

Curate Media¹

BEING CURATE MEDIA



BRANDING, ADVERTISING & MARKETING AGENCY



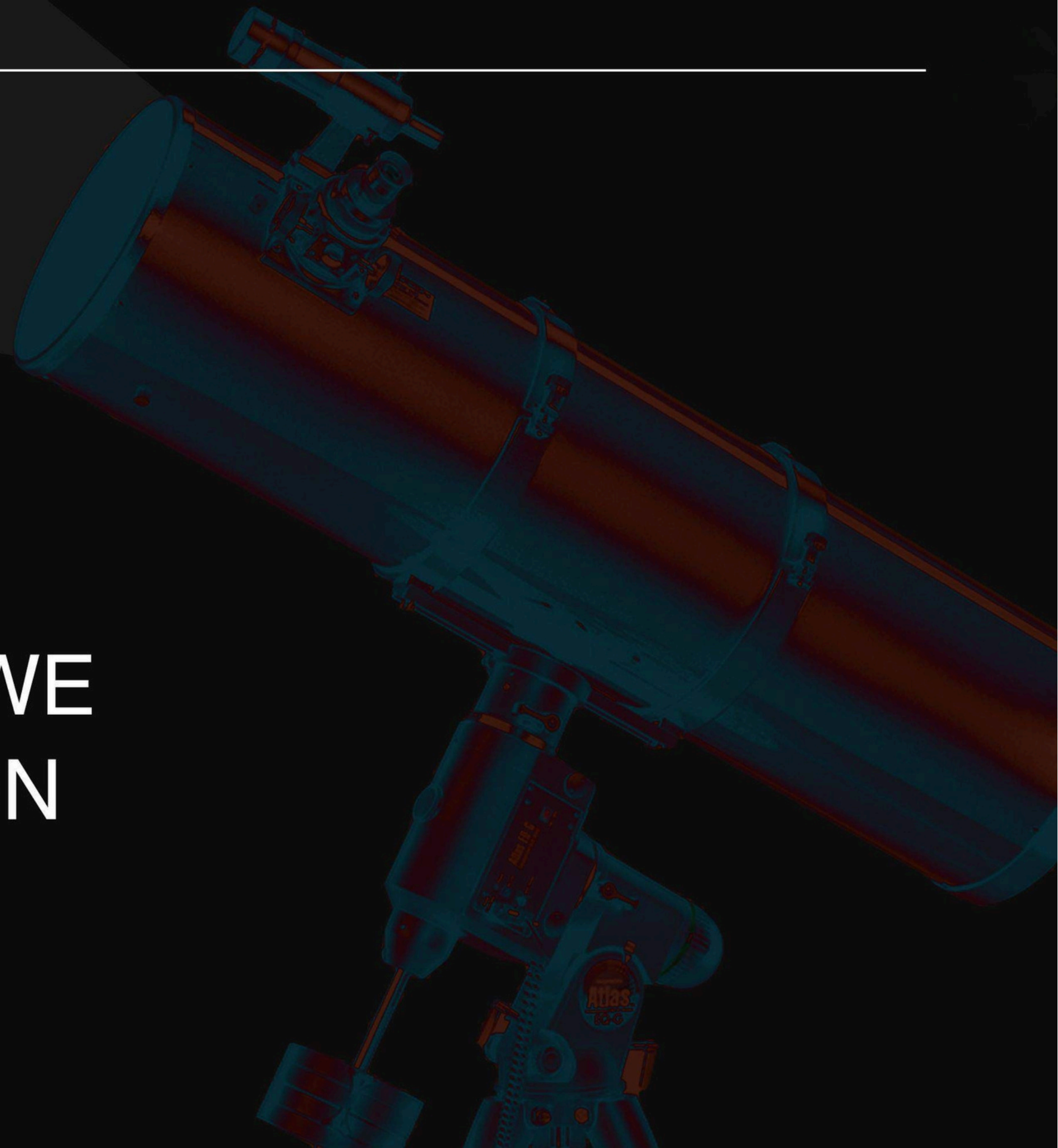


 WE GIVE YOUR BRAND THE
IDENTITY IT DESERVES.

 WE GET YOU DIGITAL ENGAGEMENT ONLINE
THAT WASN'T JUST FROM YOUR MOM.

 WE LET OUR CAMERA CLICK
WITH YOUR BRAND!

OUR *Vision* IS TO BE
ON OUR TOES TILL WE
FULFILL YOUR VISION



THERE IS NO B2B,
OR B2C, ITS H2H,
HUMAN TO HUMAN



ONE MIGHT SUGGEST
PICKING AN AGENCY
FOR YOUR BRAND IS
AS SIMPLE AS A SWIPE,
BUT WHAT REALLY
MATTERS IS

“THE *Value* ADDITION
TO YOUR BRAND”

01

OUR YOUTHFUL TEAM OF GO GETTERS
WHO HAVE WORKED WITH MARKETING
POWER-HOUSES LIKE :



Culture THAT LITERALLY CURATES.

01

Curate media is defined by a cutting edge fusion of creativity and technology. Our creative heads are backed by our tech geeks at all-times to help you simplify and build consistently.

We invest highly in talented employees, an interactive workplace, ideation booths and innovative tech for improved productivity.

02

Curate Media is a brand that doesn't believe in titles, but resources that drive talent.

03

OUR PRINCIPLES

The background features several dark, low-poly geometric shapes. A large, dark grey cube is positioned in the bottom left corner. Above it and to the right, there are two smaller, lighter grey polyhedrons. The overall aesthetic is modern and minimalist.

CLIENT WINS,
WE WIN!

TECHNOLOGY
SIMPLIFIES

BE CULTURALLY RELEVANT,
ALWAYS

BUILD LOCAL





Curate Media¹

P O R T F O L I O

REAL ESTATE

VENUS STRATUM LAUNCH FILM

01

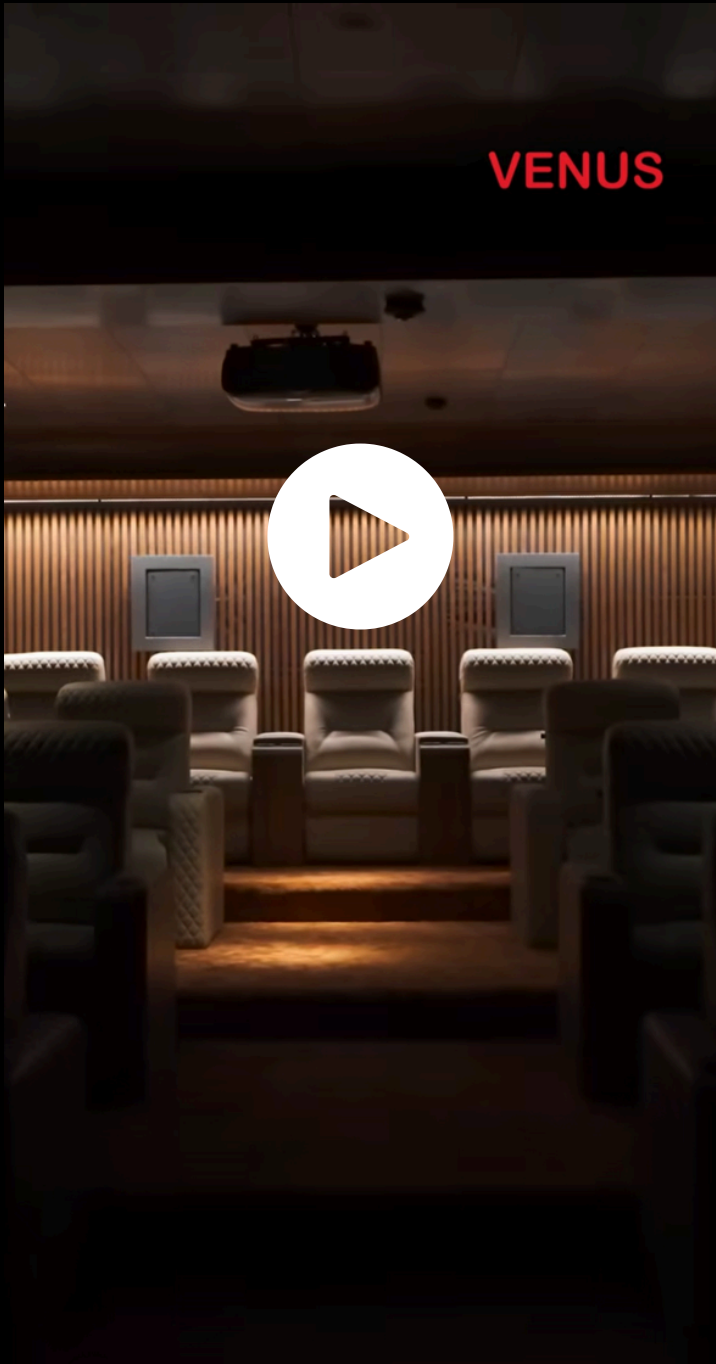
We successfully orchestrated an invite-only event that set a new benchmark in real estate showcases. The event featured an ad film for Venus Infrastructure's latest project, Stratum, which was presented to Ahmedabad's elite business leaders and real estate icons. **The highlight was the participation of Bollywood star Randeep Hooda, emphasizing the project's prestige.**

02

The film creatively displayed the art and intellect behind Stratum, culminating in a fast-paced FPV drone montage, symbolizing forward-thinking and innovation. This strategic execution not only highlighted Stratum's uniqueness but also positioned Venus Infrastructure at the forefront of modern real estate developments.



VENUS
GROUP



RHYTHM GROUP



#RHYTHMOFLIFE

When ideating the #RhythmOfLife campaign for the Rhythm Aura real estate project, we wanted to breathe life into the concept of “Rhythm” by visually and emotionally connecting it to the lifestyle the project offers. We envisioned a series of visuals that showcased different musical instruments, each set against the backdrop of specific amenities—whether it was a grand piano by the serene pool, a violin in the lush garden, or drums in the vibrant community spaces. By doing this, we aimed to metaphorically translate the rhythm of music into the rhythm of life at Rhythm Aura. Each instrument symbolized the harmony, energy, and tranquility that residents could experience in their daily lives.

#TRULYGREENWITHAURA

01

When ideating the #TrulyGreenWithAura campaign for Rhythm Group, our primary inspiration came from the natural beauty that surrounded the project. We wanted to emphasize the 360° uninterrupted views, which offer residents a continuous connection with nature, creating a sanctuary of green living in an urban environment.

02

We envisioned a lifestyle that isn't just about living in a space, but thriving in harmony with the environment. The idea of 'Aura' stemmed from the feeling of tranquility and balance that such views and eco-friendly features could offer. Our goal was to translate this serene, green experience into a campaign that truly resonates with the audience, encouraging them to embrace a life that's in sync with nature.



RHYTHM
GROUP

#TrulyGreenWithAura

rhythm-aura

LIVE. WORK. EAT. PLAY

Presenting
30+ AMENITIES

125 Limited units

Children Park

Jogging Track

Gym

Event Lawn

Big Size Balcony

3 BHK Low-rise Apartments

SOUTH BOPAL

#TrulyGreenWithAura

rhythm-aura

LIVING
NEXT-DOOR
TO NATURE

3 BHK Low-rise Apartments

SOUTH BOPAL

#TrulyGreenWithAura

rhythm-aura

360° VIEWS

FUTURE OF URBAN LIVING

3 BHK Low-rise Apartments

SOUTH BOPAL

#TrulyGreenWithAura

rhythm-aura

RESERVE TODAY
THE HOMES OF TOMORROW

Presenting
30+ AMENITIES

125 Limited units

Children Park

Jogging Track

Gym

Event Lawn

Big Size Balcony

3 BHK Low-rise Apartments

SOUTH BOPAL

#TrulyGreenWithAura

rhythm-aura

FEEL IN-TUNE
WITH NATURE

3 BHK Low-rise Apartments

SOUTH BOPAL

#TrulyGreenWithAura

rhythm-aura

IT IS MORE
THAN JUST
A HOME.

