



cannon eye
applying thoughts, creating results

Advertising & Marketing

Making the Invisible VISIBLE



BRAND PLANNING | VIDEO PHOTOSHOOTS | CREATIVE DESIGNING | PRODUCT PACKAGING | WEBSITE DESIGN | MARKETING COLLATERAL | DIGITAL MARKETING | EXHIBITION & EVENTS

OUR SERVICES

all under one
umbrella



BRAND PLANNING
& EXECUTION



PHOTO SHOTS
& VIDEO REELS



CONCEPT DESIGNS
& CAMPAIGNS



PRODUCT
PACKAGING



WEBSITE PLANNING
& CREATION



DIGITAL MARKETING
ACTIVITIES



MARKETING
& SALES COLLATERAL



EXHIBITION
SUPPORT

a complete package of comprehensive
solutions for brand marketing



Advertising & Marketing

Creativity
at our core

Our glorious **34 years old journey** began with a pursuit in the field of photography. Gradually, we branched out to providing various services such as **commercial photography, designing & printing of product catalogues and other marketing collaterals, customized product packaging solutions for international buyers, exporters, manufacturers, buying houses etc.** This has led us to become the nominated agency for some of the international buyers & stores of USA, UK and Europe. We are associated with various top, international buyers in their training and workshops and we have continuously learned and improvised to ensure that our work meet the national and international standards of the industry.

In the **year 2007, we started our domestic journey** with prestigious accounts such as- **Bombay Dyeing, S. Kumar Nationwide Ltd., Century Cottons** and the like. Since then, we have been dedicated to creating ad campaigns and **tailor-made marketing solutions** that produce extraordinary results for home furnishing and textile industry.

Cannon Eye has completed its first phase of 30 year journey in April 2020 and further next generation has taken its command with new enthusiasm and dedication. Today, we aim to understand your brand, business and services at its core and create a customised communication solution which in turn helps you to achieve the aspired position in the market as well as to the target audience.

WE ARE DESIGN LED AND RESULT DRIVEN

Honesty • Integrity • Reliability • Loyalty

OUR STORY

PLANNING



STRATEGIC BRAND PLANNING & EXECUTION

Leading ahead with systematic planning, one must consolidate any business to take next move in right direction towards its vision. Through right strategic planning with visionary approach, we actually organize the entire promotional structure including an amalgamation of appropriate plans, unparalleled ideas and further moves which are applied through various promotional mediums.

Cannon Eye assures you to obtain committed growth through its strategic thoughts.

