

EFFE
CONSULTANCY

Let's create **Marketing Campaigns** that evoke
positive emotions in customers.





AUTOMOTIVE INDUSTRY

**We help to promote NEW POSSIBILITIES and
AUTO-MOTIVATE your business.**



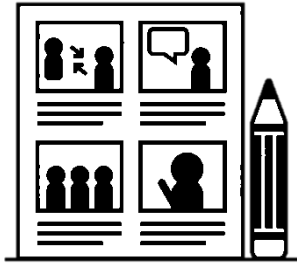
ABOUT

- The automotive industry plays a major role in the economic growth of the world.
- **3D visualization and animation technology** in the automotive industry assist you in depicting the impossible events and realistic modification of critical scenarios through effective visual experience.
- **Augmented reality and Virtual Reality** create a huge impact on the automotive industry, which provide a highly personal driving experience and raise online sales through virtual experience.
- As a marketing and communication company, our **brand story** helps to promote the new launches and establish connections with consumers.

- At EFFE, we incorporate a unique and **emotive storytelling** approach for our branding strategies, making the audiences embrace a complete branding experience.
- Our in-house **creative studio** and technical designers deliver core concepts across industries.
- We develop web and mobile applications, **AR and VR Applications**, 360 Virtual tours of products for automotive industries, manufacturers, and start-ups.



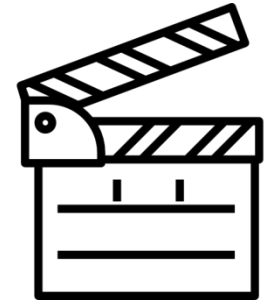
SOLUTIONS OFFERED



Concept illustration
using **2D & 3D**
animation techniques.



3D Product
visualization using
Animation & Web AR
techniques.



Brand video for
marketing campaigns
using **Film-making**
techniques.

OUR INCREDIBLE WORKS



OUR CLIENTS



Client: ITW AUTOMOTIVE
ENGINEERED SOLUTIONS

Requirement:

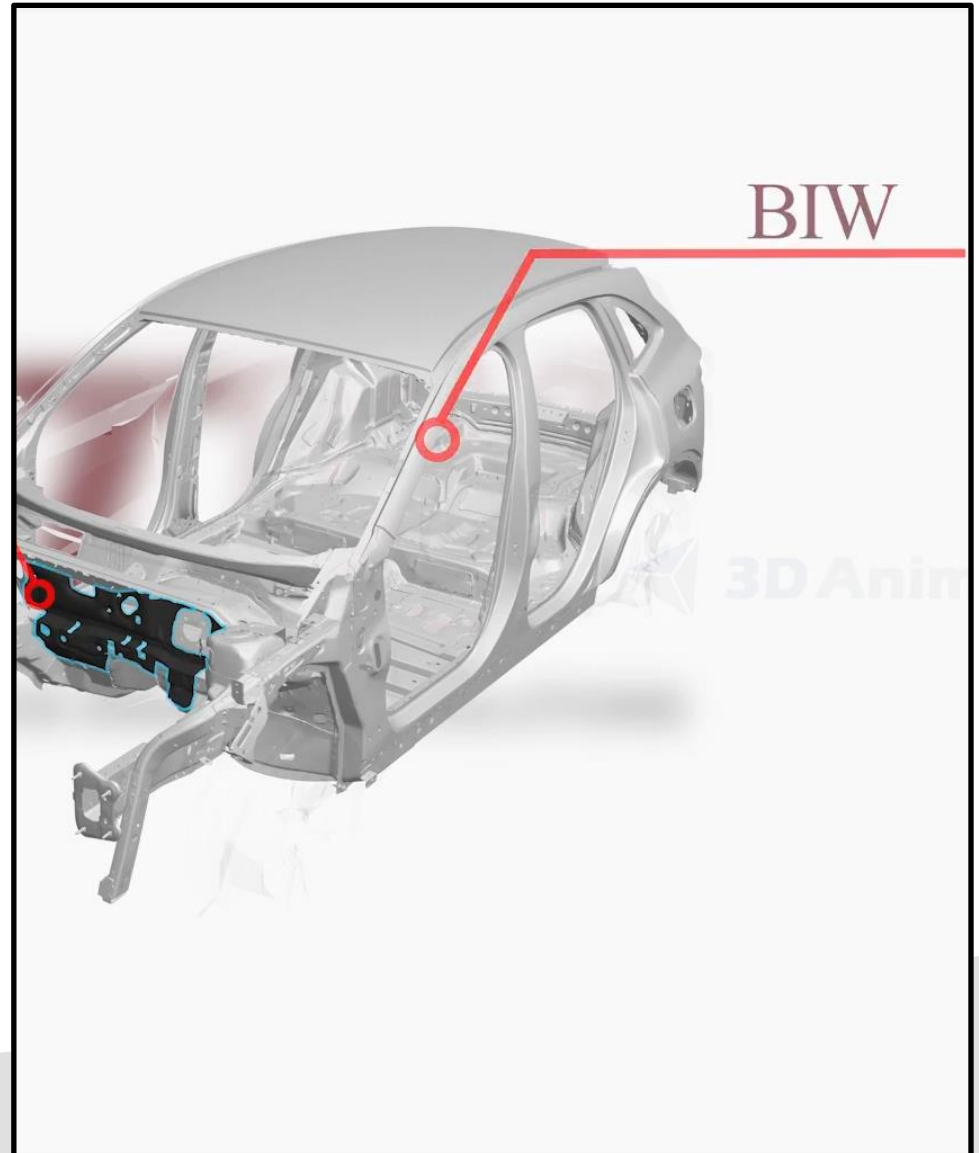
To create a 3D product animation video for the e-catalogue application.

