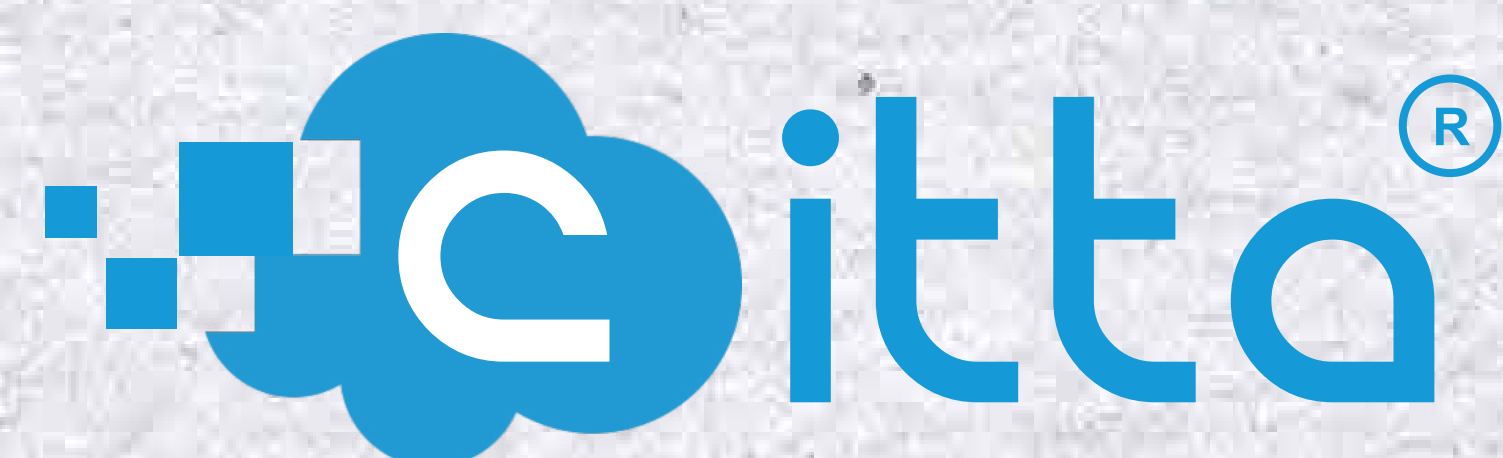
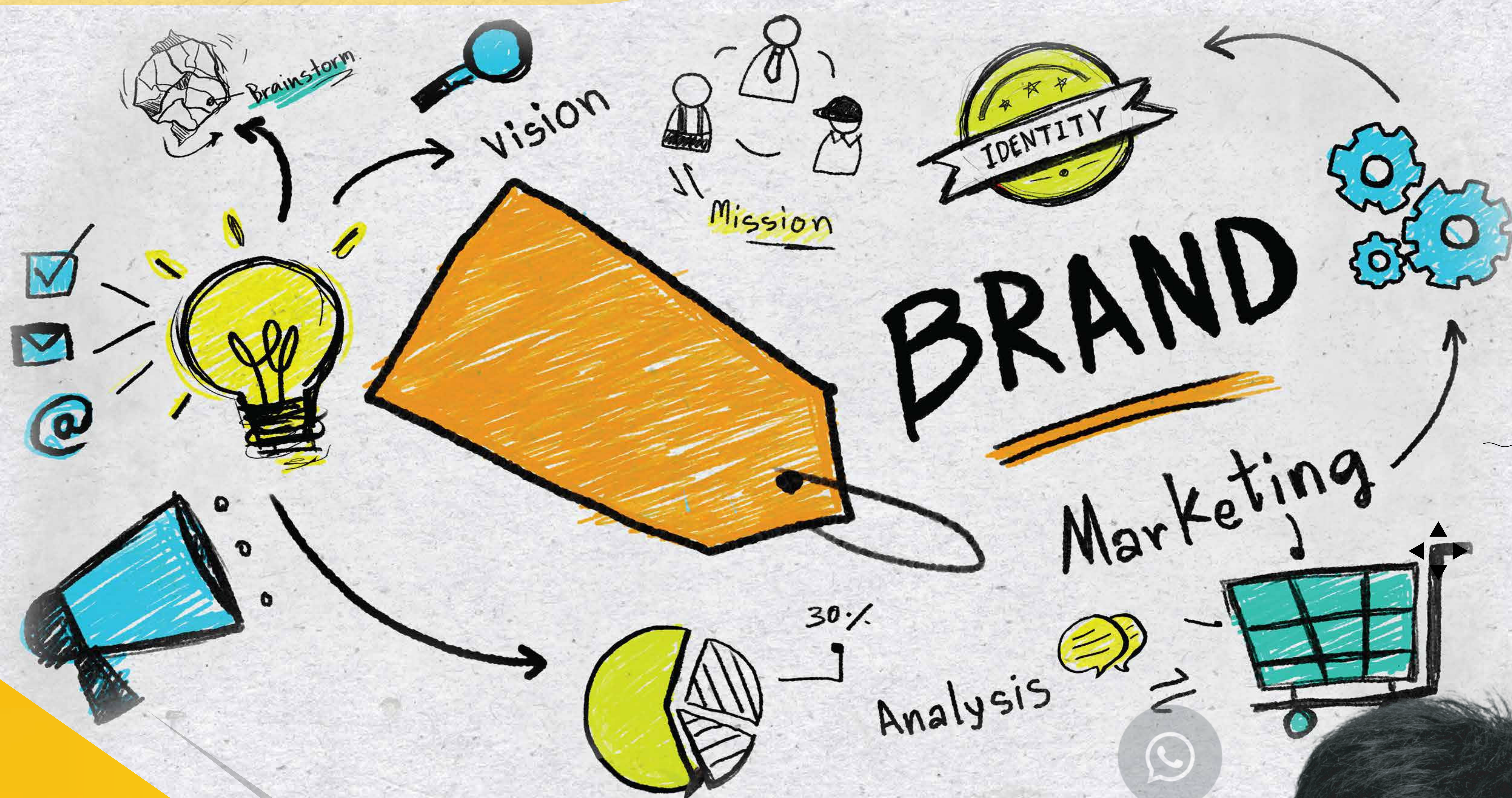


# THE DESIGN BRANDING AND ADVERTISING COMPANY



"Inspiring digital transition"



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





# A Whole Gamut of 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.

## 1 Website Development

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



## 2 Brand Identity

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



## 3 Search Engine Optimization

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



## 4 Social Media Optimisation

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



## 5 Corporate Branding

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



## 6 Corporate Videos

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



## 7 Product Branding

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



## 8 Digital Advertising

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



## 9 Outdoor Marketing

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



## 10 Broadcast Advertising

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



## 11 Press Release

- 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



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