

THE DESIGN BRANDING AND ADVERTISING COMPANY







"YOUR **BRAND IS A
STORY **UNFOLDING**
ACROSS ALL **CUSTOMER**
TOUCH **POINTS**."**

- JONAH SACHS

CITTA IS AN

end-to-end solution that relies on unique ideas, better understanding, and state-of-art executions.— we swiftly integrate your existing marketing modules with our branding efforts to deliver you the finest of outcomes.

Your brand is more than just a logo, name or color scheme. It's who you are as a company at a very fundamental level.

Our Services

Citta's branding services can help companies with any aspect they might be struggling with, whether they need to create a brand identity from scratch or simply find a better way to communicate their core messaging and company values.





**"WHEN PEOPLE USE
YOUR BRAND NAME
AS A VERB, THAT IS
REMARKABLE."**



On the outside, your brand may seem like it consists only of elements such as logos and colors.

Why Branding

but your brand is actually the entire identity of your business. Your brand gives you personality.

Branding is important because not only is it what makes a memorable impression on consumers but it allows your customers and clients to know what to expect from your company. It is a way of distinguishing yourself from the competitors and clarifying what it is you offer that makes you the better choice.

- ➔ Ensures your brand stands out and cuts-through in its category – it gives customers a reason to choose your brand over competitors
- ➔ Creates customers with a predisposition towards your brand, and an increased willingness to try it
- ➔ Shortens the sales cycle
- ➔ Enables your brand to charge and sustain a price premium
- ➔ Enables your brand to build trust with its key stakeholders customers, employees, shareholders, distributors, partners, intermediaries etc.
- ➔ It creates loyal customers, advocates, and even evangelists, out of those who buy lowers sensitivity to price increases
- ➔ Attracts and retains the best employee talent and the financial pay-off



SIDEBAR
SOCIAL MEDIA

...r text. Post here everything that is related to your business.
...t are the best. Your achievements. Give details of operations.
...hievment.
...operating with us located **here**.
...cription invite you to read the rest of the tabs.

Your
Logo

HOME

NEWS

GALLERY

CONTACT

HOME NEWS GALLERY

WELCOME

This is the place for your text. Post here everything that is related to your business. What do you care, what are the best. Your achievements. Give details of operations. What is the greatest achievement.
List of companies cooperating with us located **here**.
At the end of the description invite you to read the rest of the tabs.

Website can change how people perceive your brand, it can drive new business, and increase brand value – but it can also do the opposite if done wrongly or not at all.

Website Development

– but it can also do the opposite if thought in website experience is done wrongly or not at all.

Websites are an essential tool for businesses to establish their credibility and build trust with their customers. The entire process includes comprehensive & creative thinking on every note.

- ➔ Research & Understanding
- ➔ Website Architecture
- ➔ Design Aesthetics
- ➔ Content Inventory
- ➔ Website Development
- ➔ Technical On Page SEO
- ➔ Website Testing

75% of consumers admit to making judgements on a company's credibility based on the company's website design"



Brand image is important for any business. When consumers buy a product or service, they aren't just buying a product or service.

Brand Identity



They're buying what your brand stands for. That's why it's so important to design your brand image to convey exactly what you want it to say.

Brand identity includes logos, typography, colors, packaging, and messaging, and it complements and reinforces the existing reputation of a brand. Brand identity attracts new customers to a brand while making existing customers feel at home.

- ➔ Brand Book
- ➔ Revamping & Creating Logo
- ➔ Revamping & Creating Tagline
- ➔ Brochures
- ➔ Marketing Mailers
- ➔ Communication Templates

Conversely, 60% of consumers avoid brands that have odd, unattractive, or unappealing logos, regardless if they received good reviews.

- Study Finds, 2020



SEO Strategy Plan

- Link Building
- Targeting
- Usability
- Search Engine
- Security
- Keywords
- Pay per Click
- Income



When searching for a service or product online, users are more likely to choose one of the top five suggestions that the search engine shows them.

Search Engine Optimization




When done correctly, SEO can help your brand stand above others as a trustworthy company and further improve the user's experience with your brand and website.

