

**thecloy.online**

think genz think us.

# Find us in



# ABOUT US

***The Cloy*** serves as a bridge between companies and Generation Z, offering specialised expertise in **Web/App Development, Social Media, Branding, Copywriting, SEO, and XR marketing.**

Comprised entirely of **Gen-Z** members, from our founder to writers, creatives, and readers, we provide authentic insights into Youth Culture and drive Social Change. Our mission is to facilitate genuine engagement between companies and **Gen-Z**, ensuring they not only talk about us but also converse with us.

As ***The Cloy*** expands, more individuals recognize the influence and potential of young people.

# Telling Great Stories

We have a proven content first approach.

We help our clients to communicate who they are and what they do through relevant and trustworthy stories.

And by doing so, we integrate good SEO principles from the very beginning.

# Solving Problems

We identify and seek inspiration in trends. No subject is too technical, too new, too hard - We always find a way to move forward.

# Designing Amazing Experiences

We have a team of creative experts. Every project is a design challenge:

but a user-centric experience that lets a brand shine.

And never with less than flawless execution

# What we do

Branding & rejuvenation

App & design

Digital content creation & seo

Performance creative & video

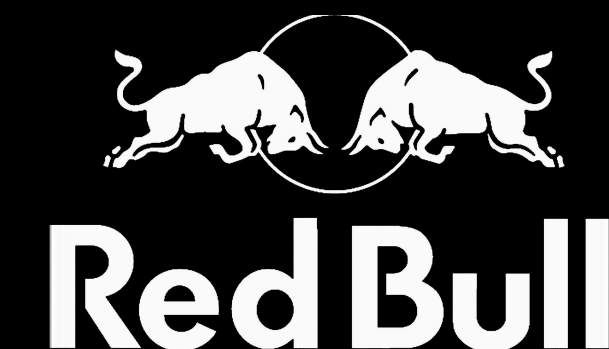
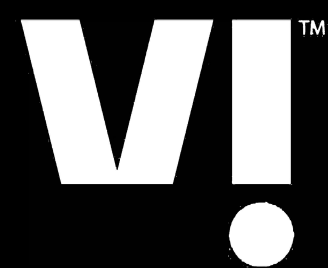
Xr marketing

Research

Paid media

Influencer/celeb mgmt & pr

# Glad clientele



And many more...

# branding & rejuvenation

When a prospective client approaches us for a branding project, they are usually unaware of just how integral branding will be to their company's success or failure. The process of creating a brand is more than just a logo; it's a combination of colours, fonts, imagery, and more working together to tell the story of your company.

Client **ATC Group**  
Lithium Batteries

## Project Type:

B2B Complete Brand Building,  
Brand Identity development etc.

## Project Description:

Developing a complete strong brand identity was critical to the success of ATC Lithium Batteries. By focusing on innovative design, sustainable practices, and exceptional product quality, the brand can establish a strong reputation and stand out in a competitive market.



Go Green!  
HONOURING COMMITMENT IS MY HONOUR

**ATC**  
GROUP  
**Lithium Batteries**

**ATC ENERGIES SYSTEM PVT LTD**

Head Office :  
Mahal Industrial Estate,  
M.K.C. Road, Nr Paper Box, Andheri- E,  
Mumbai-400093, Maharashtra.  
Tel: +91 91676 48192

Factory - Vasai:  
Near Blue Bell & Narava  
Industrial Estate, Chinchpada,  
Vasai East, Maharashtra, India.  
Tel: +91 91676 48192

**ATC**  
GROUP  
**Lithium Batteries**

**LET THE POSITIVE ENERGIES FLOW**

HONOURING COMMITMENT IS MY HONOUR



**LET THE POSITIVE ENERGIES FLOW**

HONOURING COMMITMENT IS MY HONOUR

**ATC EN**

Mahal Industri

104, 105, 106, 10

Near Blue Bell

Near Golani Naka, Vas

Property No. C-12, Sect

inl

www.a

www

Scan QR code

Go Green!

HONOURING COMMITMEN

Edition 3, February 2023

**ATC**  
GROUP  
**Lithium Batteries**



**ATC**  
GROUP  
**Lithium Batteries**

**ATC ENERGIES SYSTEM PV**

Head Office :  
Unit No. 3, New India Industrial Estate,  
Mahal Industrial Area Off M.K.C. Road, Nr Paper Box, And

Factory - Vasai:  
Near Blue Bell & Narava  
Industrial Estate, Chinchpada,  
Vasai East, Maharashtra, India.  
Tel: +91 91676 48192



Client **Munchkin**  
Pet Foods

## Project Type:

Brand Identity Design

## Project Description:

The package design for Munchkin Pet Food is designed to convey the brand's commitment to providing healthy and delicious meals for pets. It is designed to be visually appealing and easily identifiable on store shelves, with clear product information and a focus on the pet enjoying the food.







VVK Nutritional Solutions

**MUNCHKIN**

**Highly digestible**

High in natural dietary fibre, Added Vitamin C, Crunchy Pellets  
Formulated by Expert Veterinarians and Chemists

VVK Nutritional Solutions

**MUNCHKIN**

**Highly digestible**

High in natural dietary fibre, Added Vitamin C, Crunchy Pellets  
Formulated by Expert Veterinarians and Chemists



VVK Nutritional Solutions

**MUNCHKIN**

**For all types of Ornamental Fish**

Highly Digestible, Includes all essential amino acids, High quality ingredients,  
Formulated by Expert Veterinarians and Chemists

VVK Nutritional Solutions

**MUNCHKIN**

**For all types of Ornamental Fish**

Highly Digestible, Includes all essential amino acids, High quality ingredients,  
Formulated by Expert Veterinarians and Chemists

# RAFT MOTORS



India's  
No. 1

**ELECTRIC  
SCOOTERS**

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

Client

## Raft Motors

EV Bikes

### Project Type:

B2B Complete Brand Building,  
Brand Identity development etc.

