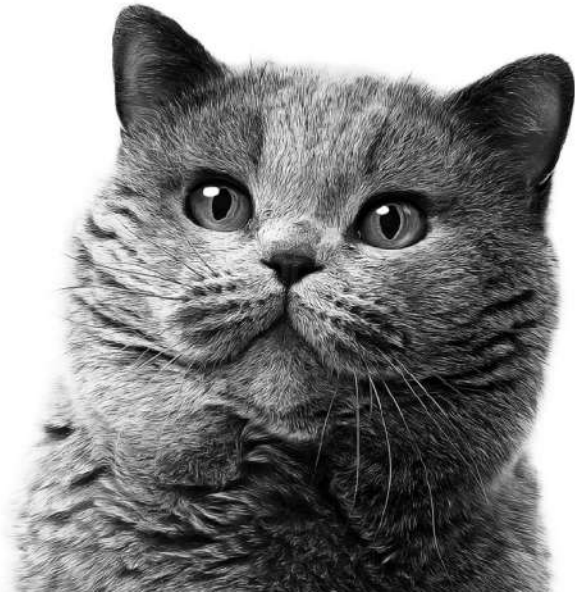
Enjoy a complimentary Royal Canin Gift  
with your first purchase!

[Shop Now >](#)



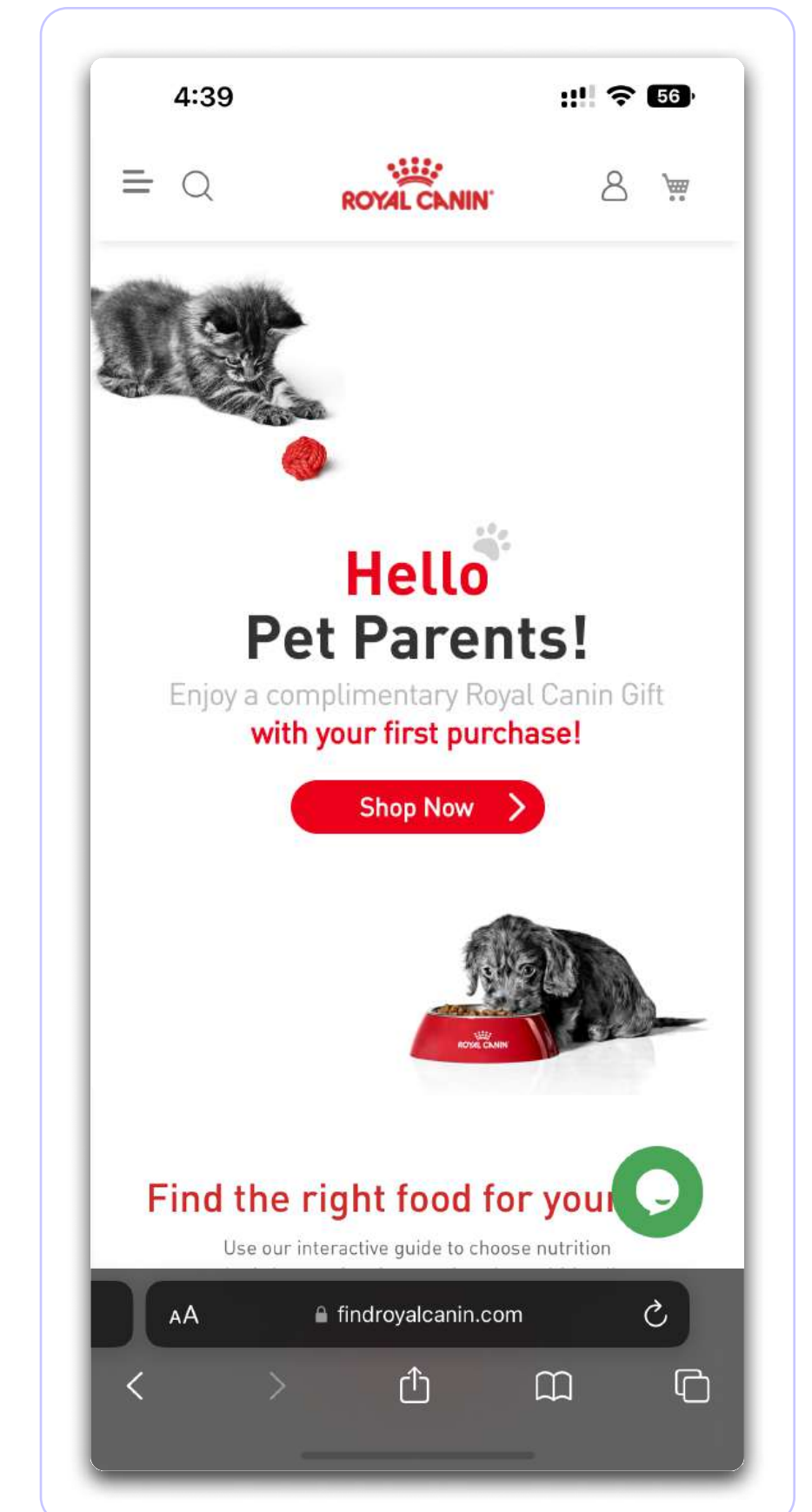