IT IS A
LIFESTYLE
30+ AMENITIES

3 BHK Low-rise Apartments

SOUTH BOPAL

#ELEVATEDLIVING

01

We wanted to encapsulate the essence of luxury living in the sky. The focus was on highlighting the exclusivity that comes with living in such an elevated space—the breathtaking views, the sophisticated architecture, and the world-class amenities. Each concept was crafted to showcase not just the ELEVATED LIVING, but the lifestyle that these high-rises offer—a blend of opulence, comfort, and modernity.

02

Through carefully curated visuals and narratives, We aimed to convey the grandeur of living above the city, where every detail reflects refinement and elegance. Our goal was to make the audience feel that choosing this high-rise is not just a decision, but a statement of their aspiration for a life of unparalleled luxury.







TIMES 104

AMENITIES

SWIMMING POOL	BANQUET HALL
MINI THEATRE	SPA
JACUZZI	GYM



RISE WITH US
ABOVE EXPECTATIONS
BEYOND PERFECTION

Rajpath Road







A SPA THAT MAKES YOU FEEL LIKE
YOU'RE LEVITATING

Soaring up your
standard of living.



4 BHK
LUXURY HOMES

Rajpath Road



Design ☒

Durable ☒

Quality ☒

Check the right boxes at Hifab

HIFAB.



HIFAB.

Level up your commercial project with Hifab's facades.



HIFAB.

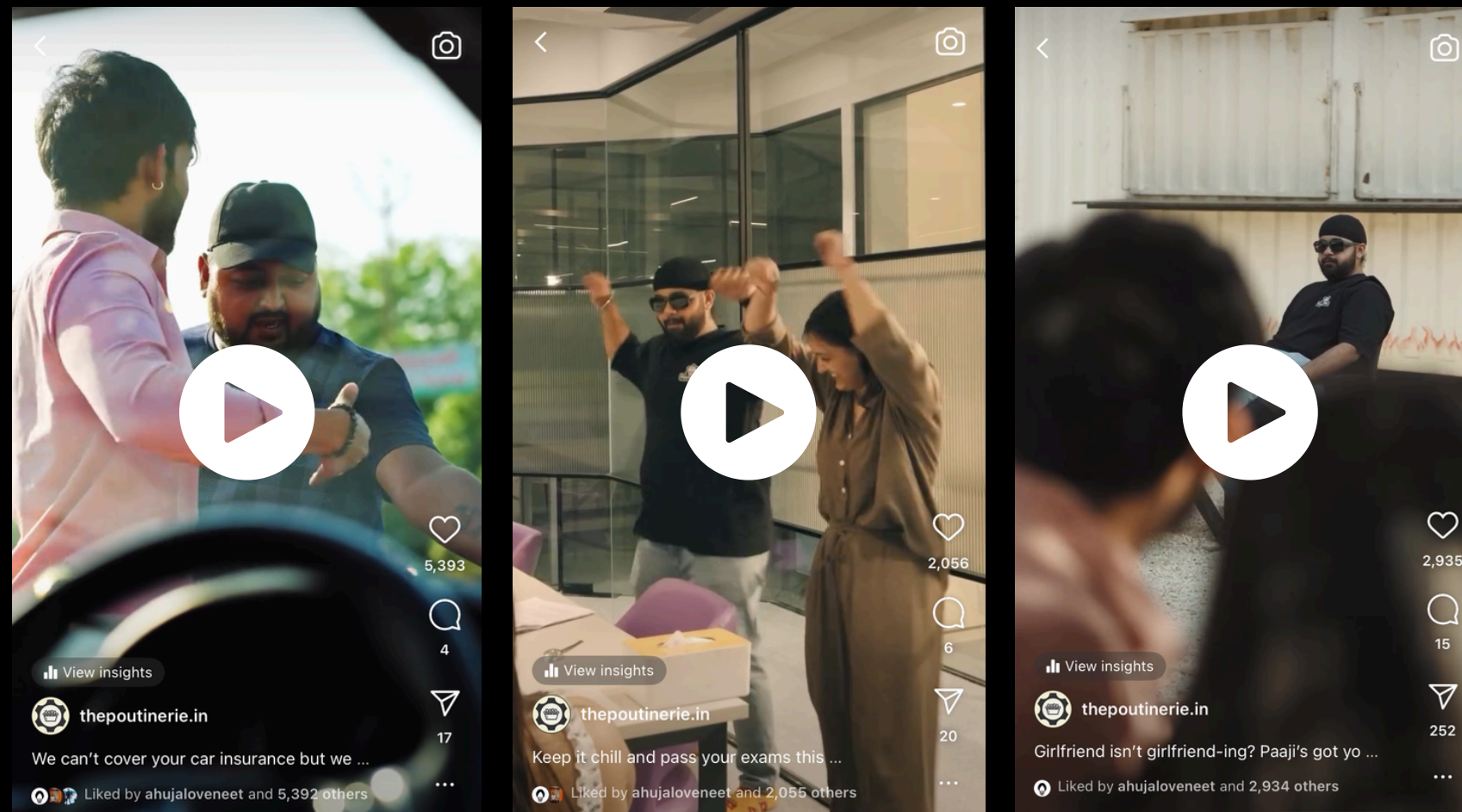
RAISING THE BAR WITH SPARKLING FACADES



The background is a solid black field with a fine, grainy texture. Scattered throughout are various white geometric elements: a large, complex polygonal shape in the top left; a smaller cube-like structure in the top right; a wireframe sphere in the bottom left; and a large, multi-faceted geometric shape in the bottom right. Several thin white lines and small circles are also visible, creating a sense of depth and abstraction.

FOOD & BEVERAGES

#THANDRAKH CAMPAIGN



POUTINERIE LAUNCHES ICE-CREAMS FOR THE SUMMER

The #ThandRakh campaign creatively taps into the dual meaning of “Thand Rakh,” which translates to “keep cool” in Punjabi, making it the perfect phrase for an ice cream launch during the summer. The phrase not only refers to cooling down with a refreshing treat, but it's also a popular slang term used in Punjabi culture to calm people down in heated moments. This brings an element of fun and relatability to the campaign, as it resolves everyday tensions with a simple solution—ice cream.

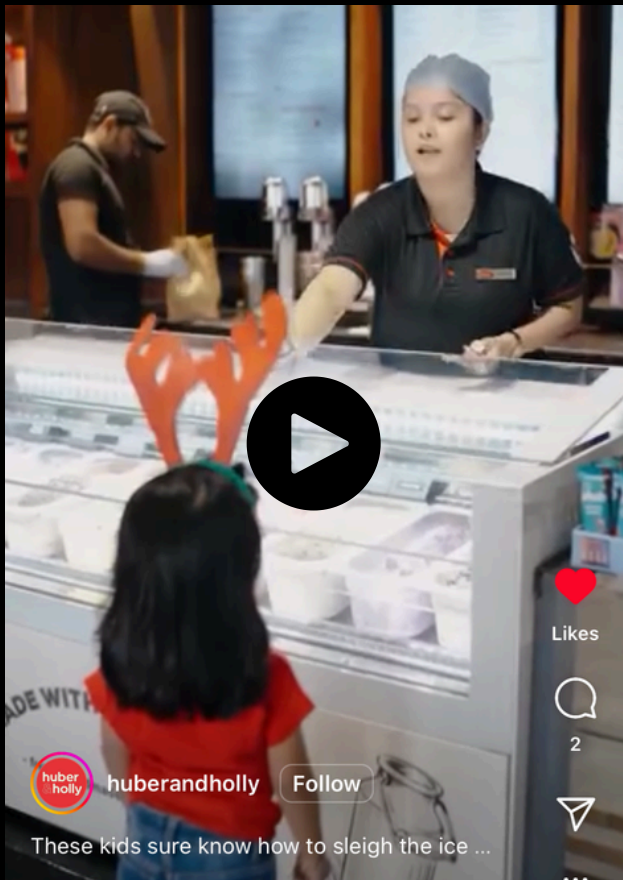
The campaign humorously showcases different situations where people are frustrated or angry, but when they are given ice cream by “Lovely Paaji,” a quintessential Punjabi character, their mood instantly changes. This highlights how ice cream can turn any stressful or heated moment into a pleasant experience.

Moreover, since the brand is owned by a Punjabi guy, the use of the Punjabi phrase further aligns with the brand's identity, making the campaign feel authentic, culturally relevant, and fun.

THE POUTINERIE : CONCEPT & STYLING



A HOLLY JOLLY CHRISTMAS



HUBER AND HOLLY’S CHRISTMAS CHEER!

We helped Huber and Holly reposition their brand by shifting the tone from premium to more fun and friendly, targeting kids during the Christmas season. Since ice cream is a product that kids love and often influence their parents to buy, We curated visuals and content designed to attract a younger audience, making the brand feel more welcoming and engaging for families. This approach successfully tapped into the driving force of kids' preferences, ensuring Huber and Holly became the go-to spot for parents.



REINFORCING RELTAIONSHIPS

Content marketing that resonated with Indian traditions and emotions by focusing on the warmth and togetherness of family meals.

Through storytelling, we showcased how our products bring people together, emphasizing shared moments and the joy of cooking in a traditional Indian kitchen.

We highlighted the importance of relationships, using visuals and narratives that celebrated cultural values like hospitality, family bonds, and heritage recipes.



