



JUMPINGGOOSE®
DESIGN ACTIVISTS

BENGALURU · MUMBAI

JUMPINGGOOSE®

CONSULT × STRATEGIZE DESIGN × BUILD





JUMPINGGOOSE® is an award-winning bespoke Strategic Design Agency power-housed in Bangalore with an armed extension in Mumbai.

Renowned for the best in class strategy, conceptually power-packed visual story telling, brand marketing campaigns and creatives, we manifest ideas into phygital reality. The agency has been instrumental in building benchmark brands, delivered more than 1500+ projects and has grown stronger by 150+ national-international client collaborations, since its inception in 2011.

We are a young and restless new age creative community extending strategic consultation and creative services to various industries in areas focused on:



**STRATEGIC BRAND
CONSULTATION**



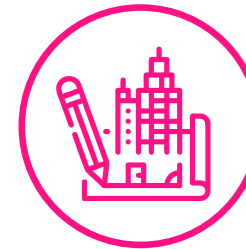
**DESIGN FOR
BRAND IDENTITY**



**DESIGN FOR
COMMUNICATION**



**DESIGN FOR
PRODUCT**



**DESIGN FOR
SPACE**



**CONTENT
PRODUCTION**

Through constant research, lateral design thinking, inclusive team approach and rooted design philosophy, JUMPINGGOOSE® has taken up arms with global giants as well as spirited start-ups and we consistently serve them with immense passion and out-of-the-box thinking.

pain points jumpinggoose is committed to address



- People need brands that they can resonate with
- Businesses lack design thinking and design led processes
- Brands weigh functional benefits over emotional benefits
- Customers buy but do not connect with such brands
- Businesses may experience financial growth but their brand fails to grow on their customers
- Brands struggle to create and sustain a differentiated positioning
- Brands need to adapt to fast changing market dynamics
- They lack disruptive ideas and out-of-the-box thinking
- Businesses continue to run with disconnected brand expressions
- They lack communication consistency due to poor design understanding
- Brands struggle to communicate and connect with their audience
- Weak social presence due to content stagnation
- Businesses struggle to curate, create, coach, retain and grow in-house creative talent
- Choking band width and mind space due to multiple agencies on board
- Stuck due to snail paced turn around resulting in slow go to market speed
- Surrounded by conformists and their safe-orthodox approach
- Brand fatigued by lack of innovation and low quality creative output

why collaborate with jumpinggoose



With JUMPINGGOOSE®, peace of mind is guaranteed in addition to the remedies for all your pain points, 'coz we're