SEO is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. A higher ranking when someone searches a term in your industry increases your brand's visibility online.

- ➔ On-Site SEO
- ➔ Keyword Research & Analysis
- ➔ Content
- ➔ Local SEO
- ➔ Off-Site SEO
- ➔ Link Building
- ➔ Audience Analysis
- ➔ Mobile SEO
- ➔ Blog Writing

88% of consumers will interact with a local business within 24 hours of searching for it on a mobile device.



With SMO, you can ensure a strong web presence for the business and establishes the internet authority of the brand.

Social Media Optimisation

It not only introduces people to the business but also helps in branding, improving brand visibility and recall.

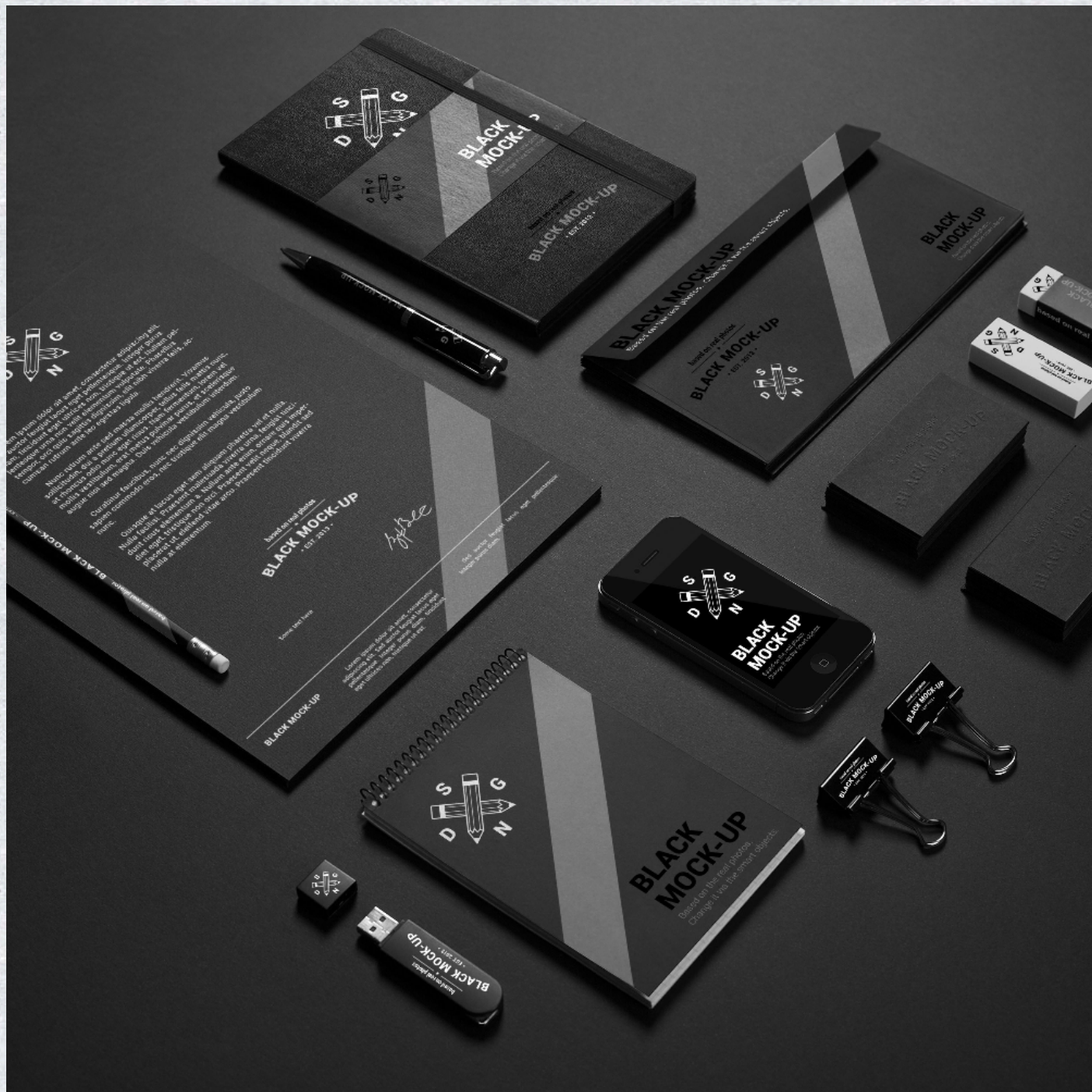
Working with SMO can help to strengthen your brand & boost the visibility of your products which in turns helps you to get new clients for your business & increase sales. It helps connect all of your social media accounts in a cohesive, consistently branded network that points your potential customers where you want them to go.

