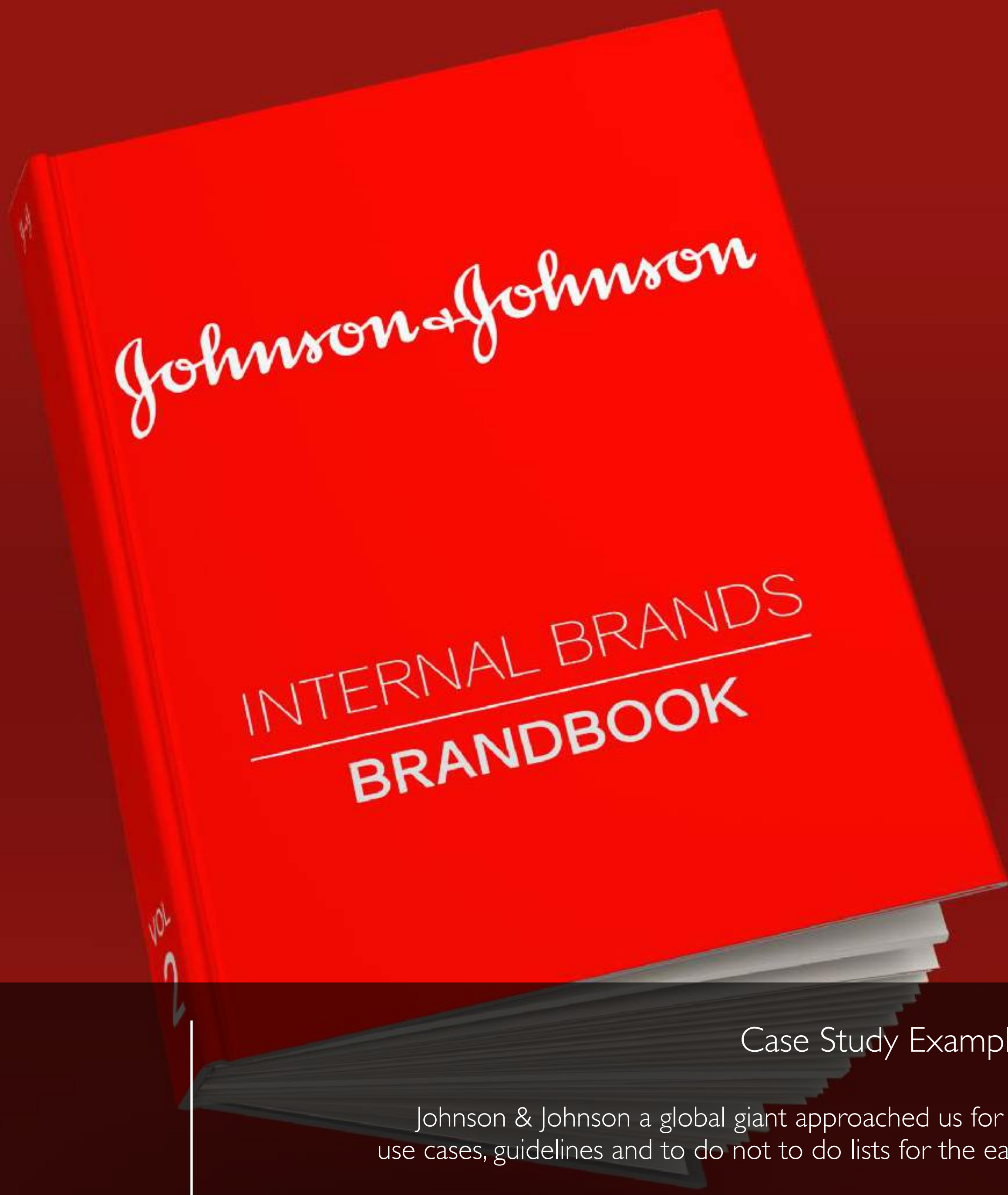


DOMINIX

BRAND EXPERIENCE

We design the perception of brands and businesses to exude the value that they provide. We use a combination of design principles and laws of human perception to elevate the brand perception and recall value for boosted business.