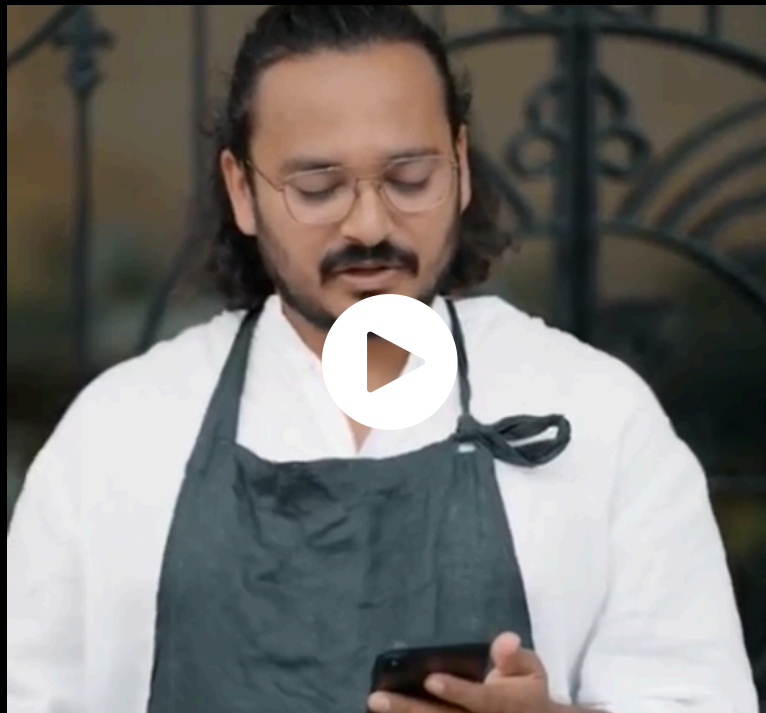
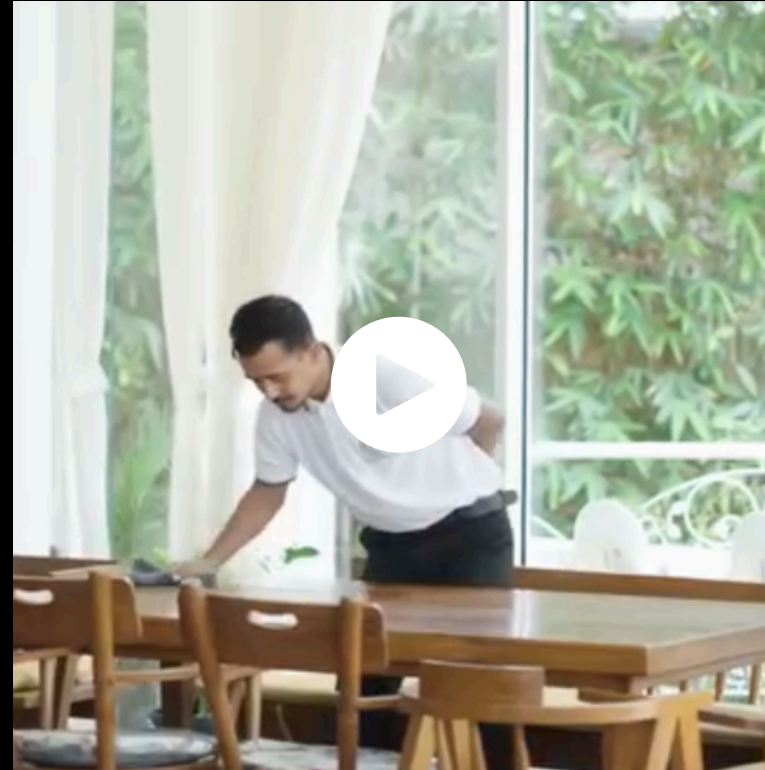
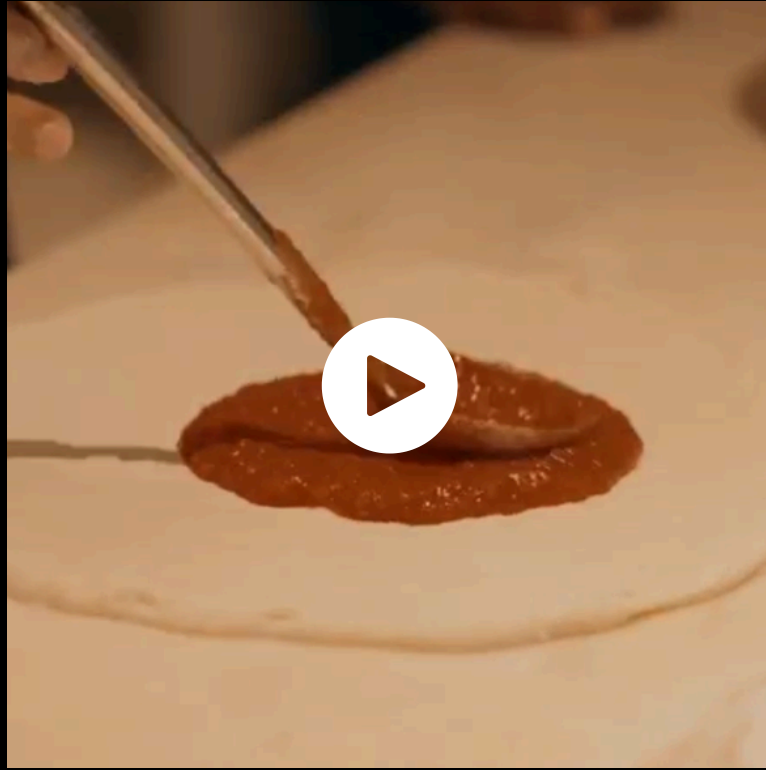
BUILDING A-TOWN'S FAVOURITE CAFE FROM SCRATCH

We built Ahmedabad's favorite café, Kaffa, from the ground up on land that was rumored to be cursed.

Rather than shy away from the negative history, we turned it into a powerful marketing tool. With a combination of word-of-mouth, influencer partnerships, and creative content marketing, we captured the city's attention.

While other cafés failed to last more than a few months in the same spot, Kaffa has thrived for over a year—so much so that we've already opened our second outlet.

K'S CHARCOAL



K'S CHARCOAL OPENS AN OUTLET IN A-TOWN

When K's Charcoal opened its new outlet in Ahmedabad, we played a key role in its successful launch by designing a content strategy that effectively showcased the restaurant's unique ambiance and visually stunning dishes.

Our approach focused on capturing high-quality photos of the food, highlighting its vibrant colors and textures, while also showcasing the inviting atmosphere of the space.

Through a mix of engaging social media posts, behind-the-scenes content, and compelling storytelling, we were able to create a buzz around the new location, drawing in customers and emphasizing the restaurant's distinctive dining experience.

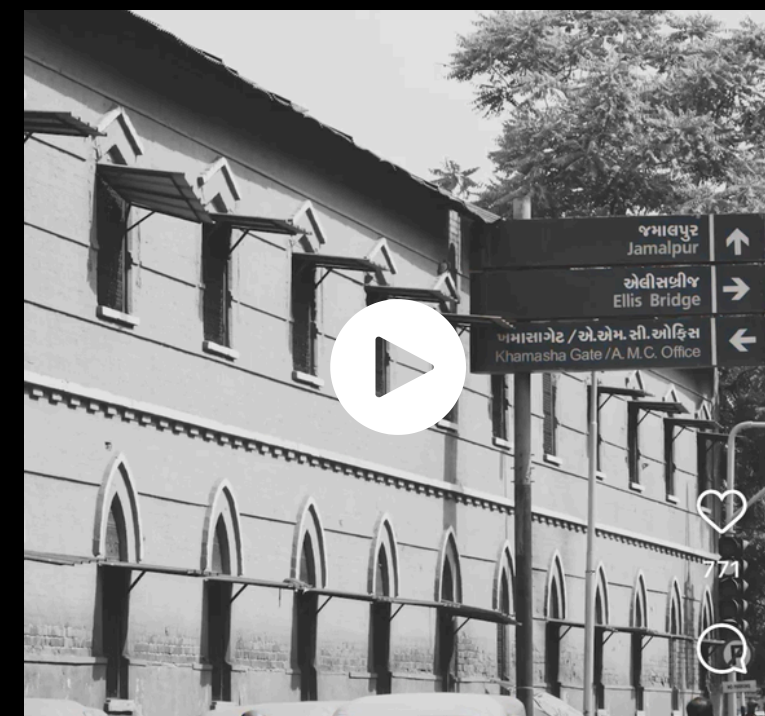
BELLA AROMA



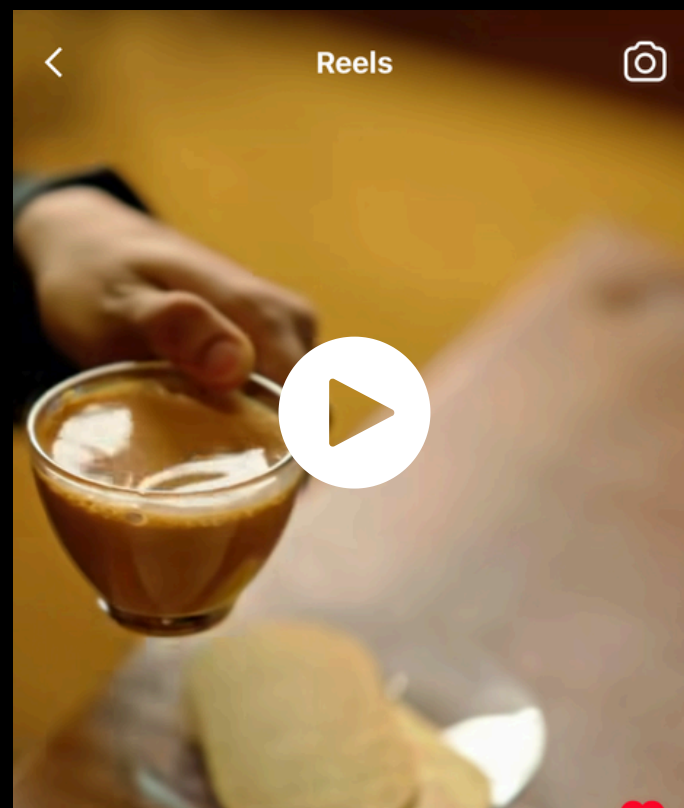
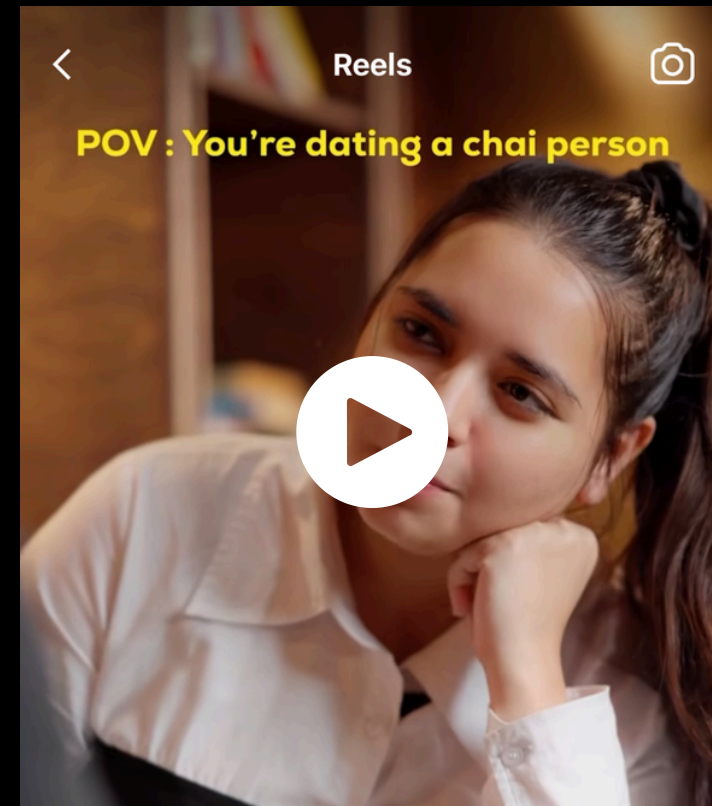
BELLA AROMA : PRE LAUNCH

For the launch of Crowne Plaza's Mediterranean restaurant, Bella Aroma, in Ahmedabad, We crafted a campaign that connected ancient Mediterranean recipes and culture with Indian heritage.

By blending Mediterranean landscapes, ancient art, and Ahmedabad's historic scenes, We created a visual and cultural link that resonated with both local and international audiences.

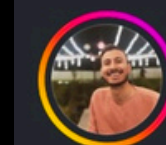


WAGH BAKRI



HELPING WAGH BAKRI ACHIEVE ITS TONE OF VOICE

When we began managing Wagh Bakri's social media, their presence lacked focus and didn't capture the "chai feels" that resonate deeply in India. Without a clear tone of voice, their audience was left confused. For a tea brand so connected to India's roots, this was crucial. Tea here is more than just a drink—it's an emotion. We helped them rediscover their desi roots and crafted impactful visuals and messaging that resonated with their audience emotionally.



the.piyushbansal 5w · ❤️ by author

Bahut time baad koi achi ad dekhi, thank you.