- ➔ Research & Analysis
- ➔ Creating an audience persona
- ➔ Content Optimization
- ➔ Social Media Strategy
- ➔ Content Creation
- ➔ Digital Strategy Integration

71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.

- Lyfemarketing, 2018





Corporate branding helps customers relate to a business and identify a wide range of product offers over time.

Corporate Branding



Its aim is to create a consistent corporate image through the interplay of corporate strategy, business activity, and brand stylistics.

Effective branding minimizes the need for large marketing initiatives for every new product as the consumer has a pre-set understanding of the product's quality, reliability and purpose.

- ➔ Corporate Presentation
- ➔ Corporate Stationary
- ➔ Business Cards
- ➔ Corporate Gifts
- ➔ Inhouse Branding
- ➔ Creating SOP's
- ➔ Infrastructure Branding

Build brand loyalty on shared values with your consumers. It is not the number of interactions a buyer has with your brand, but the quality and relatability of the interaction.

- Harvard Business Review



Corporate videos should clearly communicate what your brand is about, what the unique value proposition your product or services have to offer.

Corporate Videos

why your company should be considered over your competition, and how you plan on delivering high quality service

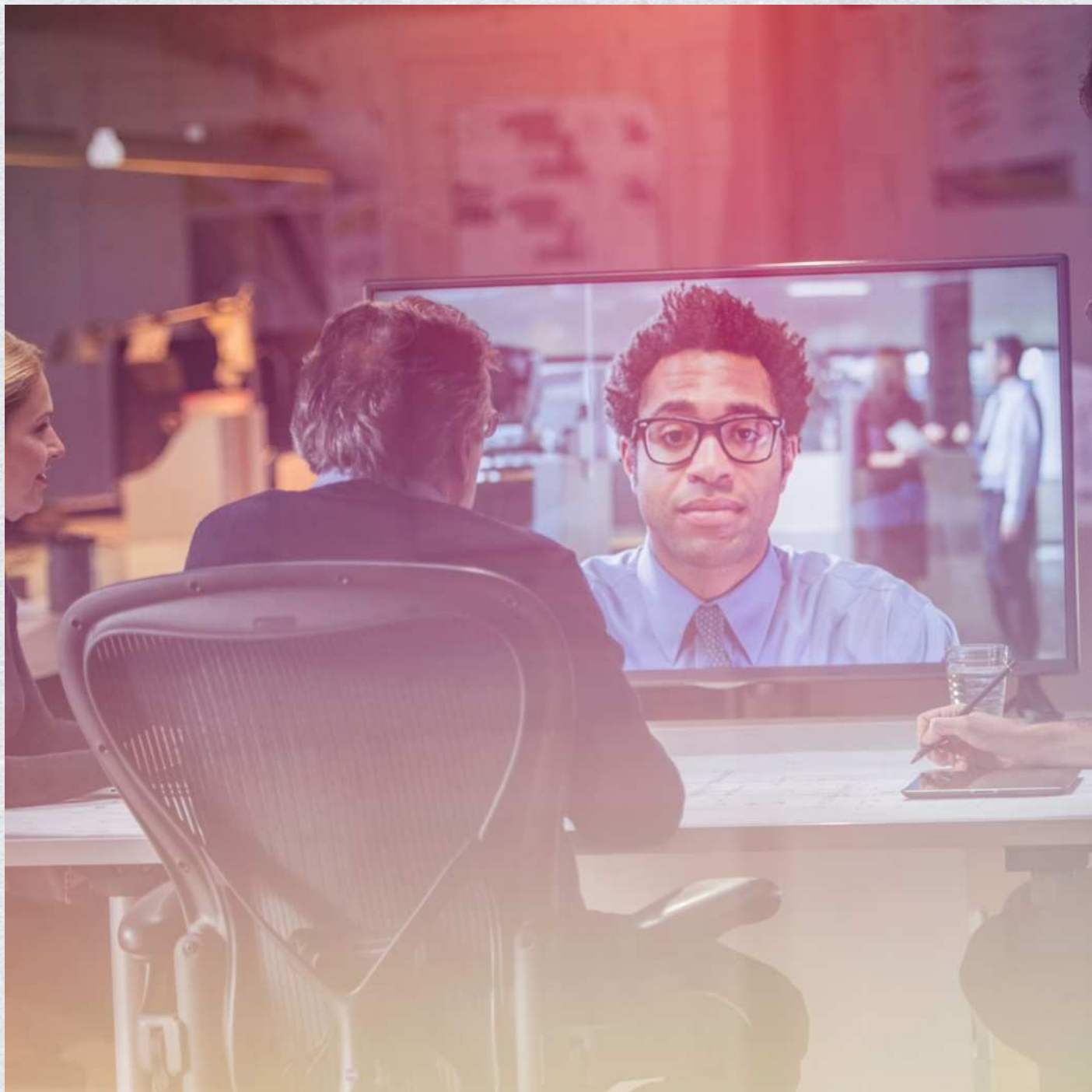
A beautifully crafted corporate video can help to showcase your company profile along with the products and services. It is an affected way to reach more clients and customers, create the best impression of your brand and products