Not only the perception, Dominix Business Strategies® and Context Mapping® are the tools which can potentially alleviate the business problems and make sure the vision, ethos and the business plan ensures the exponential growth of the business.”

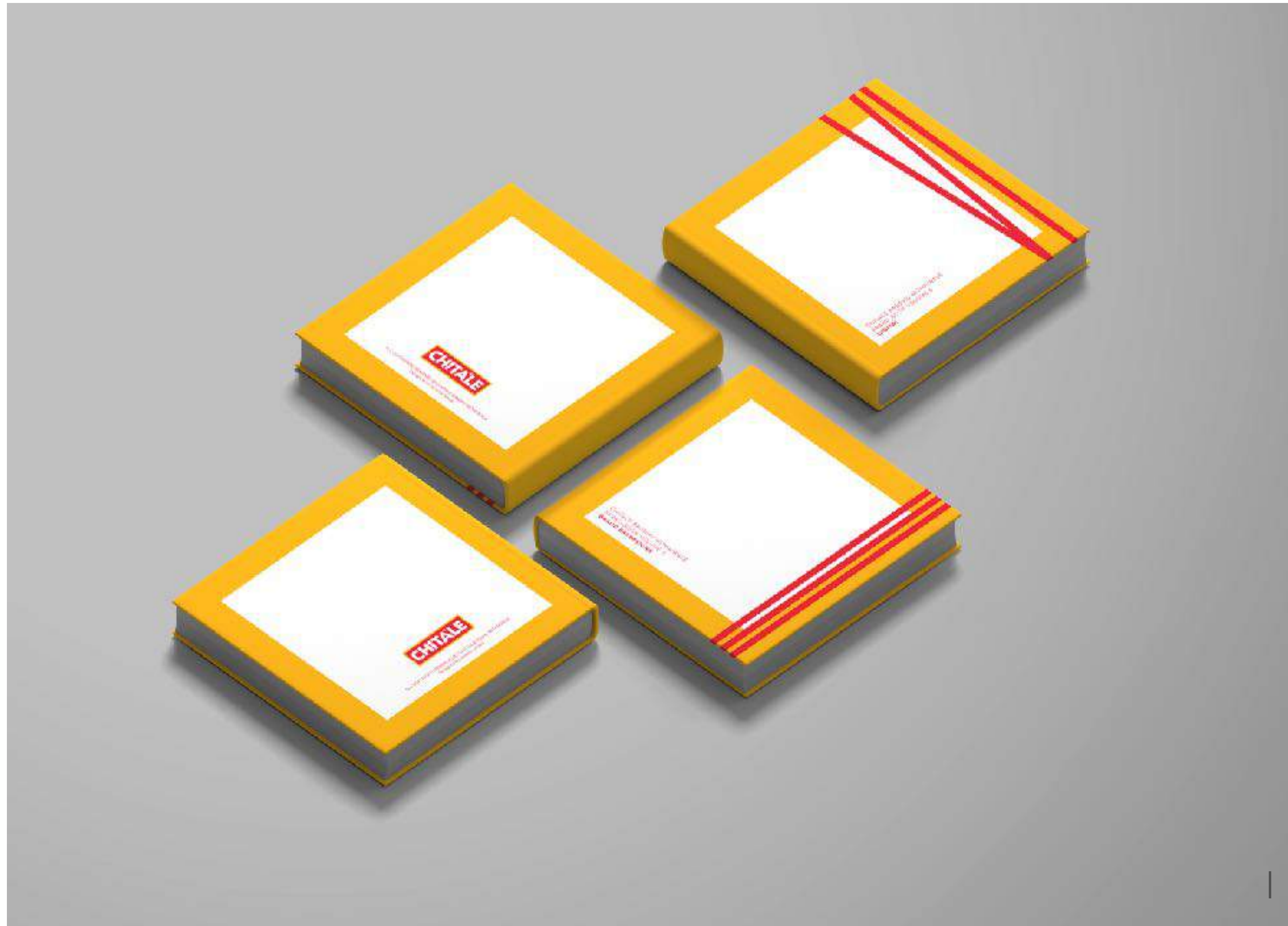


BRANDBOOKS

Brands reflecting in every details.
Recall, Consistency and Seamlessness.

