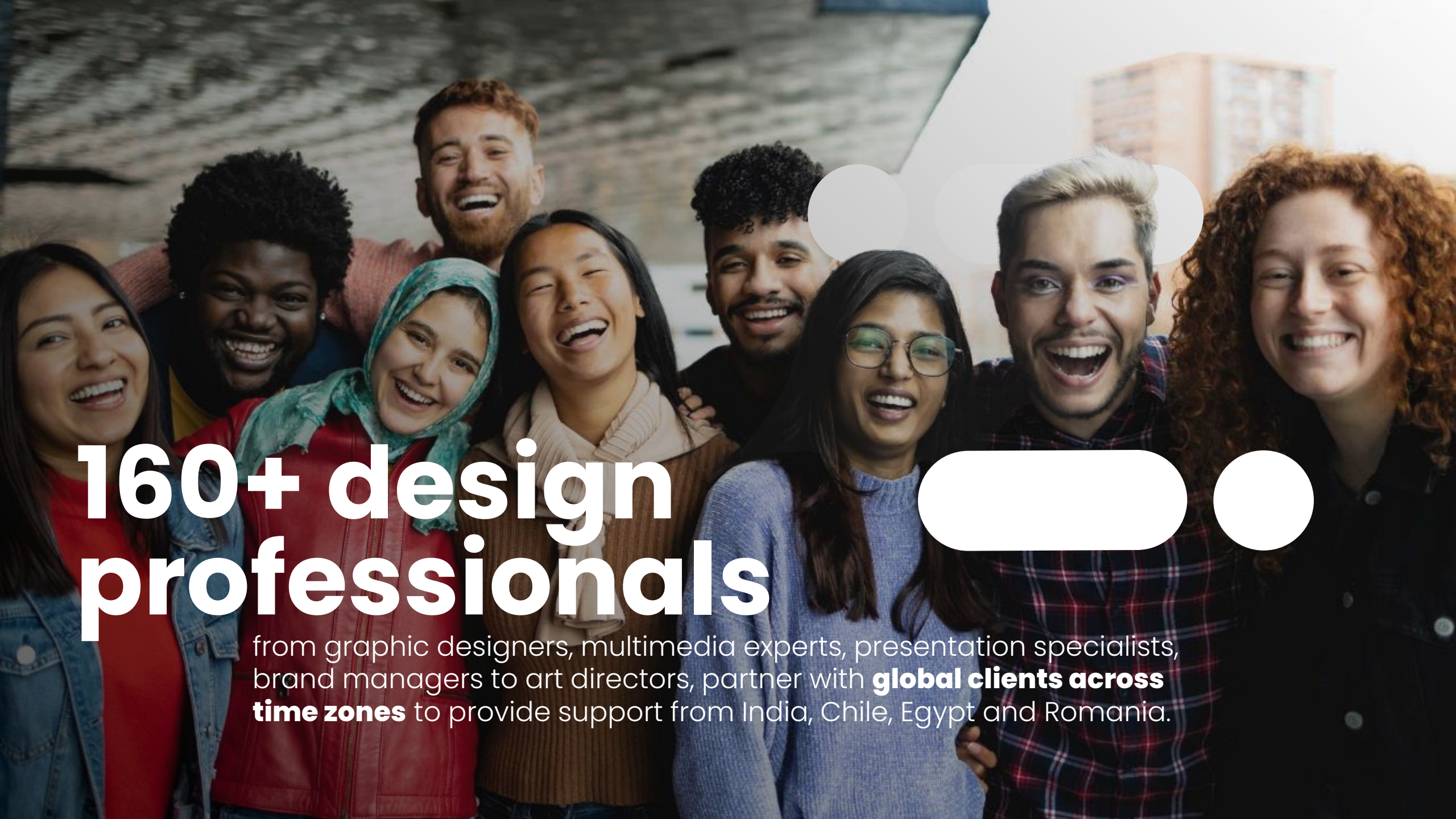
EVALUESERVE

Hello!

One-stop design solutions with a 360° approach - from creative storytelling to intuitive design thinking with streamlined design delivery. We believe in designs that reflect brand culture, imbibe its values and shape its future.

We are...



160+ design professionals

from graphic designers, multimedia experts, presentation specialists, brand managers to art directors, partner with **global clients across time zones** to provide support from India, Chile, Egypt and Romania.

Supporting across varied medium

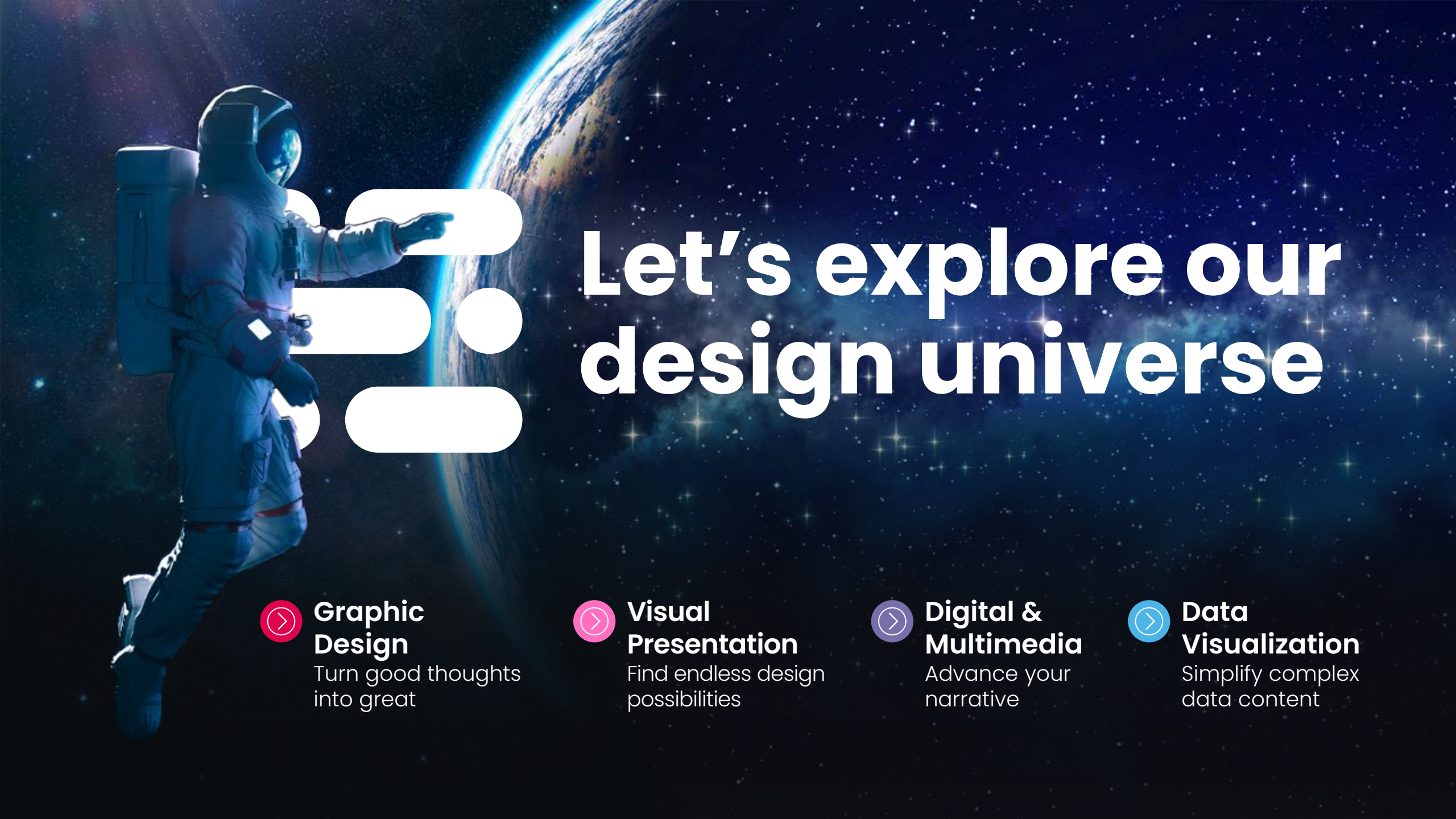
for business functions, brand and marketing teams across industries to discover, develop, and **deliver impactful design solutions**.

Competitive advantage

with **offshore/nearshore support,** multilingual design, tier-based modal approach, domain expertise, and customized workflow tools.

Technology capabilities

to cater design needs with increased efficiency through **unique design tools** which includes logo library, tombstone builder, proofing features, and micro-automated add-ins.



Let’s explore our design universe

Graphic Design
Turn good thoughts into great

Visual Presentation
Find endless design possibilities

Digital & Multimedia
Advance your narrative

Data Visualization
Simplify complex data content

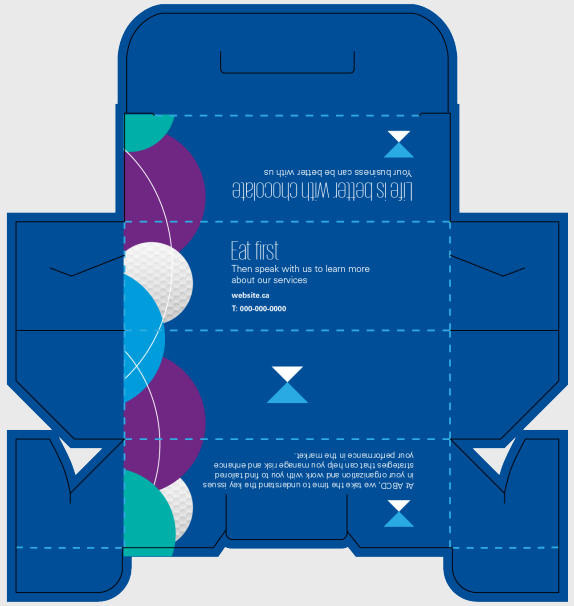
Turn good thoughts into great
Graphic Design

Brochure and marketing materials

The brochure is designed to serve as a meaningful tribute, by visually capturing heartfelt testimonials from team members for a senior partner embarking on a new endeavor.