Reply



9



waghbakritealounge.official 5w · Author

@the.piyushbansal Try our chai, vo bhi achi hai 🤝

Reply



5

WAGH BAKRI



NEGATIVE MARKETING

MC DONALDS & TACO BELL

DOSBROS
FRESH MEXICAN GRILL

**THE REAL
HAPPY  MEAL.**



HEALTHY GUT, HAPPY CHILDHOOD.

DOSBROS
FRESH MEXICAN GRILL

HEALTHY **FAST FOOD?
WE'RE SURE IT
RINGS NO BELLS.**



BRANDING IDEATION & CONCEPTS



BRANDING IDEATION & CONCEPTS



JEWELLERY

RATNAM



CINTILLA



CINTILLA



CREATIVE PROCESS

We executed this campaign using black-and-white printouts of models, placing real jewelry pieces on the images to create the illusion that the models were wearing them. Carefully aligning the jewelry on the printouts, We directed the shoot setup with controlled lighting to capture a realistic effect. This approach highlighted the jewelry beautifully, blending classic photography with a creative twist to make the pieces stand out.



JADIA JEWELS

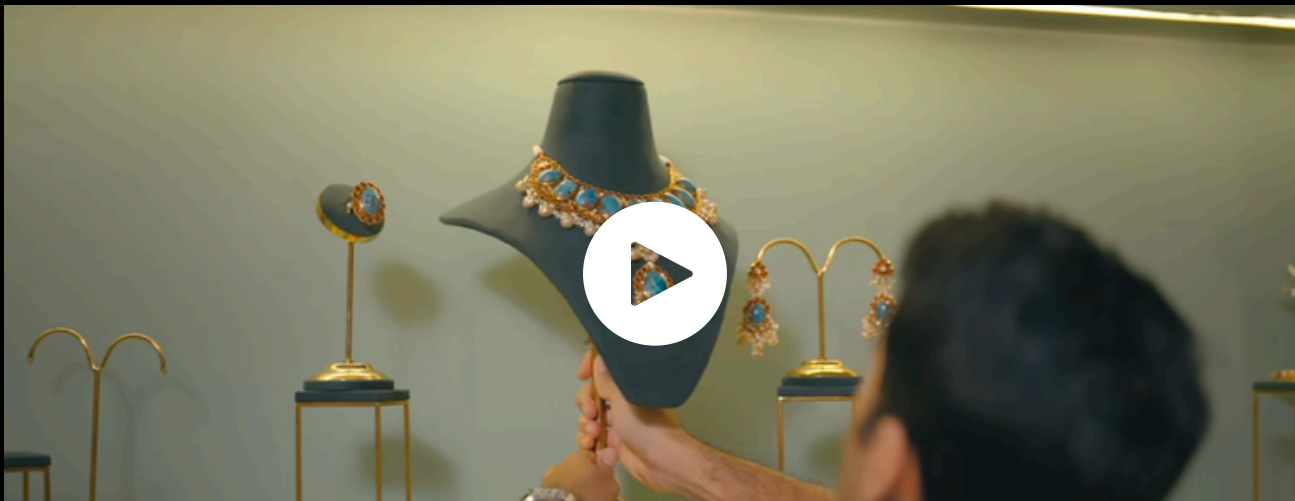


AN EMOTIONAL AD SERIES

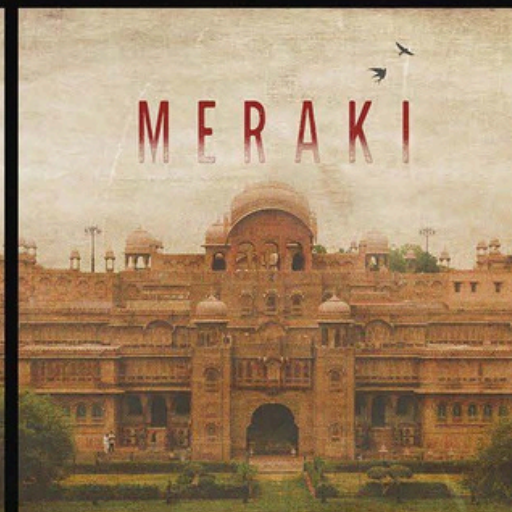
For the Jadia Jewels ad film series, we focused on tapping into deep emotions like love, celebration, and family. Rather than just showcasing jewelry, we created stories that connected with viewers on a personal level, showing how Jadia pieces are integral to life's most cherished moments. Each film highlighted emotional milestones



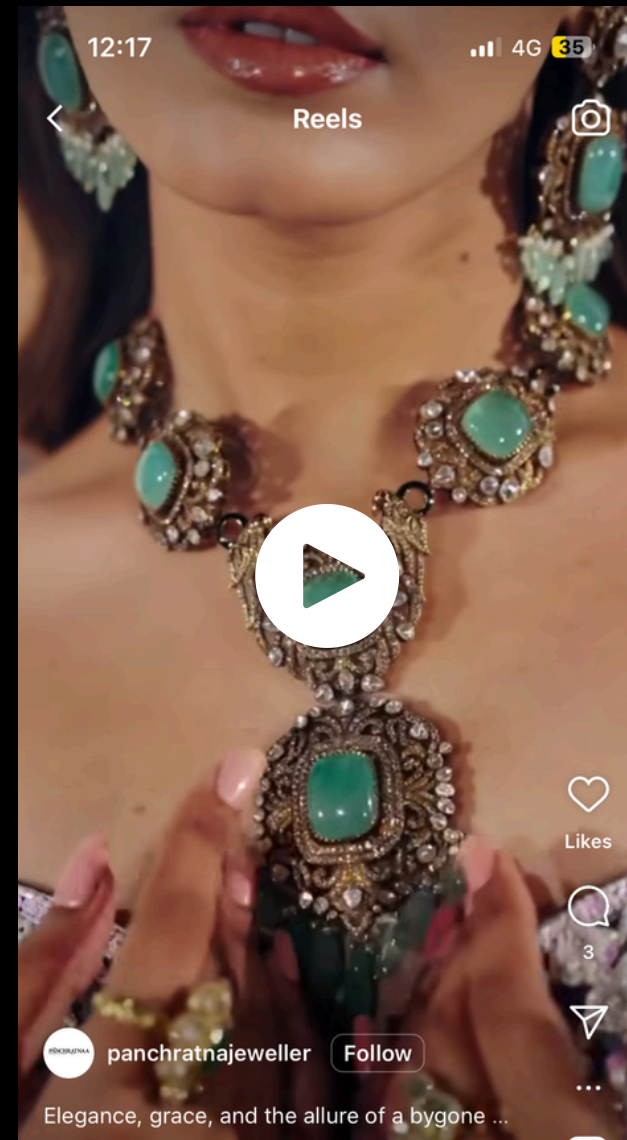
Through thoughtful cinematography, music, and storytelling, we crafted a series that resonated with audiences, turning Jadia Jewels into more than just an accessory, but a symbol of love and connection.



KALAVARNI JEWELS

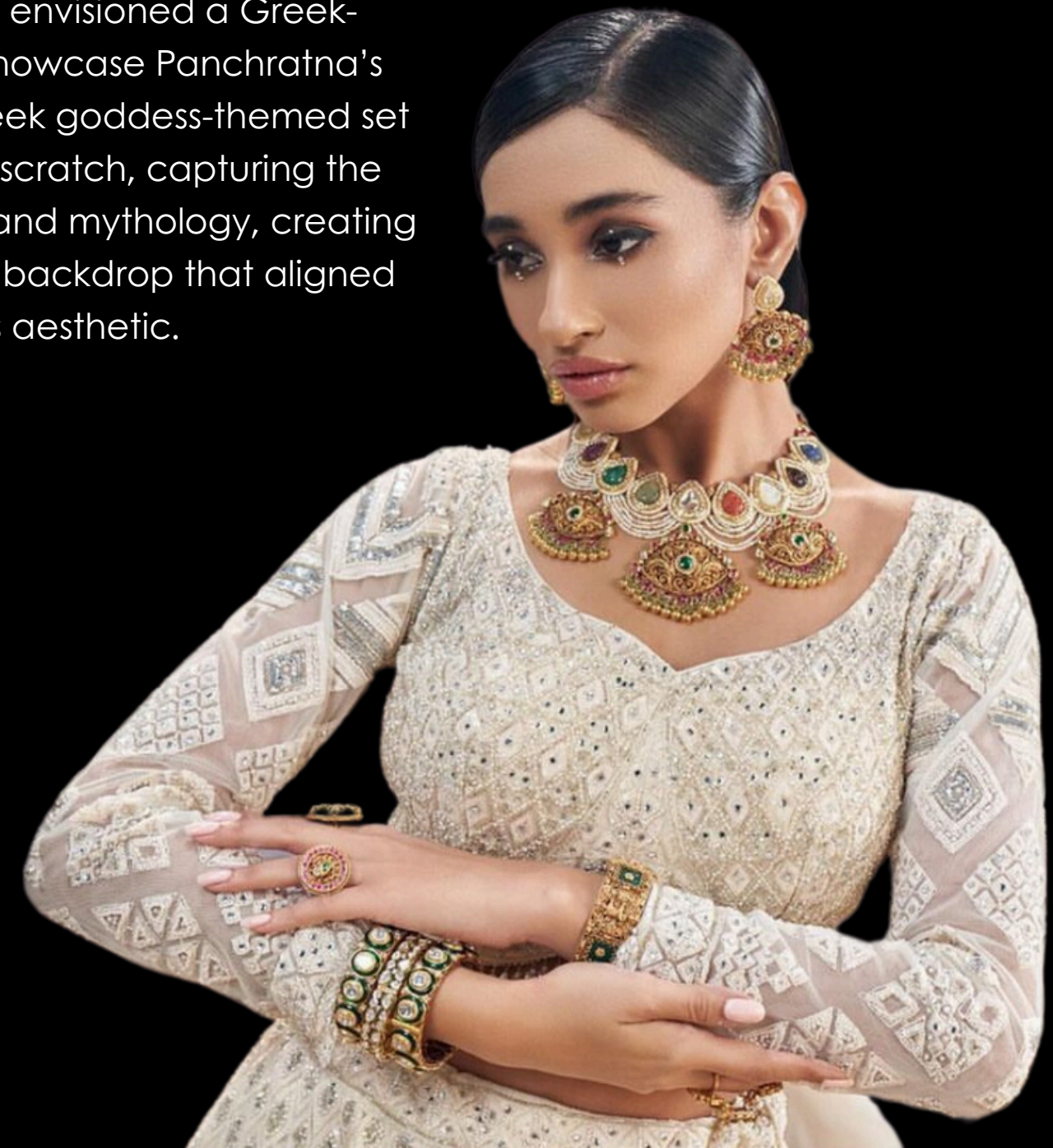


PANCHRATNA



THE WHITE ODDESSY

We spearheaded the strategic direction for the White Odyssey campaign, where we envisioned a Greek-inspired theme to beautifully showcase Panchratna's new collection. A bespoke Greek goddess-themed set was meticulously crafted from scratch, capturing the essence of ancient elegance and mythology, creating an immersive and captivating backdrop that aligned seamlessly with the collection's aesthetic.



FINANCE

INSTACLAUS

BREAKING DOWN JARGONS..