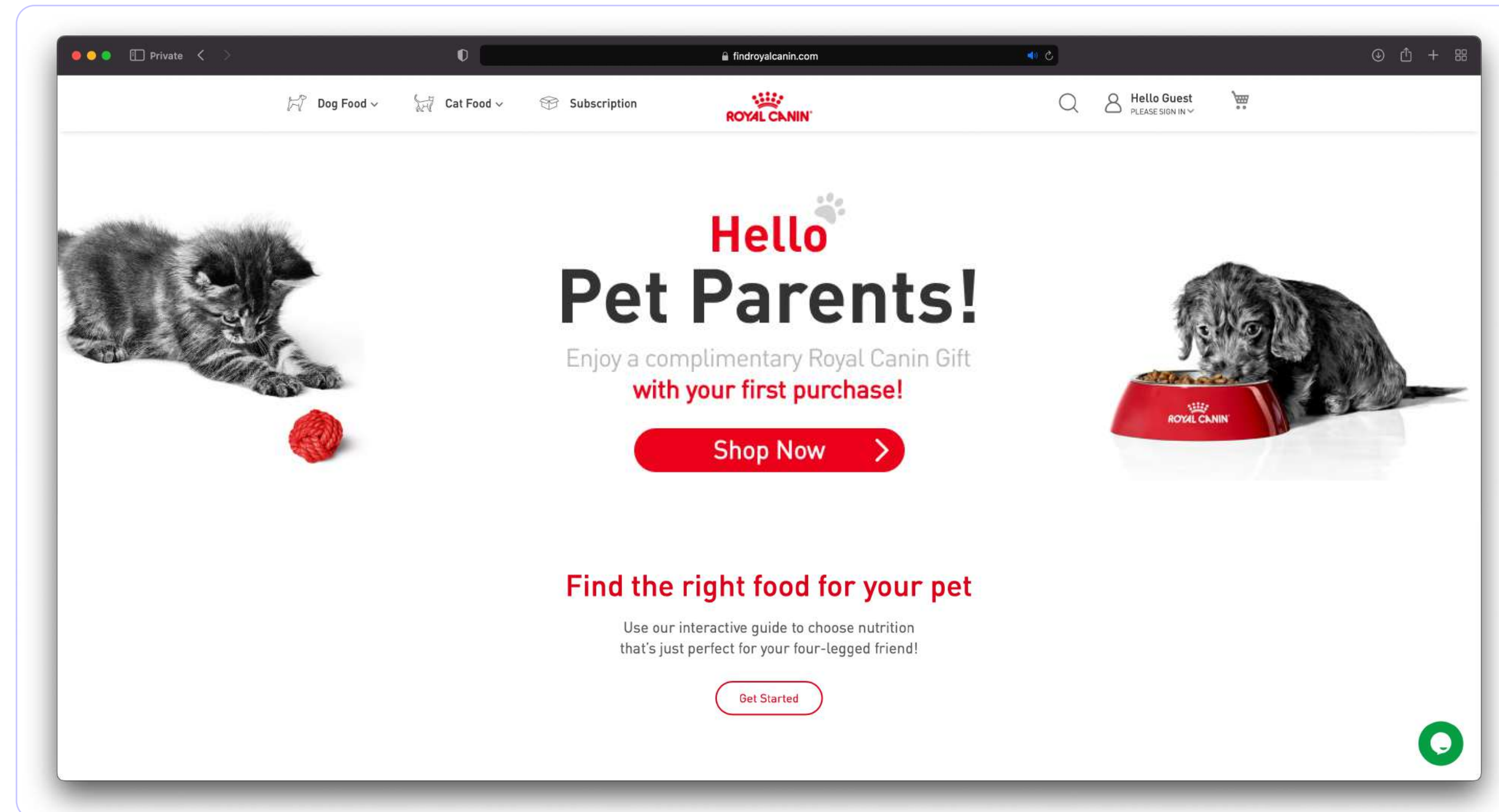
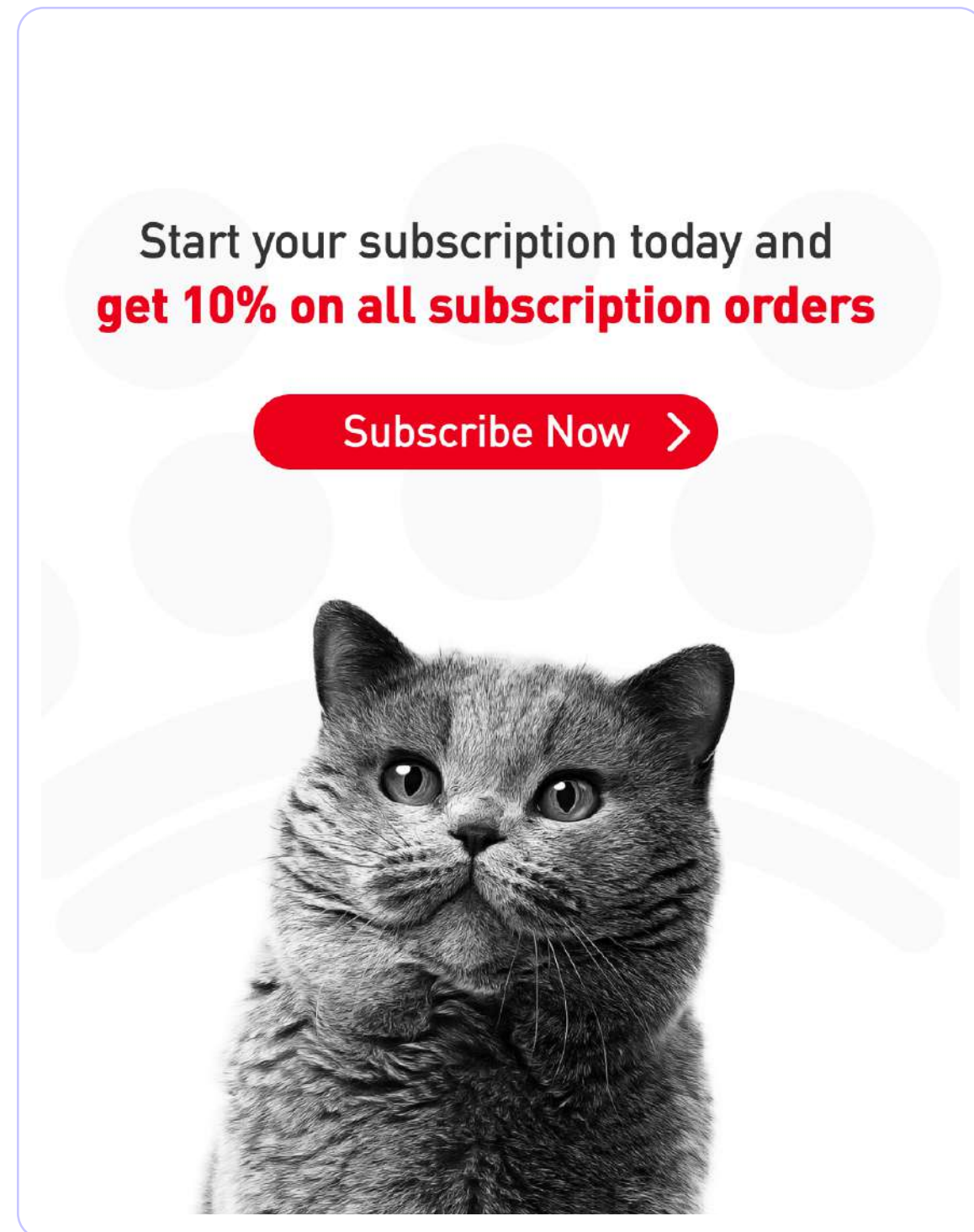
Start your subscription today and  
**get 10% on all subscription orders**