The die-cut brochure using Adobe Illustrator involves customization as per the client's unique requirements which brings a different perspective to the related campaign by following the overall theme.

The accordion fold brochure was designed with modern design layouts in InDesign with the need of printing for the client's internal training to inform all the participants about the program overview.



Annual report

The report has been designed in InDesign with the customer insights generated from Annual data captured throughout the year.

Data report

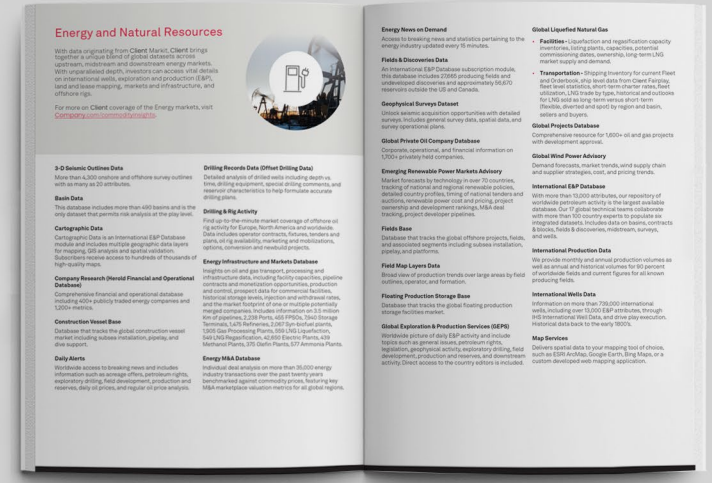
The data-oriented report has been designed for one of our key clients with all the insightful survey data for their relevant customers while keeping the analytical details intact.

Sales report

The sales report was meticulously crafted in both Word and InDesign, employing diverse languages to enhance accessibility. Visually uplifting elements were integrated to present a comprehensive overview of annual data, ensuring a captivating experience for end customers.

Data directory

A unique blend of global datasets across different industries has been collated. The document has been designed visually while ensuring unparalleled depth for the investors to access vital details.



Infographic

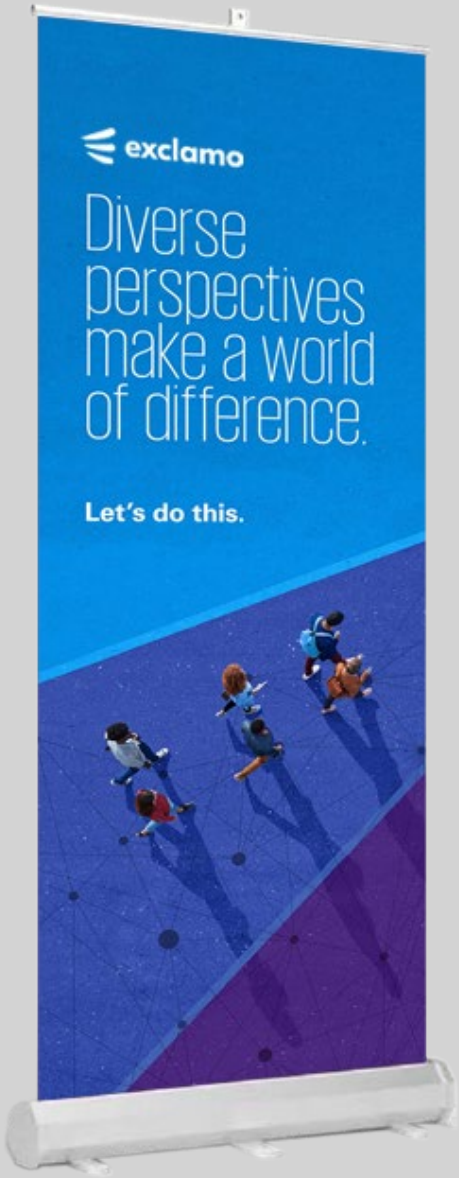
A wide range of data and content has been visualized in the form of infographic to communicate the context clearly and effectively to the audience.

Isometric illustration

The process/context can be designed visually to make it eye-catching for end users in the form of an isometric illustration. The output can be further added to multiple corporate documents such as presentations, brochures, digital emailers, etc.

Large format design

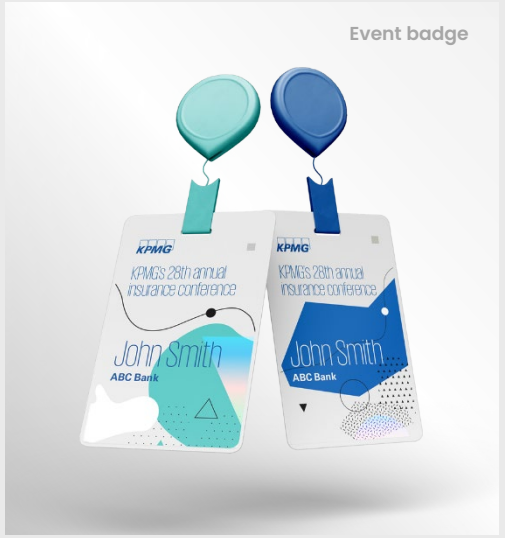
Marketing and event collateral are created considering the surroundings of the event location to meet the needs considering the overall theme and the requirements of the campaign.



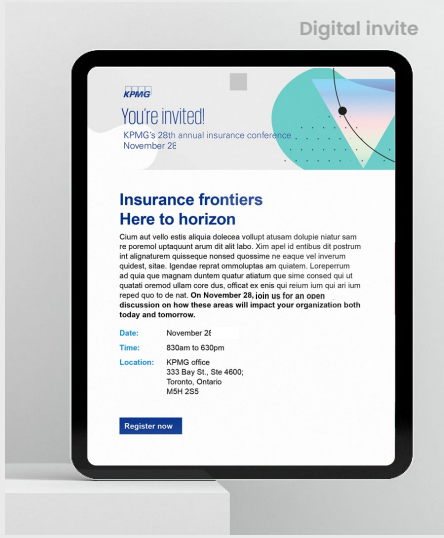
Campaign and event collaterals

Conferences, events, and outdoor advertising all serve as focal settings for inviting peers and potential customers to join in creating true impact. These types of expressions have been designed with a focus on most high-level ideas and concepts, to spread awareness and build recognition.