Solution:

We worked on a video script and created 3D models. Our animation illustrated the product specifications and improved dealer and buyer engagement. This video was developed for an online dealer catalogue application to empower buying decisions.

Result:

3D products are easily accessible to all dealers and customers. Also eliminated consumer doubts on application and fitment.





Client: LUCAS TVS

Requirement:

To create a workplace safety animated video for Chennai Plant and Train the employees.

Solution:

We conceptualized the real-time scenario for an efficient learning experience. We recreated the workplace in 3D and crafted the training video script. This video illustrated possible accidents and explained the safety and prevention measures in emergencies.

Result:

Effectively trained more than 3000 employees.

Client: BRAKES INDIA

Requirement:

To develop a 3D Animated video for online product launch among the dealers.

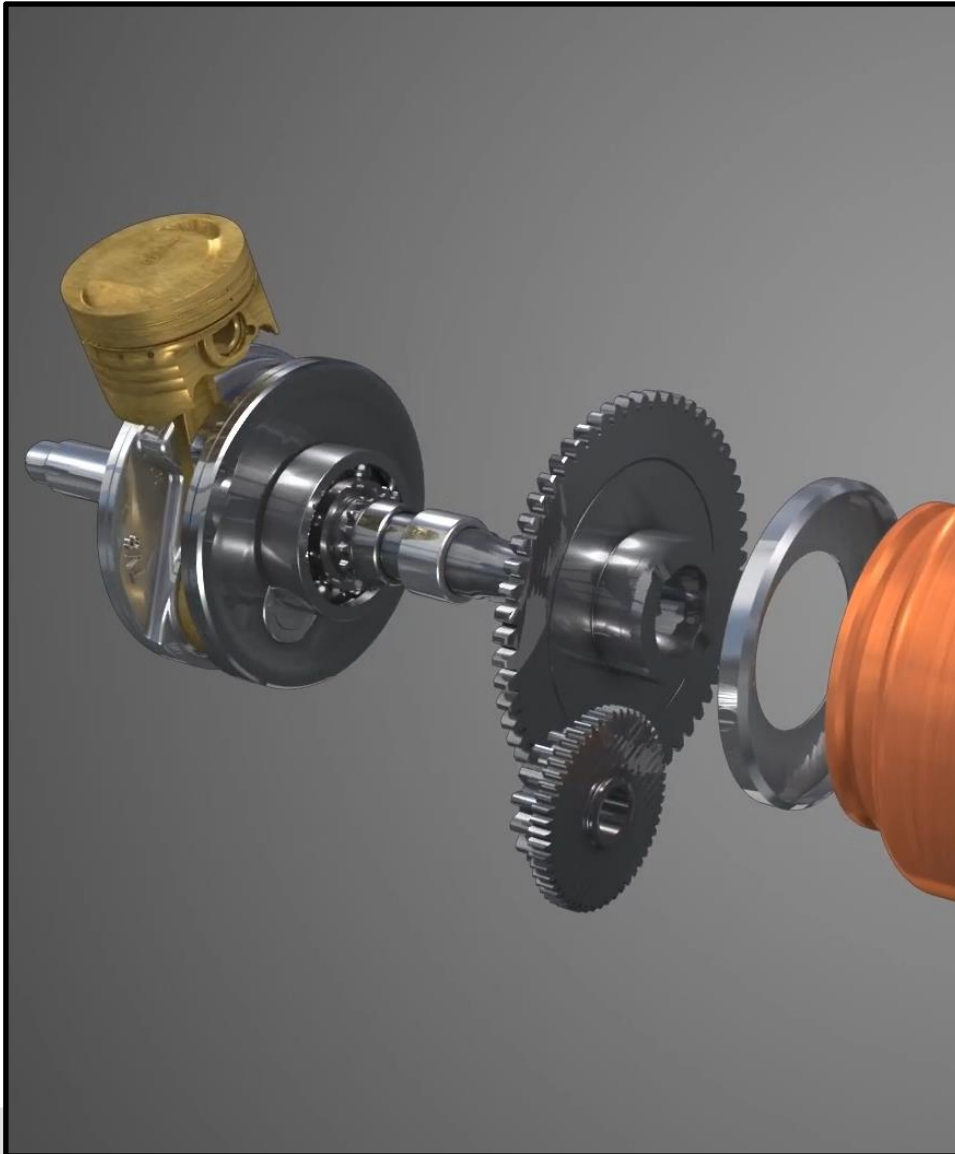
Solution:

We created and worked on 3D product models and created a virtual exhibition experience for all online participants. Our team did the concept design and creative for product revelation.

Result:

Online product launches using web technologies created enormous possibilities to engage customers across India.





Client: TVS GROUP

Requirement:

To create a mechanical animation video to illustrate the kinetics and technical information.

Solution:

We created a 3D animation video to visualize the product's technical specifications. It illustrated the modus-operandi of the products and their features.

Result:

Created positive effect on sales mechanism and generated progressive response from customers.

Client: LUCAS TVS

Requirement:

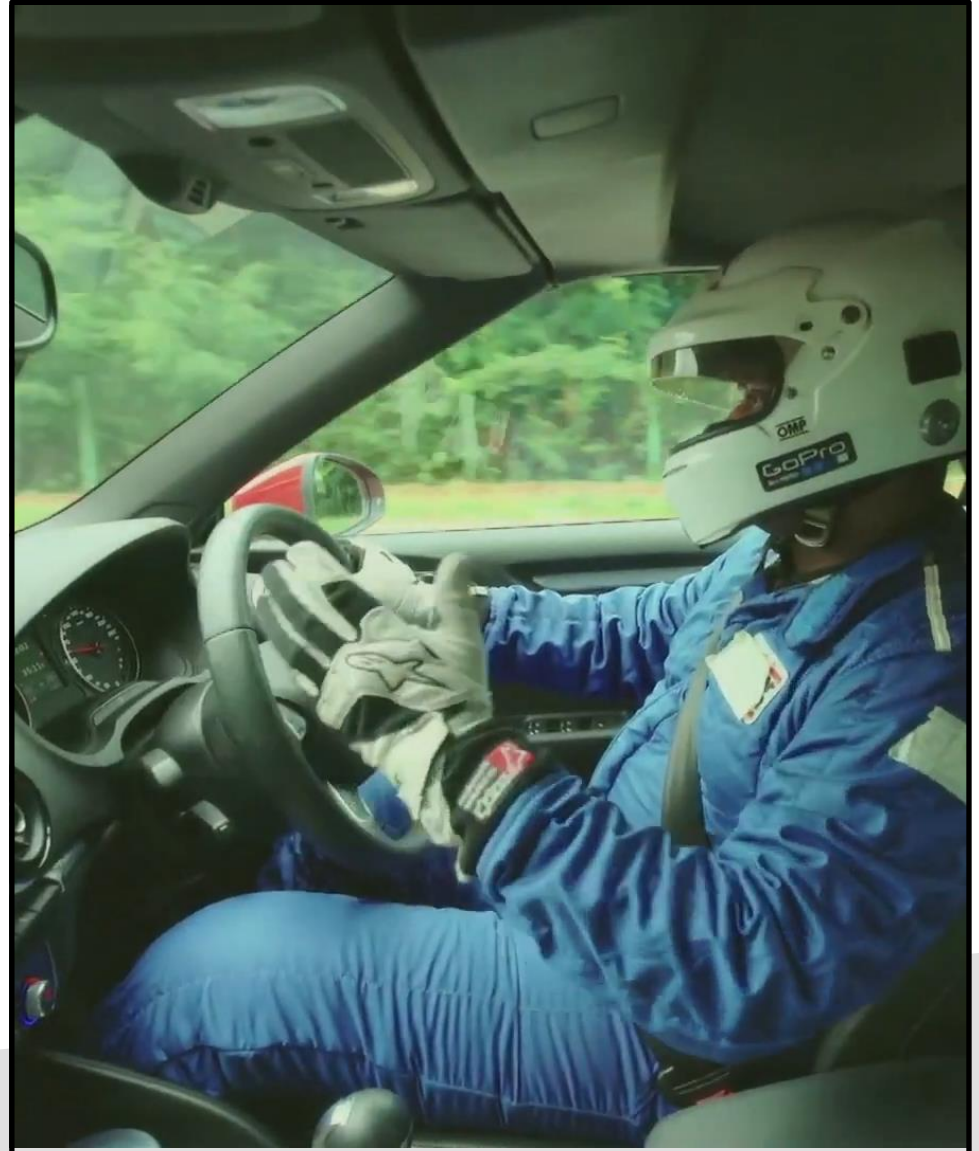
To create a corporate film with brand values for a customer engagement campaign.

Solution:

We performed scripting to the direction for the corporate brand story to showcase the company goals. Our brand video helped them to promote and enhance the corporate brand value.

Result:

Improved brand authenticity and achieved sales conversions through effective campaigns.





Client: VINS TYRES

Requirement:

To create a digital ad film to engage the consumers and product launch.

Solution:

We created brand-specific ad films to entertain the viewers that can be accessible to anyone with internet access. With compelling visual content, our innovative interactions in the developing era of cinematography helped to attract customers attention.

Result:

Improved brand reputation and amplified the client's business efficiently without time constraints.

Client: TATA STEEL

Requirement:

To create a web application for 3D product visualization.