[Subscribe Now >](#)



# Web Assets

Creating the brand's web banners + popups

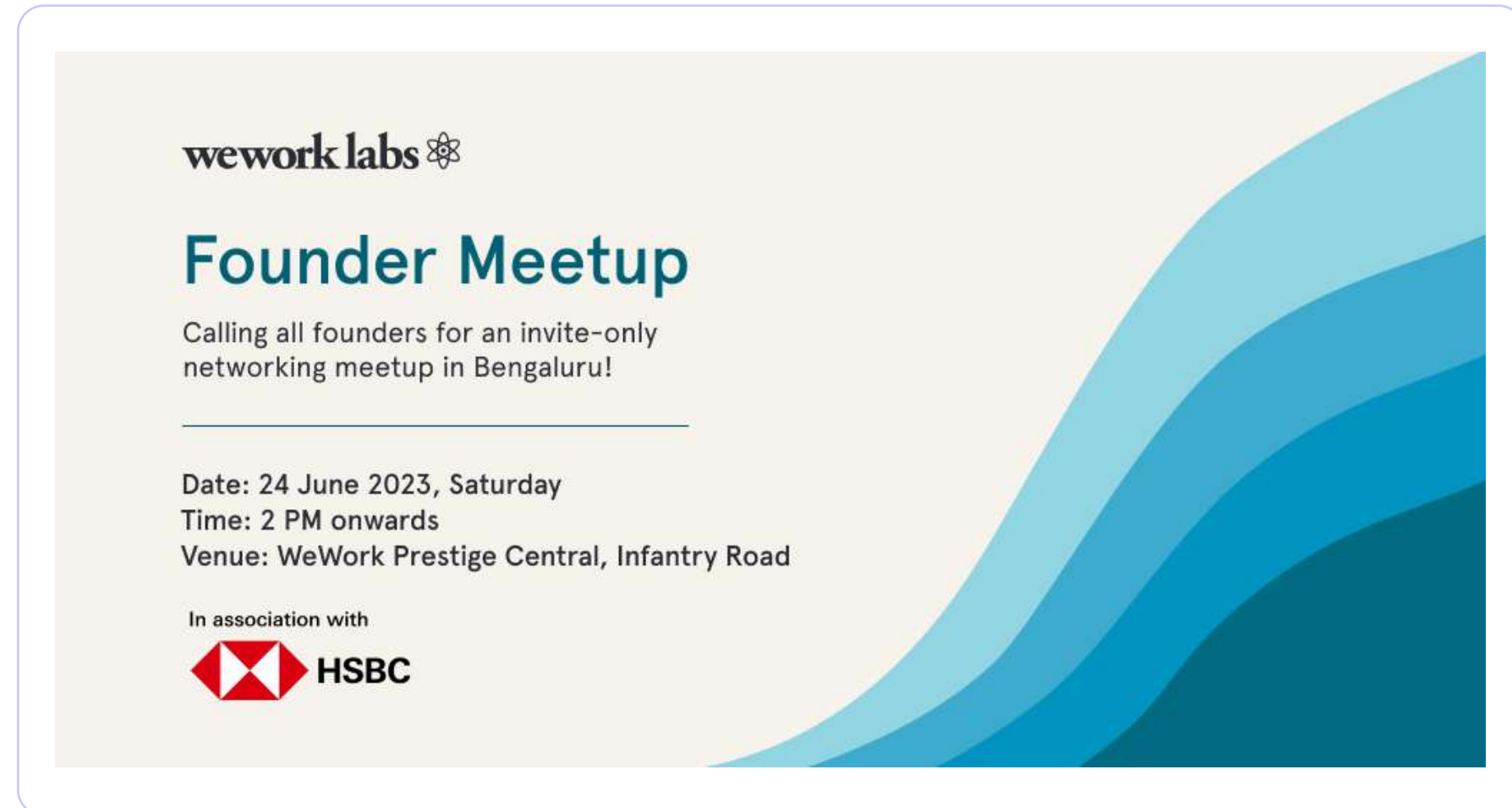


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# Web Assets

Created multiple campaign concepts and creatives. Including Digital, Physical assets and videos.



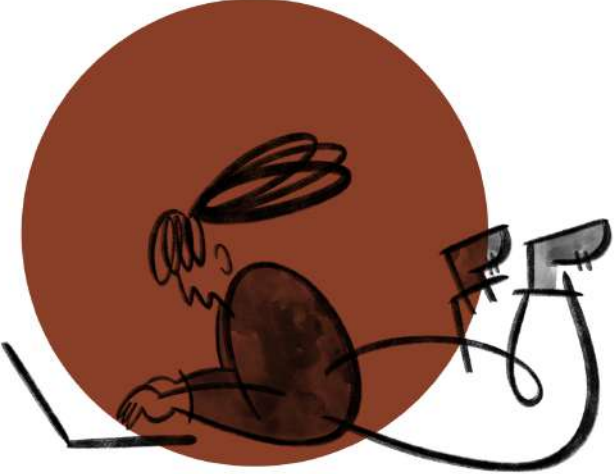
# Web Assets

Creating the brand's web banners + popups


wework labs 


## Get access to \$700k+ tech credits for your startup

Join our digital community today where you can avail our tech stack and meet other like-minded founders!



Scan to join



wework labs 

## JUMPSTART

20-21 January, 2024 | WeWork Salarpuria Symbiosis, Bangalore

Agency partner

unfiltrr

Showcase partner

Builder.ai

Beverage partners

JIMMY'S COCKTAILS

wework labs 

## JUMPSTART

20-21 January, 2024 | WeWork Salarpuria Symbiosis, Bangalore

Funding India's Future through India's largest value-driven startup event!

2 Days of Value Addition	1500+ Startup Founders	360+ 1:1 Investor Sprints
220+ 1:1 Product Reviews	\$1M+ Tech Credits & Savings	25+ Startup showcases

make  trip

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# Product Explainer

Created the brand's latest product explainer video for the UAE market



[Video Link](#)