### Project Description:

Raft Motors, an OEM manufacturer specialising in electric vehicles (EVs), achieved significant success by securing 14,482 bookings for their EV lineup through a meticulously executed digital media marketing campaigns. This accomplishment translated into an impressive sales of 13 million USD in just one year.





**RAFT**

# app & design

The main reason that a Website / App design is so important to your app's success is that it has a dramatic effect on your app's user experience. The way your app looks and moves plays a critical role in the way a user feels when interfacing with it.



Client



Telecom Provider

## Project Type:

UI/UX Design

## Project Description:

Based on the research findings, we developed a user interface and user experience design that is intuitive, user-friendly, and visually appealing. The design enables users to easily navigate the app, access relevant information, and complete tasks efficiently.

Overall, this project aimed to design a mobile application that enhances the user experience and enables users to easily access and utilize V! services.

# Vi Hero Unlimited Prepaid SIM

Get benefits like Binge All Night, Weekend Data Rollover & Data Delight

order now >>



\*T&C apply

get Vi app

## recharge and pay bill

enter mobile number



## new to Vi?

get Vi SIM delivered free



buy prepaid sim



buy postpaid sim

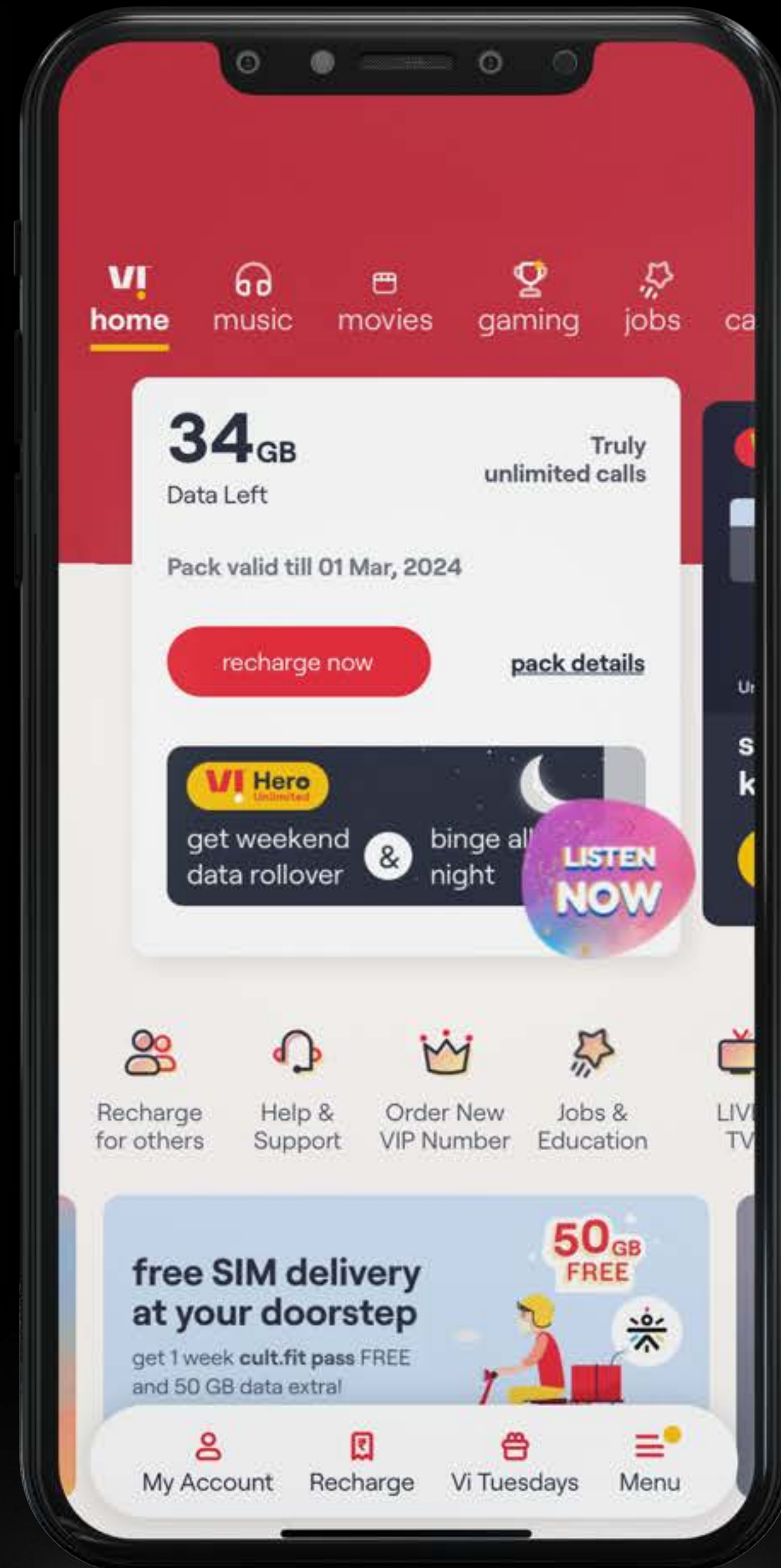
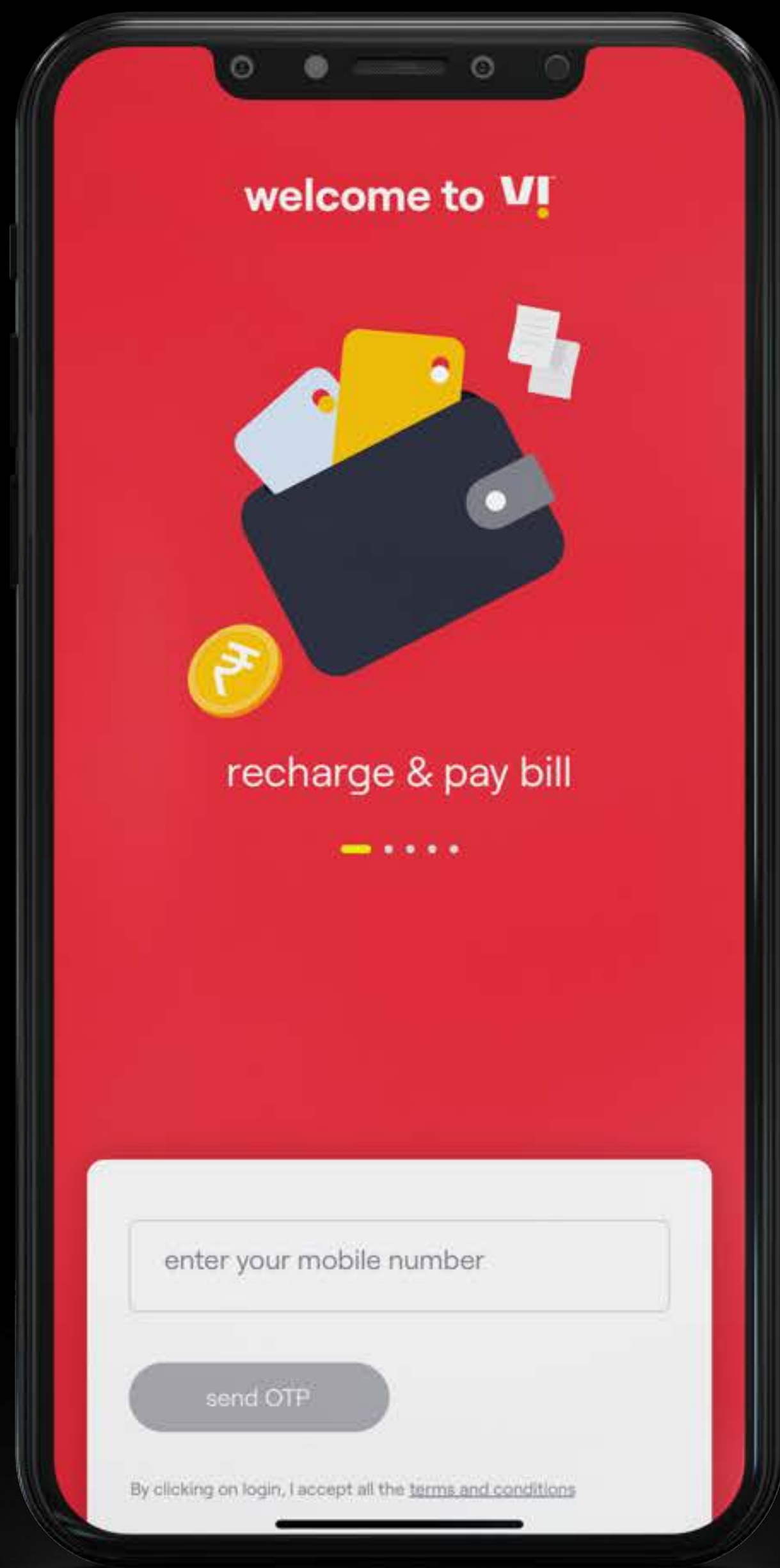