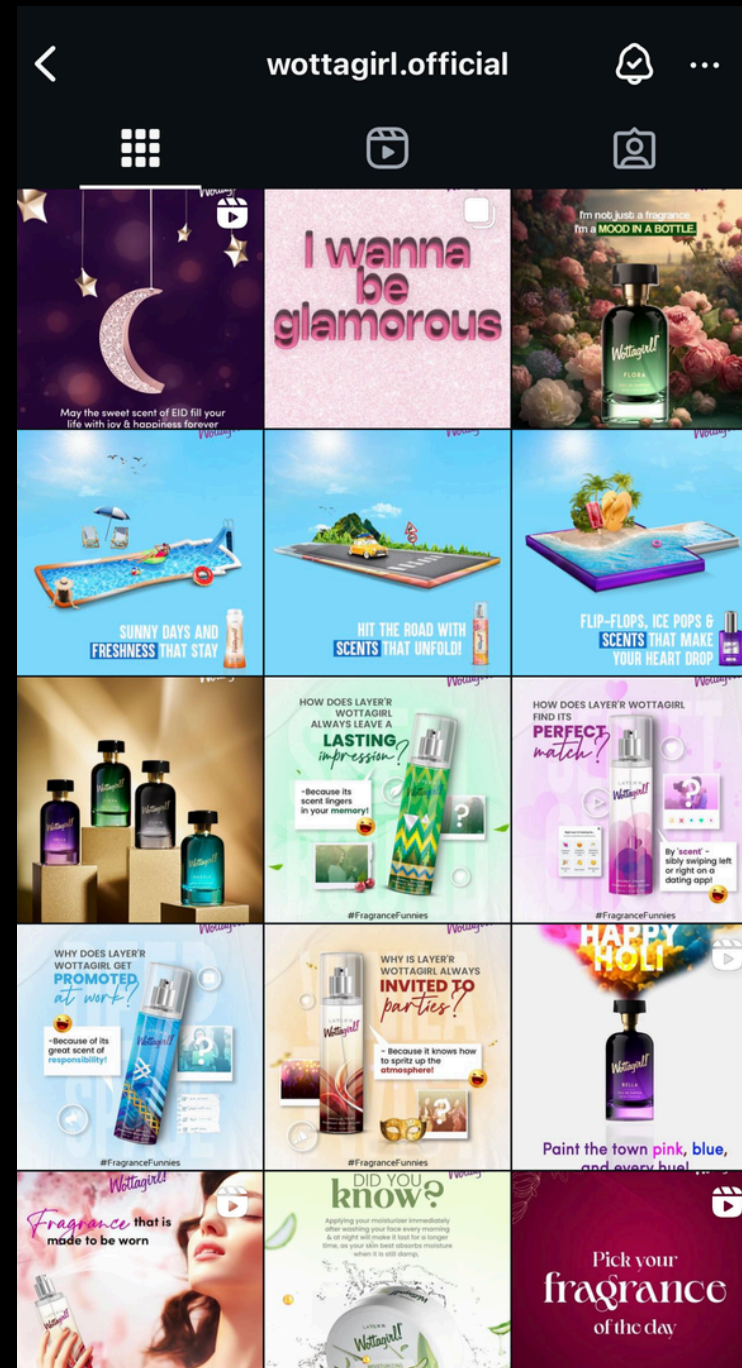


The background is a solid black field filled with a fine, dense pattern of white dots, resembling a starry night sky. Overlaid on this are several white geometric line drawings. In the top left, a complex polygonal shape is partially visible. In the top right, a cube is shown in a perspective view. In the bottom left, a sphere with intersecting great circles is partially visible. In the bottom right, a large, complex polyhedron, possibly a dodecahedron or a similar form, is shown in a perspective view. The word "LIFESTYLE" is centered in the middle of the image in a white, bold, sans-serif font.