Brief | Analysis | Research | Strategy | Action | Result | Review

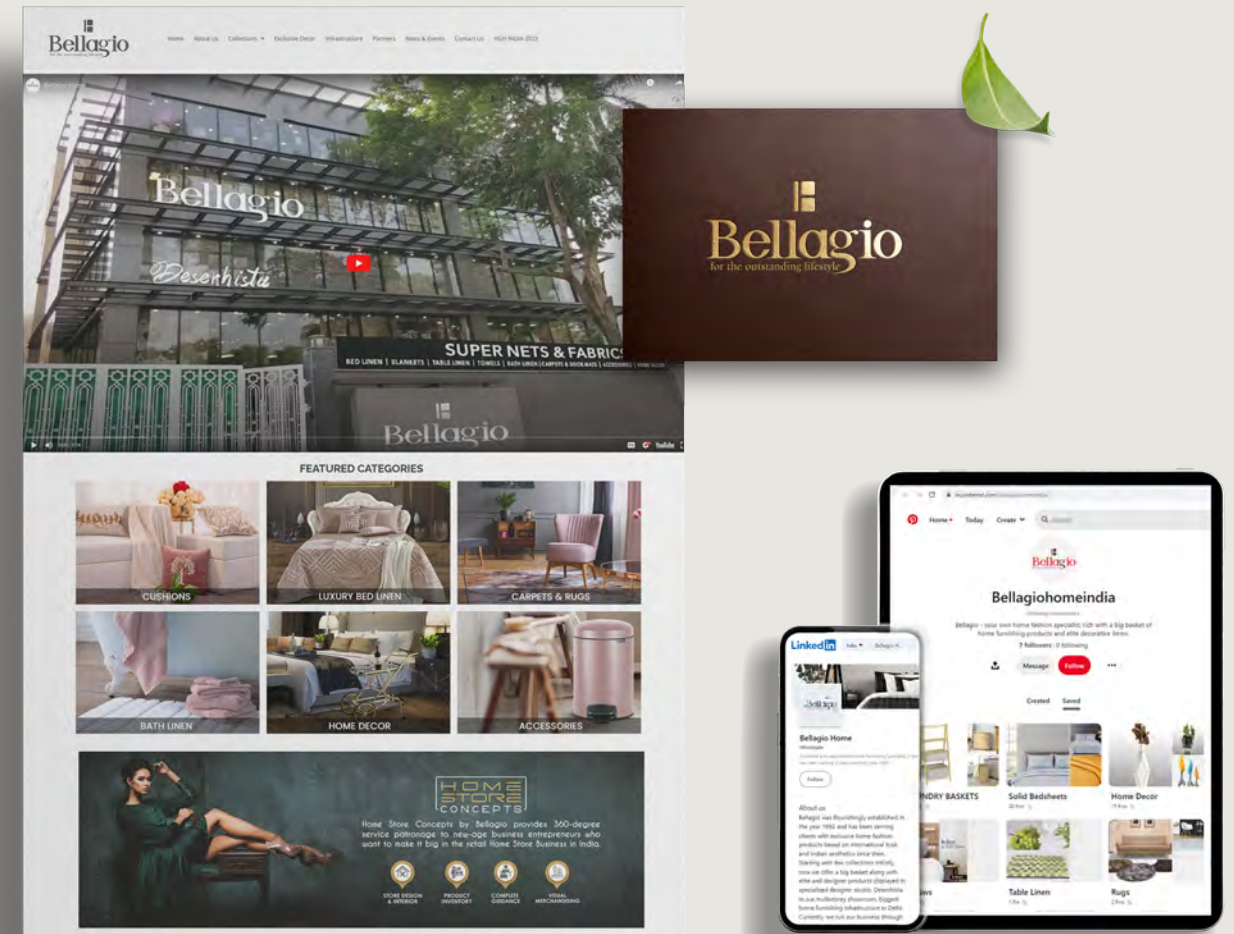
www.cannoneye.com

BRANDING

BRAND PACKAGES

Whether you are starting a business, or you need to refresh or reinvent your existing one - we have off the shelf brand packages designed specifically to suit the needs of small to medium sized businesses. From concept development to executing it in different mediums and thereafter retaining the desirable interest among the target audience through different strategic planning and execution, we always step further to deliver the best. What's more important is, we listen to our client's every specific need and are there with their every growing phase, guiding them like a true partner.

If it's not all there and your business needs a custom fit, we can tailor our packages to suit.





We visualise & design engaging brand communication through our creative thinking.

DESIGN

We specialise in design and brand solutions which connect your brand with your customer.

We adopt a collaborative approach to projects and you are a part of that. Whether we are designing your business identity or creating marketing communications and promotional material, our aim is to make it:

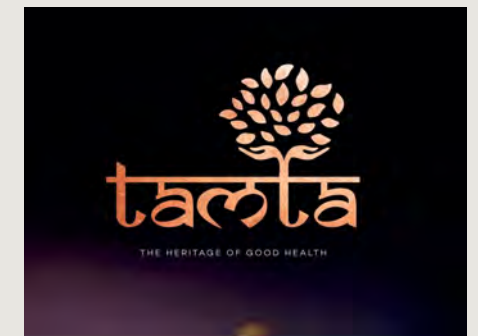
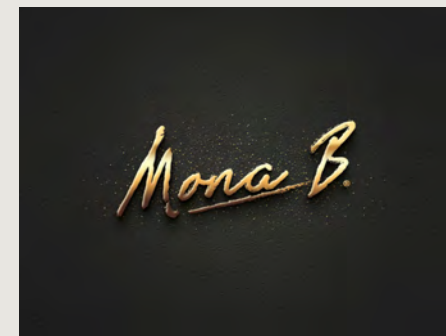
- Valuable & Memorable
- Connects with your target market
- Alter customer perception
- Enhance brand image



At Cannon Eye, we develop amazing concepts & themes for extraordinary connection of brand with the target audience focusing awareness & recall. Each concept defines the real character of a brand imbibed in lifestyle for better understanding.