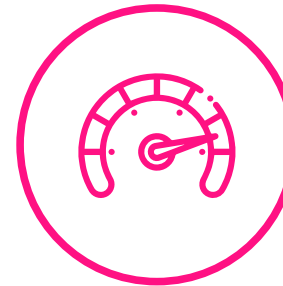
**BRUTALLY
HONEST**



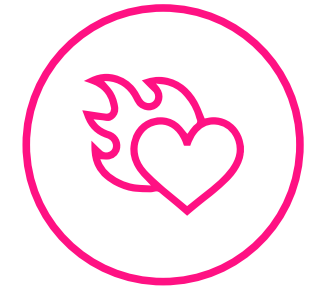
**FIERCELY
INNOVATIVE**



**OBSESSIVELY
CREATIVE**



**FURIOUSLY
FAST**



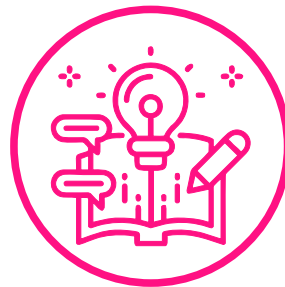
**IMMENSELY
PASSIONATE**



**YOUNG, AGILE
AND RESTLESS**



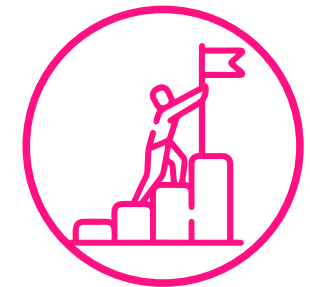
**DESIGN THINKING
MAVERICKS**



**MASTERS OF
STORY-TELLING**



**A POWER-PACKED
POOL OF TALENT**




**RESULT
ORIENTED**

few client collaborations



BRAND CONSULTATION

80+ BRANDS



quest

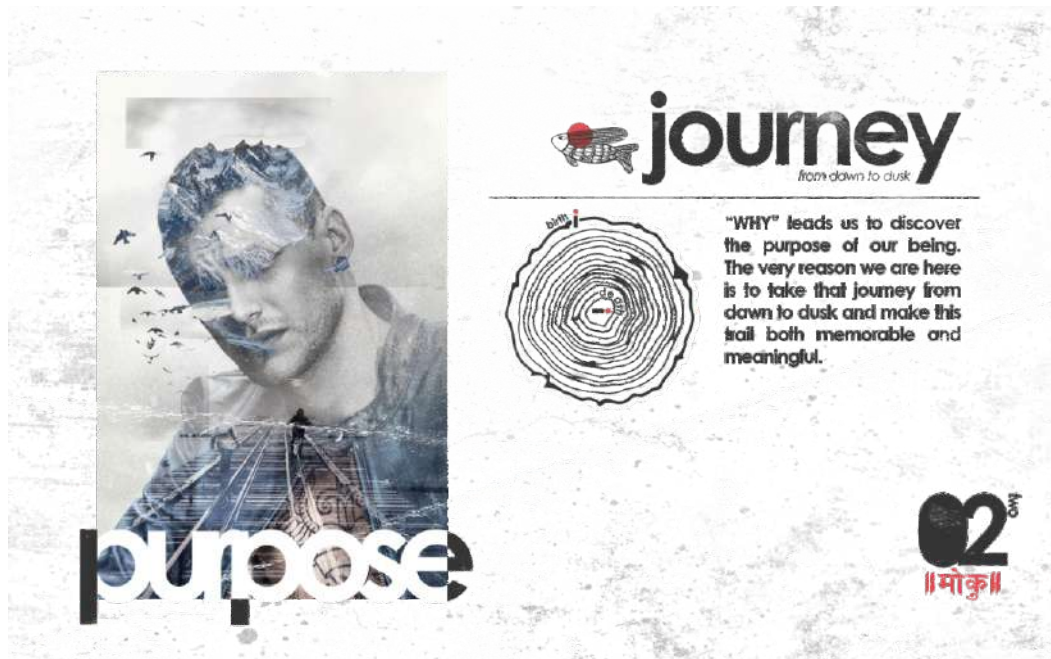
why
with a higher you

As a race, our curious quest has got us this far. So far have we come that we have lost sight of why we started.

Who, how, what, where have exhausted our imagination and caged our souls.

Here & now, we script to reclaim and set free, with a belief that it's not the who, how, what and where but the "WHY" that defines the purpose of our journey and it is this "WHY" that will define our narrative too.

01
॥मोकु॥



purpose

journey
from dawn to dusk

"WHY" leads us to discover the purpose of our being. The very reason we are here is to take that journey from dawn to dusk and make this trail both memorable and meaningful.