- ➔ Company Corporate Video
- ➔ Product/Service Video
- ➔ Client Testimonial
- ➔ Employee Testimonial
- ➔ Interview
- ➔ Event Video
- ➔ Introduction Video



90% of consumers say product videos are helpful in the decision making process.

- Vocalreferences.com





First impressions are very important, and your packaging is often a consumer's first introduction to the product.

Product Branding



Many retailers often group similar products on shelves, so the need to separate your products from the competition is highly important.

It's not just important, it's necessary. In a crowded, competitive world where you're up against millions of other brands for your consumers' attention, time and money, you can't afford to not stand out.

- ➔ Product Packaging
- ➔ Product Photography
- ➔ Product Design
- ➔ Product Promotion
- ➔ Product Launch Event
- ➔ Product Brand Elements

After all, 60–80% of consumers do not go back to the same business even if they were satisfied with the product. If there is no experience, no “wow” factor, very few things set you apart from your competitors, no matter how good your product is.

- Forbes



It's time to join the big league and go digital! Digital advertising is now the new norm.

Digital Advertising

Identifying the best digital advertising for your product/service and then creating & optimizing your relevant ad as per the targeted strategy.

Digital technology is giving marketers a breadth of new tools, allowing them to be more focused and strategic. Digital advertising simply makes sense if you want to get your message, campaign, or promotion in front of your audience.

- ➔ Display Ads
- ➔ Native Advertising
- ➔ Social Media Advertising
- ➔ Search Engine Marketing
- ➔ Video Ads
- ➔ Email Marketing

Conversion rates can be boosted beyond 40% by combining similar audiences with display remarketing campaigns.

- Web FX

MARKETING STRATEGY





โดย Weerachart Daungwaha
เซลฟี่ด้วย iPhone X



Outdoor advertising is a very important form of advertising as the ads are huge and are visible to one and all.

Outdoor Marketing

Outdoor advertising communicates the message to the general public through highway billboards, transit posters and so on.

No matter what size your business, if developing your brand and obtaining maximum exposure of your product is of importance to you, outdoor advertising should be a consideration.