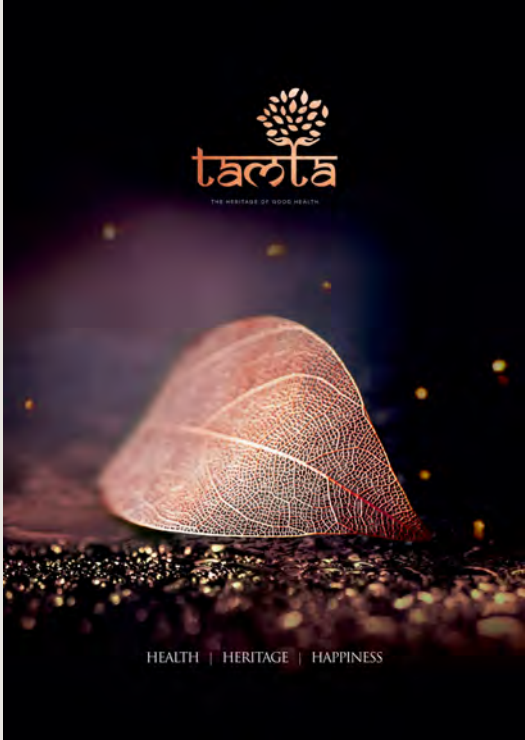
Best Logo Design Services

Transform your business into brand with stunning iconic logo design, a logo represents the company's face and effectively personifies the vision and value.





Innovative
paragon
ideation & visualisation



giving
imagination
its wings





Commercial Photography & video reels

In this modern age of marketing and digitization, photo images & video films can lead to success or failure of your campaign; as you get only one chance to make a first impression. People understand products & services through photography without solely relying on written information. This makes commercial photography crucial to the promotion of any business to seduce the viewers reveal the details and feel of a product at a single glance.

clicking concepts

Right Planning & Execution... making all the difference

Whether it is a simple table top photoshoot or small budget video... we plan it in such a way so that you can have the best services true to your expectations. The right planning, right camera, lights and right final stage production makes all the difference.



44 Years
of Sheer Brilliance in
PHOTOGRAPHY

Our priority is always to understand your product, services and business to provide exceptional photography services at affordable cost.





Commercial photography & video reels

Our state of the art computerized studio setup is equipped with high-end cameras, lighting arrangements, exclusive props, furniture, accessories and other necessary equipments, giving us enough scope to bring out the best result from every shoot. We click pictures that speak a thousand words.

In Studio | On location | Outdoor



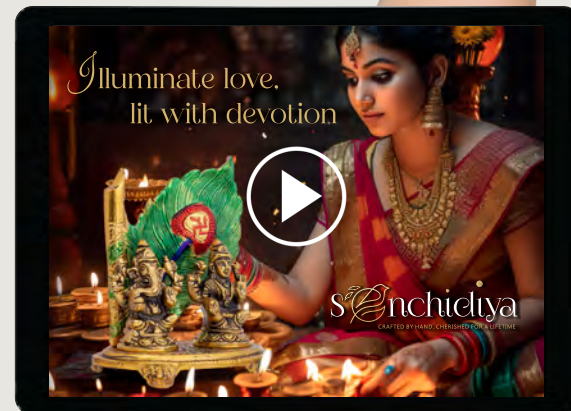
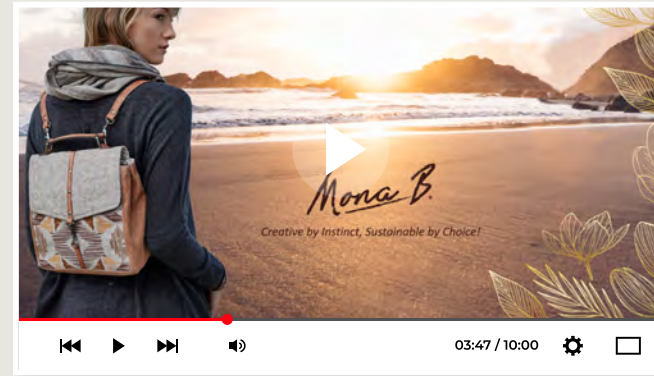
REELS & VIDEOS