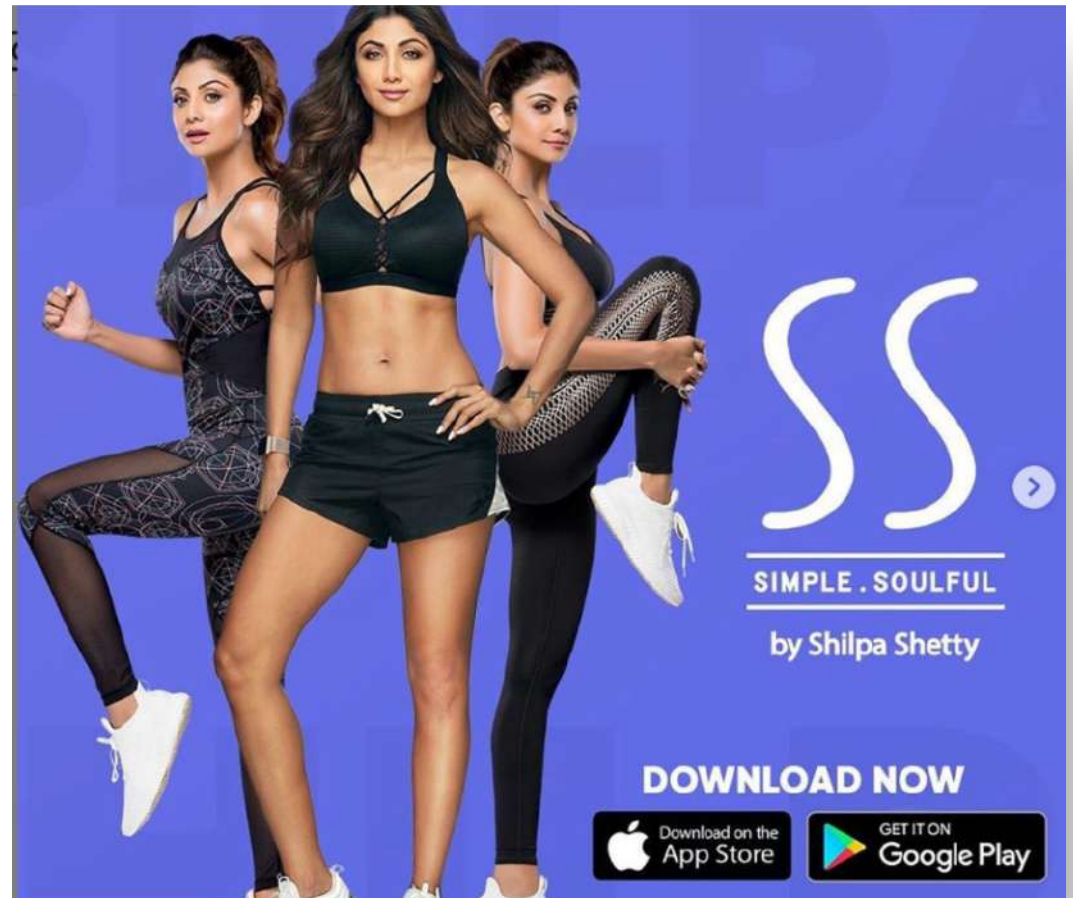
02
॥मोकु॥

Understanding and syncing up brand's product & consumer truths, thereby enabling them to discover and amplify their brand truth across all expressions, making it a way of life.

Key deliverables include ideation, planning, creative strategy, campaign concepts, setting brand tonality, market & competition mapping, and consumer dipstick consistently.

BRANDING & IDENTITY

75+ BRANDING PROJECTS

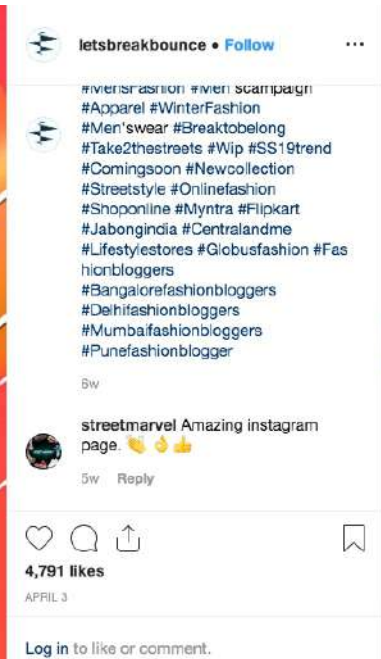
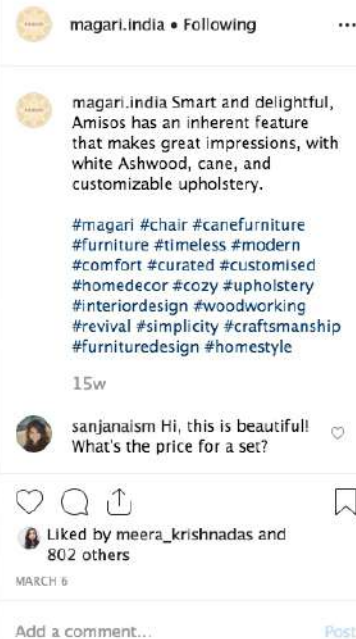


Crafting tangible brand assets and guidelines, architecture and strategy, pivoted to the evolved brand truth, lending a unique brand tone of voice.

Key deliverables include answers to the why, who, how, what, where + brand manifesto, logo and mnemonic design, typeface, copy tone, imagery & graphics, color philosophy, marketing collaterals, and branding guidelines.

SOCIAL MEDIA CONTENT

30+ SOCIAL PAGES



Empowering and hand-holding brand's social engine using market, consumer and trend insights backed with statistics and analytics across key platforms like Meta, Instagram, Pinterest, You Tube, LinkedIn, Twitter & Google.

Key deliverables include customized story telling strategy, weekly planners and trackers, statics and motion graphic creatives, moment marketing, influencer marketing and more content innovation to keep the platforms buzzing and engaging.

COMMUNICATION DESIGN

150+ PROJECTS



With a focus on phygital way forward, we strive to extend the brand narrative into a seamless engaging visual story telling across all online & offline touch points to create a better and long lasting connect with the audiences.