- ➔ Billboard Advertising
 - Static
 - Mobile
 - Digital
 - Creative Billboard
- ➔ Lamp Post
- ➔ Guerilla Advertising
- ➔ Transit Advertising
- ➔ Retail Advertising



Nearly 26% of Customers Have Visited a Website in Response to an OOH Advert



TV advertising delivers a huge business advantage: It can drive market share, people trust TV and it provides scale and reach.

Broadcast Advertising

Other advantages of advertising on television are the ability to target specific audiences and expand reach by encouraging further engagement on social media.

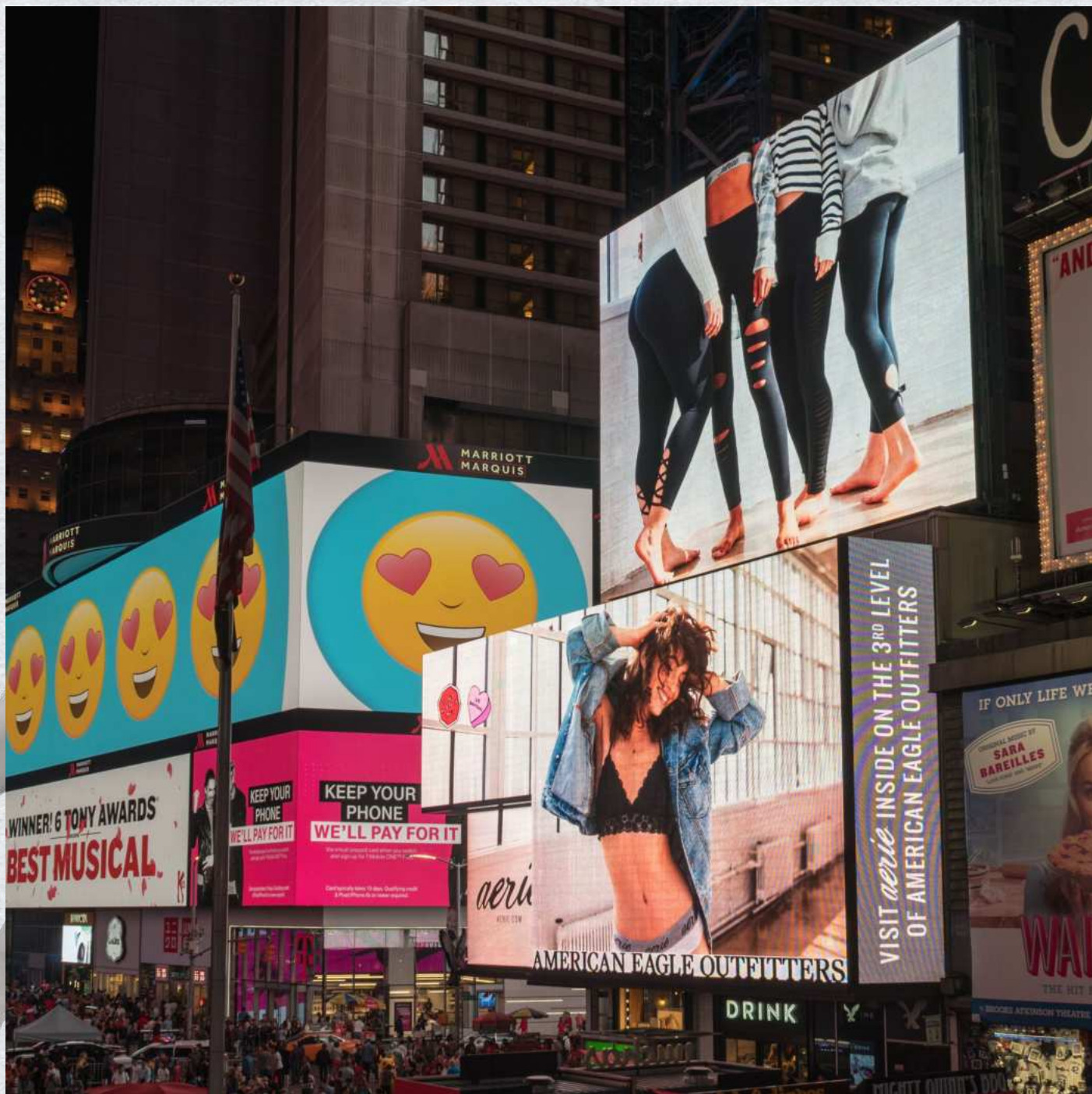
Thinking about advertising on television? We can help your business to get onto TV, streaming platforms, regional campaigns, satellite only campaigns and national terrestrial TV campaigns.