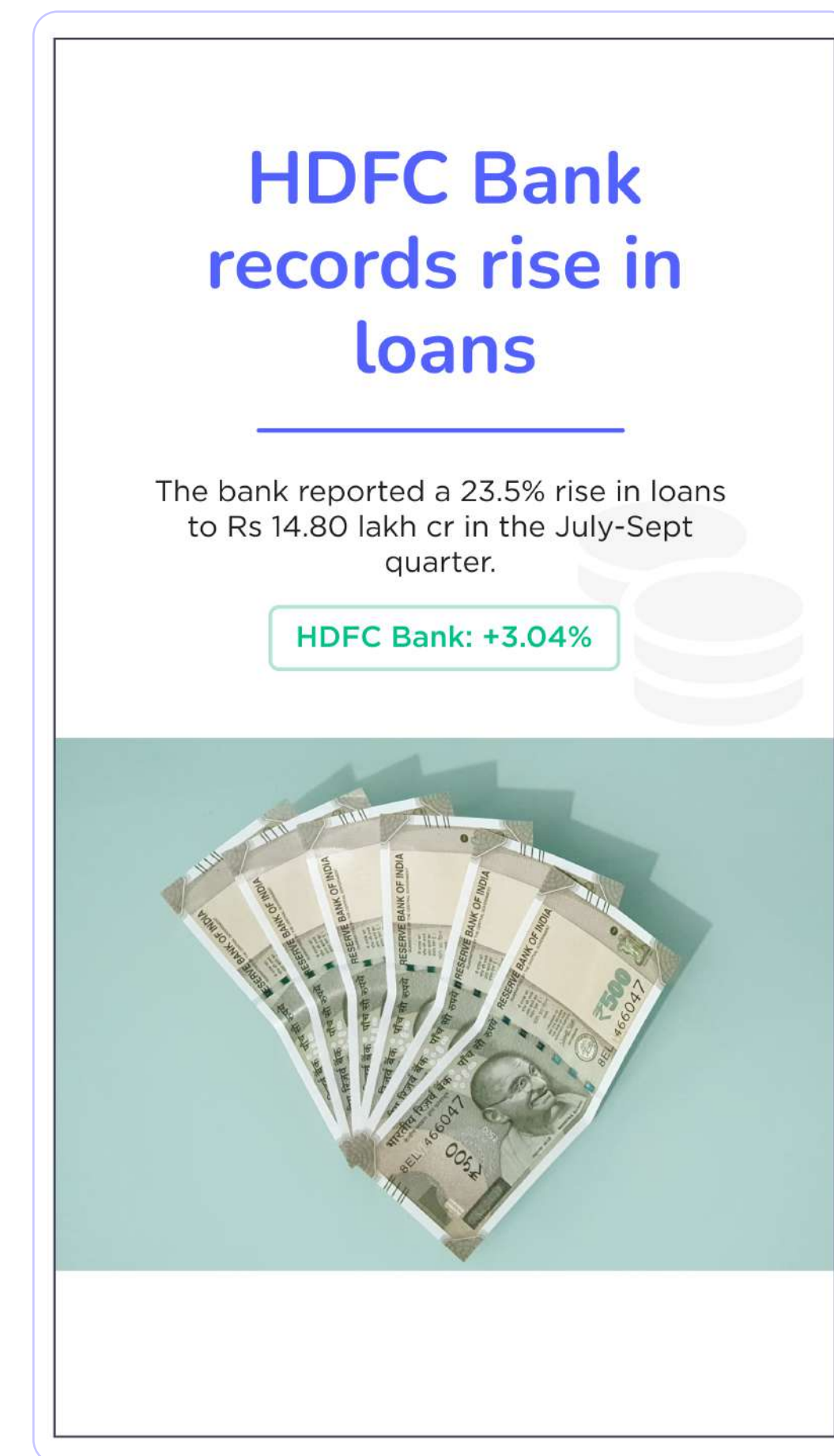
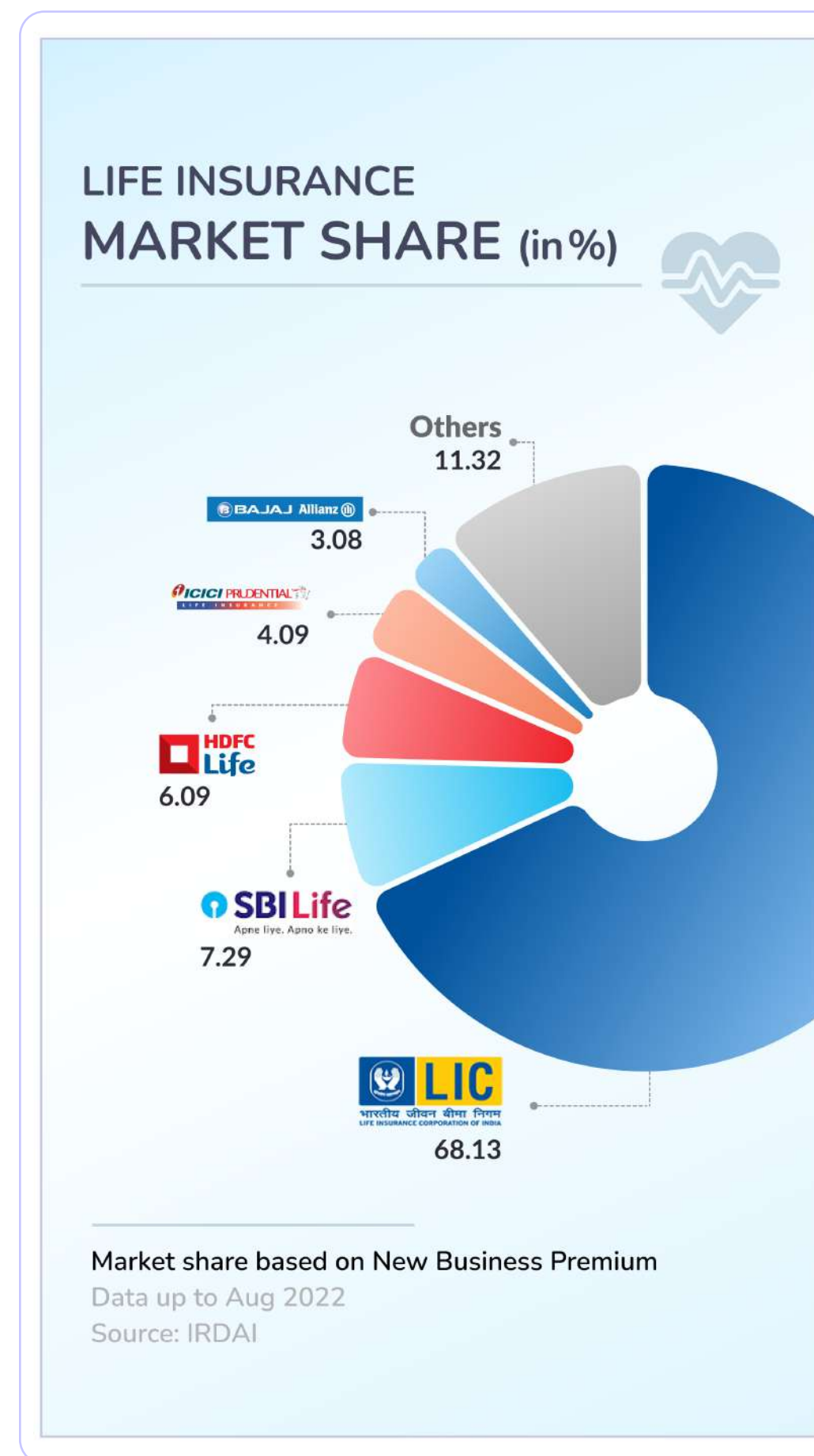
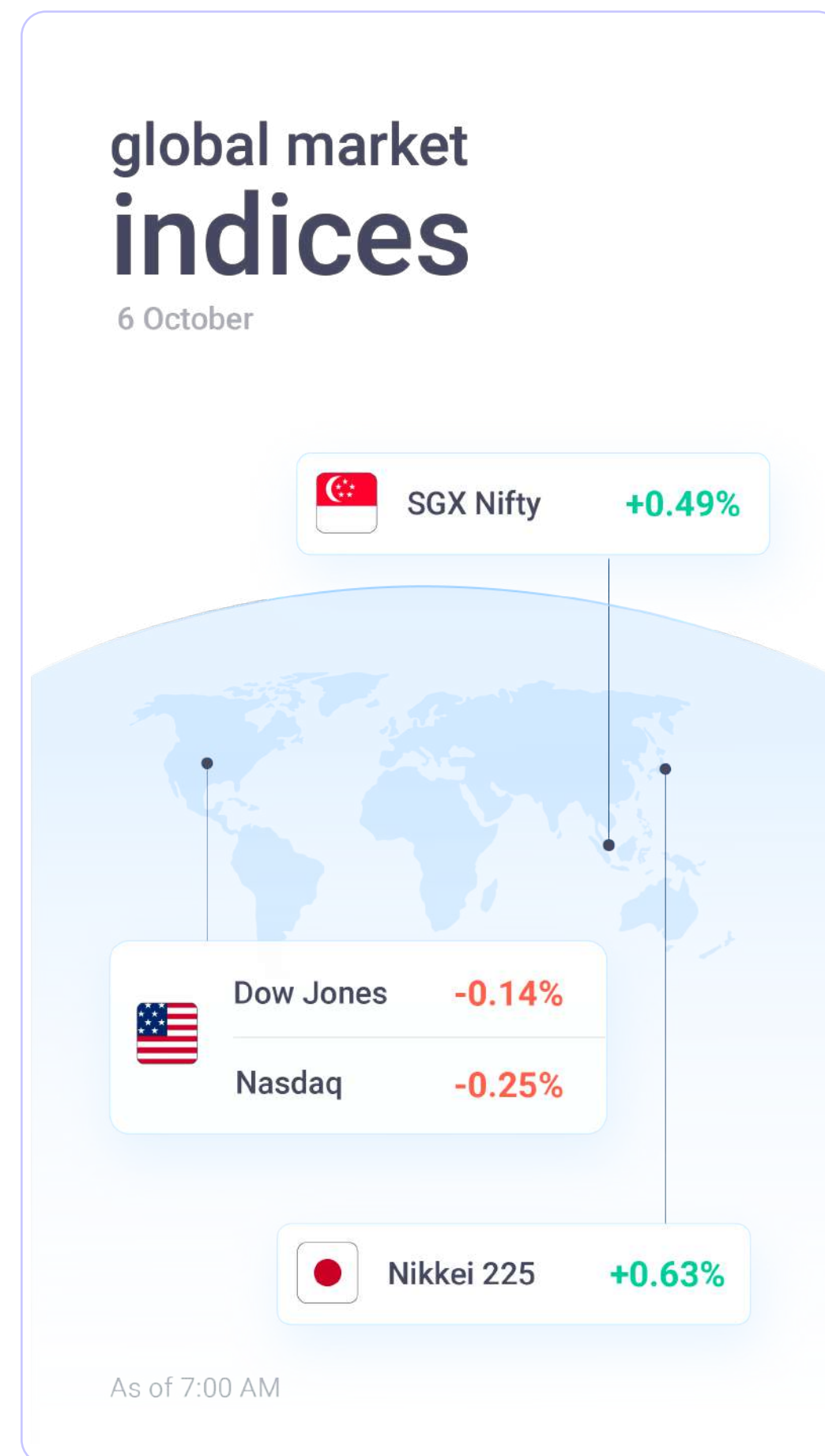