**Inspire.
Create.
Innovate.**

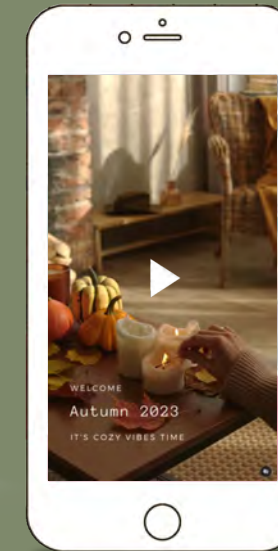
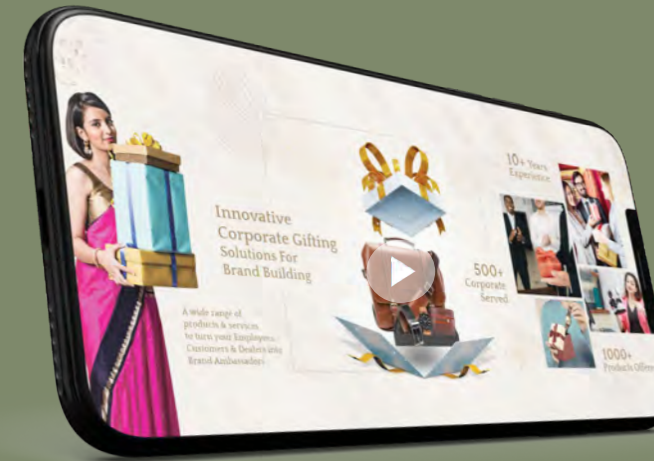
Social Media Reels & Videos offer a chance to share creative content in an interactive and highly trendy format.



- More Engagement
- High Appeal
- Increases Viewership
- Boosts Likes, Comments, Shares
- Enhances Brand Exposure, Reach, Traffic



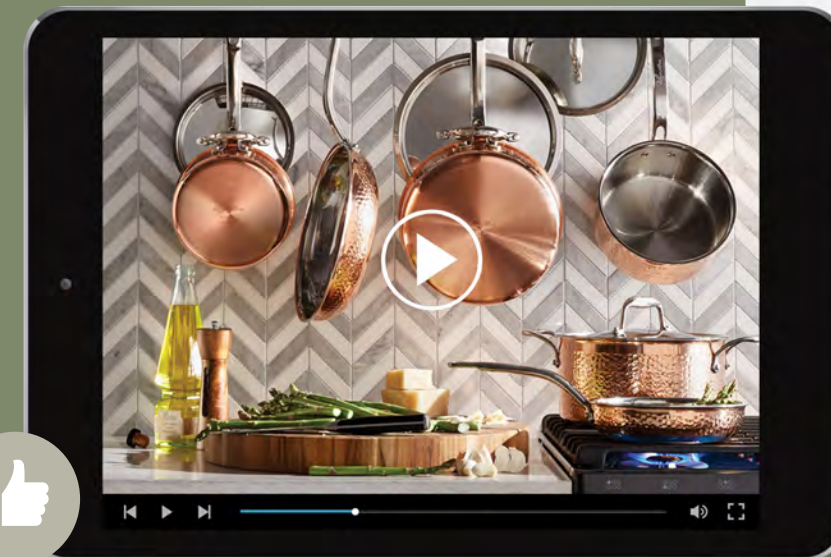
You Tube | Facebook | Instagram | Pinterest | Whatsapp | Linked in



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**enhance your
marketing efforts**

According to recent statistics
Reels get 22% more engagement than traditional videos



All our photo images and Video films can be used on your Business Website, Social Media Channels and for all your marketing and advertising needs like Product Catalogue, Indoor and Outdoor Branding, Packaging etc.

www.cannoneye.com

good **packaging**
sells your **products**



great **packaging**
creates your **brand**



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Advertising & Marketing

In today's world, even if you have a useful product; convincing customers to buy that product often comes down to the way the packaging and product look on store shelves. Inappropriate, unappealing designs and information can reduce product visibility and limit your sales. **An appealing packaging design is an element that largely impacts the counter sales and tells customers why your brand is different.**

At Cannon Eye, with extensive knowledge in print and packaging, we organize the collections and make them sub-brands. Further creative layouts and attractive designs are developed that justify the product's actual identity and hence increases visibility and sales all over the market.



Box Packagings | Hardbound Shades Card | Photo Inlay | Header Card | Insert | Tags & labels





knotting
profits

Our specialized team helps you select the exact theme, format, size and color for your presentation which is further enhanced with creative designing depending on the category and character of your products. In short, our team helps you to pack the exact spirit of your product while bringing it to the market before the audience.