- ➔ Television (digital and analogue)
- ➔ Print Ads
- ➔ Radio
- ➔ Internet media like websites, blogs and podcasts
- ➔ Online Streaming

59% of executives agree that if both text and video are available on the same topic, they are more likely to choose video. In fact, 92% of mobile video consumers share videos with others. Social videos get 12 times more shares than text and images combined.

- Small Biz Trends







Press releases are to inform journalists and members of the press what news is currently happening at your company.

Press Release

A press release is a piece of news or information that companies send out to inform the public about something noteworthy or of material significance



Every business wants to be credible. A press release is a fantastic way to build your credibility! Consumers view press releases as a trusted source of information. It is especially useful for start-ups and growing small businesses to get positive word out about themselves

- ➔ Product Press Release Ideas
- ➔ Customer Press Release Ideas
- ➔ Marketing Press Release Ideas
- ➔ Business Development Press Release Ideas
- ➔ Company Press Release Ideas
- ➔ PR Press Release Ideas
- ➔ CSR Press Release Ideas
- ➔ HR Press Release Ideas
- ➔ Interviews & Awards

Press releases are a great way to get immediate exposure to your website or brand from a publication or website which already has an established base of loyal readers and followers.

Over 10 years we are Automating Processes in the World

With a presence in 17+ countries and 200+ talents on board, Citta is serving mostly every industry. From Retail to Logistic we are believed & recognized IT partners in 11+ industries.



Logistics



Education



Healthcare



Hospitality



Retail



E-Commerce



Finance



Manufacturing



Courier



Jewellery



Pharmacy



Construction

We are Committed to Quality

Business Consultancy - Information Technology - Outsourcing Services



INSIGHT

Business Solution Services

- Business Process OutSourcing
- Enterprise Architecture (EA)
- Reseller Programmes
- Consulting Services
- Security & Risk Management
- Cyber Security
- PAAS (Platform as a Service)
- Infrastructure as a Service
- SAAS (Software as a Service)
- SSL Certificates



EXIGENCY

Software Services

- Mobile Application Dev.
- ERP Solutions
- Application Maintenance
- Application Development
- Quality Assurance & Testing
- Database Services
- Resource Hiring
- POS Software Services
- Product Development



ELEMENTAL

System Integration & Infrastructure

- Enterprise Data Storage
- Server Solutions
- Cloud Services
- Data Center Solutions
- Disaster Recovery Solutions
- Licensed Software Solutions
- Network Management & Integration
- Remote Infrastructure Management
- Messaging & Collaboration
- Helpdesk Services
- Desktop Management Services
- Web Hosting & Registration Services
- Workplace & Pandemic Management
- Telephony Services



INNOVATE

Emerging Technology

- Machine Learning & Robotics
- AI & BI Integration
- Biometric Solutions
- Surveillance Solutions
- IoT based Solutions
- Big Data
- Automation
- BlockChain



BRANDING

Marketing & Branding Services

- Website Design
- Brand Design
- Graphic Design
- Corporate Presentations
- 2D/3D Character Animation
- Digital Marketing
- SEO / SMO
- Flash Animations
- Mobile Games
- Branding & Marketing Videos



RESOURCE HIRING

Staff Augmentation Services

- Onshore
- Near Shore
- Offshore





Meet Our Clients

2000+ Clients

Awards & Recognitions



And More...

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Let's meet up for a

COFFEE

and talk about

**CORPORATE
BRANDING**

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▶ @citta

📺 @citta

We believe in
DELIVERING
best campaign for
**360 degree
MARKETING**