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# In-App stories & Social Media

Creating daily stories for the popular stocks & mutual fund investing app to educate & engage followers



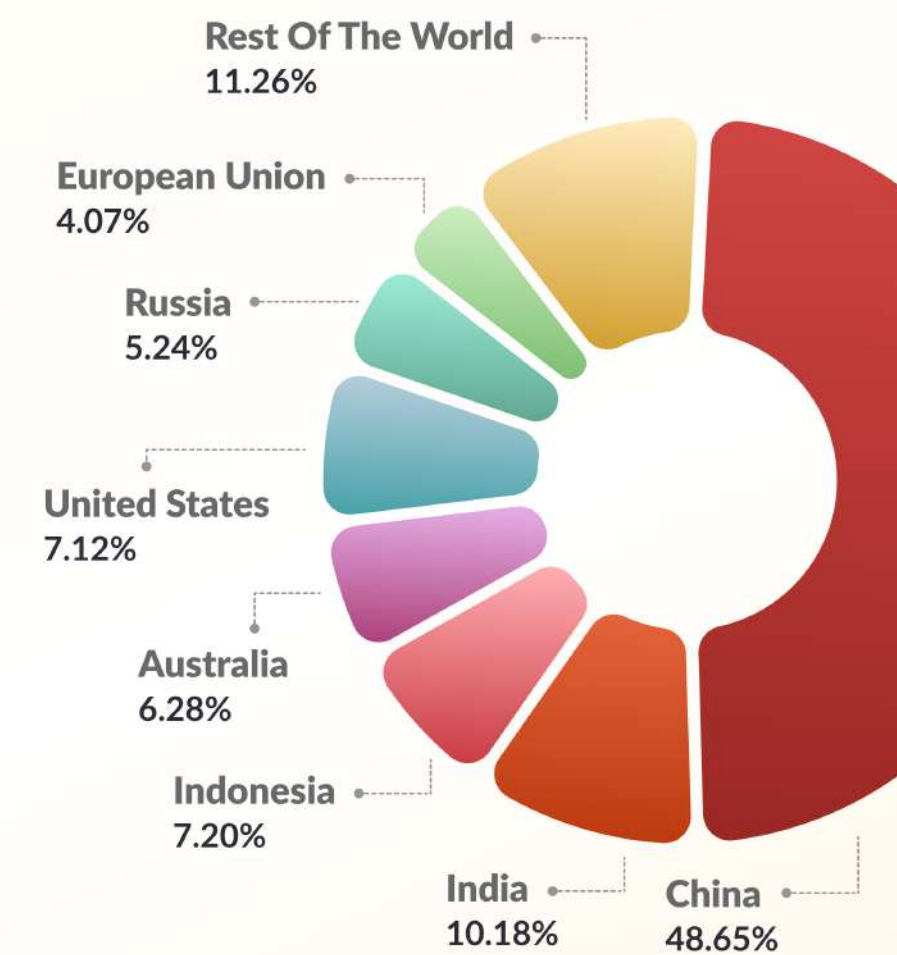
## Hindustan Zinc quarterly update

The company's mined metal output rose by 3% to 2.55 lakh tons in the July-September quarter.