Tent card



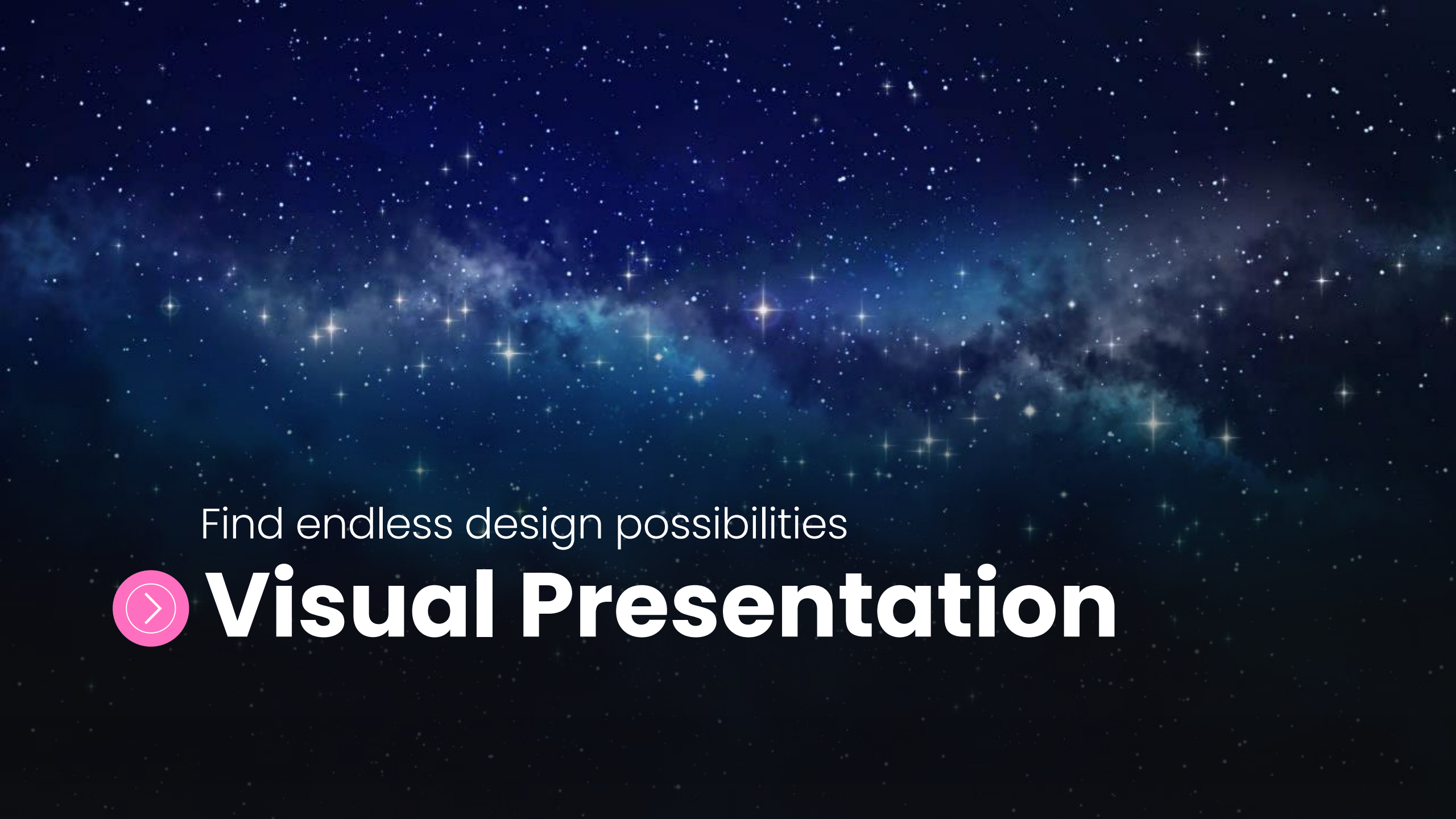
Event badge



Digital invite

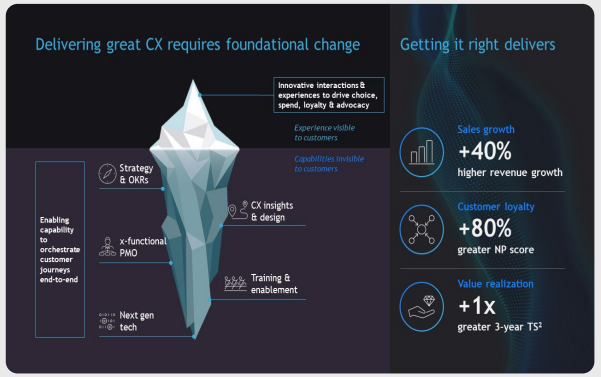
Swag and promotional materials

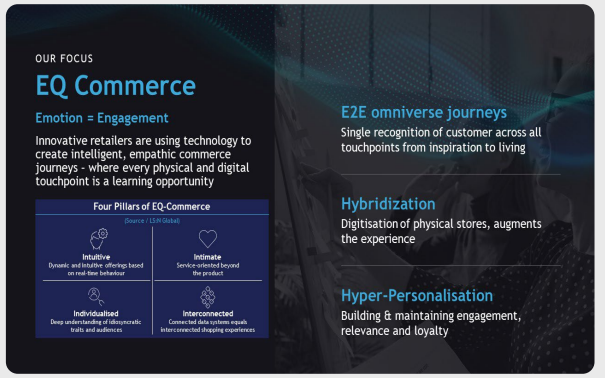
The components of a swag kit have been designed with practical yet delightful elements that reinforce the client's personality to colleagues, prospects, and customers alike.

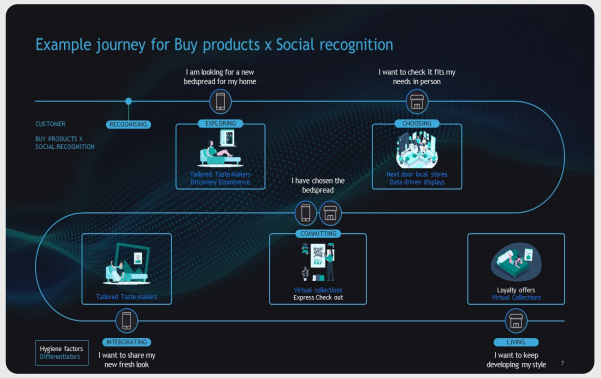

Find endless design possibilities
Visual Presentation

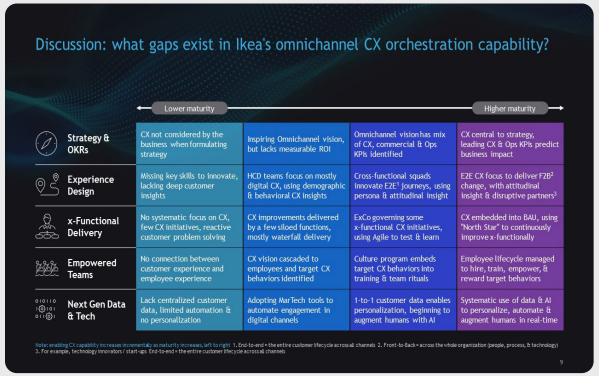
Executive presentation

The objective was to create the presentation slides for the executive meetings and session. We created and developed the presentation theme as per the client's guidelines.



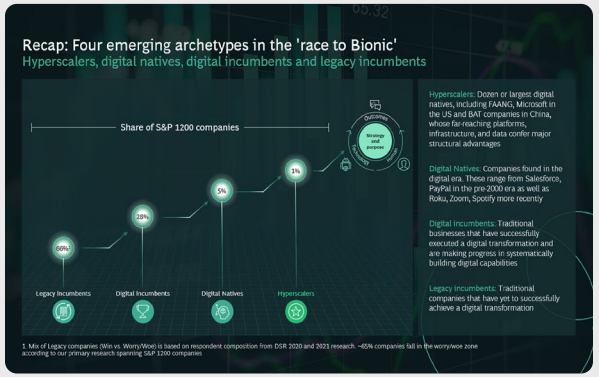


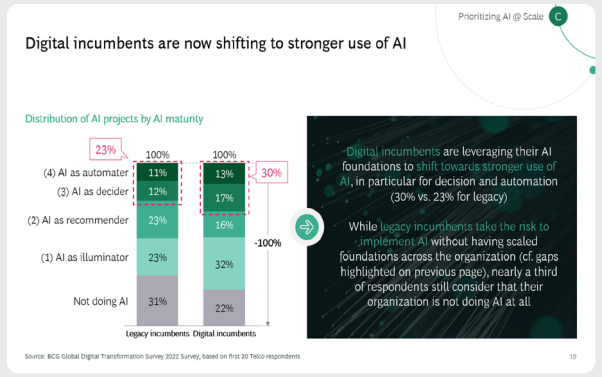


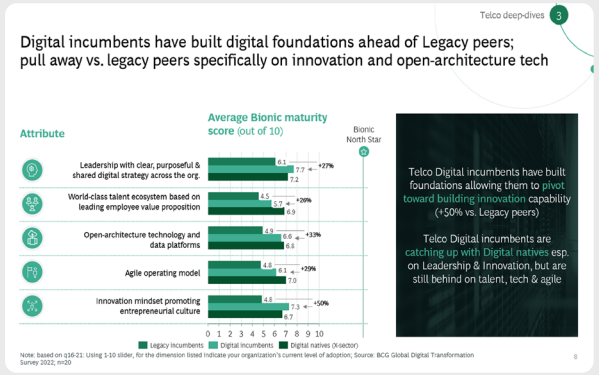


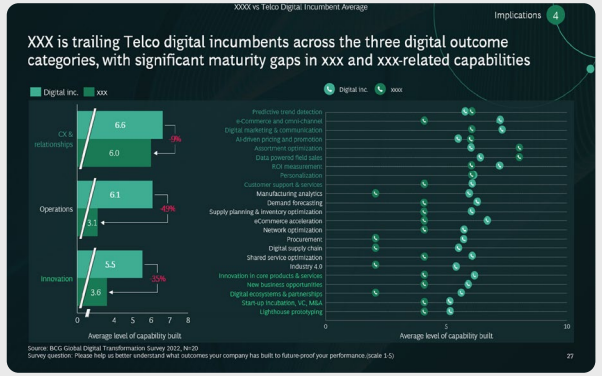
Data-driven presentation

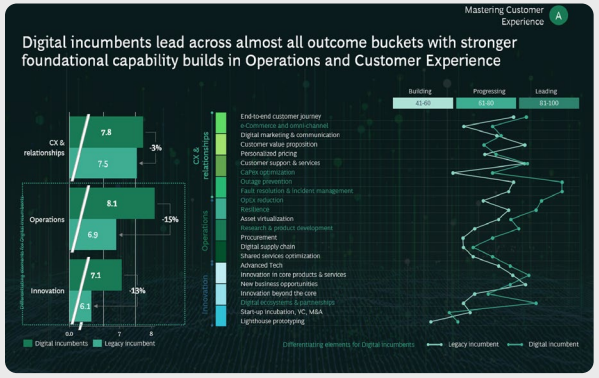
Complex data has been converted into visually appealing presentation slides. While designing we ensure the data is more accessible, understandable, and memorable for the end user.