Case Study Example: Johnson & Johnson, Global 2022

Johnson & Johnson a global giant approached us for branding their internal brands. Creation of use cases, guidelines and to do not to do lists for the easy accessibility for the internal global teams of the company.



18+ completed projects

/ WORK EXAMPLES

1. 7 Volume brand books for India's one of the biggest Food Brand - Chitale Bandhu Mithaiwale, as they are ready to go global!
2. Real Estate Corporation - Siyon Capital Inc. New York had their chic branding done with the guided brand-book.
3. Orthocrafts- the medical miracle brand- had the turnkey brand experience exercise done by us in 2016- the very first brand exercises at Dominix.





MINIBOOKS

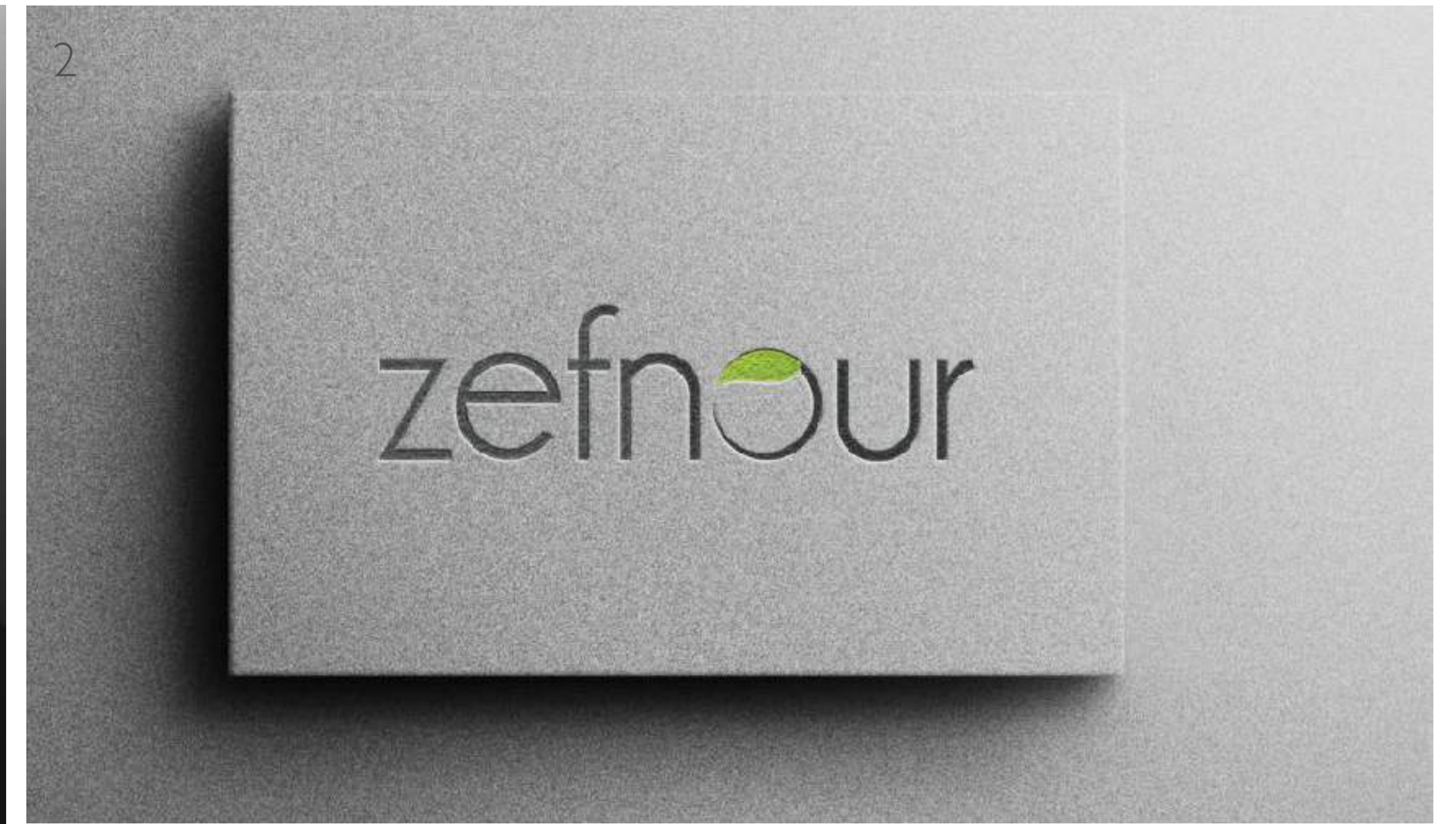
Smaller brands wanting to make a bigger impact.
Recall, Consistency and Seamlessness.