port to Vi



buy fancy number





Client

# LeMarche

Grocery Delivery

Project Type:

PWA For B2C

Project Description:

The front-end of the website is developed using modern web technologies such as HTML, CSS, and JavaScript. We ensure that the website is responsive, optimised for mobile devices. The back-end of the website will be developed to include the integration of a content management system (CMS) and an e-commerce platform. This will allow Le Marche to easily manage their product catalog, inventory, orders, and customer data.



Freshest Produce

AT THE BEST PRICE!

Only at



Ongoing Offers

Our current line of great offers!

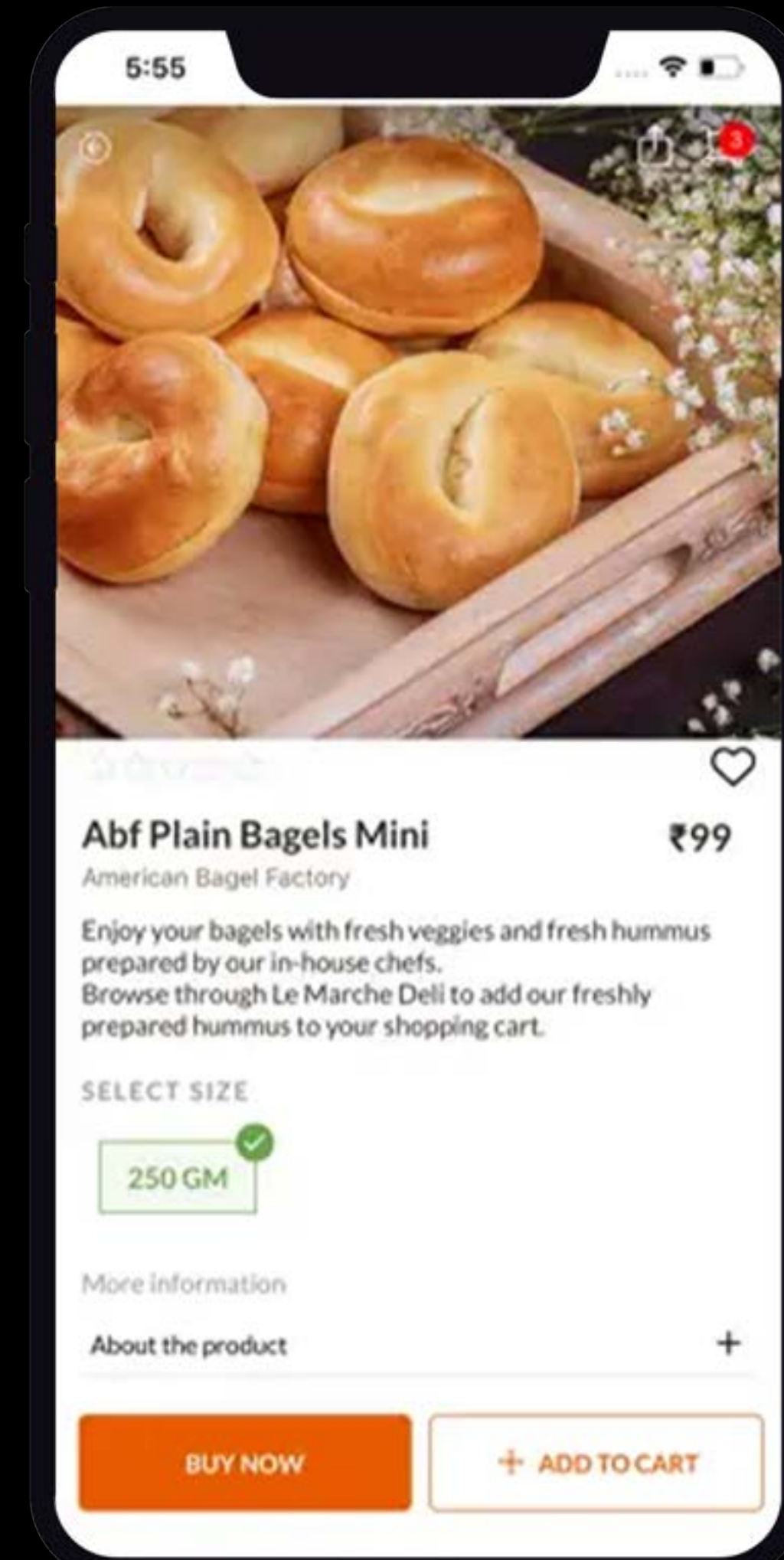
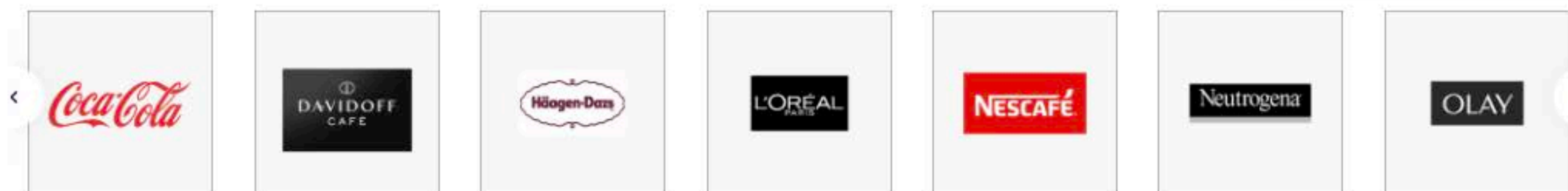


Best Pricing Everyday

Grid of product cards for Onion, Fresh Tomato, Potato, and Cucumber with prices and 'ADD TO CART' buttons.

Popular Brands

Brands that are trending right now!







**Tupperware®**

Client

# Tupperware

Homeware Products

## Project Type:

D2C Ecom Marketplace Setup

## Project Description:

The Tupperware company decided to expand its distribution channels by setting up the brand on Amazon India. This project aimed to establish a Tupperware store on Amazon India, with the goal of increasing the visibility of the brand and driving sales.

To promote the Tupperware, we leveraged Amazon advertising to target customers searching for Tupperware products. Overall, this project aims to establish a successful Tupperware store on Amazon India, with the goal of increasing the visibility of the brand and driving sales.

# Tupperware®



Tupperware

Tupperware

HOME DRY STORAGE REFRIGERATOR WATER AND THERMAL FLASK LUNCH AND OUTDOOR FOOD PREPARATION MORE

Q Search all Tupperware



Premium homeware products that are healthy for you, your family & the planet!

SHOP NOW

Client

# Paragon

Footwear

## Project Type:

UI/UX Design / Front-end  
Development

## Project Description:

The brand is known for its commitment to quality, comfort, and style, and has been a trusted name in the footwear industry for many years.

The UI/UX design project for Paragon, a footwear brand, aimed to create a visually engaging and user-friendly e-commerce platform that showcases Paragon's products and values, while providing an enjoyable and seamless shopping experience for customers