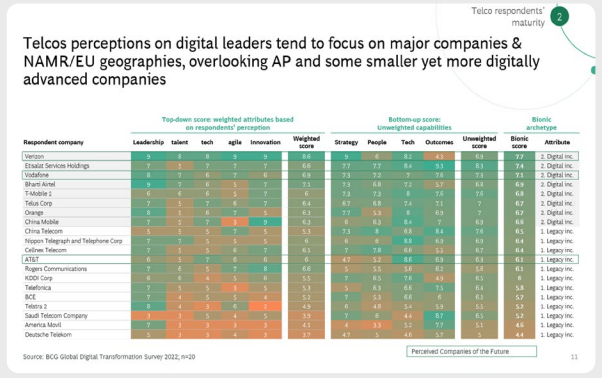






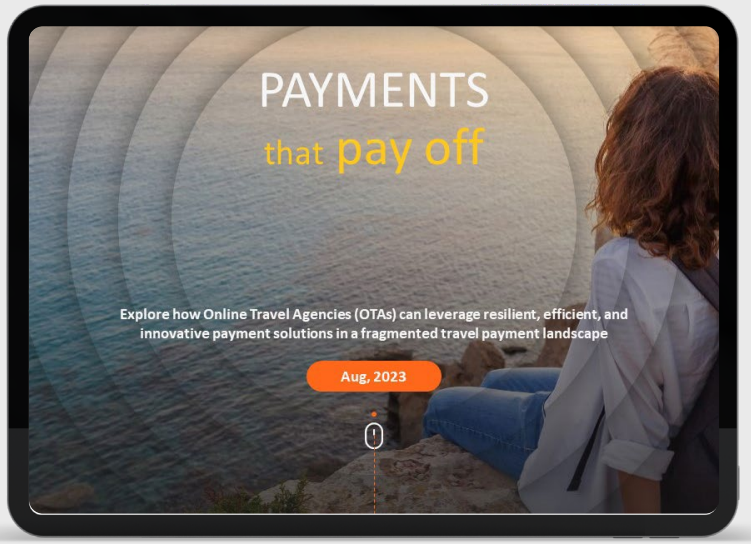


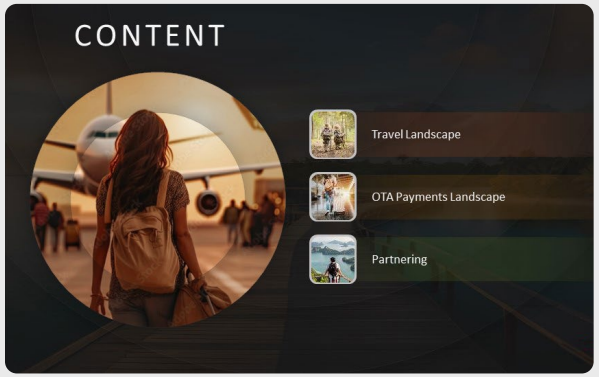


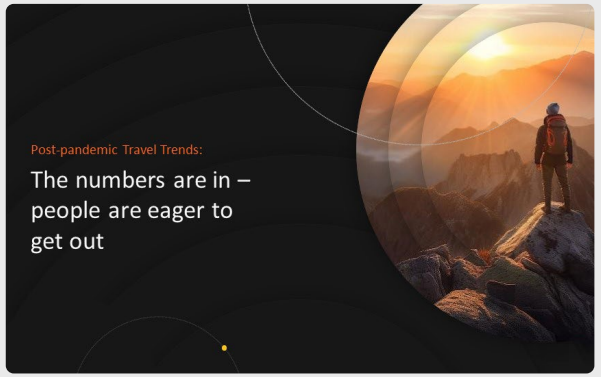


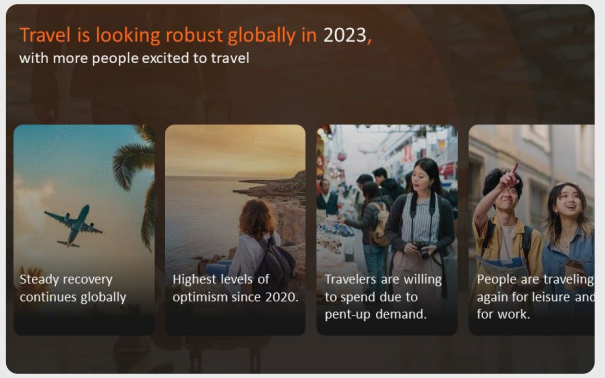
Deals presentation

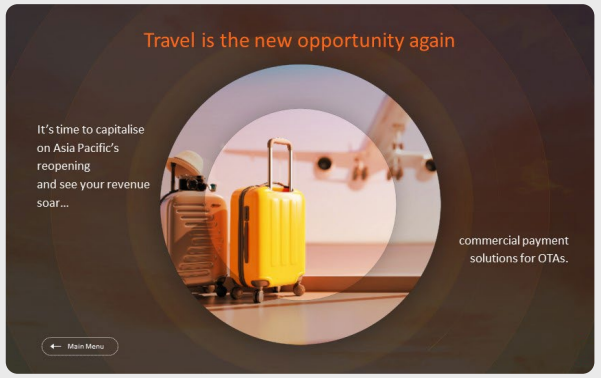
The objective was to create the presentation slides interlinked with each other by keeping the agenda menu bar throughout the slides for easy navigation between the bigger deck. We created and developed the interactive-based presentation to make it user-friendly.

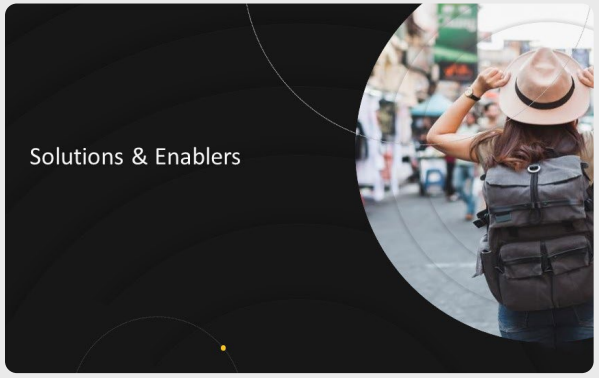


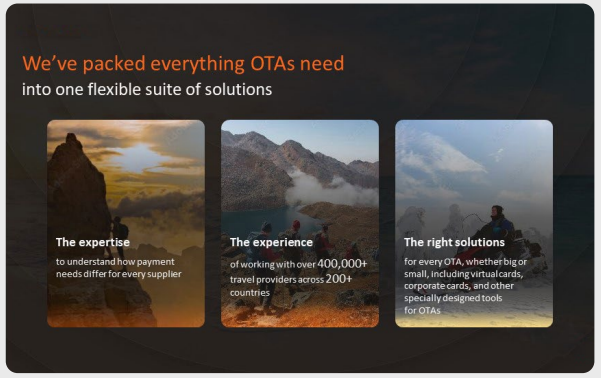






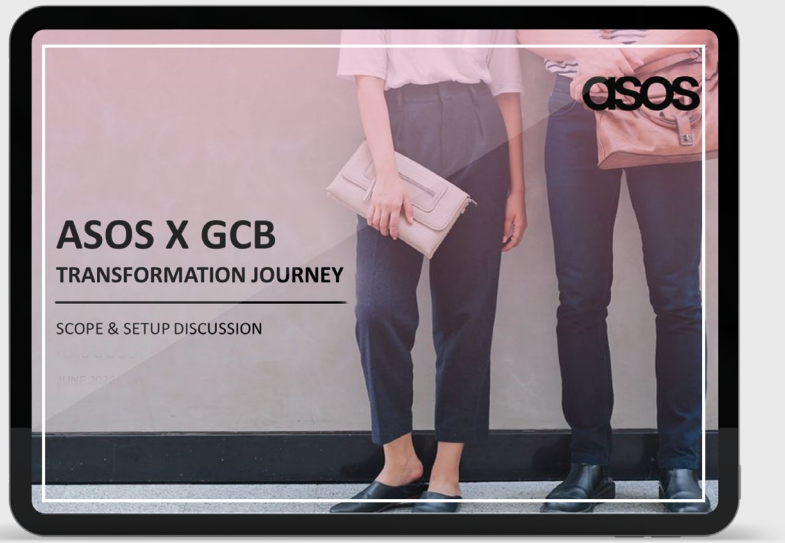






Brand presentation

The luxury brand-based presentation has been designed with fashion-exclusive images to make it engaging while ensuring the brand colors and theme is consistent across the presentation.

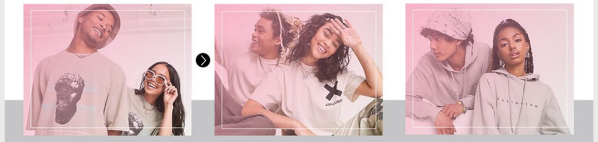


AGENDA

- Value creation scenarios
- **Immediate priorities and transformation plan**
- 100 day plan
- Client as your performance partner
- Next steps

4

A TRANSFORMATION REQUIRES A HOLISTIC APPROACH THAT ADDRESSES THREE KEY ELEMENTS



Fund the journey

Pull all cost levers in the short-term to free-up funds for growth initiatives

Grow the business

Re-invest across the business focusing on highest-impact (growth and long-term cost saving) initiatives

Brand + Product + Distribution + Regions + Enablers

Organise for sustained performance

Set-up organization to execute and sustain transformation, incl. setting-up Value Delivery Office, Change Management, the "Why" to win hearts & minds

4 GUIDING PRINCIPLES ALIGNED TO ASOS VALUES

1. **Be authentic**
   The transformation journey is a topline growth exercise, but efficiency matters
2. **Be brave**
   Deliver short-term impact (<1 year) amidst the new fashion reality
3. **Be creative**
   No 'sacred cows' when identifying value creation or efficiencies
4. **Be disciplined**
   Get going from 'Day 1'

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ASOS NEEDS TO MAKE KEY CULTURAL SHIFTS AS PART OF YOUR TRANSFORMATION

From...	...To
Focus on process for 'what' to deliver	**Focus on creating value** articulating 'why' and 'how'
Growing the top line	**Funding the journey** to growth
Too many **competing priorities**	Clear set of **aligned executive priorities**
Limited progress on the transformation journey	**'Start by starting'** to gain momentum
Low employee engagement and programme trust	**Commit** to the transformation journey

14

Why Client

OUR PROMISE TO YOU

1. **We know ASOS in-depth** from ongoing work on Data Strategy and other topics and are able to offer a tailored approach to define the best feasible future setup for ASOS
2. **We bring global transformation experts**, including industry operators and Apparel industry veterans
3. **Our team has successfully run complex transformations numerous times and will work hand in hand with you** to ensure you deliver to your short and long-term objectives
4. **We have a great, established working relationships with ASOS teams** through true co-creation
5. **We combine strategic capabilities** to make the right trade-offs early **with hands-on modeling** to base decisions in sound analysis

