

**PROJECT II**

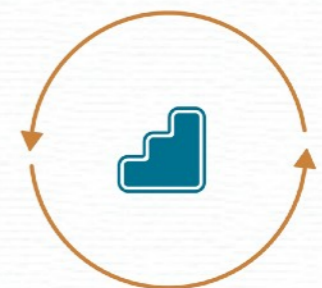
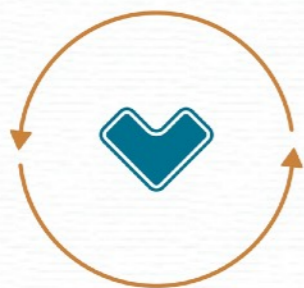
# *Rebranding*

ANIRUDH SRINIVASAN

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# *Why's rebranding required ?*

The way content gets presented must reflect how the company likes to position itself. Tiny Magiq is a start-up that should have a design system that embraces **HAPPINESS , ENERGY AND GROWTH**



# *How can our design be different ?*

Coming up with a system that creates a better emphasis on visual hierarchy and leverages the use of fun looking icons and illustrative elements to make the brand more recognizable.



# *How does the system work ?*

Offering solutions that integrate proprietary devices, software, short movies, and mentorship to effectively deliver happiness

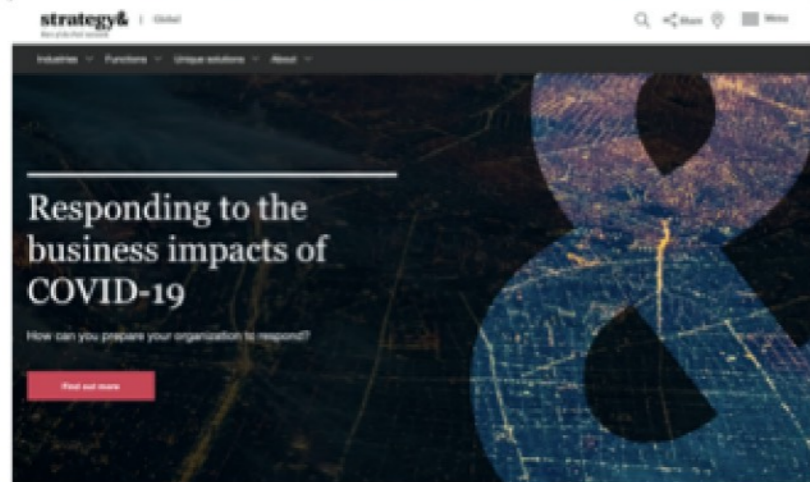
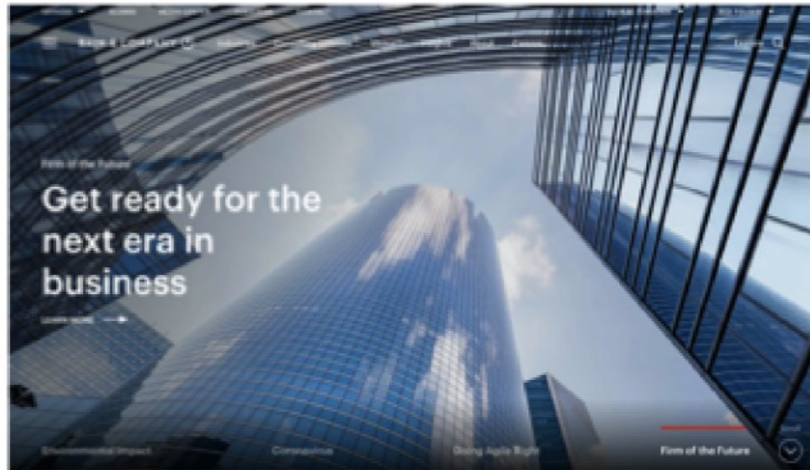


## *What's the approach ?*

The new design approach of creatively combining a playful and formal look would help the firm project itself better and increase its brand value

PROFESSIONAL + *Fun*

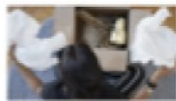
# Competitors



## Latest insights



**Wealth Management in Japan: Evolving Mirrors or the Turning of the Tide?**  
This article explores the results of Strategy& Customer Health Survey, which explores the eight personas that can be prepared and the six basic requirements...