mascara  
*Paragon*  
**New Launch**

Comfortable Trendy Affordable



Formal Shoes



Casual Shoes



Flip Flops



Sandals



Formal Shoes

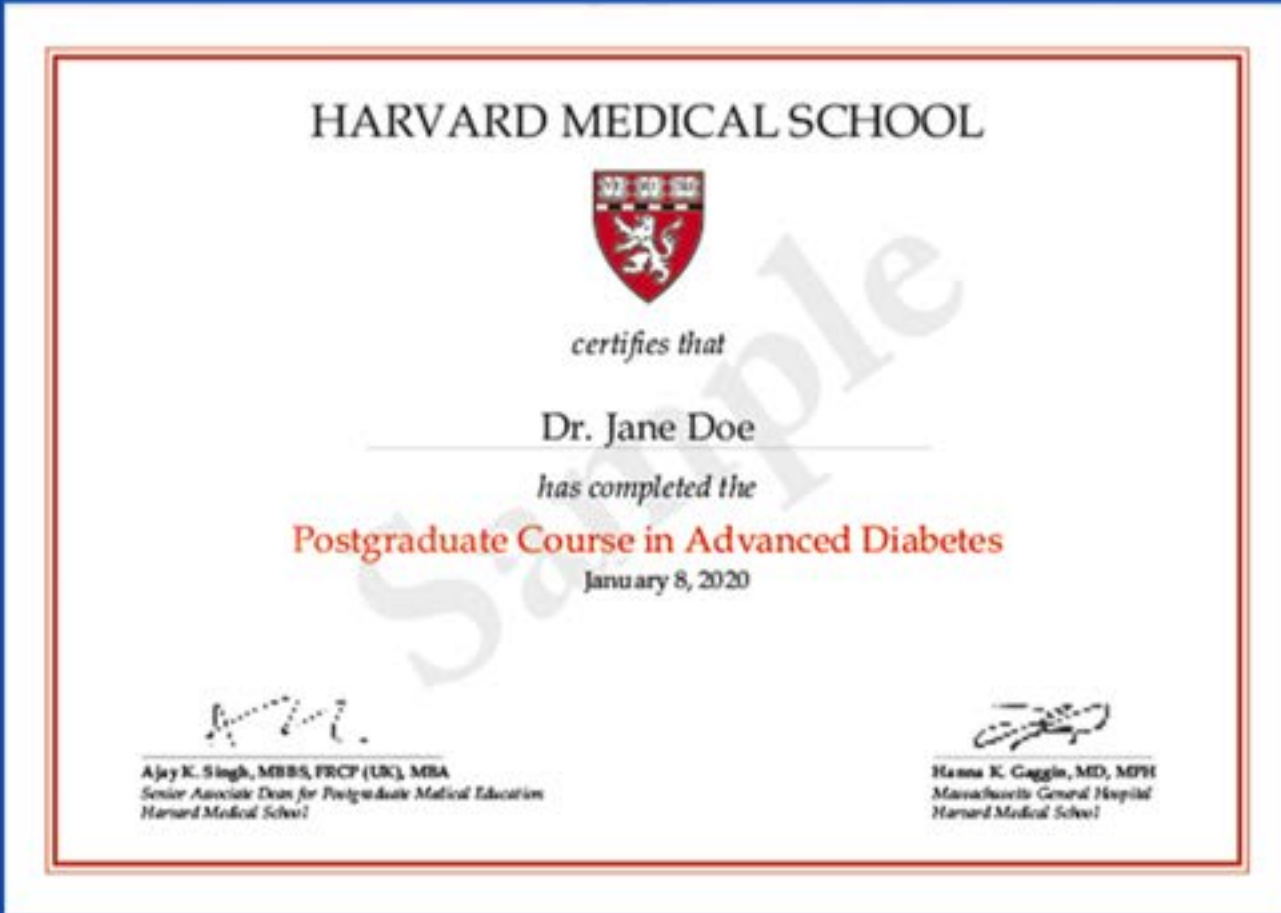


# digital content creation & seo

It takes effort to get organic search visibility, rankings, and traffic. You can attain this by consistently creating optimised content. If you want organic search visibility, rankings, and traffic, you have to commit yourself to the grind of consistently creating optimised content.



# POST GRADUATE COURSE IN ADVANCED DIABETES



GET  
**HARVARD**  
CERTIFICATION

REGISTER NOW



| Helps deliver world-class care to patients



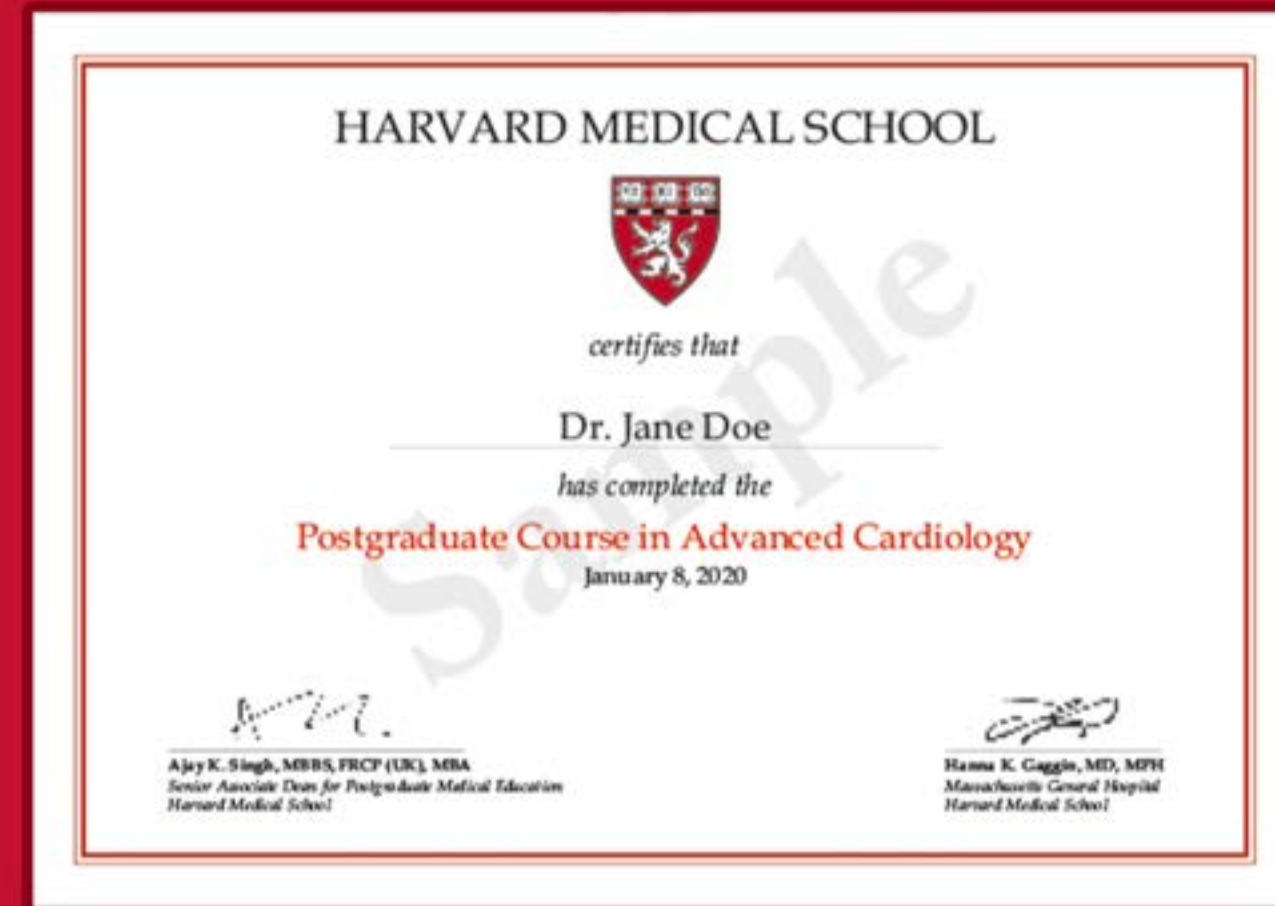
| Boosts confidence and competence in the speciality