3

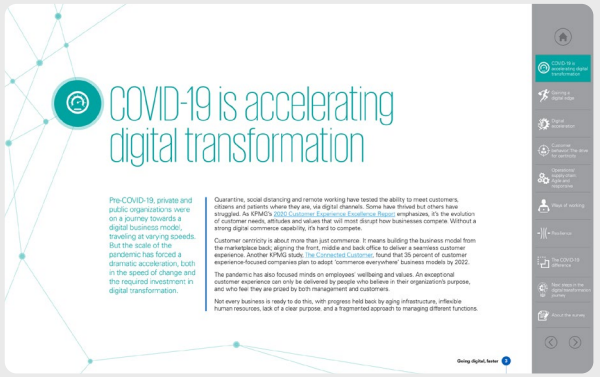
NEXT STEPS

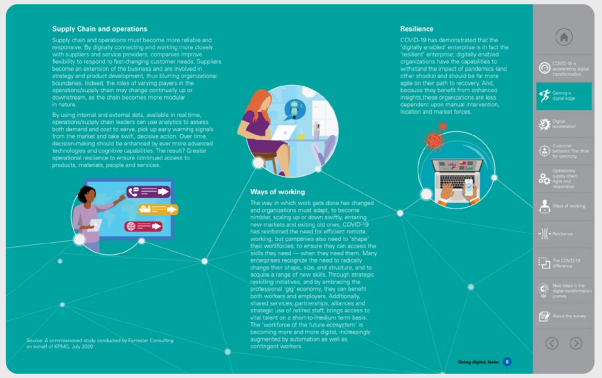
1. **Collect your perspective on asos journey and incorporate your input**
2. **Start on immediate 100 Day Plan Priorities:**
   - Launch Rapid 4-week Assessment to verify and prioritise
   - Stand-up a Value Delivery Office
   - Stand-up teams to kick-off immediate fund the journey initiatives: COGS, and Markdowns Optimisation
   - Begin recruitment for key roles
3. **Schedule follow-up to discuss path forward**

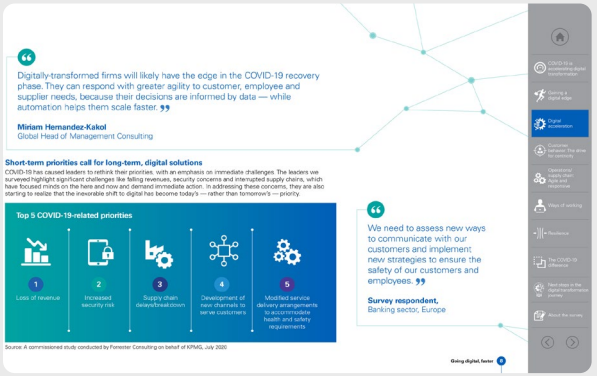
4

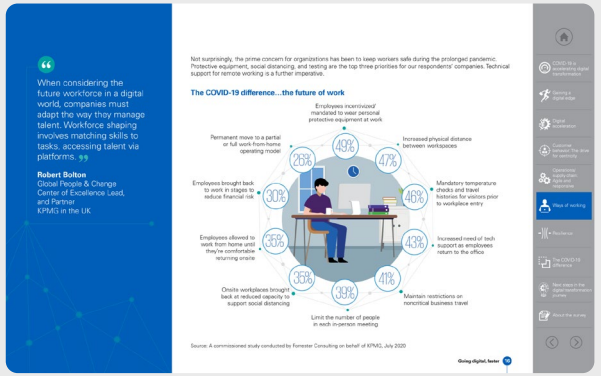
Interactive presentation

The objective was to create the presentation slides interlinked with each other by keeping the agenda menu bar throughout the slides for easy navigation between the bigger deck. We created and developed the interactive-based presentation to make it user-friendly.





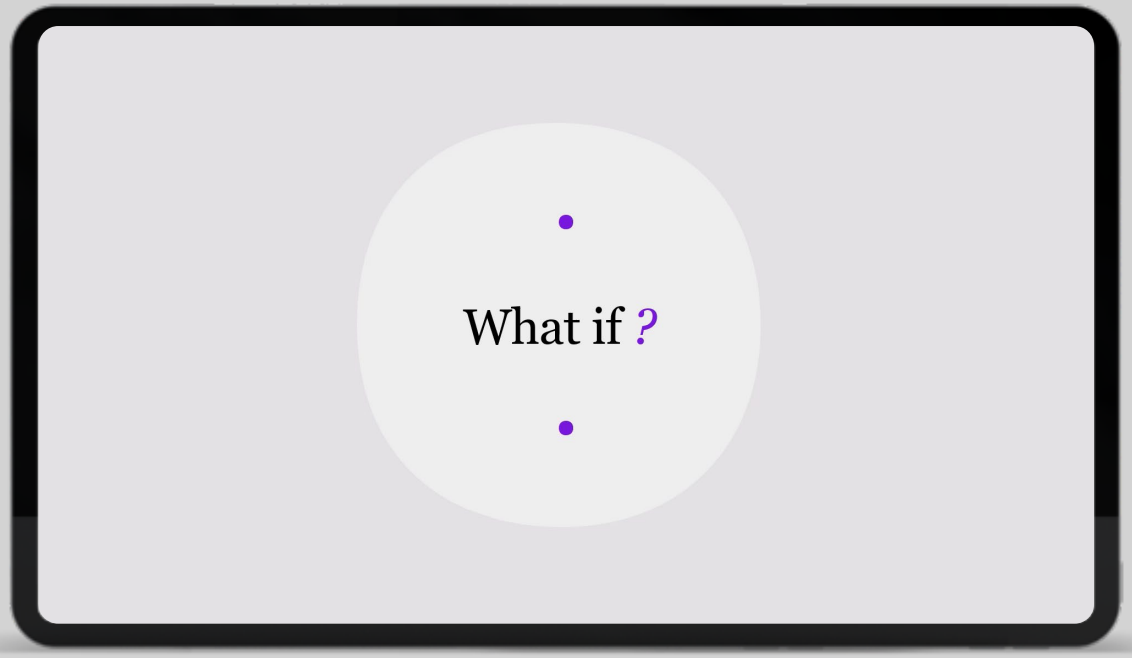




Animated presentation

Well-executed animated presentation created with a high level of professionalism to convey the design concepts effectively, ensuring that the audience is engaged and left with a clear understanding of the work and its significance.

The essence of storytelling has been introduced by adding animation on the slides, which helped the audience follow the narrative and understand concept flow with ease.



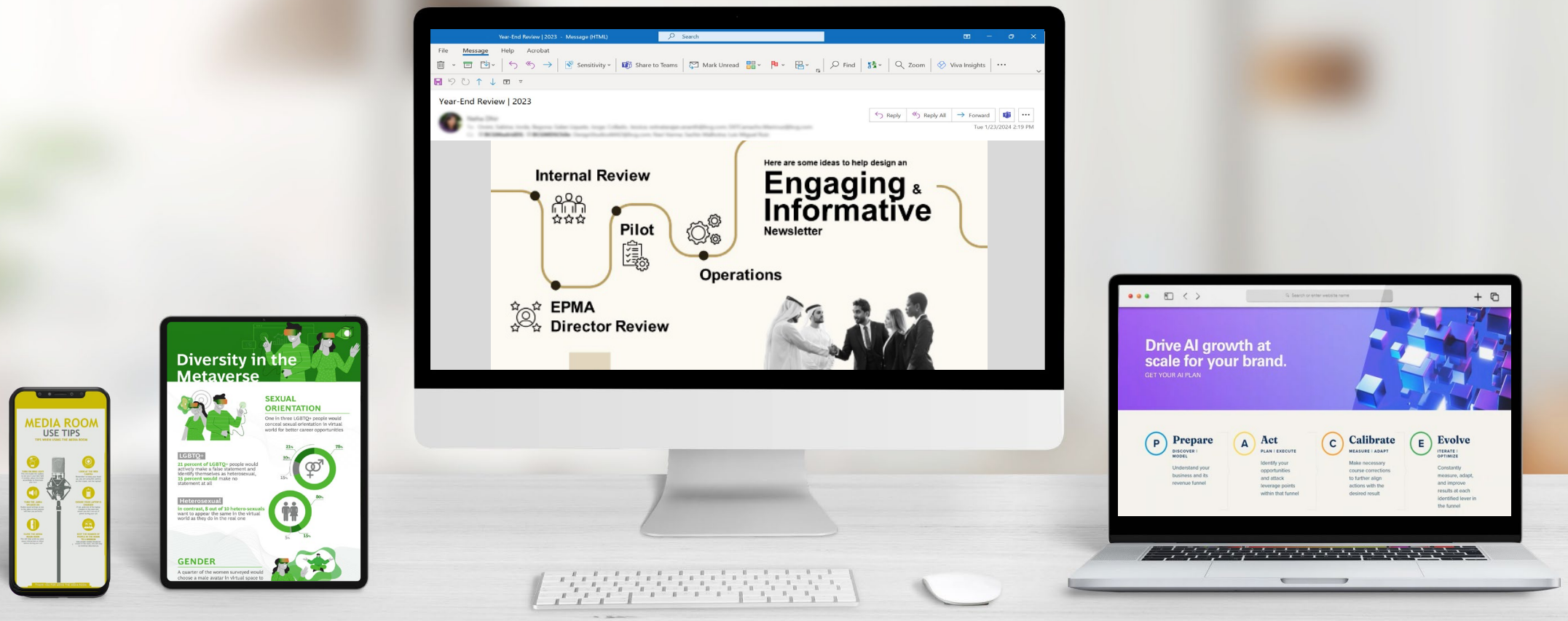
Advance your narrative
Digital & Multimedia

Digital boards

Innovative digital boards and interactive easel has been designed for corporate events to directly scan the QR code for online registration. The design was based on a digital theme to grab more attention of the user towards the event.