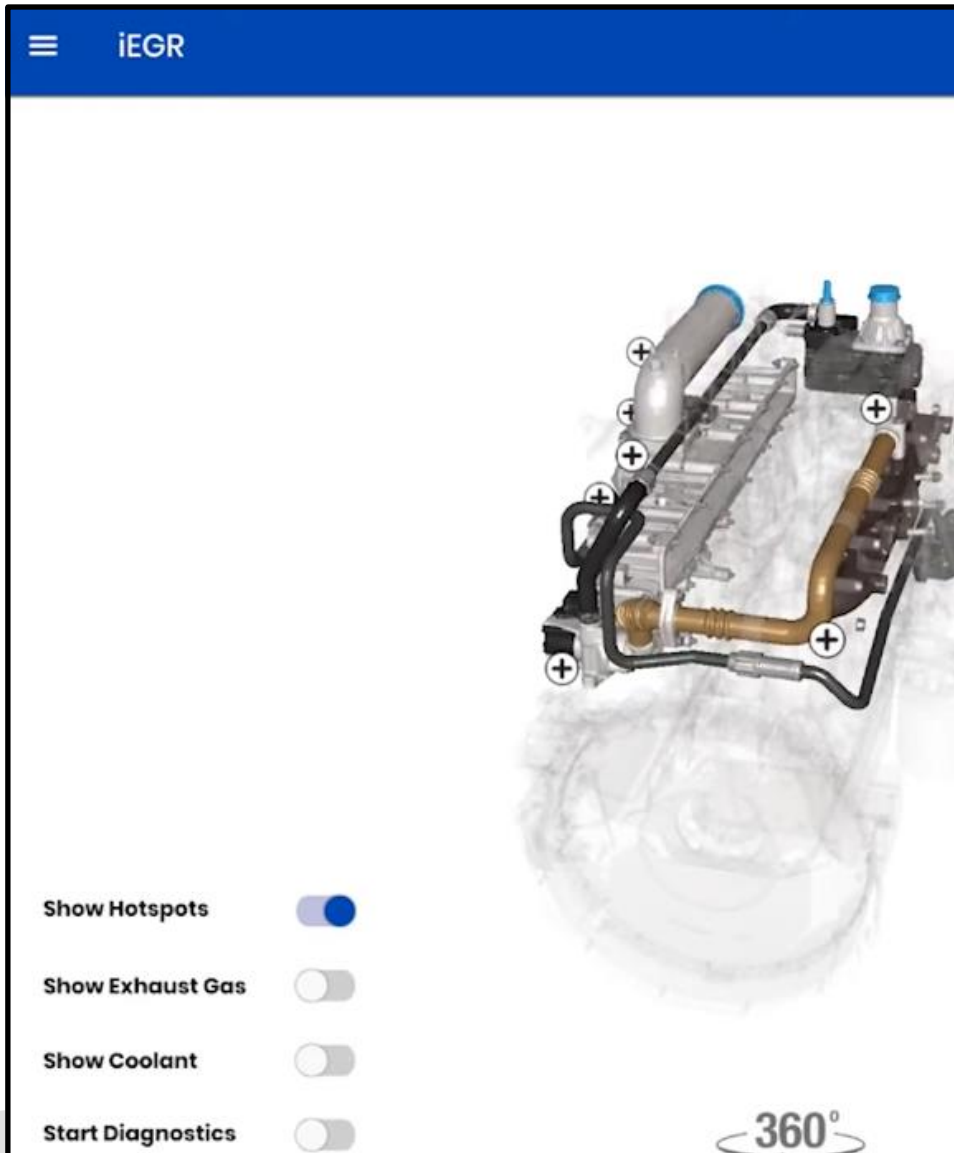
Solution:

We understood the art of customer engagement and technology integration. We created 3D models and animations sequences. Our developers worked on the UX/UI design of the application with immersive 3D real-life simulations.

Result:

Interactive visual experience helped efficient marketing and improved customer acquisition.





Client: ASHOK LEYLAND

Requirement:

To create a Learning management application to describe their products with various specifications.

Solution:

We created immersive web AR with robust architecture to support high performance applications. Our highly customized application assisted the learning and development team to ensure the best illustration of products to the dealers and employees.

Result:

Successfully developed a highly engaging application that aided our client in maintaining excellent communication.