| Gain competitive edge and enhance clinical practice



# POSTGRADUATE COURSE IN ADVANCED CARDIOLOGY



GET  
**HARVARD**  
CERTIFICATION

REGISTER NOW



| Helps deliver world-class care to patients



| Boosts confidence and competence in the speciality



| Gain competitive edge and enhance clinical practice

Client

# Harvard Medical School

Medical University

Project Type:

Digital Marketing Campaign

Project Description:

Elevated Harvard Medical School's digital presence, focusing on cardiology and diabetes courses, resulting in a noteworthy \$16,500 USD in sales.



04:28

**jacobs creek wine**

**350** Posts   **34 k** Followers   **532** Following

**Jacobs Creek Wine**  
 We're wine that you like 🍷 Please enjoy Jacob's Creek responsibly and forward to those of legal drinking age only.  
 UGC Policy: [bit.ly/37qWdbG](https://bit.ly/37qWdbG)  
 2129 Barossa Valley Way, Rowland Flat, South Australia  
[bit.ly/2JUuyTd](https://bit.ly/2JUuyTd)

**Follow**   **Message**   **Call**   **+8**

ICC   Our Vineyard   Our Wine   Food Pairings   Wine 8

Home   Search   Post   Heart   Profile

**Reminder**  
 It's Friday! Treat yourself to a glass of wine.

**TGIF!**   **Pouring now!**

DRINK RESPONSIBLY

**JACOB'S CREEK**

DRINK RESPONSIBLY

**JACOB'S CREEK**

**GIVE THE WINE SOME ROOM TO BREATHE BY FILLING YOUR GLASS LESS THAN HALF WAY.**

DRINK RESPONSIBLY

**ALL I WANT FOR CHRISTMAS IS...**

**JACOB'S CREEK**

DRINK RESPONSIBLY

Client

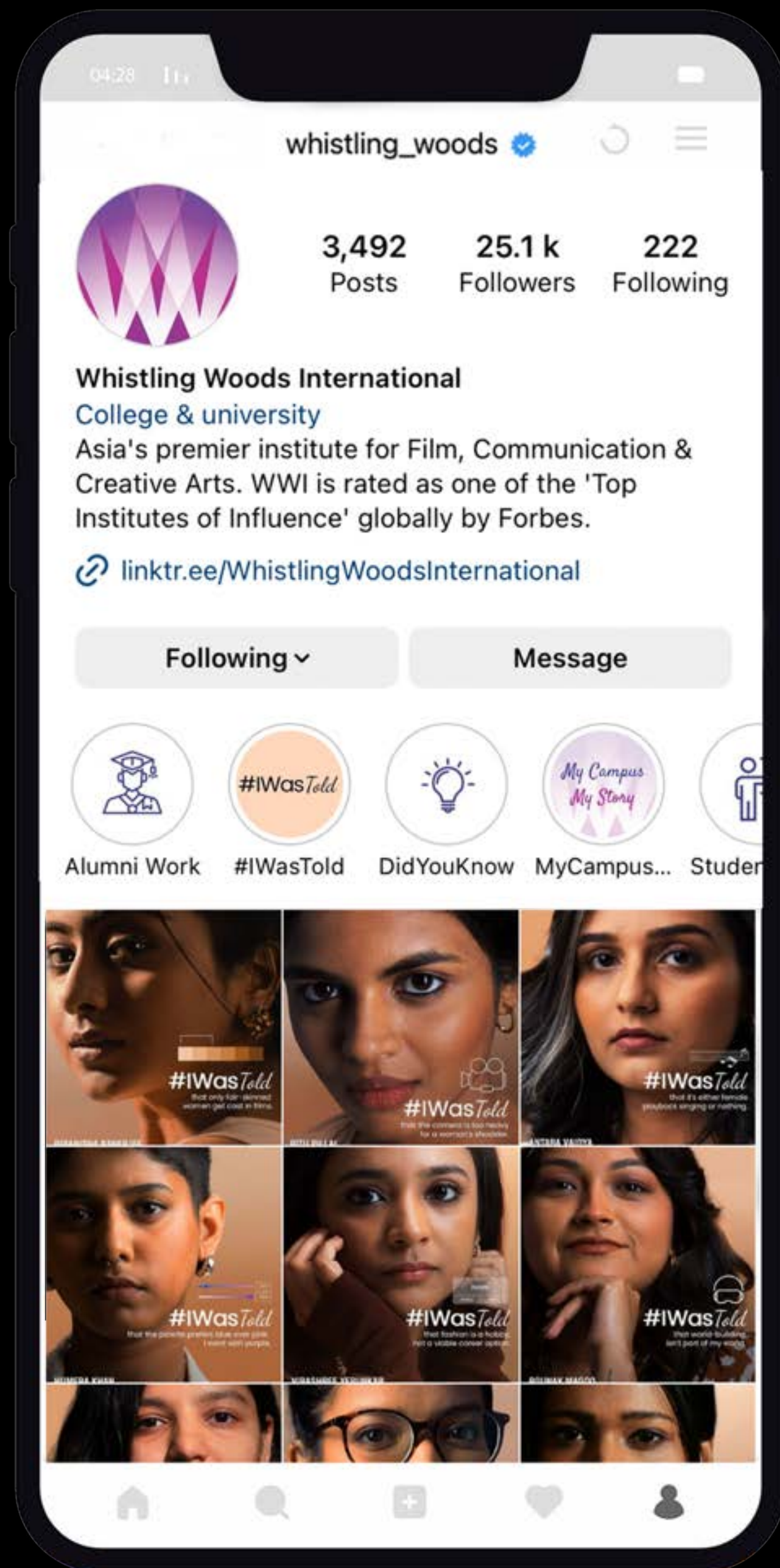
**Jacobs  
Creek Wine**  
Wine Brewery

Project Type:

Social Media Retainers

Project Description:

We were tasked to enhance Jacobs creek's social media presence, engage with their audience, and drive conversions and responsible for managing and creating content for their holiday season campaign on Instagram.



The event management industry is growing at **11.2%**

For perspective, in a good year, the entire US economy grows at 4%.

**ADMISSIONS OPEN.**

—SCHOOL OF EVENT MANAGEMENT

**“Esports will rival the biggest traditional sports leagues in terms of future opportunities”**

-Steve Bornstein (Former CEO ESPN, Chairman Activision E-sports Division)

**ADMISSIONS OPEN.**

—SCHOOL OF SPORTS & E-SPORTS MANAGEMENT

**RADIO JOCKEYS**  
**COPYWRITERS**  
**PR PROFESSIONALS**  
**TALENT MANAGERS**  
**ENTREPRENEURS**  
**ACCOUNT PLANNERS**  
**STORYTELLERS**  
**JOURNALISTS**

**Were born here.**  
**ADMISSIONS OPEN.**

—SCHOOL OF MEDIA AND COMMUNICATION

**NAVARASA.**  
**THE MARK OF**  
**A SEASONED**  
**ACTOR.**

**ADMISSIONS OPEN.**

—SCHOOL OF ACTOR'S STUDIO

## Project Type:

Social Media Retainers

Client

## Whistling woods International

University

## Project Description:

We were developing a content that aligns with their brand values, creating high-quality visual content, scheduling posts, and analysing metrics to optimise engagement and reach.

