



# BRANDING and Communications

KEEPING YOUR IMAGE ALIVE  
AND THRIVING

Give your brand a communication makeover

## **Dear Readers,**

At the outset, I am delighted to share our Branding and Communication brochure. We create brand personas using simple, powerful language and purpose-driven content—the foundation of our brand-building and communication initiatives.

To us, a brand is more than just a logo; it is a living, evolving entity filled with stories waiting to be told. We transform these stories into distinctive identities that inspire pride, build meaningful connections, and extend their reach far and wide—creating vibrant brands.

The strength of EBS lies in the collective spirit and power of its people—Saurabh, Amra, Nikhilesh, Prachi, Lucky, Vinod and Rashmi—who turn ideas into substance worth remembering.

All our brand-building engagements are anchored through CPOT—Customer Partnership, Outcome, and Trust. This framework builds long-term partnerships and trust, while enabling us to understand the tone, intent, and unspoken nuances of every project we undertake.

We invite you to give us one opportunity to demonstrate the EBS difference, and we assure you that you will return to us time and again for content and brand equity-building campaigns that are rooted in profitability, guided by purpose, strengthened through partnership, and designed to deliver lasting value.

Thank you for taking the time to know about EBS Consultancy Group.

We look forward to crafting content that creates top-of-mind recall among your target audiences.

CH – Chief Executive Officer

EBS Consultancy Group

# THE CONTENT PITSTOP: YOUR COMMUNICATIONS DISSEMINATION WAREHOUSE



We build brands through compelling content that drives impression and expression  
Because we don't just write— we bring your brand to life.

## Our Content Pitstop Workflow

Creating a clear, commanding brand persona built through a disciplined content creation process:

A structured process designed to build lasting brands:

Idea visualization → note-taking → content drafting → review and refinement → final approval

## About This Branding & Communication Brochure

We present this brochure with the spirit of creative content at its main—designed to stay vivid, engaging, and memorable.

It offers a glimpse into the diversity and breadth of content we create at the Content Pitstop, showcasing our narrative capability, creative design sensibility, and impeccable writing expertise.

Featuring a snapshot of the memorable content services created by Team EBS, showcasing our impeccable writing style and design elements:

- Blog Writing
- Coffee Table Books
- Case Studies
- Script Writing
- Multimedia Content Development
- Feature Writing

We merge classic idea drafting with advanced technology to create content that is thoughtful, well-structured, and effortlessly readable.

# BLOG WRITING

## CREATING TOP OF THE MIND RECALL



### Maximizing Client Value Through Impactful Blog Writing

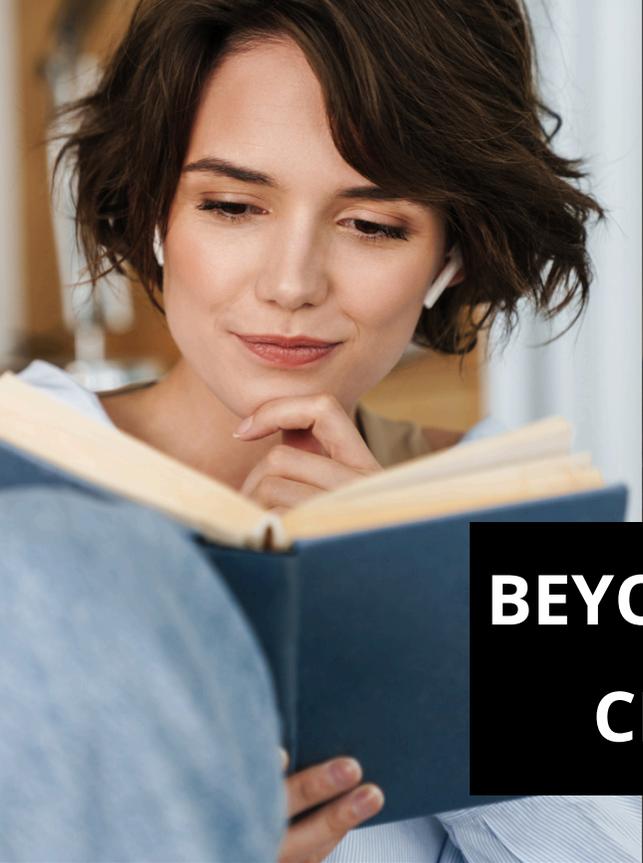
Our blogs are designed to make your brand more memorable and also provide insights into the latest industry trends and developments.