Key deliverables include customer oriented communication strategy, e-commerce web banners, cataloging, social media creatives, in-store signage and visual merchandising, newsletters/emailers etc.

CONTENT PRODUCTION

50+ BRAND FILMS,
REELS & SHOOTS



For brands of every age, size, stature and scale the quality of content defines it's relevance and command in the market. JUMPINGGOOSE Content Production is designed to fuel up brand's critical need of consistent content creation.

Taking the brand storytelling to the next level, this vertical is passionately committed to deliver all forms of content like: campaign films, short videos, reels, motion graphics, animation, story-boarding, look-book shoots, product videos, craftsmanship videos, product laydowns, stop motions and more.

SPACE DESIGN

175+ PROJECTS



Conceptualizing, designing and building 175+ spaces spread over 200,000+ sq.ft, we take pride in shouldering few of the landmark projects of the Indian subcontinent across office and retail spaces.

Key deliverables include concepts, material boards, 2-D layouts, 3-D renders, research, design & development, vendor management, art, installations, props, civil - electrical works, lighting & fixtures and other critical turn-key aspects.



JUMPINGGOOSE® Co-founders Piyush Bhandari & Tuhin Roy are one amongst the finest pedigree of design thinkers in the country.

With a core belief that hands and brains put together could do wonders, this fire and ice duo bring alive the best in each other and have relentlessly served brands together with a gathered intelligence and experience of about 4 decades.

On route their journey to co-create a counter culture, they handpicked a team of riders, chefs, foodies, philosophers, design thinkers, bathroom singers, illustrators, writers, dancers, designers, gamers, comedians, artists, & nature lovers all unified and riveted by a common desire to create triumphant brands.

Rising from the royal lands of Rajasthan, Piyush is a live wire who excels in strategic design thinking, conceptual story telling, brand building and has a natural flair for creative writing. He has several awards and accolades like the Koshland Awards, USA, the Asia-Pacific Design Awards, the Rising Star Awards 2011 and more to his credit. He loves traveling, dancing and has a great appetite for visuals & stories.

Hailing from art and culture rich lands of West Bengal, Tuhin believes that design can manifest happiness and joy in every human heart & holds that as an inspiration for new-age thinking. A firm believer in the power of co-creation and collaboration, his design style is truly inclusive. His command on market trend study and analysis, visual story telling, communication and graphic design is unparalleled. He cherishes cooking, material art play, reading and photography.