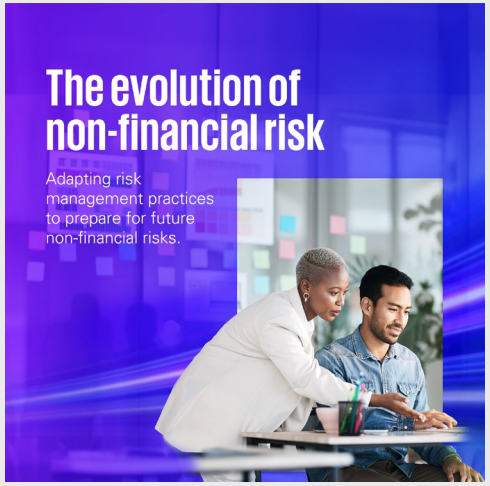
Digital communication and animated banners

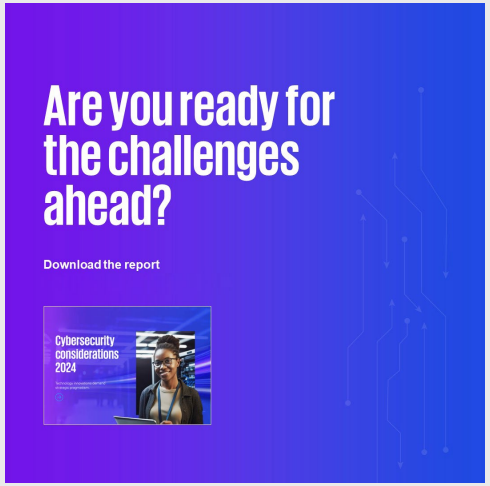
A variety of creative emailers has been designed and customized as per the client's requirement and it significantly increased the engagement and awareness to their campaigns.

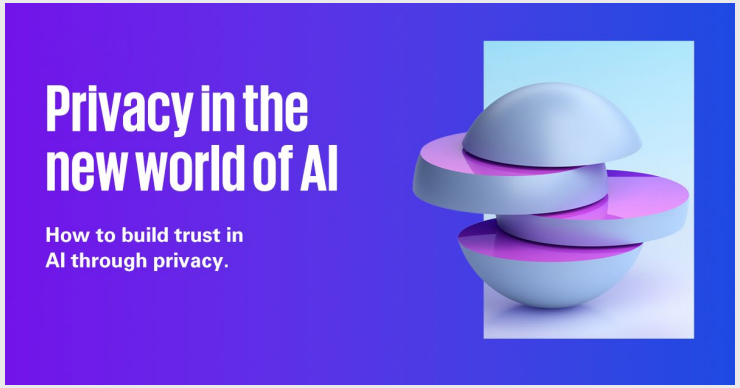


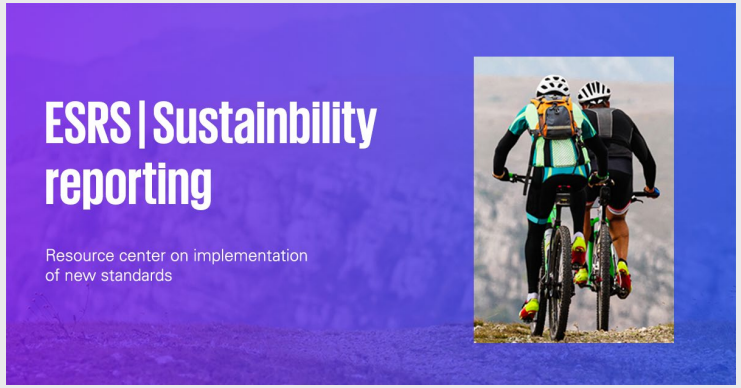
Social media assets

We produce attractive, on-brand, digital graphics for our clients to use across all social media channels.
Our creative design team focuses on effective visual communication of the message alongside the technical specifications required for all digital platforms.



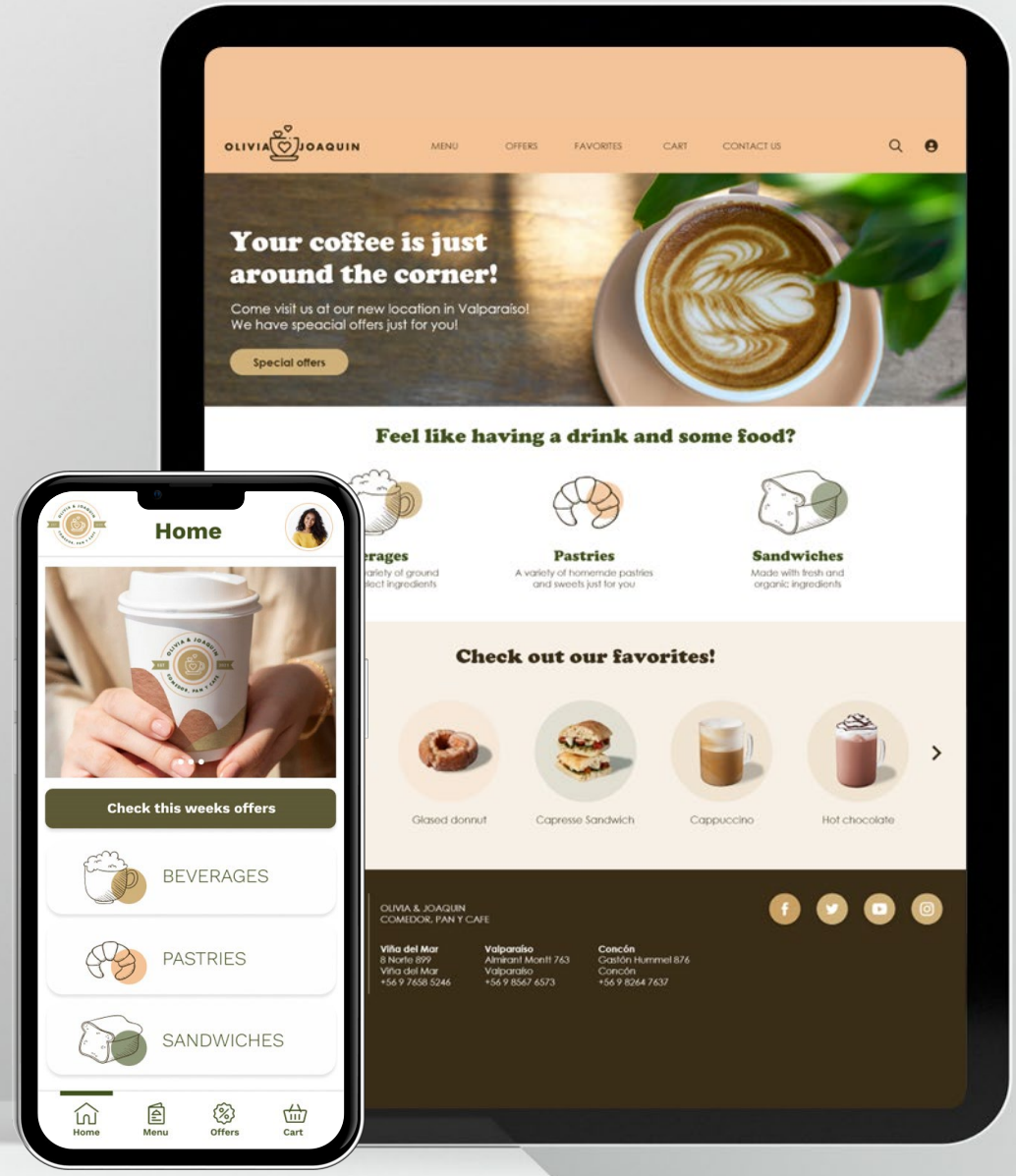






UI and app prototypes

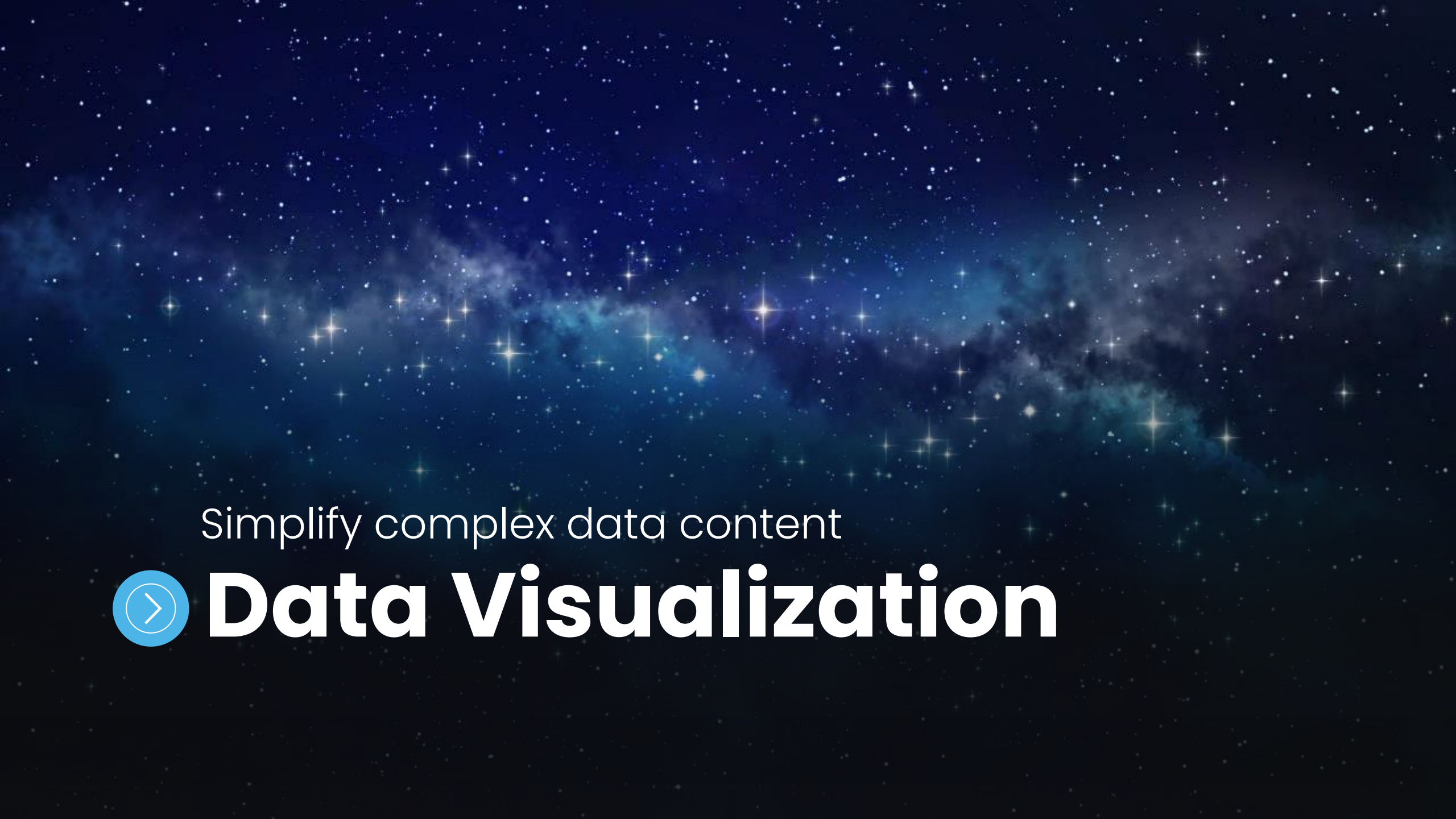
Digital views are one of the first opportunities to make an impression. These designs have been visualized to incorporate all of the brand elements in one cohesive experience and adhere to accessibility standards by ensuring web design best practices.