Packaging that
elevates your brand
make the ordinary
appear **extra ordinary**



correctly &
creatively

high quality & latest technology

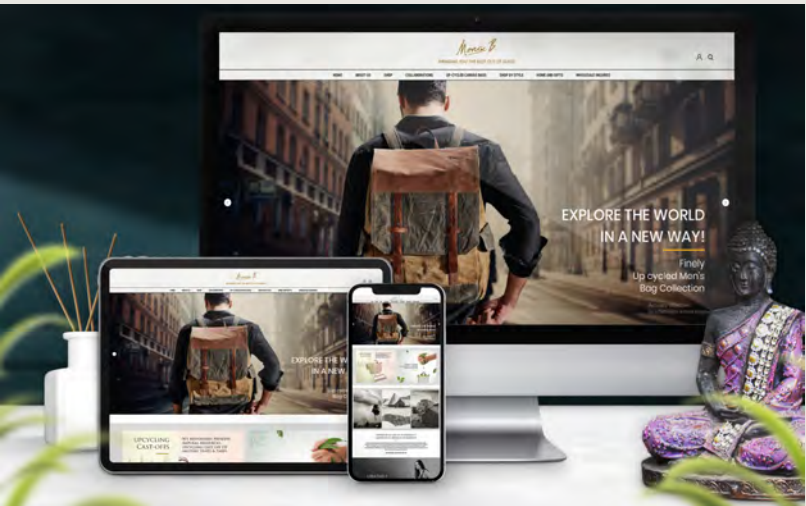
web design & development

Professional + Responsive + Successful
Search Engine Friendly Websites

The new era's world consists of internet marketing on the top of the list because of the ambience of digitization spreading swiftly and consistently all over the world. To be strong marketers nowadays, there must be a dynamic 24x7 online presence. If a business does not exist on web, it's just out of this marketing world. Cannon eye possesses that skill to develop such dynamic websites, e-commerce stores, and responsive platforms for smart phones. All this enhances the overall outcomes in form of numerous audiences on web.



- Website Landing Pages
- Search Engine
- Blog Post
- Video Reel
- Graphic Post
- Digital Ad Carousel
- Social Media
- Facebook & Instagram



www.cannoneye.com

this is how, we achieve digital victory



achieving goals

The companies who do not adapt fast with the changing marketing strategies from analog to digital face massive challenges. The problem of converting leads into customers can be solved through campaign in digital marketing.

At Cannon Eye, we provide complete strategy and planning for digital marketing. We extend the reach of business thereby bringing visitors, traffic & converting them into customers through tools such as SEO, SMO, Content marketing, Pay-Per-Click (PPC) and many more.



Connect with customers Grow your business Generate more leads

How we do



KEYWORD RESEARCH

The power of keyword research lies in better understanding your target market and how web users are searching for your content, services or products.



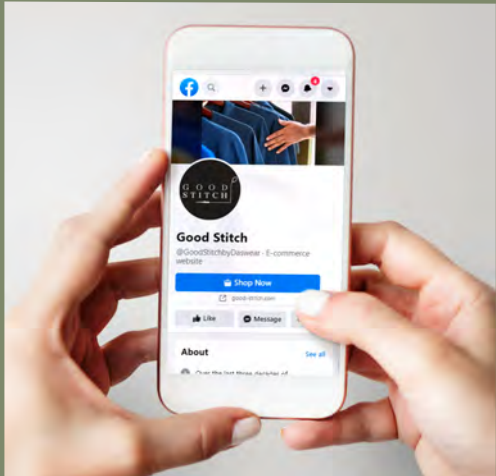
ONSITE OPTIMIZATION

Optimization for both users & search engines for each element of the page including title tags, meta-descriptions, image SEO, technical SEO and internal linking.



REPORTING AND ANALYSIS

If you can measure it then you can improve it. In SEO, measurement is critical to success. It's vital to know the ins and outs of analysis & reporting.



LINK BUILDING

Building quality inbound hyperlinks from other sites to your own for the matter of making your site more visible to search engines and visitors.