Hindustan Zinc: +2.37%

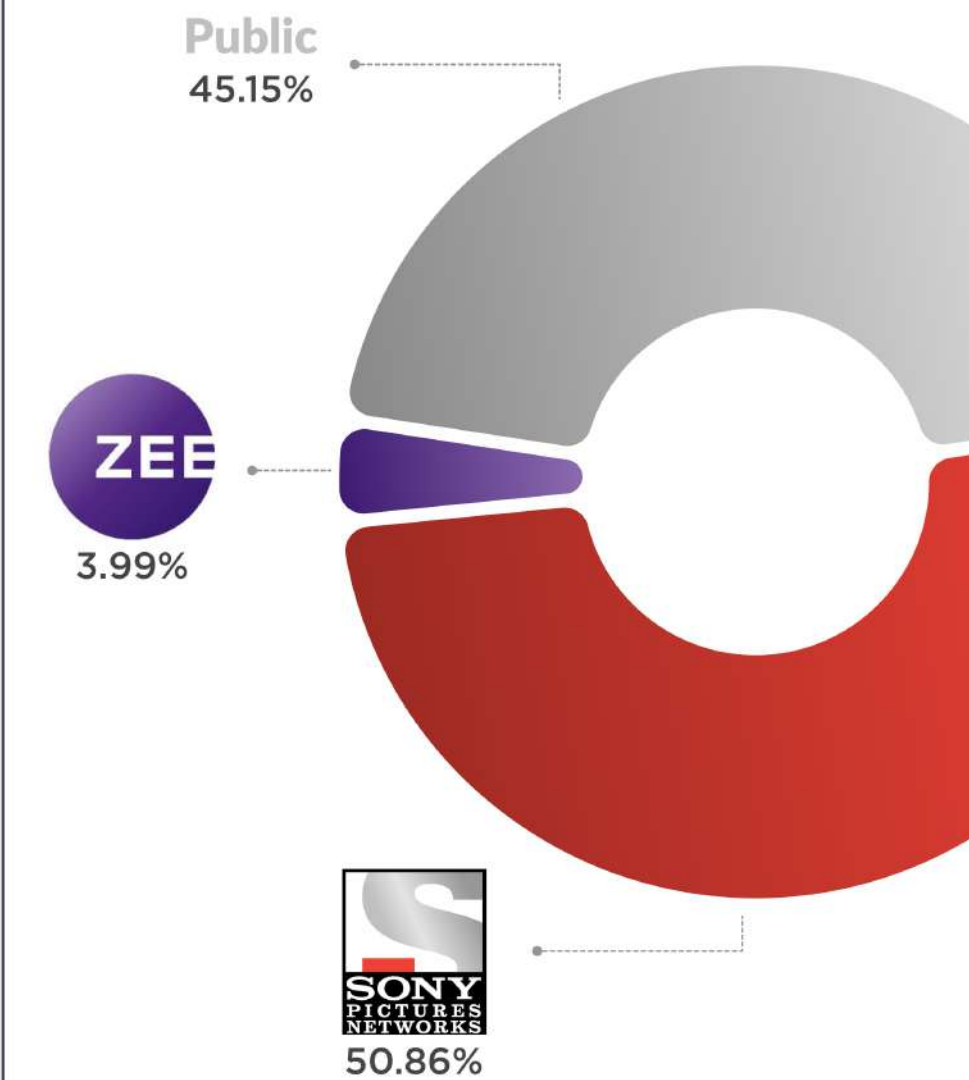


## GLOBAL COAL PRODUCTION



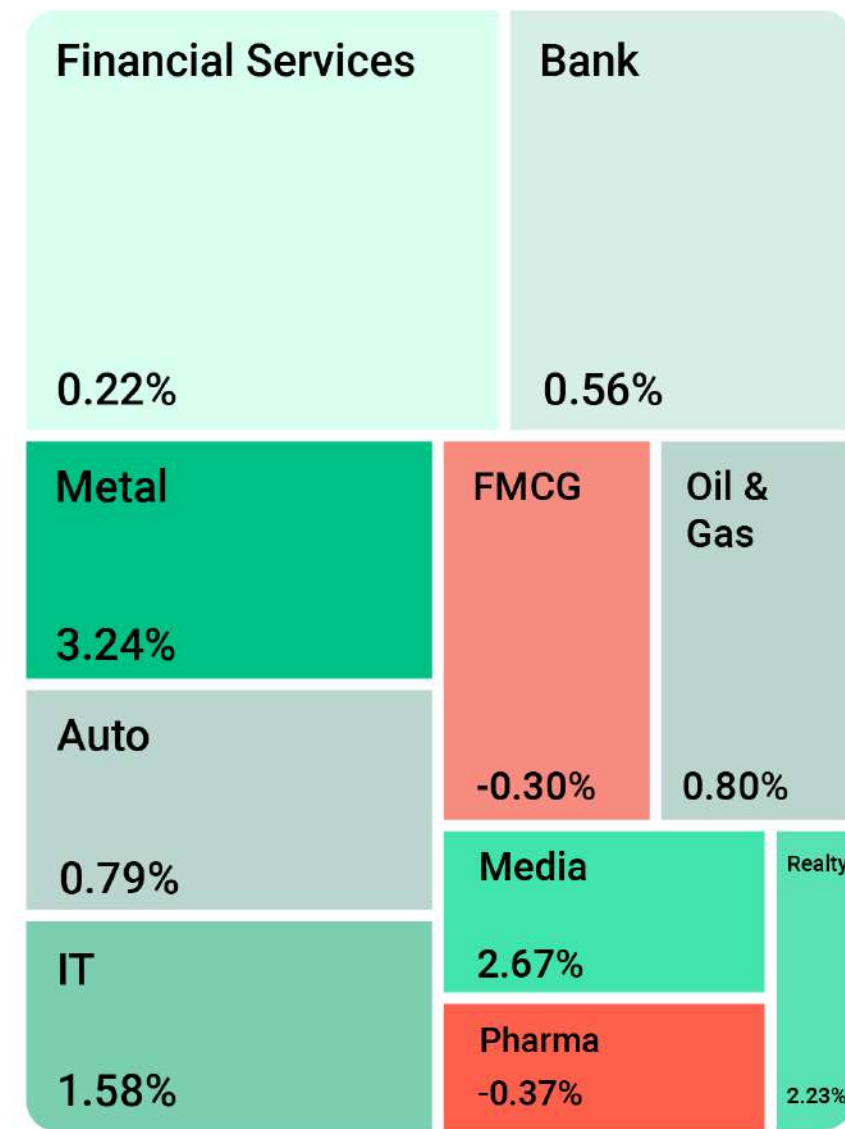
Data based on 2021 production  
Source: IEA