founders and their ventures



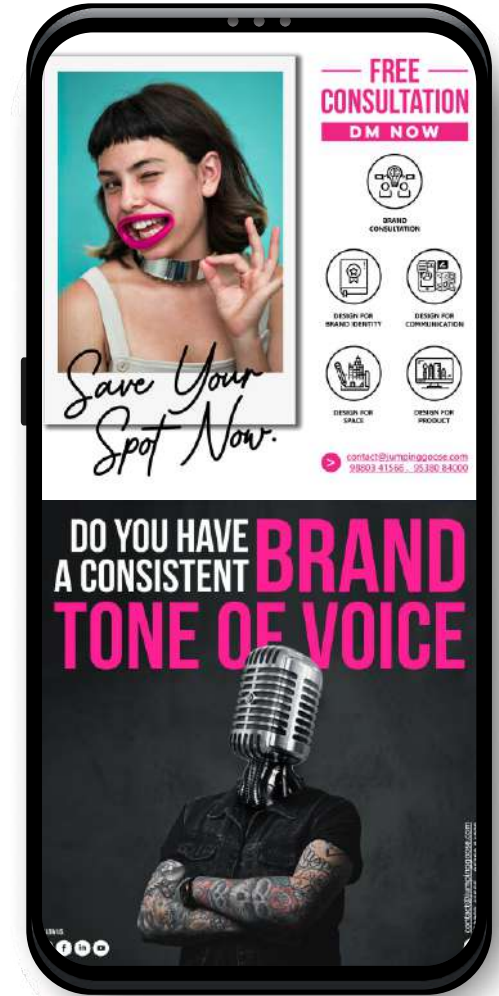
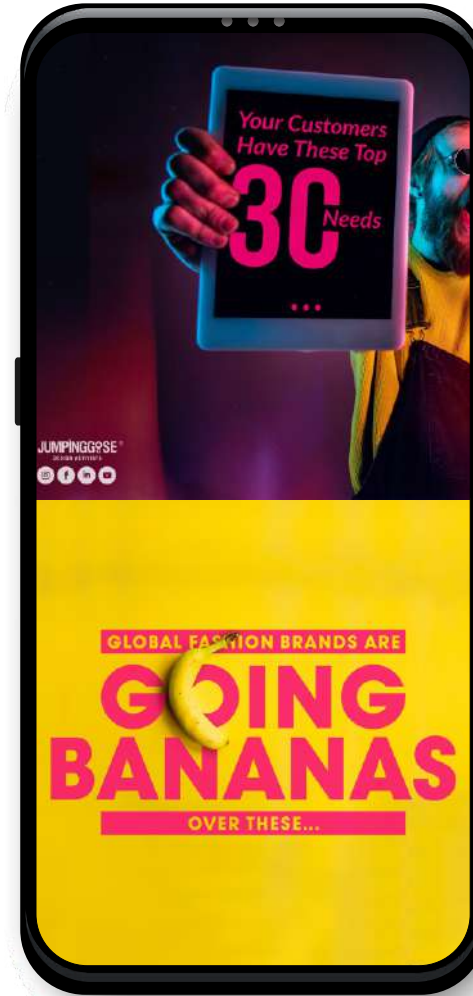
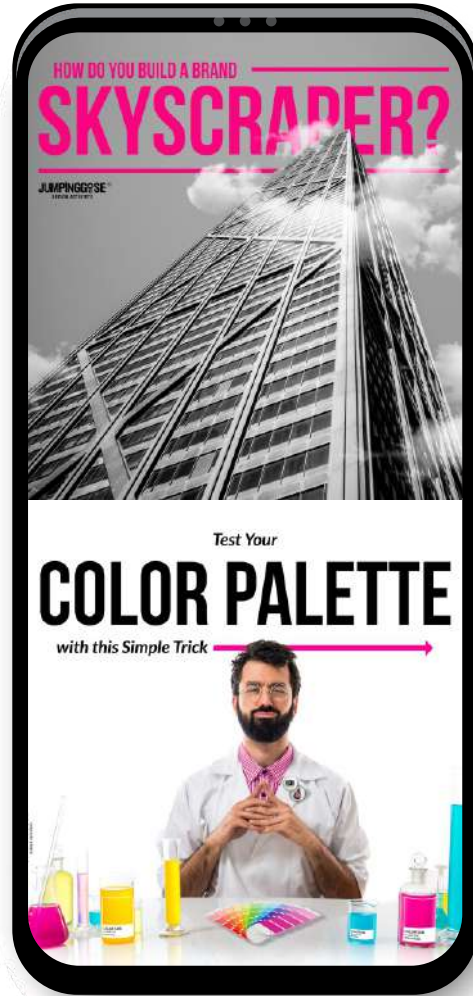
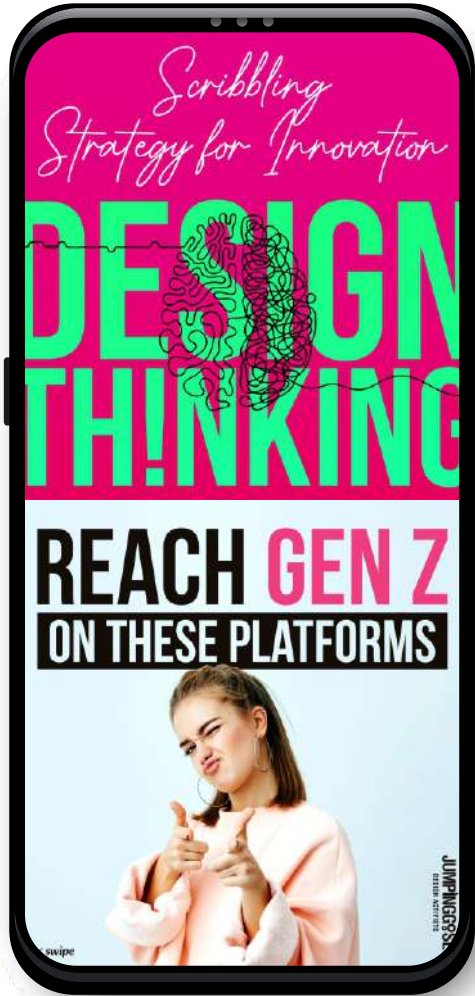
the joy of giving back



JUMPINGGOOSE® takes immense pride in giving back the goodness of its rich gathered intelligence to its community. The agency has genuinely turned its social platforms as the fun, quirky, informative & engaging content giving platforms.



the joy of giving back



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contact@jumpinggoose.com
98803 41566 . 95380 84000