



EUSTON BUSINESS CONSULTING

INTEGRATED MARKETING COMMUNICATIONS • 2026

Your global growth partner

Campaign creative built once and carried everywhere — from AI-generated imagery through to print, large format and lifecycle email.

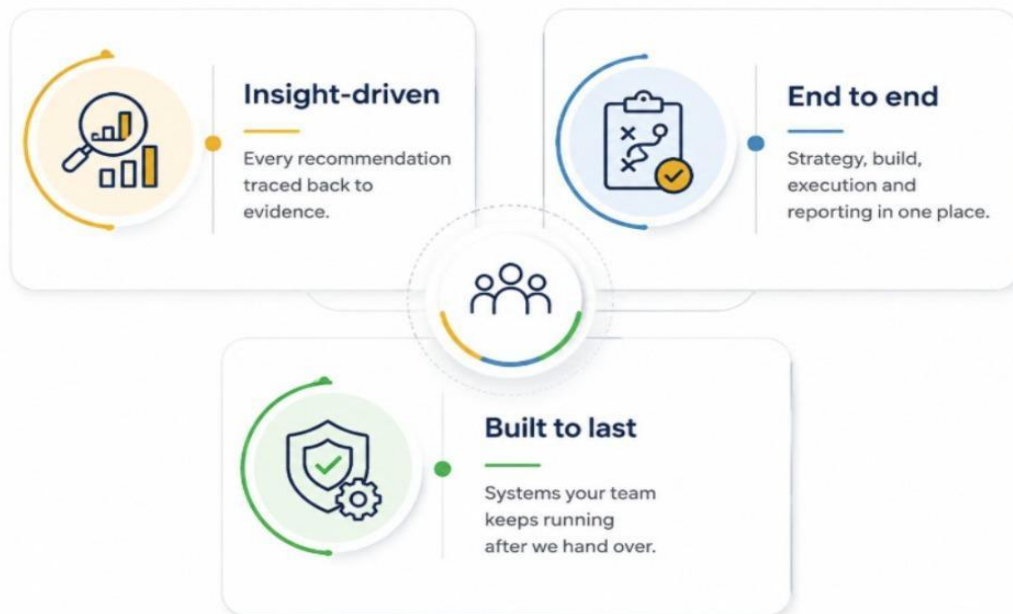
Integrated Marketing Communications



ABOUT US

The strategic thinking partner you need to expand

We work with founders and leaders to transform data into clear, bespoke strategies that grow the business with the purpose they seek. We give **clarity to context** with a team of experts — and the result isn't a polished deck or a one-time fix, but a permanent shift in how your business gathers data and makes decisions.



CONTENTS

Services Index

Five services covering campaign creative and its execution across channels. Page numbers refer to this deck.

01

AI Content Production

Campaign imagery without the shoot cycle

p. 06

02

Communications & Content

Editorial programmes for technical categories

p. 09

03

Print Media

Brochures, identity, signage and large format

p. 11

04

Out-of-Home Creative

Concept, art direction and production for large format

p. 13

05

Drip Marketing

Automated lifecycle email that nurtures leads

p. 15

Integrated Marketing Communications

Three connected disciplines that take a business from raw context to compounding growth — clarity first, communication second, scale third. This portfolio covers the creative and communications side; the digital disciplines are detailed in our Digital Portfolio.

1

Clear Vision

- Hygiene tests
- Competitive Intel
- Online Reputation Management
- Market Research & Customer Insight

2

Bold Communications

- AI Content Production
- Print & Publication Design
- Out-of-Home Creative
- Visual & Graphic Design
- Video & Motion Graphics
- Personal Branding
- Content Marketing

3

Data-Driven Scaling

- Performance Marketing
- Social Media Amplification
- SEO, GEO & AEO
- Drip Marketing
- Automation & AI
- Website Development & Maintenance

HOW THIS FITS TOGETHER

One Idea, Every Surface

Most agencies rebuild creative for every channel and charge you for each rebuild. We generate the asset library once, then adapt it — so a campaign that starts as an AI-generated editorial set ends up on a six-sheet, in a brochure and inside an email sequence without a second shoot.

01

Generate

AI content workflows produce a consistent asset library from a single brief — characters, wardrobe, locations and lighting locked across every frame.