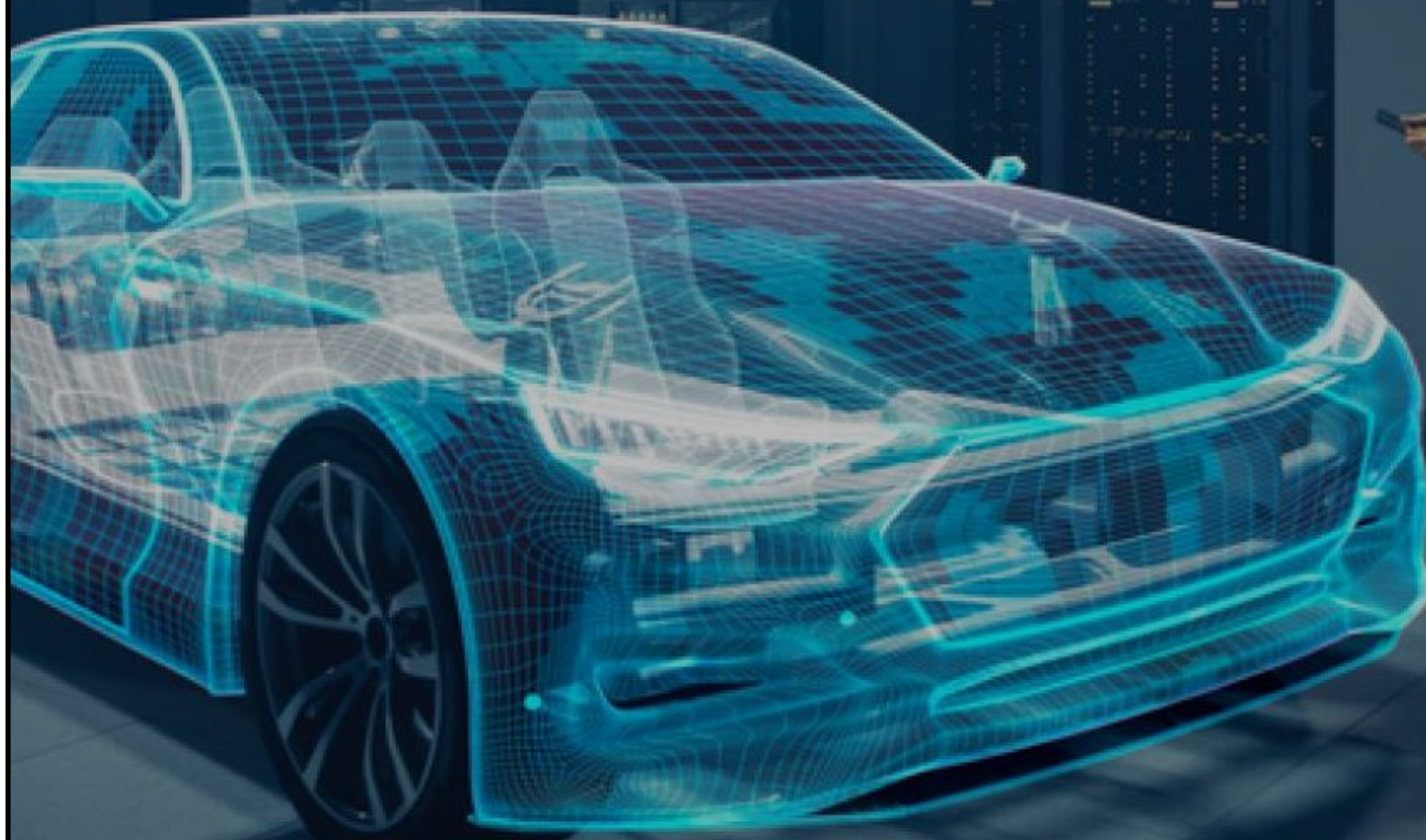


MAKING A DIFFERENCE

- Our services on 3D animation helps to improve the design standards of automotive firms and increase their sales potential.
- Our Web Application for construction based companies and Web AR for automobile sectors have shown positive and interactive customer engagement to our clients.
- Our brand videos and marketing campaign services about automotive helps to emphasize the marketing values through benefits-price comparison

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PRE PRODUCTION | PRODUCTION STUDIO | POST PRODUCTION | DISTRIBUTION



THANK YOU!

EFFE ANIMATION is a creative and communication consulting firm which provides businesses and companies with services like website designing, animated video making, film making and creative designs and concepts making for branding. [Read More](#)

EFFEX STUDIO merges creativity, with a blend of animation, live capture and visual effects to enthrall audiences towards the brands we work. We understand that brand reputation depends on the visualization of its brand value and marketing strength. [Read More](#)

FILMY ADS is an AD Film making and advertising company which focuses on emotive and passionate Concepts for Selling Brands. We strategize Unique branding techniques and novel marketing approaches to achieve the same. [Read More](#)

EFFE TECHNOLOGY Creates 3D EXPERIENCE WEBSITES and APPLICATIONS for marketing using technology like AR, VR and XR. 3D Web Applications , 360 video for VR and 3.js websites for product companies are developed here at EFFE Technology. . [Read More](#)

EFFE MARKETING is a digital marketing company which provides business and companies with services like website marketing, video marketing, email marketing and social branding. [Read More](#)

EFFE CONSULTANCY PVT LTD is an effective sales and marketing consulting firm with experience in both digital and channel sales, marketing and communication, strategy planning and brand recall techniques [Read More](#)