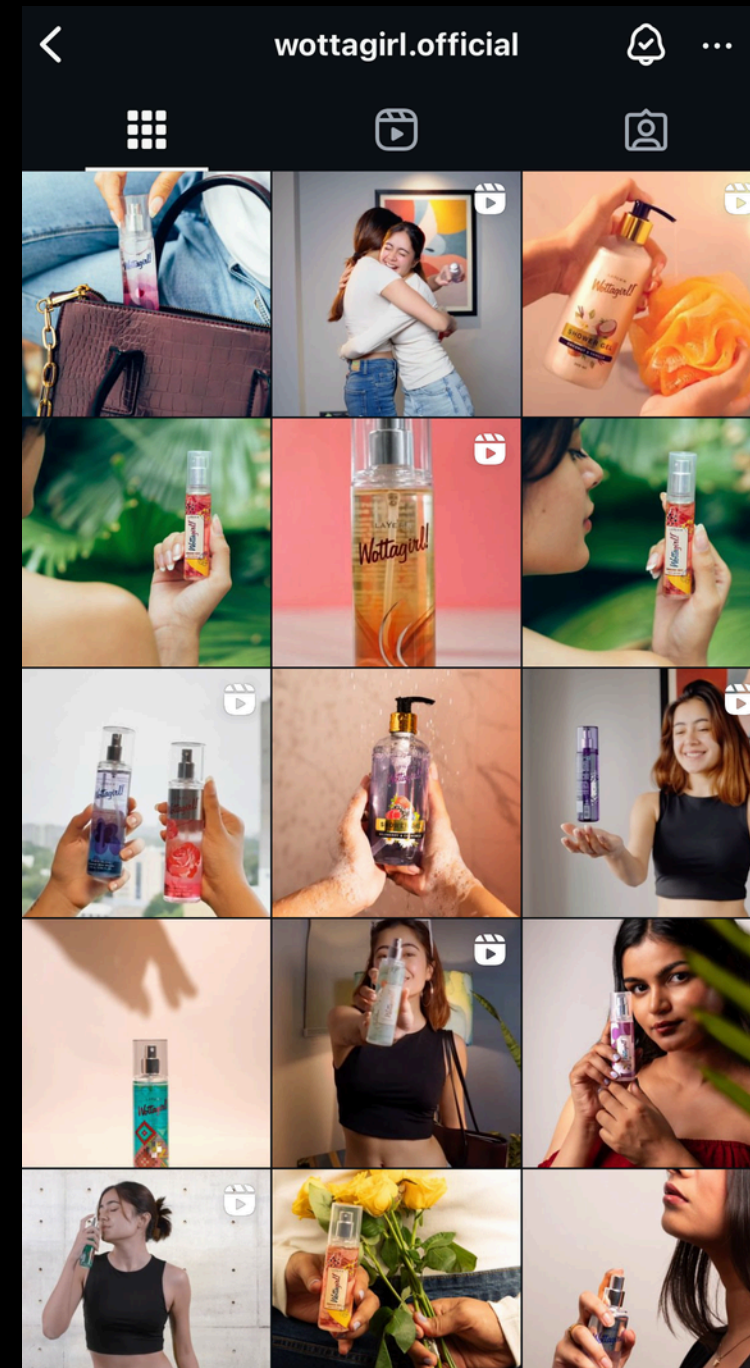
LIFESTYLE

WOTTAGIRL

BEFORE



AFTER



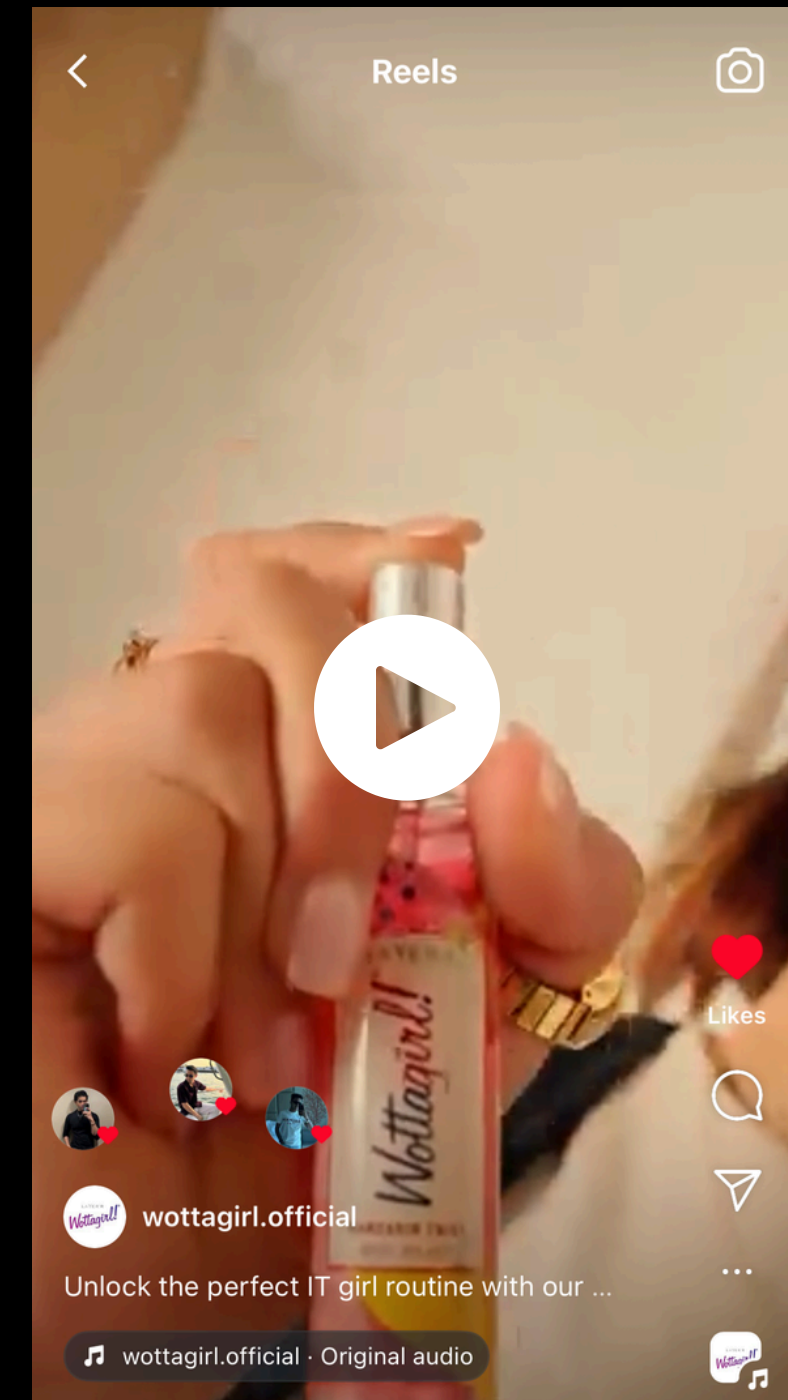
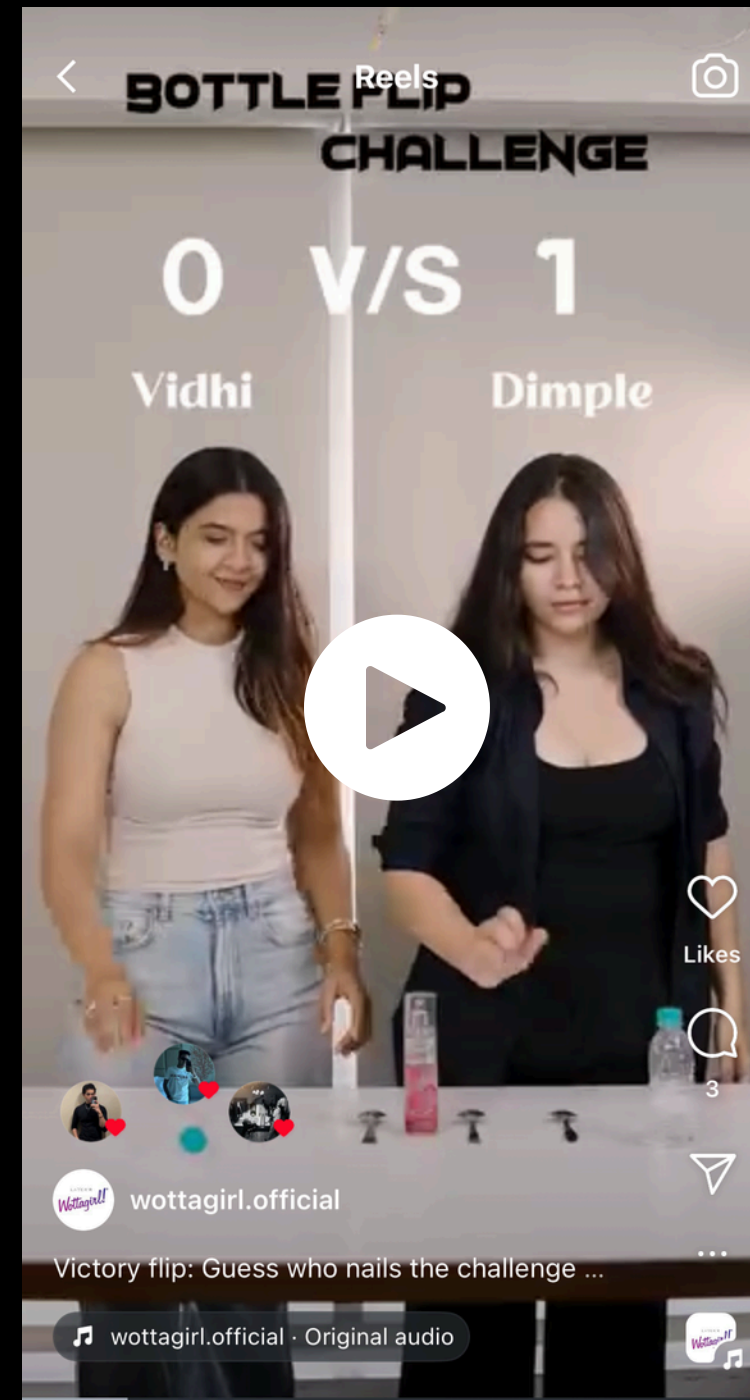
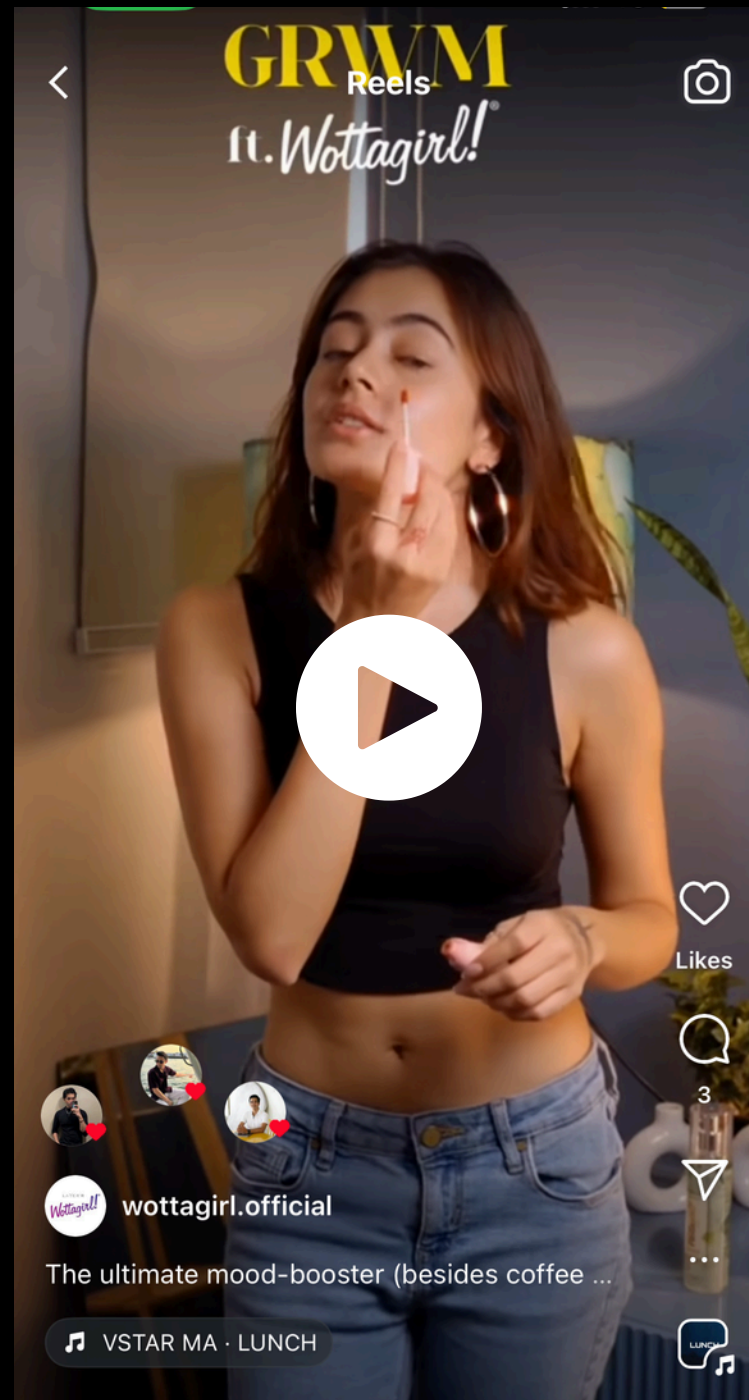
THE STRATEGY BEHIND THE TRANSFORMATION

Wottagirl as a brand initially relied heavily on static graphics. Recognizing the need to evolve with Instagram's algorithm, We pitched a content strategy focused on reels, leveraging diverse content buckets such as UGC, engaging interactions, Vox pops, and aesthetic-driven posts.

The results were astounding – within just one month, the brand's reach skyrocketed, proving the effectiveness of a dynamic, reel-centered approach.

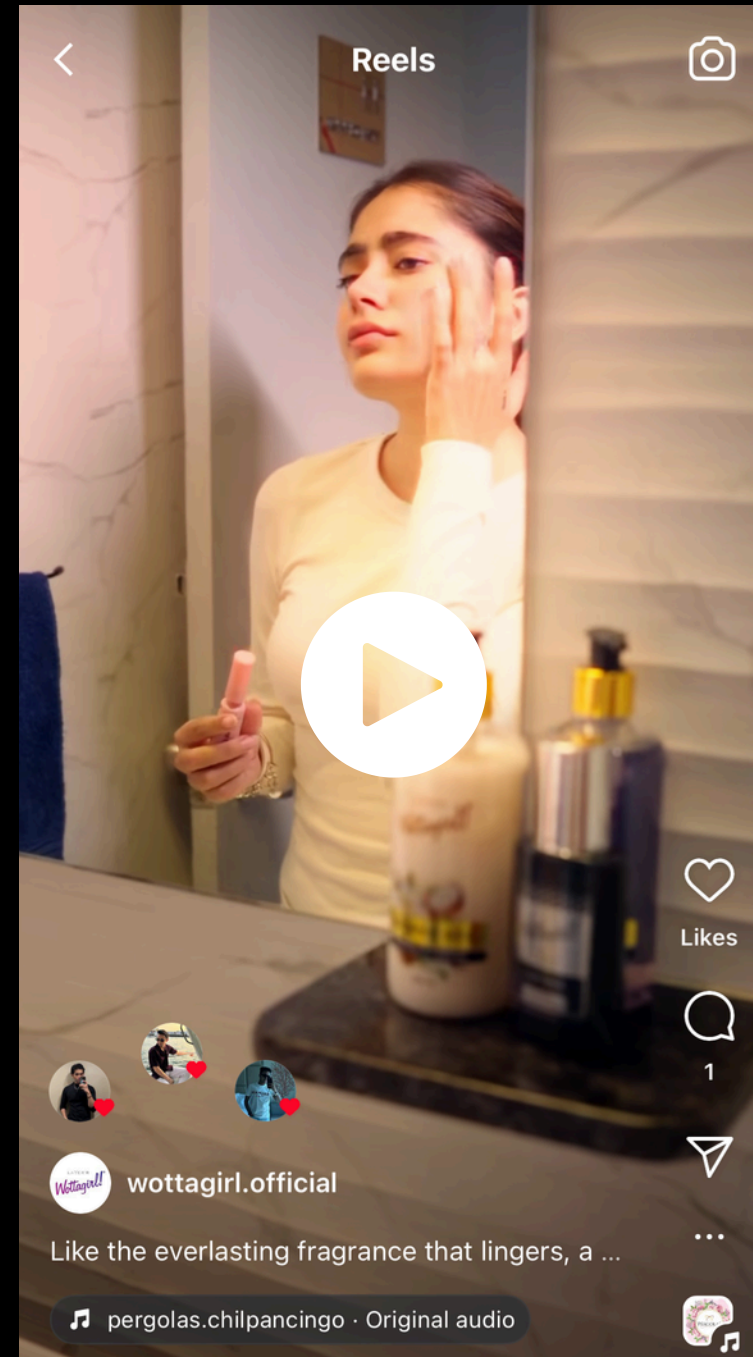
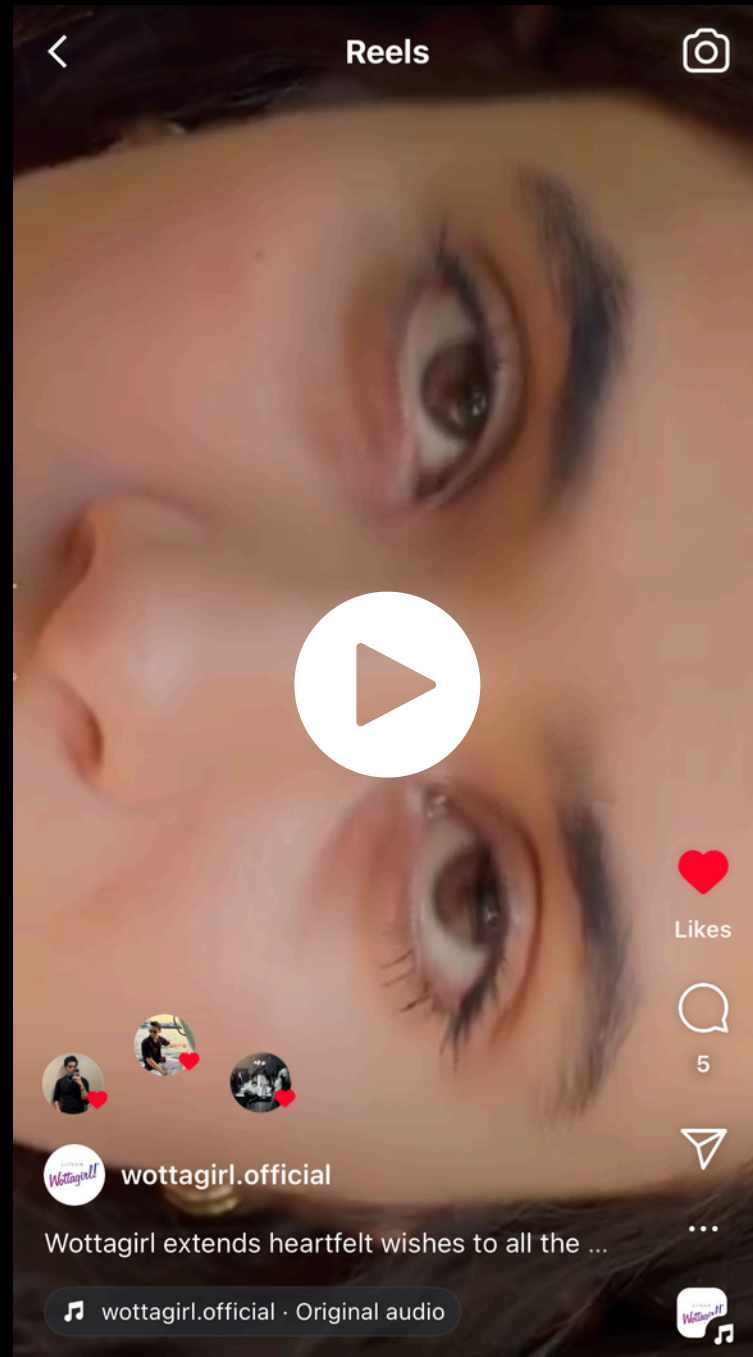
WOTTAGIRL

BEST PERFORMING ORGANIC CONTENT..