02

Adapt

The same library is re-framed and re-typeset for each surface: portrait for social, landscape for large format, CMYK-ready for print.

03

Deploy

Print, out-of-home and lifecycle email, produced to spec and delivered to the printer, the media owner or the ESP.

04

Refresh

New variants — seasonal, localised, market-specific — come back through the same workflow in minutes rather than weeks.

AI Content Production

A productised workflow for **campaign imagery**. You set the variables — character, wardrobe, location, light, mood, framing — and the system handles prompt engineering, model selection and consistency checks. One operator runs a full campaign.

4–6 weeks

TRADITIONAL SHOOT CYCLE

6–20 mins

SAME OUTPUT, OUR WORKFLOW

26

HD IMAGES FROM ONE BRIEF, IN 30
MINUTES

Full

COMMERCIAL RIGHTS, ALWAYS
YOURS

WHY IT MATTERS

Brands spending heavily on photography are paying for logistics as much as craft — crew, location, wardrobe, reshoots. The workflow removes the logistics and keeps the craft, which is what makes seasonal refreshes and market-by-market variants affordable rather than aspirational.

What Comes Out

One brief, one consistent asset library, formatted for wherever it needs to run.

Editorial Campaigns

Hero imagery with a consistent cast, wardrobe and lighting across the full set.

E-commerce & PDP Sets

Product-page imagery at volume, consistent across an entire catalogue.

Social Cutdowns

Native crops for 9:16, 4:5 and 1:1 generated alongside the master, not retrofitted.

Localised Variants

Market-specific casting, styling and setting from the same underlying brief.

Brand Worlds

A defined visual universe a brand can keep generating inside, season after season.

On-Figure Tech Packs

Garments and products shown on figure without a fit shoot.

Sample Output

A recent campaign set — generated, graded and cut down from a single brief.



Hero editorial



Detail & texture



Social crop 4:5



Localised variant

Drop campaign imagery into the four frames above.

Communications & Content

Editorial programmes for brands with something technical to explain. Most content marketing fails in specialist categories because the writers never learn the industry — so the output is fluent and empty. We build publishing programmes that hold up in front of the people who actually know the subject.

Editorial Strategy

Content pillars and a publishing calendar mapped to the stakeholders who matter, not just to search volume.

Technical Writing

Content that stands up in engineering, manufacturing, education and finance — written by people willing to learn the category first.

Multi-Stakeholder Content

One platform speaking to customers, partners, operators and internal teams without diluting the message for any of them.

Repurposing & Distribution

Every commission cut down for social, email and sales enablement, so one piece of work earns its keep several times.

Good content isn't about storytelling — it's about telling a truly connective story well.

Eicher Trucks & Buses

Commercial vehicles · A Volvo Group and Eicher Motors joint venture · India

ABOUT THE CLIENT

Eicher Trucks and Buses runs a 4.9 to 55 tonne range, 100% connected vehicles for maximum uptime, and an active programme in CNG and electric alternate fuels.

THE BRIEF

Expand the digital footprint with content that was technically credible yet genuinely readable — reaching every stakeholder group through a single platform.

WHAT WE DID

A monthly blog programme covering innovations, upgrades and upcoming products, plus content on technology, sustainability and safety written for customers, fleet managers and drivers alike.

THE IMPACT

Higher views and stronger engagement across the platform, and measurably better awareness of Eicher's next-generation products and support solutions.

“

They are keen to learn about the industry and the brand. The entire team is knowledgeable, vibrant and always striving to deliver the best content.

Samanvay Sinha

Deputy General Manager — Brand and Communications,
Eicher Trucks and Buses

Blog programme delivered under the WordBerries banner.

Print Media

Tangible brand experiences — beautifully designed print collateral that leaves a lasting impression, from campaign flyers to full identity systems.

Brochures & Flyers

Professionally typeset promotional materials for campaigns and events.

Business Cards & Stationery

Cohesive branded identity packs, from business cards to letterheads.

Banners & Signage

Large-format display graphics for exhibitions, storefronts and events.

Reports & Proposals

Polished document design for annual reports, pitch decks and client proposals — the same editorial standard we apply to our own work.



Publications & Editorial

Professional editorial and publication design — from white papers to magazines — crafted to elevate brand authority and communicate expertise.