Video & podcast

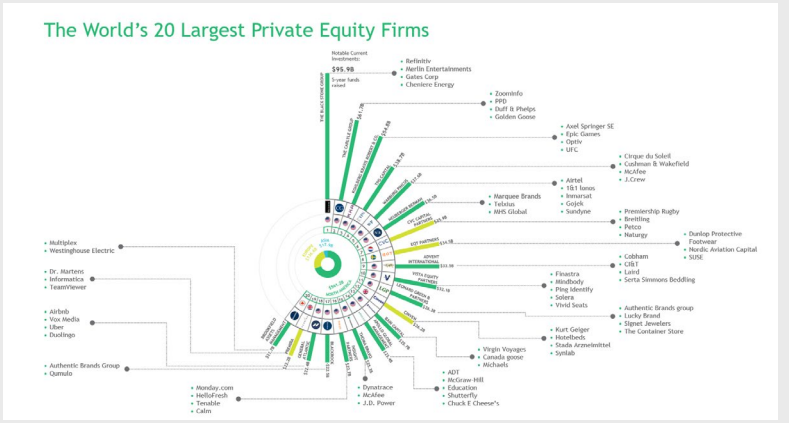
We engage the audience to spread the knowledge and provide solutions through corporate videos including corporate films, process awareness, campaigns, podcast, etc.

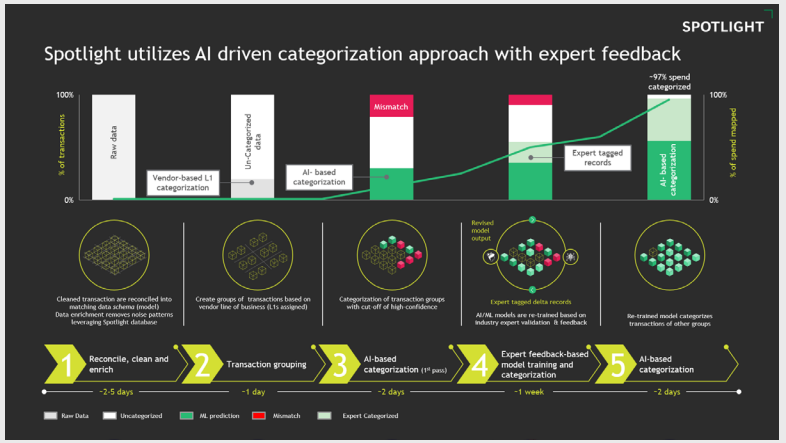
To view the full list of videos: Click here

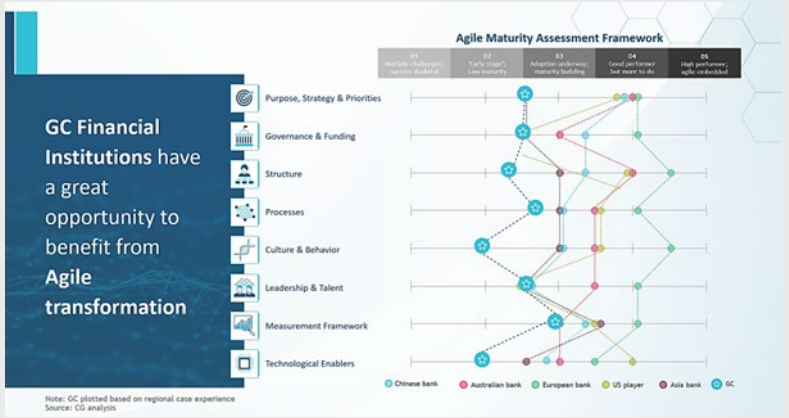

Simplify complex data content
Data Visualization

Visual datasets

A wide range of design collateral/slides has been visualized with a variety of data in the form of a chart, infographic, and diagram/map to communicate data clearly and effectively to readers.

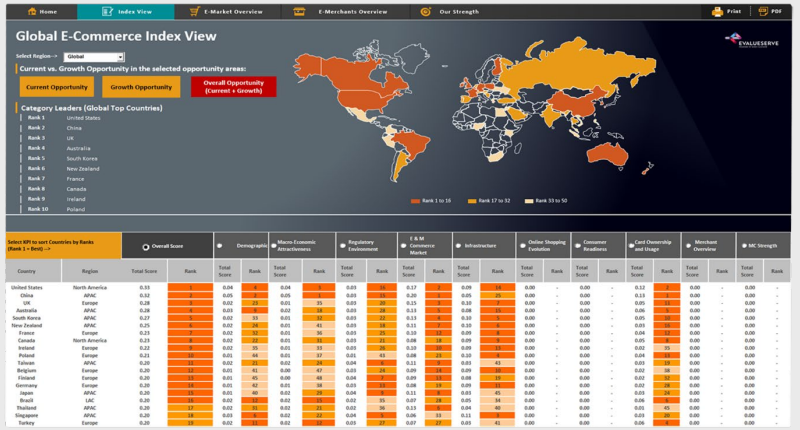


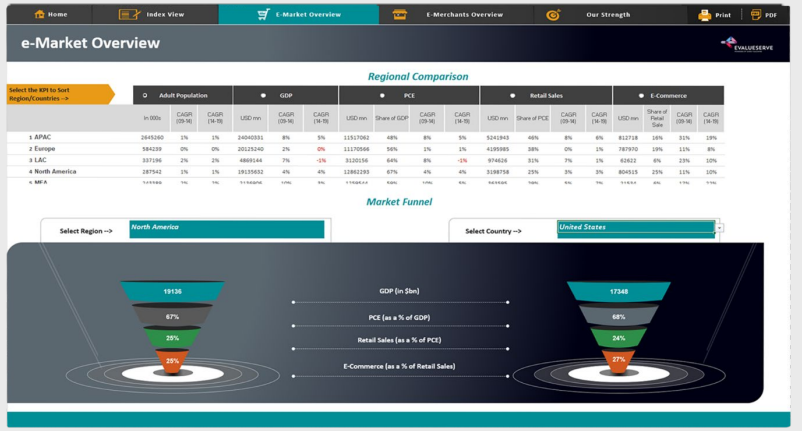


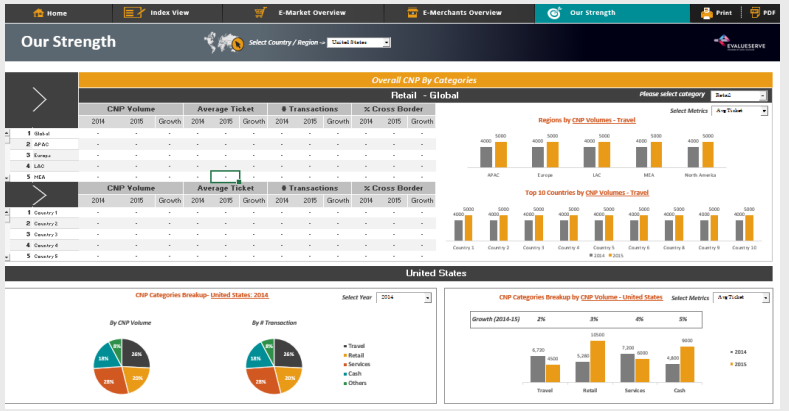


Analytical Excel dashboard design

The dashboard has been designed in Excel to compile and display crucial data/information in a single, viewable space. The objective was to provide the ranking of countries across the world based on the current opportunity in E-Commerce industry.