blenderspridefashiontour

888 Posts 40.7 k Followers 93 Following

**Blenders Pride Fashion Tour**  
Design & fashion  
Welcome to the official handle of Blenders Pride Glassware Fashion Tour. #MyLifeMyPride Please do not tag anyone under 25 years.

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

Following Message Email

Gurugram '... Metaverse '... Mumbai '22 Hyderabad... Kolkata

**TEAM 1 FUERZA**  
**TEAM 2 WEVEN**  
**TEAM 3 EMERGENCY**  
**TEAM 4**

LED A SUSTAINABLE FASHION REVOLUTION

THE SHOWCASE My Passion. My Pride.

POWERED BY fDCI

**IF YOU'VE GOT THE CREATIVITY, WE'VE GOT THE STAGE.**

CALLING ALL LIP-AND-COMING CONTENT CREATORS.

BLENDERS PRIDE Fashion Tour

**THE SHOWCASE**  
My Passion. My Pride.

**OVERWHELMED BY THE APPLICATIONS**

THE SHOWCASE My Passion. My Pride.

POWERED BY fDCI

**IF YOU'VE GOT THE SKILL, WE'VE GOT THE STAGE.**

CALLING ALL LIP-AND-COMING DESIGNERS.

BLENDERS PRIDE Fashion Tour

**THE SHOWCASE**  
My Passion. My Pride.

POWERED BY fDCI

**MASTERCLASS**  
Age of Influence

**SUSHANT DIVGIKAR**  
Performing Artists / Singer, Equal Rights Champion & Motivational Speaker

**ANWESH SAHOO**  
Tech Artist / Illustrator & Equal Rights Activist

DATE: 9<sup>th</sup> August 2021, Monday  
TIME: 11.00 AM

LIVE

@blenderspridefashiontour | @fdciofficial

#MYIDENTITYMYPRIDE

THE SHOWCASE My Passion. My Pride.

Client

# Blenders Pride

Fashion

Project Type:

Social Media Retainers

Project Description:

Our objective was to elevate the social media presence and create a highly targeted social media campaign for Blenders pride fashion tour



# Pride of Charotar.

Times have been tough since March last year. But with the drop in cases post the deadly second wave of COVID-19, businesses have revived and restarted with a fresh look and mindset. It will be a great pleasure for us to award the stalwarts who resumed businesses post the series of partial lockdowns and restrictions, with a bang. After all, these entrepreneurs are the driving force of our economy! Hence, it's an honour for us to felicitate the pioneers of Anand who have helped the town reshape itself amidst this pandemic.

The show-stoppers of not only Anand but also for other towns and cities of Gujarat, these entrepreneurs deserve to be felicitated and we, The Times of India want to honour them in September with the award "**Pride of Charotar**". Come, let's join hands together.



Pride of Charotar :- 4th Sep 2021

## Groove to the beats of prosperity, this Navratri.

The market is all set to celebrate Navratri with splendour. The excitement for grander celebrations is opening up abundant opportunities. Let's make the most out of this opportunity and generate considerable ad revenues.