## Expected shareholding



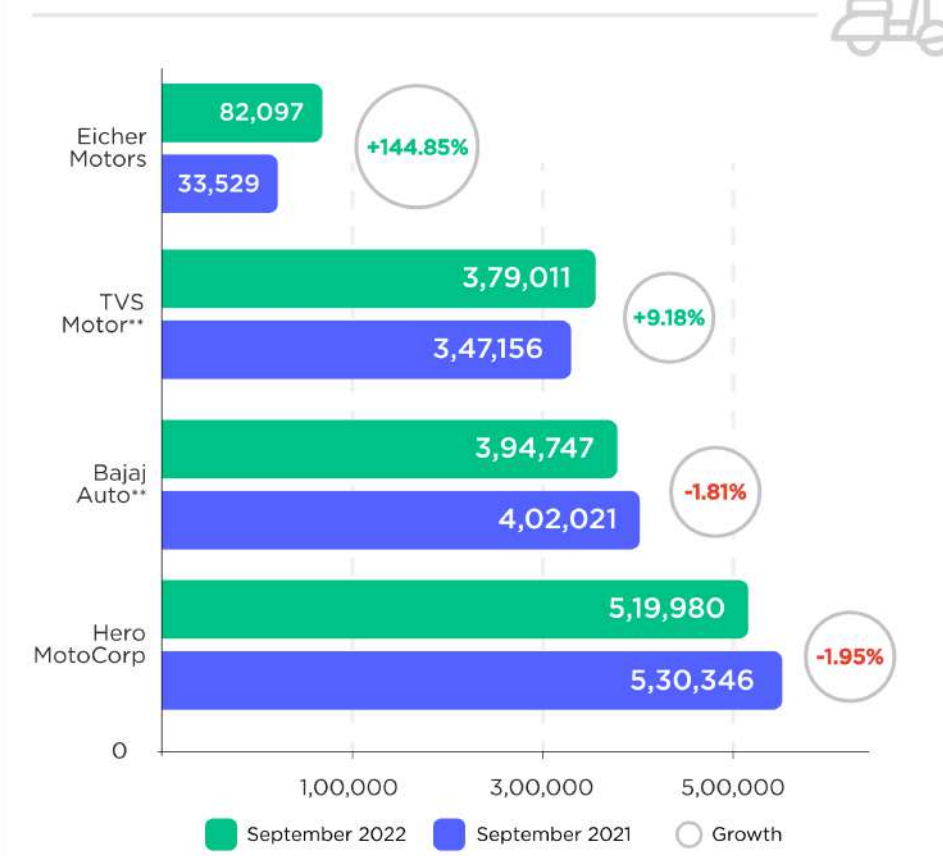
## Nifty Sectoral Indices heat map

6 October



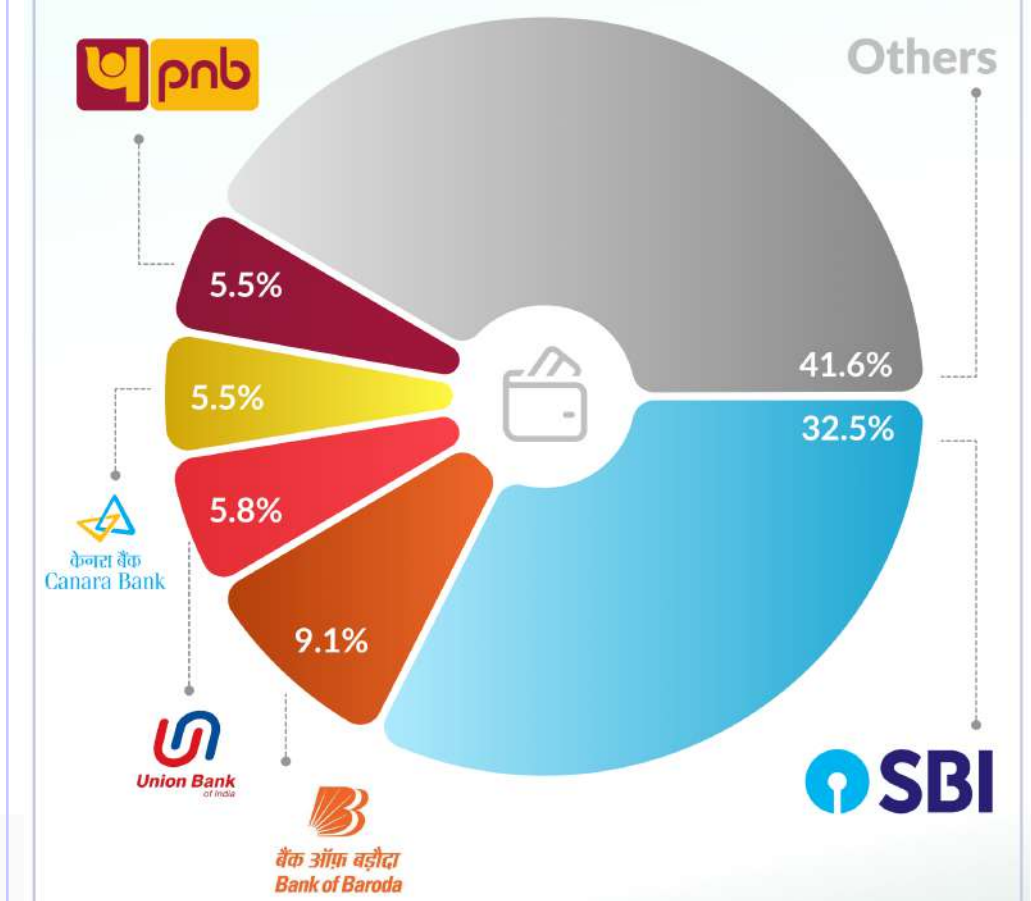
\*Size is indicative of the sectors' market cap

## Auto Sales: Two Wheeler Companies



\*\* Includes sales of three wheelers  
Source: Company reports

## DEBIT CARD MARKET SHARE OF BANKS



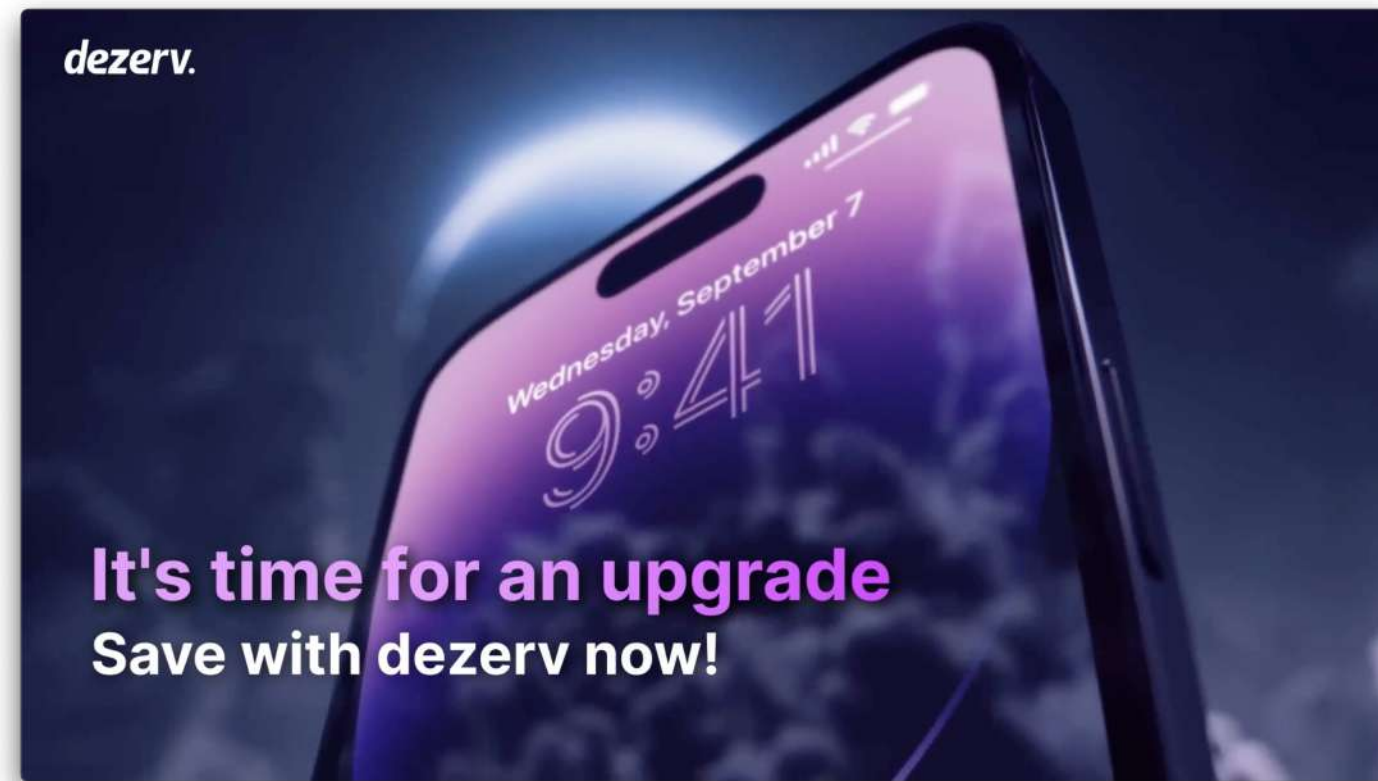
Source: RBI  
Data as on July 2022

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# Video Performance Creatives

Creating the brand's performance creatives for Instagram and Youtube.