White Papers & Research Reports

In-depth, credibility-building documents designed to inform and influence decision-makers.

Newsletters & Magazines

Periodical editorial design, print-ready and digital, for internal or public audiences.

Case Studies

Structured storytelling that turns client success into a compelling sales asset.

Why it matters

Quality publications build thought leadership and trust — essential for consultants, educators and service brands trying to stand out in a crowded market.

Every publication we produce is designed to be shared, cited and remembered.



Brochures



Trifold brochures



Out-of-Home Creative

Concept, art direction and production artwork for large format. We create the work and deliver it to spec; media planning and buying sit with your specialist or media owner, so you get creative built by people who understand the format without paying an agency to resell space.

Concept & Art Direction

Ideas built for six seconds and forty feet — legible at distance, single-minded, no small print.

Format Adaptation

One campaign re-composed across 48-sheet, six-sheet, transit and digital screens without losing the idea.

Production Artwork

Print-ready files to media owner specification: bleed, resolution, colour profile, deadline.

Localised Variants

Neighbourhood, language and market-specific versions generated from the same asset library.

Universal Wisdom School — “Nurturing Learners for Life”

Admissions campaign hoarding, Balewadi, Pune.

Large Format in Market



A single admissions campaign system, art directed once and executed across multiple hoardings — consistent identity, different creative, same recognisable frame.



Print Media - Standees

10 GLORIOUS YEARS

CELEBRATING

WAGON WORLD SCHOOL

ORANGE - CONSPIRACY - COMMUNITY

Wakad

Universal Wisdom School
Balewadi

Admissions Open!

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& Cambridge School**

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www.universalwisdomschool.in

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QR Code

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UGC

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admissions@vupune.ac.in | www.vupune.ac.in
Laxmi Nagar, Kondliwa Pore - 411548.

Print media - Others

Standeers



Stalls and kiosks

Canterers



Drip Marketing

Automated email sequences that nurture leads, re-engage contacts and guide prospects down the funnel — on autopilot. Set up once, then optimised on open, click and conversion data.

01

Audience Segmentation

Define buyer personas and segment lists for hyper-targeted communication.

02

Sequence Design

Map trigger-based email journeys aligned to the customer lifecycle.

03

Copywriting & Design

Branded, persuasive email templates crafted for open rates and click-throughs.

04

Automation & Analytics

Set up on Mailchimp, HubSpot or Klaviyo — with full reporting and optimisation.

Email is where the campaign asset library earns its keep a second time — the same imagery, re-cropped and sequenced.

DRIP MARKETING

EMAIL CAMPAIGN MOCKUP

A series of personalized emails designed to engage parents, share key information, and encourage admissions.



Engage

Build trust and stronger relationships



Nurture

Provide relevant information and drive admissions



Convert

Encourage inquiries and drive admissions



Track & Improve

Measure performance and optimize campaigns



EMAIL 1

Welcome Email
Day 1



Dear Test Anjali Shahapurkar,

Welcome to Vishwakarma University, Pune! 🎓

Thank you for your inquiry and for considering Vishwakarma University for your academic journey.

One of our Admission Advisor will contact you soon with all the information you need to make an informed decision. 😊

12:39 pm

[Visit Website](#)



EMAIL 2

School Introduction
Day 3



Hi Anjali Shahapurkar,

Wisdom World School, Hadapsar

India's Leading ICSE School in Hadapsar, Pune.

The only school in India to receive the QS-iGauge Platinum-rated ranking ⭐

Promising

- 📖 Educational Excellence.
- 🏢 Top-notch Infrastructure.
- 🏆 Holistic Growth and Development.

Admissions are open for Academic Year [2023-2024](#).

4:57 pm

[Know More](#)

[Contact us](#)



EMAIL 3

Why Choose Us
Day 7



Dear Parent,

Here's what makes UWS special:

- International curriculum with global exposure
- Focus on academics, creativity & life skills
- Safe, inclusive & future-ready environment
- Experienced and caring educators

Give your child the best start for a bright future!

6:39 pm

[Visit Website](#)



A warm welcome and thank you



Share our story and key programs



Build trust and showcase value





EUSTON BUSINESS CONSULTING

One idea. Every surface.

Campaign creative, production and lifecycle communications — under one roof, from London.

Euston Business Consulting