Each piece we write is thoughtfully created to deliver meaningful insights into the latest trends and developments shaping the industry.

Visually engaging elements such as graphs, data tables, and high-resolution images add a distinct and compelling touch.

### Our Blog Writing Services Include:

- ✓ **Customized Blog Writing**  
We craft blogs that reflect your brand's distinct voice, values and vision to ensure consistent brand storytelling.
- ✓ **SEO-Optimized Content**  
Our blogs are built using relevant keywords and SEO best practices to help improve your website's visibility and search engine rankings.
- ✓ **Research-Driven Topics**  
We offer content backed by solid research and industry-specific insights, ensuring relevance and value for your readers.
- ✓ **Consistent Publishing Support**  
We provide regular blog updates to keep your site fresh, relevant, and intellectually engaging for your audience.



# BEYOND WORDS AND PICTURES CREATING BRAND VIBRANCE

## *Our Coffee Table Book Services Include*

### **Concept Development & Storytelling**

We develop engaging themes and compelling narratives that bring your brand story to life with emotion and clarity — enhanced by powerful imagery.

### **Content Creation & Editing**

Carefully selected themes and polished text ensure an immersive reading experience with smooth, cohesive flow and meaningful visuals.

### **Design & Layout**

Designed with your brand aesthetics in mind, our layouts are both eye-catching and easy to navigate — a visual delight from cover to cover.

### **High-Quality Production Support**

We deliver a premium final product, using top-tier materials and printing techniques that turn each page into a feast for the eyes.

We weave together a vivid narrative using archival visuals, creating a sense of authenticity and resonance. Every page is a thoughtful flashback , designed to uplift , engage and leave a smile on your face.

We deliver digital and physical copies of Coffee Table Books - showcasing your brand's journey, featuring catchy captions and impactful phrases that enhance brand equity.

We will also assist in placing and positioning the Coffee Table Book at the ideal location to ensure its message receives maximum audience attention.



# CASE STUDIES

## SHOWCASING YOUR BRAND'S SUCCESS TO INSPIRE THE REST

Ready to share your brand's remarkable achievements and process enhancements in a way everyone can understand?

We will transform the difference you've made into an inspiring case study, allowing the world to learn and benefit.

Our skilled writers are ready to craft a powerful story of your successes, ensuring your impressive work gets the recognition it deserves.

Let's create a case study that leaves your stakeholders and partners wanting more, firmly positioning your brand as one of meaningful substance.

### *Our Case Study Services*



#### **In-Depth Research & Content Development**

We conduct extensive research to gather accurate data, key insights, and focused information that strengthen and support your narrative.



#### **Clear and Structured Storytelling**

We craft compelling storylines enriched with relevant statistics, data visuals, infographics, and market trends — presented in a format that's clear, engaging, and easy to understand.



#### **Tailored Content for Target Audiences**

Our case studies are customized for your specific industry and readership, ensuring the content speaks directly to the interests of your target audience.



#### **Professional Editing & Quality Control**

We ensure every case study meets high editorial standards — with meticulous editing, consistent tone, and a polished final product that reflects your brand's credibility and excellence.