instore & outside branding




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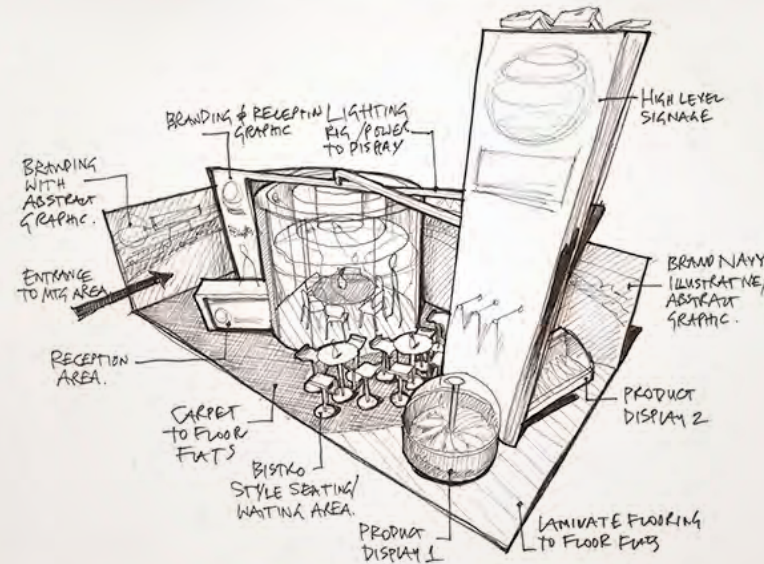
Designs
that mesmerize,

Messages
that compel



EXHIBITIONS & EVENTS

Exhibitions & events offer a huge platform for marketing of products, services & brands. Choosing the wrong trade show to exhibit your brand or services can result in displaying to the wrong audience. The right exposure can prepare the ground for market insight, boosting the image and Set up vision for the next move.




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you exist
 when you
exhibit!

At Cannon Eye, we work on multi-dimensional aspects when it comes to exhibition, events & interiors. Our deliverables at such shows are inclusive of -

- Location consultation
- Concept & creative consultation
- Dealing with execution agency in terms of space management, design, color & look
- Dealing with Exhibition authorities for approvals & working as per norms
- Negotiating with execution agency for right price
- Personnel support on site if required



92%
 of people
 come to learn
 something new

81%
 Trade show
 attendees have
 buying authority

91%
 Marketers
 found unique value
 from trade shows



our vision

where innovation stays alive

To bring the best creative solutions for our clients and grow together by realizing the full potential of our strength and adhering to honest principles rooted in transparency, commitment and to be recognized as a value-driven organization where innovation stays alive.

Enabling the power of interactive thinking modules, team-work and next level dedication open for a good cause.



our mission

adding value in building brands

We aim to build next generation as interactive professional company based on our three decades long creative and marketing knowledge where along with experienced professionals, young and intelligent brains will work hand-in-hand to achieve the goal.

We add value in whatever service we provide to our clients by listening to their needs, understanding their priorities and plan the most effective solution accordingly. We design solutions which match the insights of the clients, deliver the right message to the target audience, and obey the market dynamics, thus we endeavor to create an honest business culture and environment across the verticals.

We want to be recognized as a futuristic and customer-centric organization where every solution is unique and cost-effective and appreciated by industry peers for its excellence.

what our clients say

BOMBAY DYEING

I found "Cannon Eye team" very innovative that always offers best of creativity in new developments helping the business to grow. The team is having professionals with personal touch who understand needs of clients, with an eye on nerves of target audience. Such service builds great working relationships. I wish the team a great success for all future assignments.

R.P.Yadav - Ex. Category Head
Bed Linen & TOB (B.D.M.C Ltd)

SWAYAM

If one was to describe the Cannon Eye in one word, 'Dream Catcher' is what I would call them. Cannon eye is one and only place where my dreams become reality and beautiful so. Way ahead of my own capabilities, they encourage me and my team to go. The blend of creativity, professional ethics and commitment never let them go slow. Great success and best wishes to them forever, upon them may god bestow!!

NEERJA GARG - Founder
(SWAYAM)

Indo Count INDUSTRIES LTD.

I would define Cannon Eye as a mix of "Commitment and Creativity", as they are always be on the job with full commitment and beyond skilled Creativity. My experience with Cannon Eye turns me to appreciate you guys as you are reliable name in market and realistic one also for your promises and dedication towards your work. And, you possess a profound team to turnaround the task with a great task master.

DGM - Product Development
INDOCOUNT

Shahenaz HOME SHOP

We believe that Cannon Eye is not only a team of dynamic creative minds but are truly magicians in the kind of work that they deliver. Their ability to understand a brand's persona and foresee its potential and then deliver a concrete growth oriented strategy for brand building makes them stand out from the rest. We feel blessed to have found Cannon Eye as one of our key growth partners in the creative domain.

AHMED SUNDRANI - MD
(Shahenaz Home)