[Video Link](#)



[Video Link](#)



[Video Link](#)



[Video Link](#)

# Product Packaging

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# Organic Shastra

Product packaging for a scaling organic snack brands



# Royal Canin

Welcome hampers for Royal Canin





# **A+ and Newsletters**

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# A+ Content

**WOW**  
LIFE SCIENCE

**PROTEIN-PACKED**  
NUTRITION TO FUEL YOUR DAY

NUTRITIOUS HEALTHY CRUNCHY

**SPOONFUL OF GOODNESS**

- Omega-6 helps reduce LDL cholesterol
- Fibre supports digestion
- Micro Nutrients help provide Magnesium, Vit-E, Vit-B
- Protein helps support lean muscle mass
- Healthy fats aid in weight management
- Immunity booster helps fight free radicals with antioxidants

**"BOLD GRADE" PEANUTS FOR BOLD BENEFITS**

- Rich in Vit. B3, helps improve Brain Functioning
- Rich in Heart protective enzyme Resveratrol
- Rich in Magnesium, Copper, Arginine, Vit.E
- Incredibly nutty aroma & Delectable taste
- Low Glycemic Index vs. other nuts

**100% NOURISHMENT, 0% NASTIES**

100% NATURAL INGREDIENTS

28G PROTEIN

6G FIBRE

0 TRANS FAT CHOLESTEROL

Per 100gms

**HEALTH NEVER TASTED SO GOOD**

- 100% Bold Grade Peanuts - Rich in Protein
- Sunflower Seeds - Rich in Vitamin E
- Sagegry - Rich in Magnesium, Potassium, Manganese
- Pumpkin Seeds - Rich in Magnesium
- Watermelon Seeds - Rich in Protein
- Chia Seeds - Rich in Dietary Fiber + Omega 3

**FIND YOUR PERFECT NUTTY MATCH**

**GET GLOWING, RADIANT SKIN**  
with WOW Ushin Face Wash

**THIS POWERFUL BLEND gives glowing skin**

- TURMERIC EXTRACT: Removes tan & lightens complexion
- SAFFRON EXTRACT: Moisturizes & tones
- CHANDRA ROSE: Removes dead skin layer & fine hair
- ALMOND EXTRACT: Protects and moisturizes

98.1% NATURAL

**PURE NUTRITIONAL EXTRACT for glowing skin**

- 100% pure saffron, turmeric and chikpeas flour extract.
- No chemicals or solvents used for extraction.
- Bottled within 48 hours with 100% freshness intact.

**THE PURE & NATURAL WAY to glowing skin**

Be WOW, Naturally

**WOW To use THE ULTIMATE ROUTINE**

- STEP 1** Damp your face and neck.
- STEP 2** Take some face wash in your palm and lather it.
- STEP 3** Massage in circular motion and rinse.

**The WOW regime**

- FACE WASH
- FACE & BODY SCRUB
- FACE & BODY PACK
- FACE SERUM

**Fight Dandruff**  
With WOW Green Tea & Tea Tree Anti-Dandruff Conditioner

**THIS POWERFUL BLEND HELPS KEEP dandruff away**

- 94.6% NATURAL
- GREEN TEA: Controls excess oil
- TEA TREE EXTRACT: Keeps hair roots clean
- ARGAN OIL & SHEA BUTTER: Helps to moisturize and condition strands.

**PURE NUTRITIONAL EXTRACT for dandruff control**

- Pure green tea and tea tree extract.
- No chemicals or solvents used for extraction.
- Bottled within 48 hours with 100% freshness intact.

**THE PURE AND NATURAL WAY to reduce dandruff**

- 100% BALANCE
- 100% VEGAN
- 100% VEGETARIAN
- 100% NATURAL
- 100% FRESH
- 100% PURE
- 100% CLEAN
- 100% SAFE
- 100% EFFECTIVE

Be WOW, Naturally

**WOW TO USE the ultimate routine**

- STEP 1** Take a generous amount of conditioner.
- STEP 2** Massage on damp hair. Avoid the scalp!
- STEP 3** Rinse off with cold water for some extra smoothness and shine.

**THE WOW regime**

- SHAMPOO
- CONDITIONER

**DETOX KARO ANDAR SE, DIKHO FIT BAHAR SE.**  
MADE FROM 100% ORGANIC HIMALAYAN APPLES

**A POWERHOUSE OF BENEFITS**

- Healthier weight loss
- Better digestion
- Lowers blood sugar
- Improves skin, hair & oral hygiene

**MADE FROM 100% ORGANIC HIMALAYAN APPLES**

Made from real juice of finest Himalayan organic apples. Pure, unfiltered & unpasteurized Apple Cider Vinegar with 4% genuine Mother of Vinegar content for maximising potency and benefits.

**SCIENCE FOR EVERYDAY WELLNESS**

- 100% Organic
- Raw, Unfiltered & Unpasteurized
- 4% Mother of Vinegar Content

**MANY WAYS TO CONSUME**

- Use it as a salad dressing
- Add it to water with lemon or honey or cinnamon
- Add it to your fruit or vegetable juice
- Use it in your smoothie or shakes
- Apply it to your green tea with honey

# Promotional Newsletters

Creating the brand's special promotional newsletters.

WINGREENS WORLD.COM THE IMPATIENT BAKER

**It's Valentine's Day! And we're in the mood to sweeten the deal.**

Get a flat 40% off on our bestselling Impatient Baker products.

**Eggless Chocolate Cake Mix**  
Go loco for some caramel & cocoa with our decadent chocolate cake mix! **₹137**

**Vanilla Creme Muffin Mix**  
Can never go wrong with a classic- the sweetness of vanilla in a light, fluffy muffin. **₹137**

**Crispy Waffle Mix**  
The crunch you need for a good day. Subtle sweetness that pairs well with a variety of toppings. **₹120**

**Chewy Chocolate Cookie Mix**  
Fudgy, rich chocolate cookies that make your heart crumble. **₹150**

Shop now

Wingreens, RAW, SALICERY, Organic Country, THE IMPATIENT BAKER, SPICE RACK

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WINGREENS WORLD.COM

**25% OFF WHY BE BLAND?** When you can be winGREEN

Prices that'll make your friends go green with envy!

**Beverages**  
Basil Green Tea  
Lemongrass Green Tea **Starting at ₹190**

**Sauces**  
Cheesy Jalapeno Dip  
Daredevil Sauce **Starting at ₹75**

**Snacks**  
Jalapeno Appitas  
Chatpata Pudina Naan Chips **Starting at ₹30**

**Dips**  
Creamy Herb Dip  
Jalapeno Cheese Dip **Starting at ₹150**

Shop now

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wingreens farms

**WOMEN FOR THE WIN**

10 years ago, we brought women out of their traditional veils & to the forefront of the production process. Today, they're making truly global products with pride, love & a whole lot of joy. Dig into some delicious gifts for the women in your life, from the women of Wingreens.

**GARLIC DIP** **₹150**

**FIERY DESERT MUSTARD DIP** **₹150**

**OLIVE HUMMUS** **₹150**

**CREAMY HERB DIP** **₹150**

Shop now

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WINGREENS WORLD.COM

**This Picnic Season It's a Desi Party**

Wingreens Farms Naan Chips

Raw Pressery Juices

Wingreens Farms Chip & Dip

Organik Country Sunflower Seeds

Wingreens Farms Sauces

Wingreens Farms Dips

**₹4048**  
**₹786**

Shop now

Wingreens, RAW, SALICERY, Organic Country, THE IMPATIENT BAKER, SPICE RACK

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**thankyou**

shikhar@unfiltrr.com | unfiltrr.com | +91 7838630464