# SCRIPT WRITING

## Crafting Scripts That Engage, Inform and Inspire

Our team of creative writers develops scripts that are not only catchy and relatable, but also infused with practical insights and storytelling finesse that resonate with audiences—leaving them saying, **"Wah, maza aa gaya!"**

### We specialize in writing well-structured scripts for:

- Corporate Videos
- Commercials
- Training Modules
- Podcasts
- Documentaries
- Event Presentations
- Bollywood & Regional Films
- OTT Content

### Our Script Writing Services Include:

- ✓ **Promotional & Explainer Video Scripts**  
Compelling, audience-focused scripts for promotional content, explainer videos, documentaries, and short films – with storylines that captivate and inform.
- ✓ **Corporate & Training Scripts**  
Professionally written, concise, and engaging scripts tailored for presentations, onboarding videos, eLearning modules, and internal communication tools.
- ✓ **Commercial Advertisement Scripts**  
Persuasive and dynamic scripts for TV, radio, and digital ads – designed to attract attention, boost engagement, and drive conversions.
- ✓ **Podcasts & Webinar Scripts**  
Conversational and easy-to-follow scripts for podcasts, webcasts, and virtual events – crafted to maintain flow, build connection, and resonate with listeners.
- ✓ **Event & Speech Scripts**  
Powerful, memorable scripts for conferences, product launches, ceremonies, and keynote addresses – helping speakers leave a lasting impression.



# MULTIMEDIA CONTENT

Bringing Your Ideas to Life Through Powerful Visual Storytelling

We are storytellers in today's ever-evolving media landscape, driven by a passion for crafting multimedia content that conveys your message seamlessly across platforms.

From videos and animations to interactive presentations and social marketing campaigns, our creative team blends compelling storytelling with cutting-edge technology to deliver content that captivates, engages, and resonates with your audience.

## Our Multimedia Content Development Services Include:

### ✓ Video Production & Editing

From concept to post-production, we create high-quality videos that reflect your brand's vision, purpose, and messaging.

### ✓ Animation & Motion Graphics

We bring your ideas to life with vibrant, engaging visuals that inform, entertain, and inspire your audience.

### ✓ Interactive Presentations & e-Learning Modules

We design interactive, user-friendly content and training solutions that enhance participation and learning outcomes.

### ✓ Social Media & Digital Campaigns

We create visually striking, platform-optimized content that boosts your digital presence, engagement, and reach.

### ✓ Content Strategy & Storyboarding

We craft creative strategies and detailed storyboards to ensure your multimedia content is aligned with your communication objectives and audience expectations.



At EBS, we believe the most powerful ideas are the **SIMPLEST**  
**Driven by clarity Anchored in content**