WOTTAGIRL

FESTIVE STORYTELLING!



WHAT WENT ON BEHIND THE SCENES..

Festive storytelling demands a deep emotional connection, careful scriptwriting, thoughtful scene division, and compelling dialogues, all while guiding actors to deliver their most authentic emotions.

We took full charge of this process, writing, directing, and executing successful campaigns for both Mother's Day and Sister's Day.

KINDLY



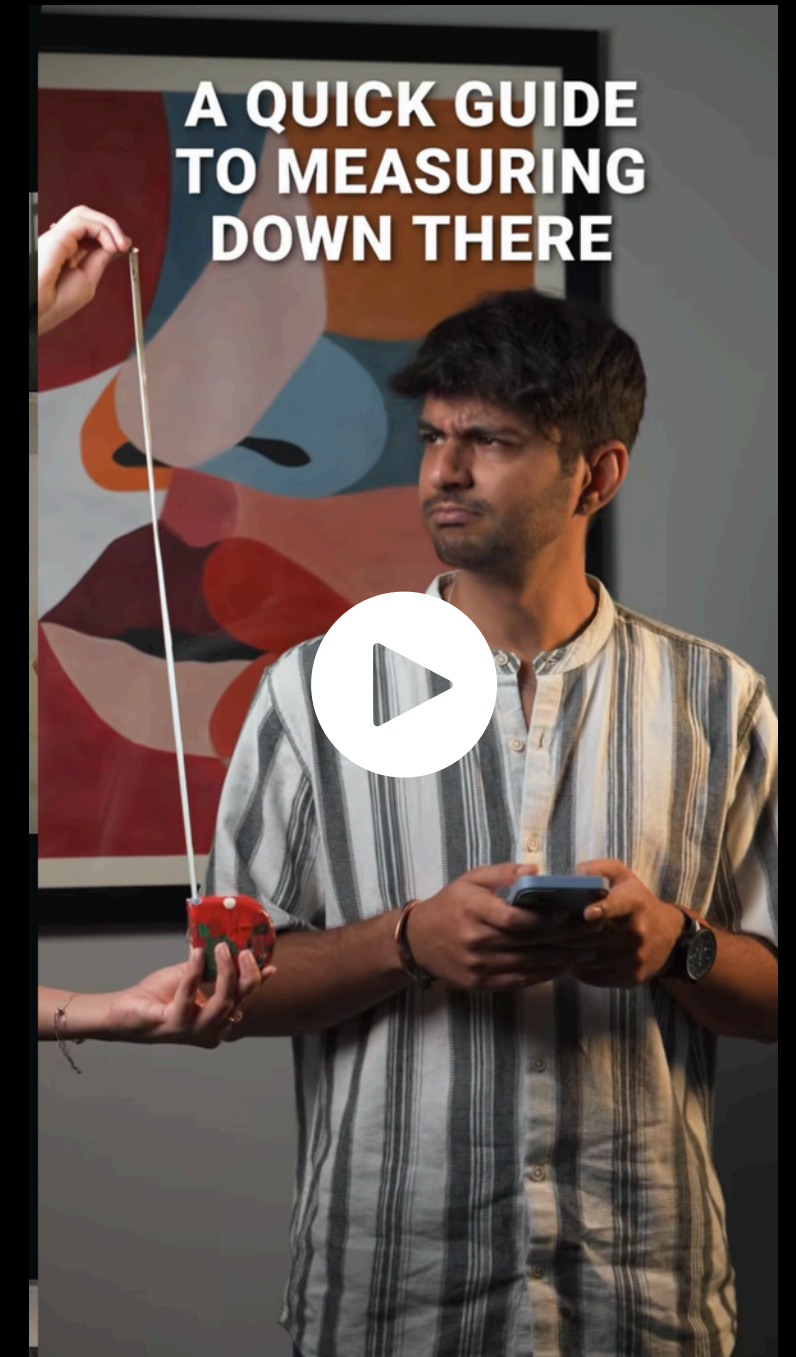
A SATIRE ON THE INFAMOUS DIALOGUE FROM “THE OFFICE”

The phrase “That’s what she said” has long been used as a quick punchline to make any statement sound sexual, often in a juvenile or obnoxious way. But what if we flipped the script?

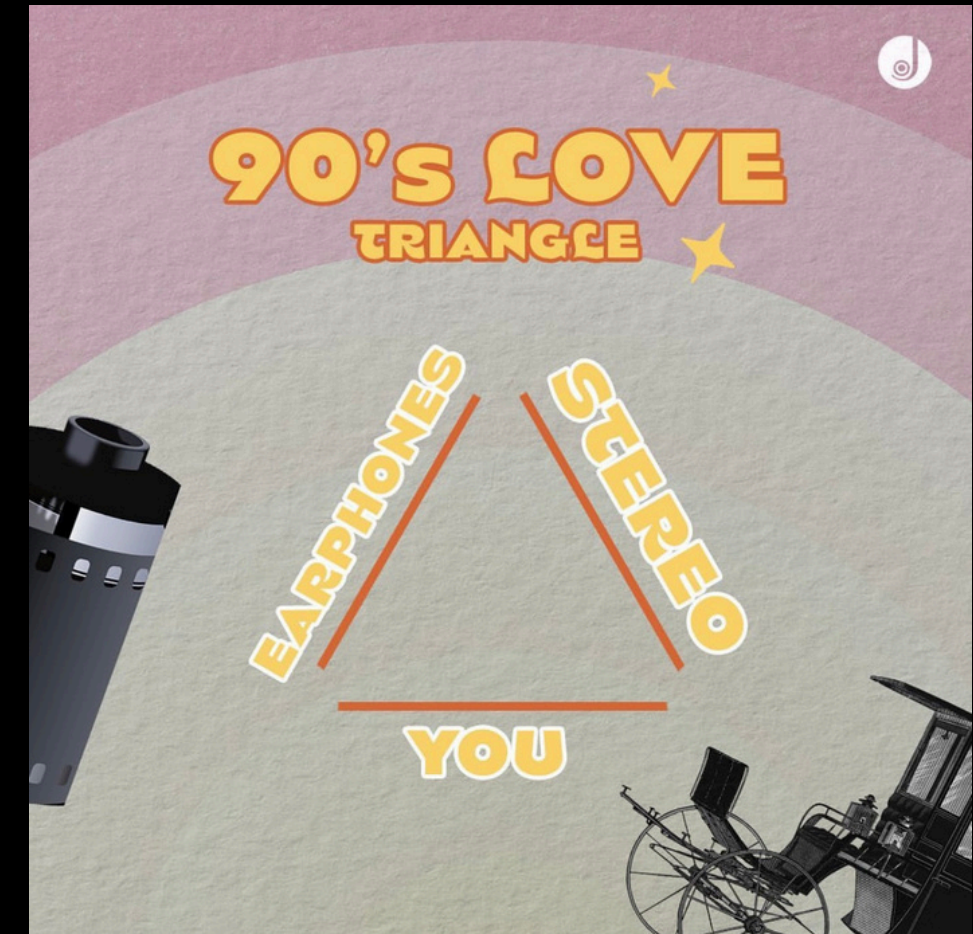
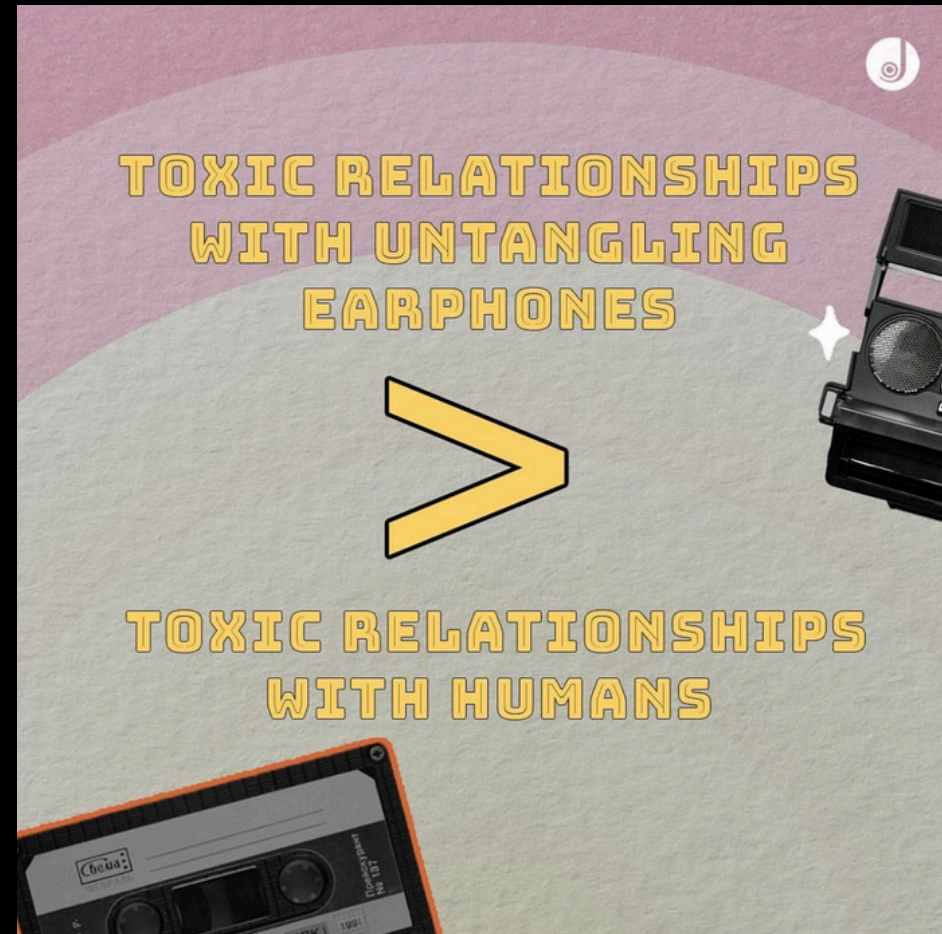
What if instead of laughing along, we showed how exhausting and unoriginal this phrase can be, and tied that frustration to something much more meaningful?

KINDLY

CONTENT MARKETING WITH A HOOK..



JUST CORESECA



BENDING OVER BACKWARD SO THE
BRAND CAN GO UPWARDS....

Who wants to buy long ass earphones in the day and age of airpods? We bent over backwards and went retro to re-affirm the importance and Y2K aesthetic of wired earphones. Guess what sold out in 2 months? The PRODUCT.

THE 90'S ARE CALLING THEY
WANT THEIR STRATEGY
BACK..