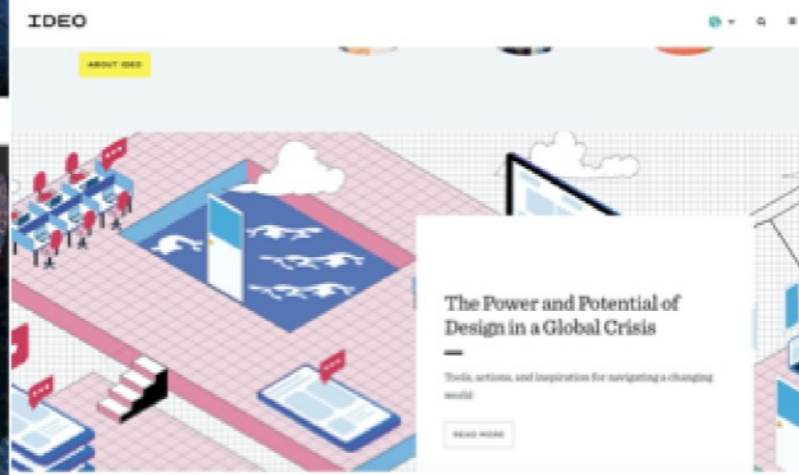
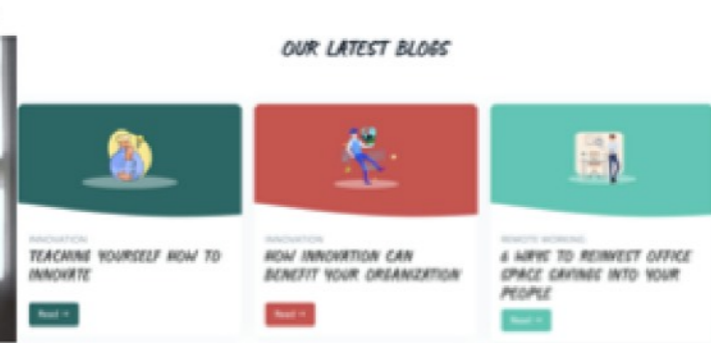
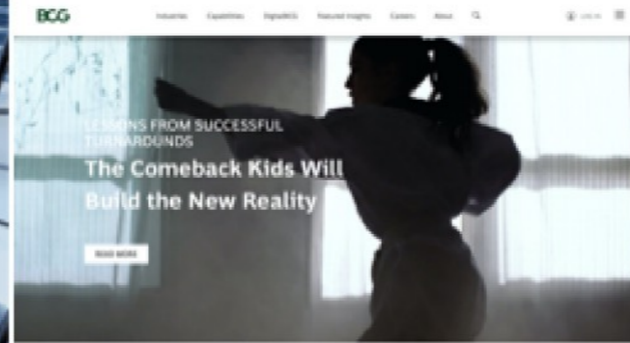
**Targeted marketing campaigns are the key to capturing the at-home consumer**  
Brand manufacturers and retailers will have to work together in response to long-lasting shifts in consumer behavior produced by COVID-19.



**Strategy& Insider Podcast - Episode 10 with Nora Blum**  
The tenth episode revolves around the digitization of mental healthcare. Our guest Nora Blum - founder and CEO of the German start-up Delivery - Business that...



**Digital operations study for oil and gas**  
The COVID-19 pandemic has dealt a further blow to an industry already struggling to find its footing.



**CONFEDERATION**

We are creative partners to ambitious brands that challenge the ordinary.

# Work Think Studio

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## *Analysis Overview*

### *Strength*

- Small group - Values empathy
- Gives importance to innovation
- Performance enhancer
- Dynamic workforce
- Fun and energetic

### *Weakness*

- More competition
- Lower Market cap
- Uncertainty with profits
- Experimental strategies
- Smaller workforce

# Before Rebranding

**Tiny Magiq**  
Delivering Happiness

**OPERATIONS LEADERSHIP**

How can we get our leaders to champion change?

How can we drive change effectively to increase productivity, efficiency, and quality?

How do we negotiate better with our clients and partners?

How do we tell engaging stories instead of death-by-Powerpoint?

**LEARN MORE**

**SALES LEADERSHIP**

How to move our client relationships from tactical to the strategic level?

How do we increase our revenues by growing our client relationships more effectively?

**LEARN MORE**

**Obtaining**

What do we do?