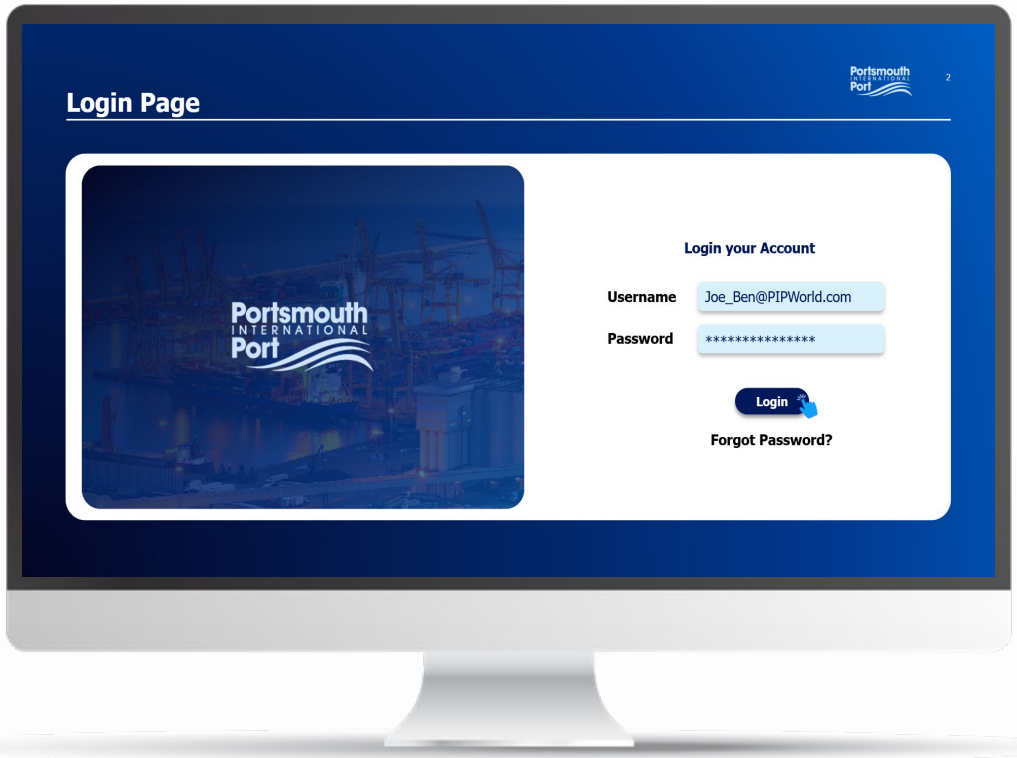


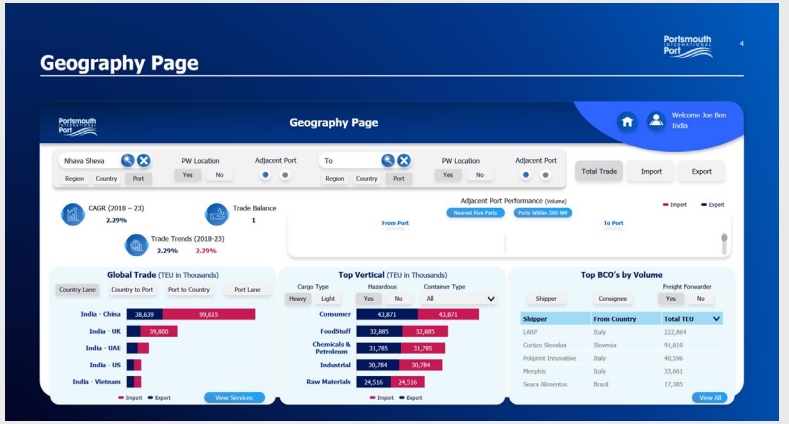


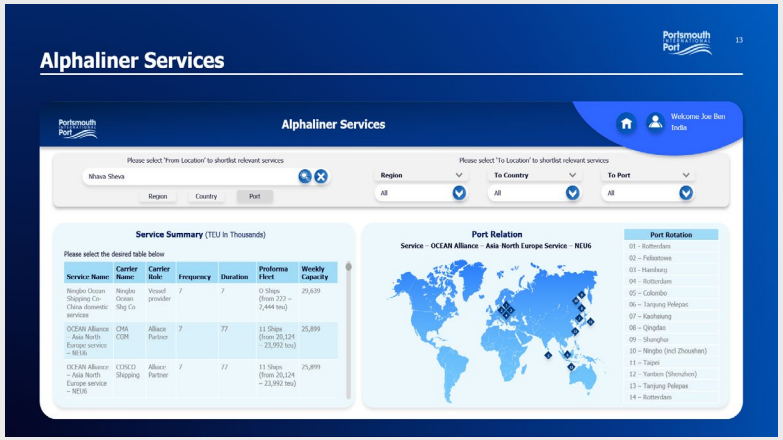


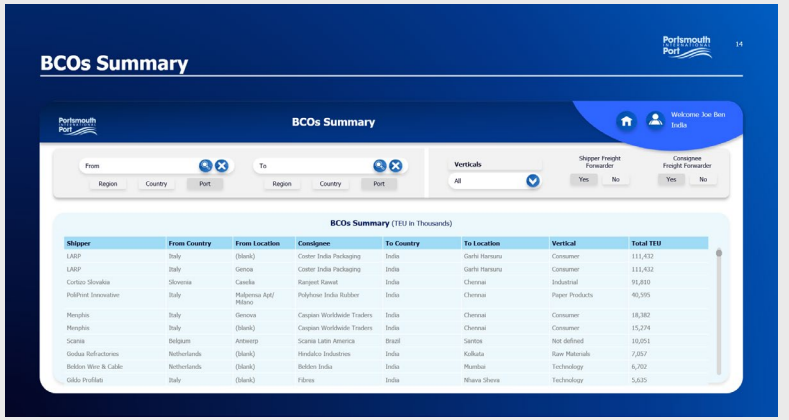
Operational Tableau dashboard design

A data visualization dashboard to track workflow managed across multiple requests received globally and transform them into a visually beautiful report. The design has been exclusively curated to combine numbers, charts, graphs, and other graphics to let the audience focus on the metrics that matter.



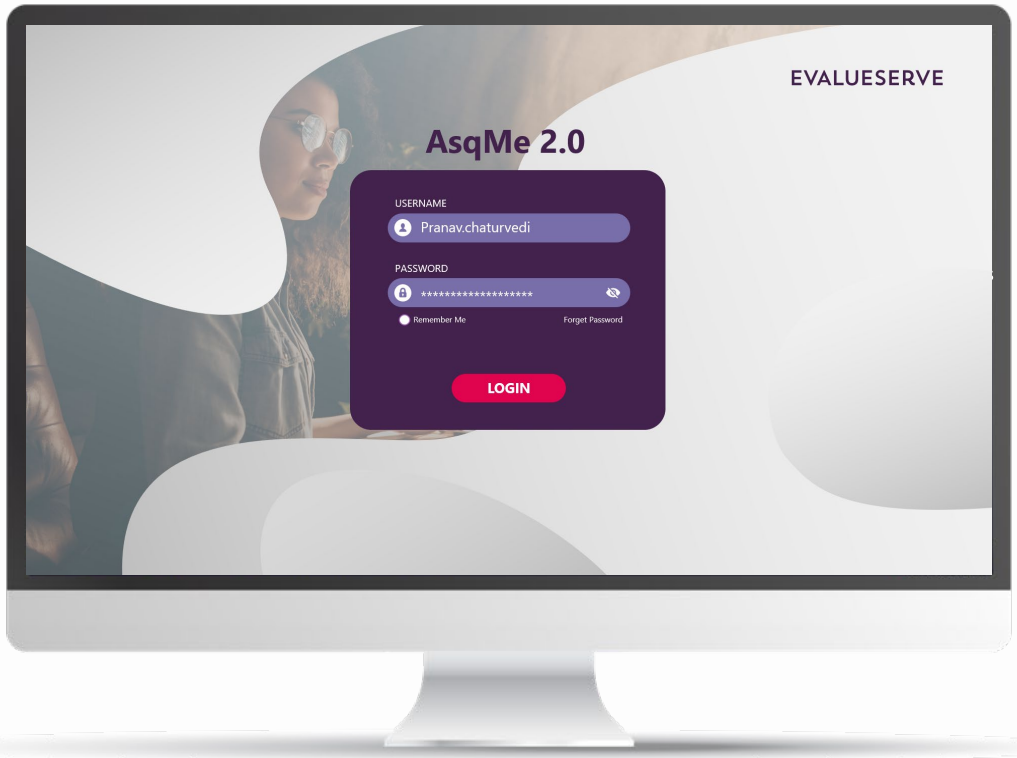


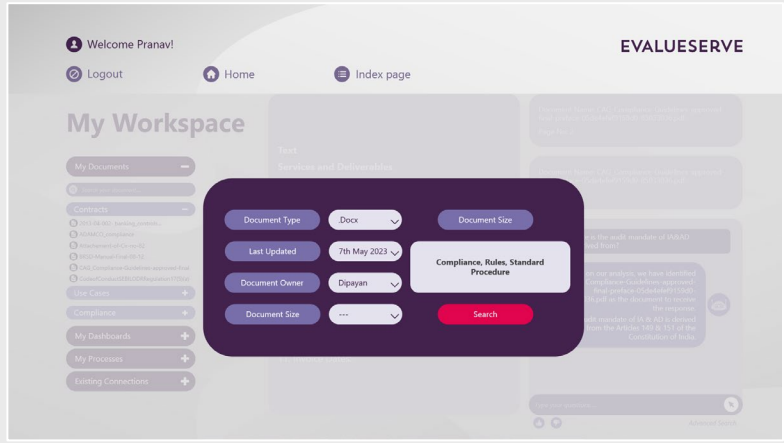


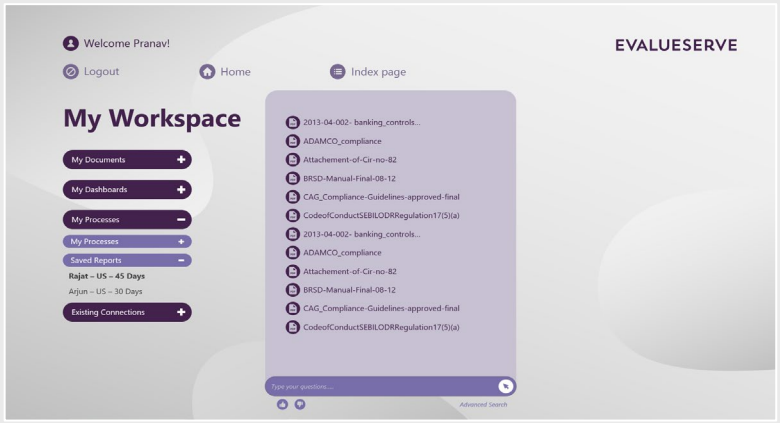


Power-bi dashboard design

The data visualization dashboard to track the customer satisfaction survey report for one of the key clients to track the overall progress of their services. It was further beautified as per the client's color theme and transformed into a visually beautiful report. The design has been exclusively curated in Power-bi to combine numbers, charts, graphs, and other graphics to let the audience focus on the metrics that matter.







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