**Let's drive O2L revenue!**

THE TIMES OF INDIA | **BombayTimes** | THE ECONOMIC TIMES | महाराष्ट्र • दण्डम् | **NBT** नवभारत टाइम्स

## Mumbai is open for business.

Will your brand cash in on the pent-up demand?

As the markets open after the long haul of restrictions, your brand can make the most of this festive opportunity to boost sales.

Advertising with the TOI can help you get there faster. Begin a conversation with your target audience through a TOI advertisement.

### Make sure your brands don't miss out on this growth curve.

THE TIMES OF INDIA | **BombayTimes** | THE ECONOMIC TIMES | महाराष्ट्र • दण्डम् | **NBT** नवभारत टाइम्स

Client

# The Times Group

Publication

Project Type:

Social Media Retainers

Project Description:

The project for The Times Group was to create internal mailers, Newsletters and social media content



# performance creative & video

Our in-house production hub that comprises of photographers, videographers, producers, directors, editors and animators who together create some great visual content.





TAP  
TO  
PLAY 





**#DulhanWaliFeeling**

**Moheey<sup>®</sup>**  
Bridal lehengas





  
Manyavar®



*Lamborghini*







245/30 ZR20

18 1F548



Lamborghini  
CERAMIC



**BLAVK**

BOM  
BAY  
SEX

# G-SHOCK

ABSOLUTE TOUGHNESS







DW-5600BB-1



GA-2100-1A1



DW-5600BB-1



GA-2100-1A1

oppo





HASSELBLAD

HASSELBLAD

04:49  
Fri, 10 Nov 2000









TAP  
TO  
PLAY



 LEXUS

FW  
Studio



FW  
Studio



FW  
Studio



TAP  
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TAP  
TO  
PLAY 



PORSCHE









KAVACA







TAP  
TO  
PLAY





IGCSE School Affiliated to  
Cambridge  
International  
Education  
(CIE)



# BIRLA OPEN MINDS INTERNATIONAL SCHOOL

Affiliation No. IA 122  
Cambridge Assessment  
International Education  
Cambridge International School

बिरला ओपन माइंड्स इंटरनैशनल स्कूल  
आई.जी.सी.एस.ई. मान्यता प्राप्त



# xr marketing

XR helps to create a powerful impression in the consumer's minds, urging them to look at your brand from an entirely new perspective.

The Lenovo logo consists of the word "Lenovo" in white, bold, sans-serif font, centered within a solid red rectangular background. A thin, vertical white line is positioned to the right of the red box, separating it from the NVIDIA logo.

**Lenovo**



## Project Type:

3d Marketing

Client **Lenovo**  
Technology Company

## Project Description:

Experience the future of technology with our 3D project, "Power of 2." Lenovo and NVIDIA unite to present an immersive journey, revealing the seamless collaboration between Lenovo's cutting-edge devices and NVIDIA's groundbreaking technologies. Dive into the virtual realm and witness the extraordinary fusion of smarter technology, setting the stage for Intelligent Transformations and innovative solutions.

# POWER TOE 2

SOLUTIONS POWERED BY  
PARTNERSHIP







Client

# Vitamin Angels

Technology Company

## Project Type:

2d Informative video

## Project Description:

Uncover the impact of undernutrition on pregnant women in India through our poignant 2D project. Vitamin Angels India and UNICEF India proudly collaborate to support Prime Minister Narendra Modi's vision, shining a spotlight on "Mahila aur Swasthya" (woman and health) as part of Poshan Maah 2022.





**Low birth weight baby**



**Malnourished child**



**Malnourished  
pregnant woman**



**Malnourished teenager**



# Merry Christmas

TO YOU AND  
YOUR LOVED ONES

Client

**PLG**

Product Life Group

Medical Consulting

Project Type:

3d Marketing

Project Description:

Join us in a festive 3D video exclusively for the Product Life Group (PLG). This project serves as a special Christmas greeting, celebrating the joy of the season and extending warm wishes to all PLG members. Experience the holiday spirit in a uniquely immersive way, fostering unity and cheer within the group.









Client

**Sugar  
Cosmetics**  
Cosmetics

Project Type:

AR Filter for Instagram

Project Description:

The goal of this project was to create Instagram filters that enhances the user's look and promotes Sugar Cosmetics' brand identity. The filter is available for users to try on their own faces and share on social media, which will increase brand awareness and engagement.

04:28

trysugar

**SUGAR Cosmetics**  
 Dive into the world of #Makeup that's high on style & higher on performance. #ShukarHaiSUGARHai  
 To get featured, tag us @trysugar  
 Shop now  
[bit.ly/3N4Tp4A](https://bit.ly/3N4Tp4A)

7,612 Posts   2.6 M Followers   1,894 Following

Follow   Message   Contact

New Launc...   Shop Now   Makeup Ha...   Celeb Story   SUGAR

BLINK TO CATCH THE MAKEUP

Makeup Quiz by trysugar

WHICH ONE ARE YOU?

CARRIES A SMALL MAKEUP POUCH

NEEDS A LUGGAGE BAG JUST FOR MAKEUP

Try It

Classic makeup by trysugar

Try It

## Project Type:

3d Marketing

Client

**Blavk**

Clothing

## Project Description:

This 3d projects was to launch and showcase the products by Blavk in a unique way like no one has every done in India before.



TAP  
TO  
PLAY



BLVR

TAP  
TO  
PLAY



BLVR

TAP TO PLAY 



TAP TO PLAY 



***GET IN  
TOUCH***

**thecloy.online**

think genz think us.

**LOCATION**

ONTARIO, CANADA

+1 437 566 2966

MUMBAI, INDIA

+91 87886 75833

***connect@thecloy.online***



Thank you

**BLAVE**

**thecloy.online**

think genz think us.