

STARTUP
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INFLUENCE ADVERTISING

recognized by **siliconindia** Magazine as

STARTUP
CITY 10 BEST
STARTUPS
CORPORATE VIDEO
PRODUCTION - 2024

An annual listing of '10 BEST CORPORATE VIDEO PRODUCTION STARTUPS - 2024' represents the know-how of innovator startups who are at the forefront of leveraging innovative techniques and advanced tools to create videos with content that is high-quality, affordable and pitch-perfect to elevate brand identity, engage audiences, and drive results through authentic, relatable, and engaging videos.

Heena Kousar
Assistant Editor
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INFLUENCE ADVERTISING:

Crafting Impactful Narratives with Creativity & Corporate Precision



Harshal Gawali
Founder

Every product has a story, and those stories can be brought to life by resonating with consumers and target audiences and positively influencing the world. Through the power of the audiovisual medium, Influence Advertising transforms narratives into compelling content that captivates and engages. A passion for storytelling unites the agency, a collective of dynamic professionals from diverse industry backgrounds. Each member of the team is committed to not only meeting but exceeding expectations on every project. What sets the agency apart is the rich diversity within its team, blending talents from both corporate sectors and the film industry.

Influence Advertising is a global marketing, content, and film production company uniquely positioned to merge two worlds. On the one hand, it operates with agility, flexibility, and fast-paced energy of a startup. On the other hand, it incorporates the systems, processes, and technology-driven approach typical of a global MNC. This combination of startup dynamism with corporate precision defines their unique identity. "Our team merges two distinct worlds: film industry creative who bring storytelling expertise, and corporate professionals who ensure alignment with business demands. Together, we craft compelling, impactful

stories that blend creativity with strategic business acumen", says Harshal Gawali, Founder, Influence Advertising.

Global Reach with Startup Agility

Influence Advertising offers a wide range of services, including corporate films designed to reinforce brand identity and build trust, as well as theme-based event videos tailored to specific corporate events and sales meetings. It creates high-quality animations with a strong storytelling element, ensuring an immersive visual experience. The company's innovative approach extends to learning content and capturing authentic emotions through testimonial films. A standout feature is the Product Stories service, which highlights the journey of each product from inception to market, resonating strongly with global audiences. Additionally, it provides end-to-end creative services, including creative writing, scripting, storyboarding, in-house production, and post-production. The company motto is to influence and inspire by communicating the broader vision behind each brand, going beyond just core business activities to significantly target audiences.



Influence Advertising invests in fresh talent, ensuring high-quality production with the best equipment & techniques

Influence Advertising maintains its edge in corporate video production by deeply understanding each project's unique needs and customizing its approach. The company excels

in delivering high-quality work with rapid turnaround times, addressing a common gap in the industry regarding corporate deadlines. By leveraging cutting-edge technology and fresh storytelling techniques, and continuously developing second-line leadership, it ensures innovation and consistency. The process involves tailoring content to various sectors while balancing factual accuracy with emotional impact. They identify target audiences based on client profiles and measure ROI through direct feedback, repeat business, client referrals, and performance metrics, ensuring their work resonates and delivers measurable results.

The company stays ahead by leveraging advanced technologies in its in-house edit studios, using state-of-the-art hardware and licensed software, including the latest animation and editing tools. Constant updates and investment in fresh talent ensure high-quality production with cutting-edge equipment and techniques. "We build brand identity through a strong culture of reliability and commitment. By consistently meeting promises and deadlines, we have earned trust and credibility with clients, leading to repeat business and positive feedback. Some of our key clients include Amara Raja Group, Amaron Batteries, Yokohama Tires, Bharat Bijlee, and Hindustan Pencils", said Harshal.

Looking ahead, Influence Advertising aims to diversify its offerings, including expanding into B2C learning content and creative services. It also plans to enhance the film production vertical with initiatives like I Poetry and I Stories showcasing unpublished authors and poets. Additionally, the company seeks to grow geographically with new offices in key markets, including the US.