MAGNIFICO RESINS

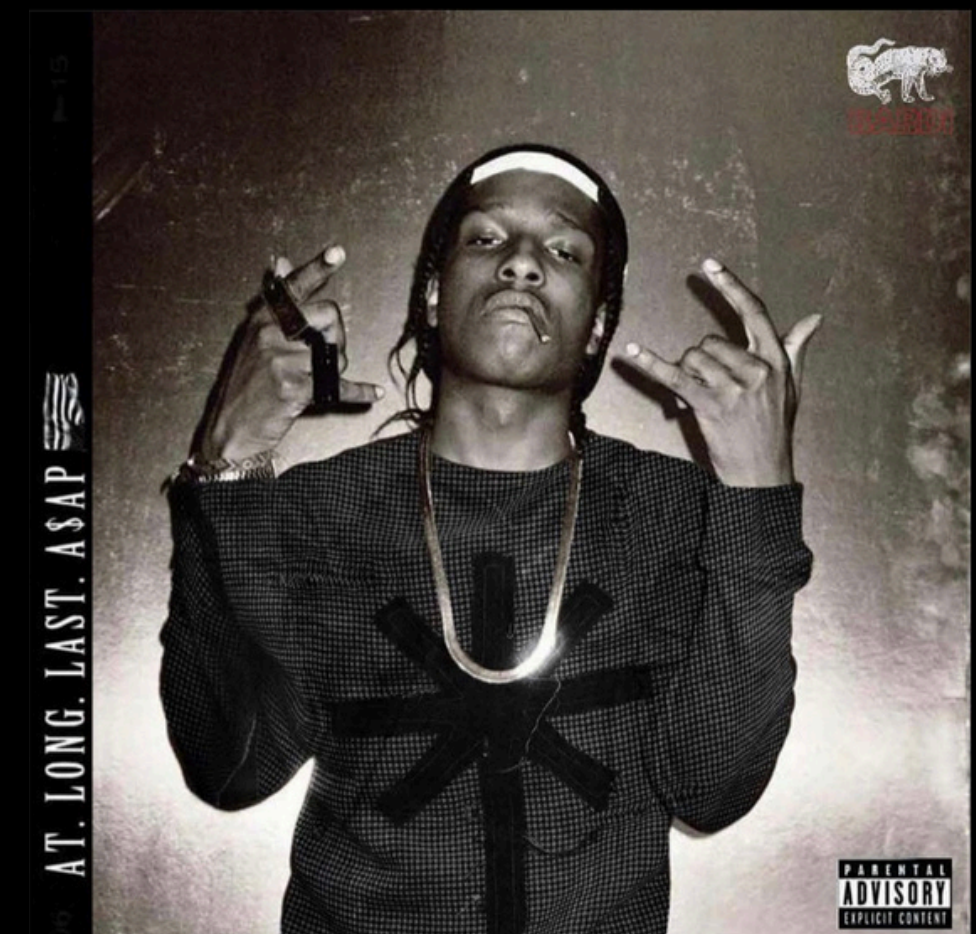
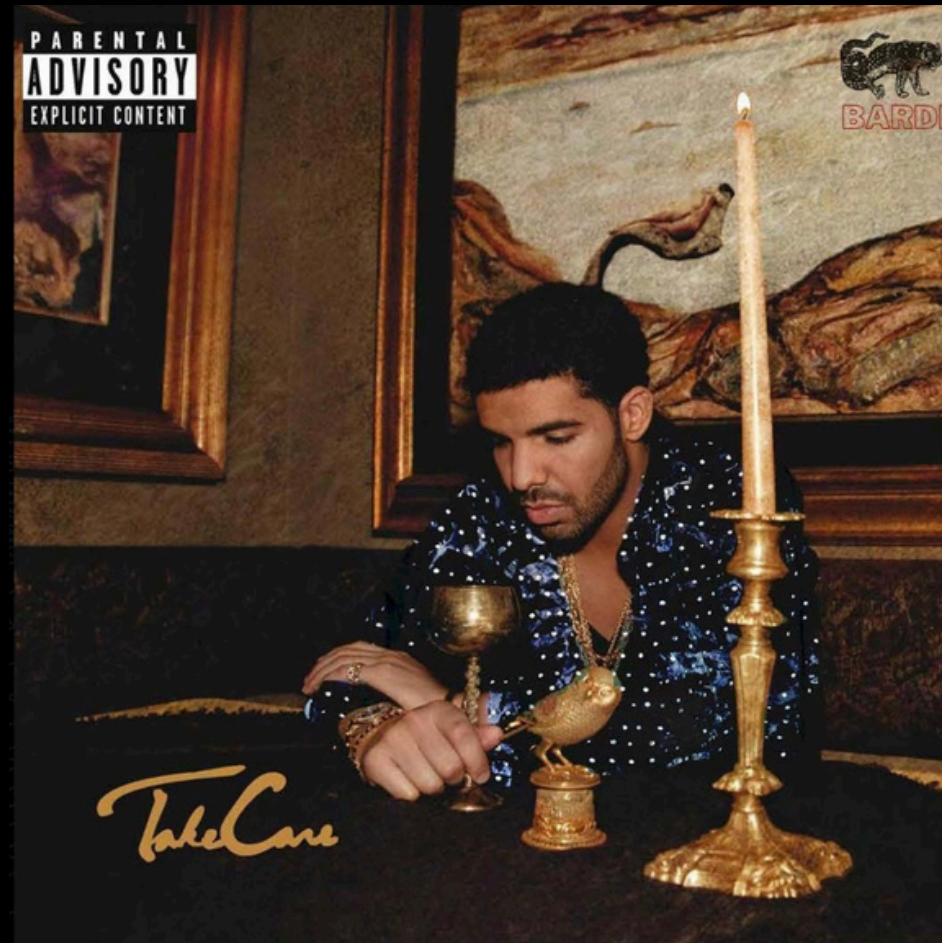
AD FILM FOR MONOCOAT OIL!



BUILDING SCRIPTS, CHARACTERS AND STORIES...



BARDI



BARDI - INTEGRATING CULTURE.

Concept art was executed for Bardi showing the hip hop scene in fusion with indian streetwear to outwardly put on view how different cultures can amalgamate to non verbally communicate diversity and fluidity.

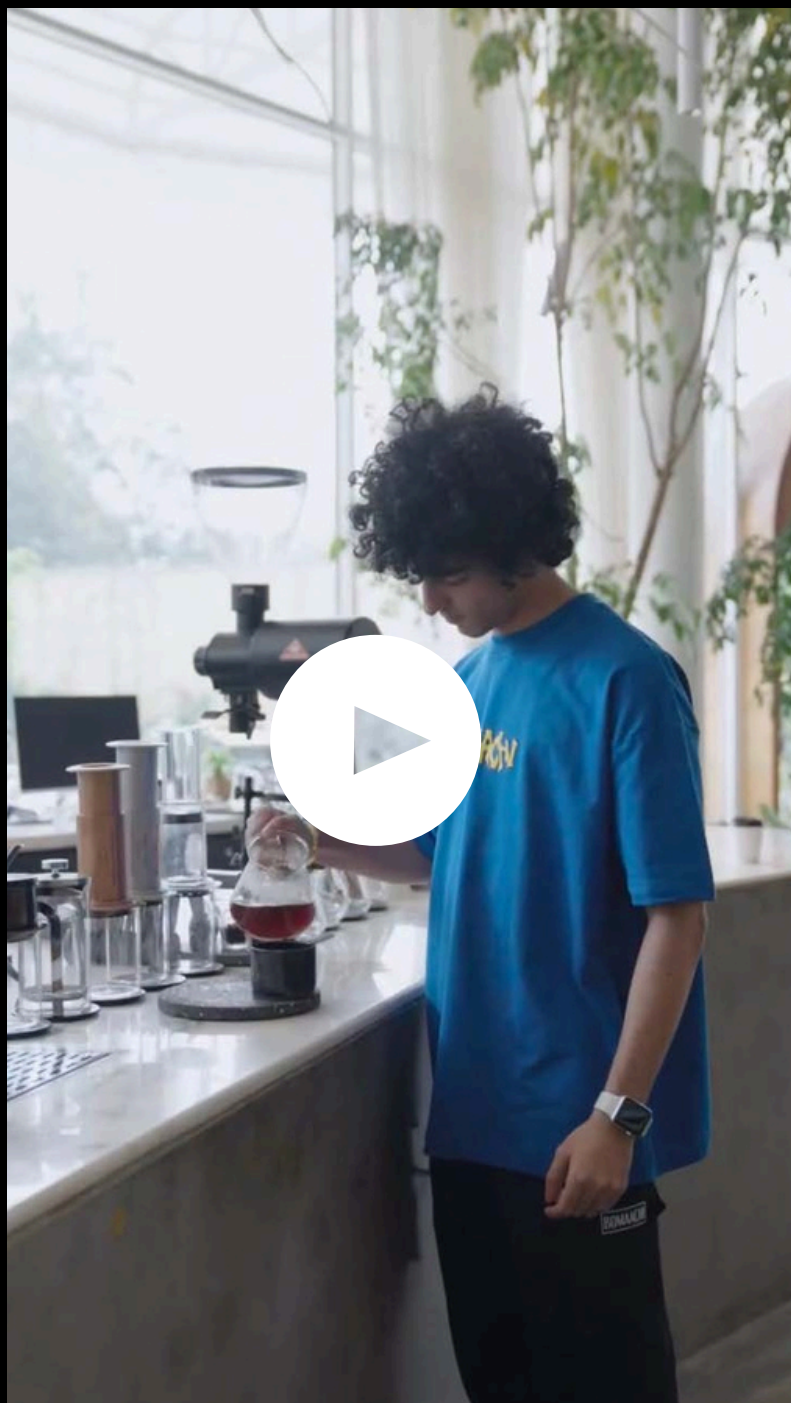
BOMAACHI



COOKING UP SOME CULTURE.

For our latest Bomaachi campaign, we planned a take over for Ahmedabad's iconic K's Charcoal and turned it into a fashion playground. Models donned chef hats, aprons, and even wielded kitchen utensils, all while decked out in Bomaachi. The vibe? We're not just cooking up gourmet dishes—we're cooking up culture. With Bomaachi's bold designs and K's sizzling ambiance, we served up a fresh fusion of fashion and flavor, proving that style is always on the menu.





The background is a solid black field with a fine, grainy texture. Scattered throughout are various white geometric elements: a large, complex polygonal shape in the top left; a smaller, simpler polygon in the top right; a wireframe sphere in the bottom left; a large, multi-faceted geometric structure in the bottom right; and several thin, straight lines and small circles floating in the central and peripheral areas.

OUR ESTEEMED CLIENTS

apollo

milda

kindly

SHIVALIK
BUILDING LANDMARKS SINCE 1998

DOSBROS
FRESH MEXICAN GRILL

UC
SINCE 1989
UPPER CRUST
RESTAURANT & BAKERY

CHOICE

INSTACLAUS

GRACE COFFEE Co.
सूरत

LAYER'R
Wottagirl!

huber & holly

toothsi

K

KAFFA
COFFEE ROASTERS

LEGENDS OF
PUNJAB

CHARGE ZONE
— POWERING THE FUTURE —

KAKA
PVC PROFILE

TIMES
SQUARE
GRAND

VENUS

THE BROS CREAMERY
ICE CREAM YOUR WAY

MAKEBA
THE LOUNGE CAFE

LONDON YARD PIZZA
ORIGINAL

PANCHRATNA
JEWELLERS

Shreeman
Elegance has a name

Maserati

morethan
water
box.

Pranaam
Meet and Greet Service

THE
POUTINERIE

WAGH BAKRI
Tea

Kitchen
Xpress