Case Study Example: Tata Sons, 2020

Tata, World's one of the most trusted companies approached us for their mini brand conceptualisation and documentation for TIC (Tata Imagination Challenge) . Internal sub-brand brand books often are smaller with a smaller scope range.



1



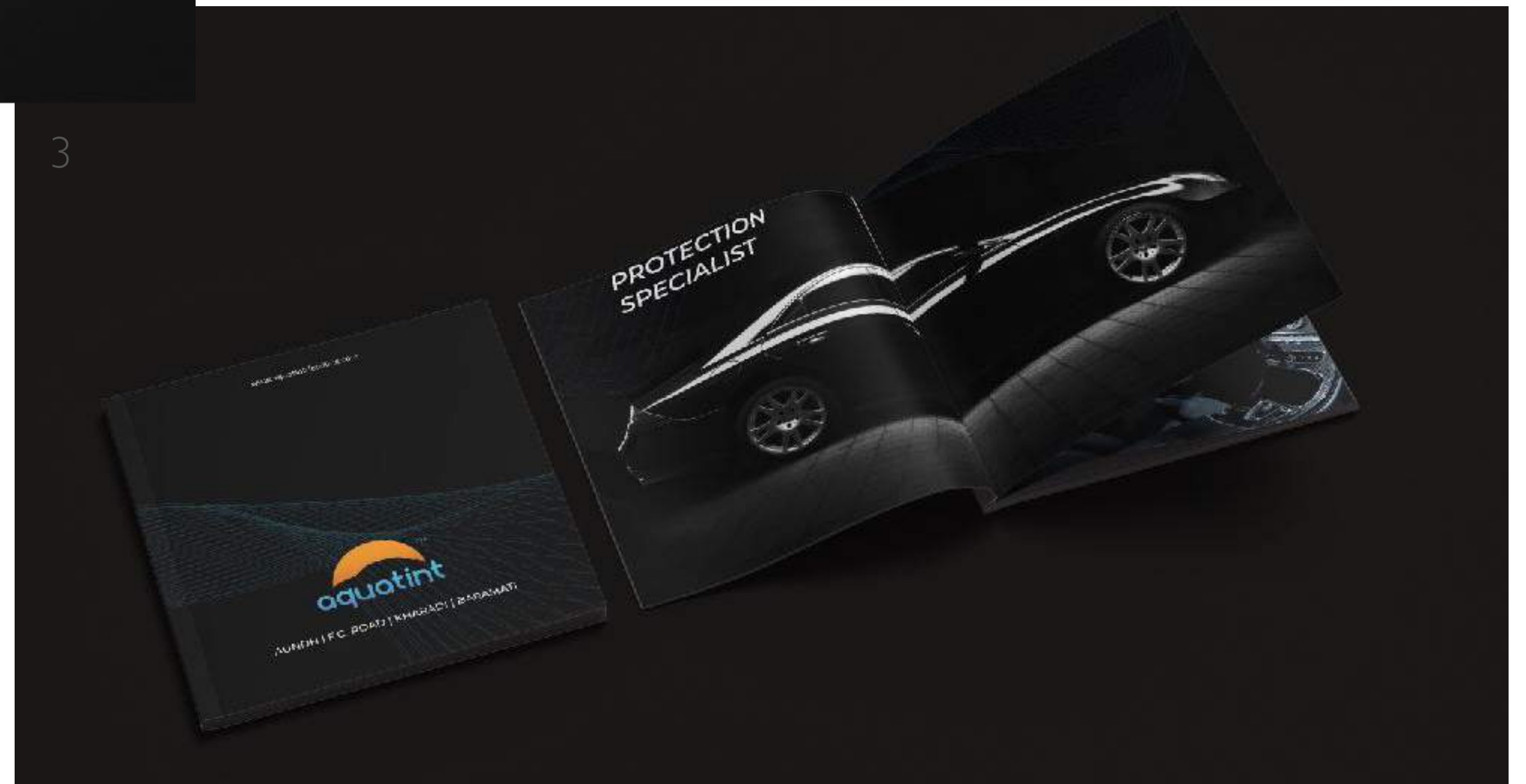
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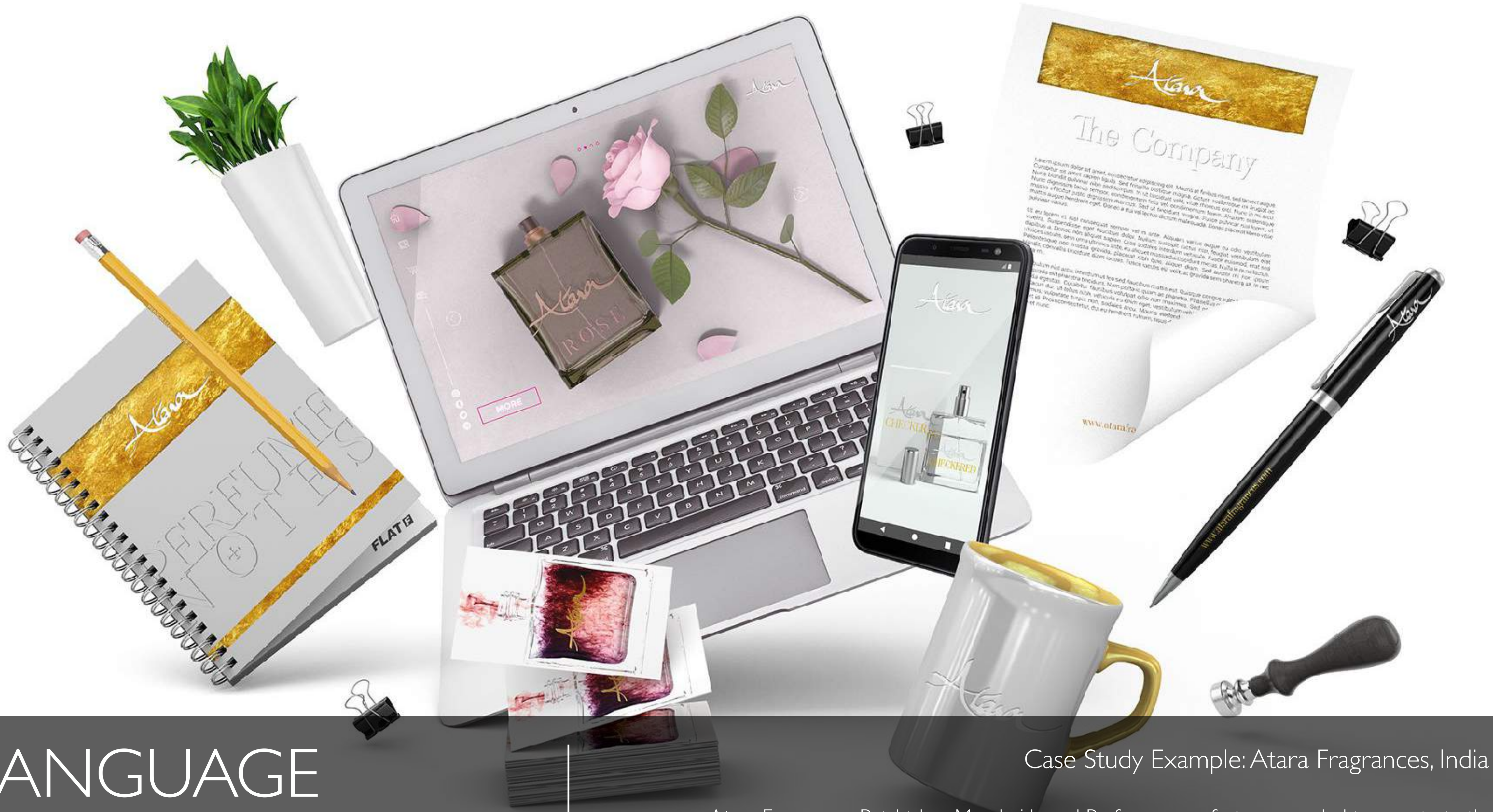
28+ completed projects