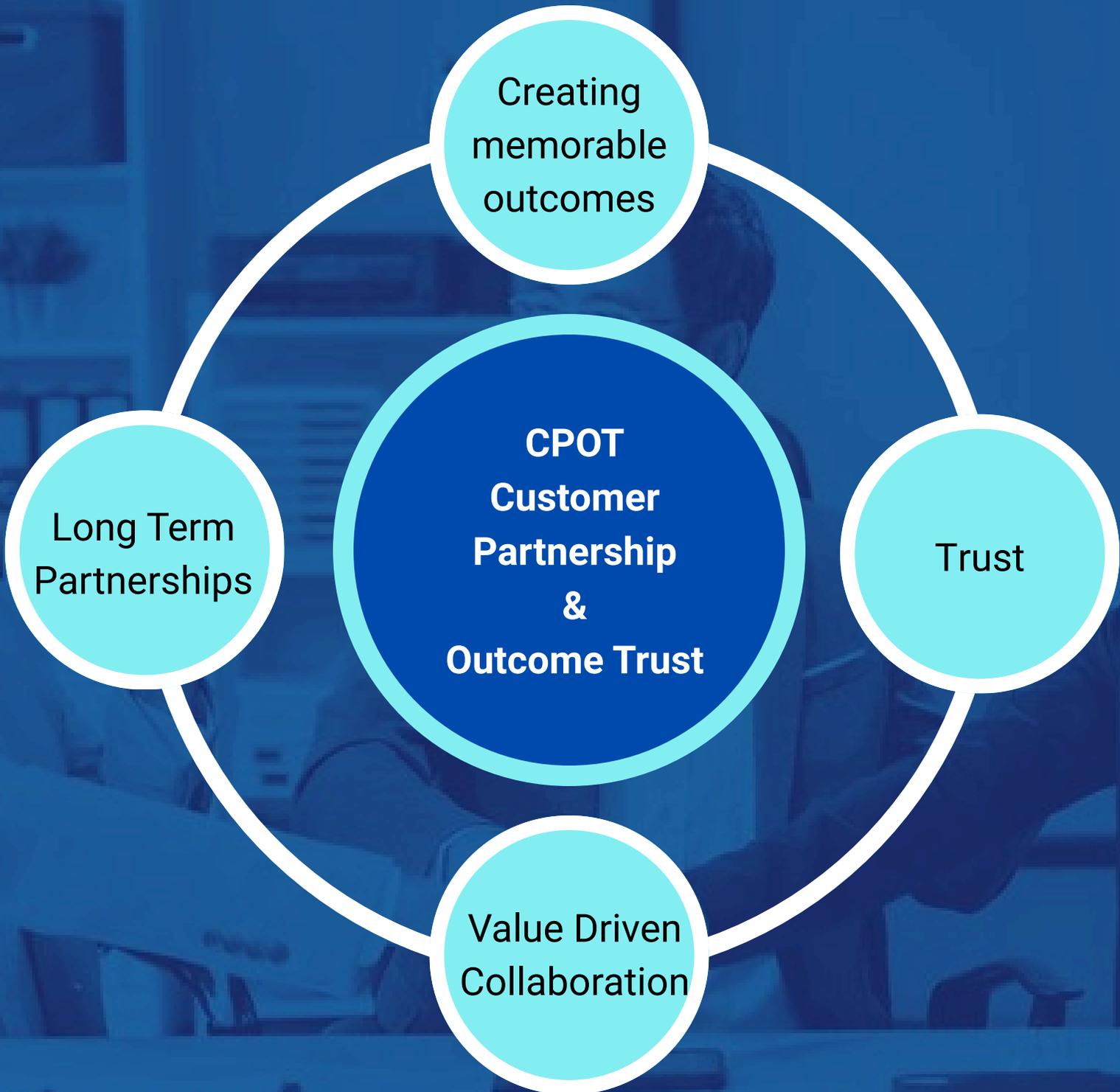
## COMMUNICATION SERVICES

Marketing and Communication	Marketing and Sales Enablement	Narrative Content	Informational and Promotional Writing	Academic Writing
Copy Writing	Concept Note	Feature Writing	Press Releases	Scholarship Essay Writing
Blog Writing	Case Study	Script Writing	Coffee Table Book	Statement of Purpose (SOP) Writing
Social Media Writing	PowerPoint Content Creation	Editorial Writing	Product Descriptions	Scholarship Essay Writing
Product Description and Review Writing	Testimonials	Newsletters and email campaigns	Feature Benefit Documents	College Application Essay
E-Commerce Writing	Company Profiles	White papers	Mission/Vision Values statements	Essays (analytical, argumentative, expository)
Audio Visual Content and Specialized Photoshoot	Product/Service Catalogues	Industry Reports	FAQ's	Case studies (academic /educational)

## BRANDING SERVICES

Brand Strategy Development	Brand Positioning	Brand Vision and Mission
Copy Writing	Concept Note	Feature Writing
Logo Design	Typography and Colour Palette	Visual Style Guide
Brand Audits	Rebranding	Customer Loyalty & Retention Strategies

With us, your message is conveyed with logic, clarity, and thoughtful expression





## **Looking for Maximum Visibility and Impact?**

Let us help boost your brand equity and  
business presence

**Share your query and ask for a demo today!**

 +91 9773730190

 [www.ebsconsultancygroup.com](http://www.ebsconsultancygroup.com)

 [contactus@ebsconsultancygroup.com](mailto:contactus@ebsconsultancygroup.com)