

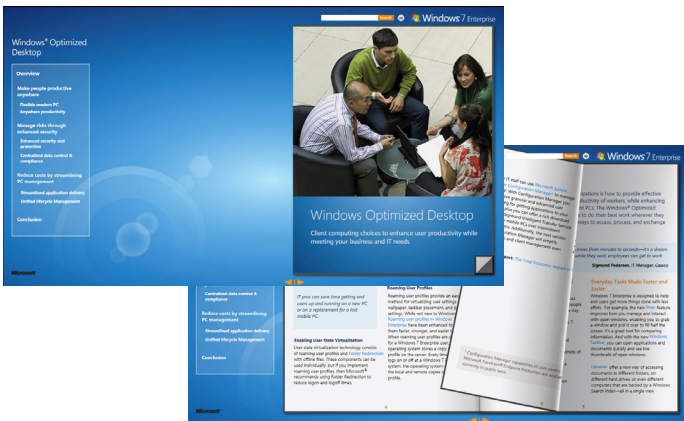
Digital technology has revolutionized marketing, transforming how companies build audiences and get people to interact with their brand. One constant still remains however; content. Without rich, impactful content, your campaign basically lives in a world of smoke and mirrors. You need to grab your audience with relevant, customized messaging that resonates with people, building the buzz factor that pays dividend upon dividend. That's where we come in.

Before we start any engagement, we take a step back to understand your market environment. Our goal is to look for opportunities to increase competitive advantage. Next, we sit down with you, taking the time to understand your specific goals. This helps us design a relevant messaging framework from which we can build an integrated and

**smart technology
powering rich creative**

In an increasingly digital world, does content really matter? We believe content needs to be used as a key differentiator but with sensitivity to the medium you are using.

innovative campaign to bring to your audience. As for content delivery, if you can think of any type of vehicle for content, then chances are we've worked extensively with it. Our campaigns span the offline and online worlds. Our localization services and customized platform build content across multiple languages and for different locales. Need an eBook? We can design a rich and dynamic experience that transforms flat pages into engaging ones with easy-to-use tools for browsing. Need to enable content sharing or develop an integrated community? We can help you convert your followers into loyal customers using effective social strategies and tools.



Testimonial

“We worked with Nayamode for a series of design intensive deliverables for one of our new product launches at Autodesk. They provided high quality graphics coupled with outstanding client service. We would strongly recommend them for their design, focus on quality and responsiveness.”

Tim Gray,
Senior Marketing Manager,
Autodesk

Windows 7 Optimized Desktop made easy

How do you make complex content easy to absorb, flip through and use online? Flow it into an ebook format, complete with page flips and links out to related demos and white papers.

Nayamode is an integrated digital marketing agency that uses smart technology to power rich creative across content, web, mobile and social media campaigns. Our highly experienced team draws on backgrounds in marketing, advertising, technology, consumer goods and social media to strategize and drive execution on programs that drive results.