/ WORK EXAMPLES

1. Ace Space Real Estate, India's fastest growing real estate company and our sister brand had their mini brand book done.
2. Zefnour- Premium Sustainable Organic Food Brand did their packaging design as well as brand experience mapping in their mini brand book
3. Aquatint- a holistic brand experience was developed and documented in the Aquatint's mini- brand book!

3





LANGUAGE

A brand in itself is a persona.
Letting it reflect throughout is a challenge we solve.

Case Study Example: Atara Fragrances, India 2018

Atara Fragrances Pvt. Ltd., a Mumbai based Perfume manufacturer needed to penetrate the global perfume market. The brand is handcrafted by the founder of Dominix Global. The whole brand persona, brand language were set using the cutting edge contemporary technology.



1



2

180+ completed projects / WORK EXAMPLES

1. More Mischief Dubai, situated at the Emirates Towers DXB, had their rebranding exercise done with us.
2. Eco Agro- a 20 year old Global Agriculture brand language is one of the most soothing yet pop brand languages we have created so far.
3. Avadhoot products, a Konkan based 75 year old brand had young blood succeeding the board. They needed the chic brand language developed for them.



3



PACKAGING

We help businesses create their first impressions.

Case Study Example: Calvin Klein Pack, Paris, 2016

Calvin Klein, a global fashion mogul assigned us to create something from the waste jeans in their factories. We created packaging! A simple phenomenon when you unzip pants, you get the Underwear. We created the packaging up-cycling the Calvin Klein Jeans and used them to make the package for their underwear.



1

2



3

90+ completed projects / WORK EXAMPLES

1. Packaging Designed for ROLEX- Wimbledon Edition watches- giving a wimbledon experience while unboxing!
2. Zaffora- a saffron brand from Afganistan approached us for the packaging experience of their premium Saffron.
3. We designed all the packages of Leela's Kitchen- the Spice brand from United Kingdom, our first packaging client!



RETAIL

Sale. The word businesses revolve around.
We help brands build a phenomenal retail experience.



Case Study Example: Couture Purva Godbole, India 2018

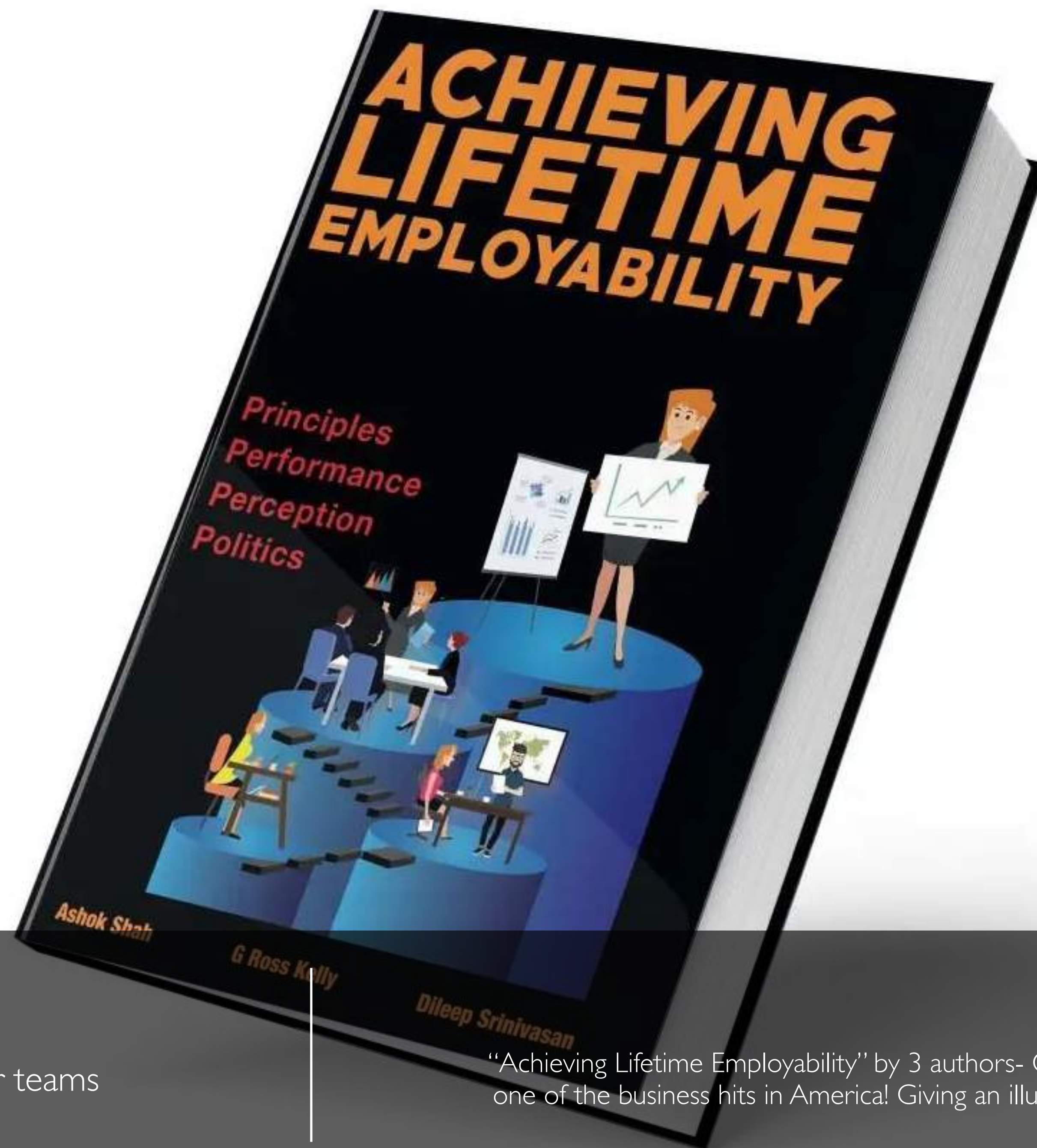
With a 10x outreach and brand perception in just one year, each and every detail of the CPG brand and holistic experience has been crafted out. Brand breached through every smallest of the contour; the impact of design cannot be ignored.

10+ completed projects

/WORK EXAMPLES

1. The new Flagship Store brand experience for Couture Purva Godbole infused with the likes and brand language of Urban Naari.
2. The flagship workshop of Aquatint in Nasik is one of the best detailing studios created in India so far.
3. The new age store experience of Chitale Bandhu Mithaiwale having the global brand language designed by Dominix.





PRINT

Tangibility to the core- one of our teams expertise in the magic of print!

Case Study Example: Book: USA, 2019

"Achieving Lifetime Employability" by 3 authors- G Ross Kelly, Ashok Shah and Dileep Shrinivasan is one of the business hits in America! Giving an illustrative cover page, Dominix studied the contexts created the visuals for this amazing book!



1

2



3



290+ completed projects / WORK EXAMPLES

1. Every year, we design the annual report of Venture Centre, Asia's Biggest Start-up Incubation Centre for the last 5 years!
2. BioSpectrum Asia magazines are designed by us, monthly!
3. NuFFOODS spectrum Asia Magazines are designed by us monthly for the past 5 years- 65+ magazines designed so far.

Thank you.

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