Play Video

**Tiny Magiq**  
Delivering Happiness

**SMALL THINGS *make* BIG THINGS HAPPEN**

**ONE 10-MINUTE STEP AT A TIME**

Home ●  
About ○  
Team ○  
Customer Stories ○  
Clients ○  
Info ○



*Competitor Identity Design*



Collective Campus



Confederation

**IDEO**

IDEO

*Old Identity*



## *Design and Aesthetics*

### *Strength*

- Content layout
- Categorizing services
- Bold typeface
- UI functionality

### *Weakness*

- Identity not professional
- Conflicting colors
- Stacking elements
- No visual hierarchy

*After Rebranding*

**TINY**  
**MAGIQ**

# Design System

Use of vibrant colors with a white backdrop makes the design look very fresh and energetic. Developing a sense of spatial hierarchy to build a system that does not appear chaotic and cluttered. Movement and energy also depicted using playful icons.

**GOTHAM**

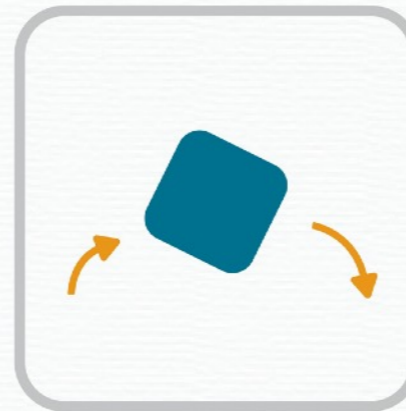


**EC9618**

*Sign Painter*



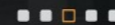
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SMALL THINGS MAKE **BIG** THINGS HAPPEN!

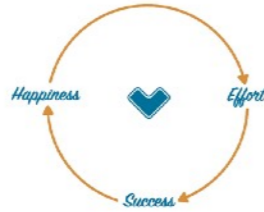
Offering solutions that integrate proprietary devices, software, short movies, and mentorship to effectively deliver happiness

Find out more ...



### The Happiness Cycle

We show you how to start the Happiness Cycle, a ride that never needs to end.



Offering solutions that integrate proprietary devices, software, short movies, and mentorship to effectively deliver happiness



### Digital Transformation

- Is Digital just a fad?
- How do we upskill our employees to create digital innovations?
- How do we enable our teams to create breakthrough experiences for delighting our customers without breaking the bank?
- How do we stay ahead of the competition?

[Learn more...](#)



### Digital Architecture

- How do we upskill our tech architects to architect Digital solutions?
- How do we get our architects to take advantage of the Digital technologies?
- How do we enable our architects to have effective conversations with our customers around Digital?

[Learn more...](#)

### What does this firm do

We help individuals and firms generate happiness and improve corporate productivity by utilizing neuroscience techniques and behavioral psychology. The firm provides necessary assistance and guides people towards achieving their goals by making them change their habits. Developing a good habit helps an organization or a person perform better, which in turn would bring them satisfaction and happiness.

### Operations Leadership



- How can we get our leaders to champion change?
- How can we drive change effectively to increase productivity, efficiency, and quality?
- How do we negotiate better with our clients and partners?
- How do we tell engaging stories instead of death-by-Powerpoint?

[Find out more...](#)

### Sales Leadership



- How can we get our leaders to champion change?
- How can we drive change effectively to increase productivity, efficiency, and quality?
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[Find out more...](#)

### Technology Leadership

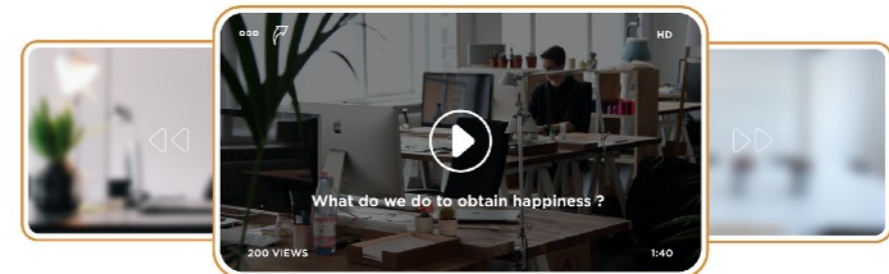


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[Find out more...](#)



### Magiq TV



Videos available on YouTube



Recent Uploads

*Our Team*



*Sukumar Rajagopal*

Founder & CEO. Has 29 years of experience in the IT services industry. Nearly 19 years, at Cognizant, where he served as the Senior Vice President, Global Chief Information Officer & Global Head of Innovation.



*Anandan Kumaran*

Co-founder & CTO. Has 24 years of leadership and hands-on experience in generating business value through the use of technology in industry domains.

[View more profiles](#)

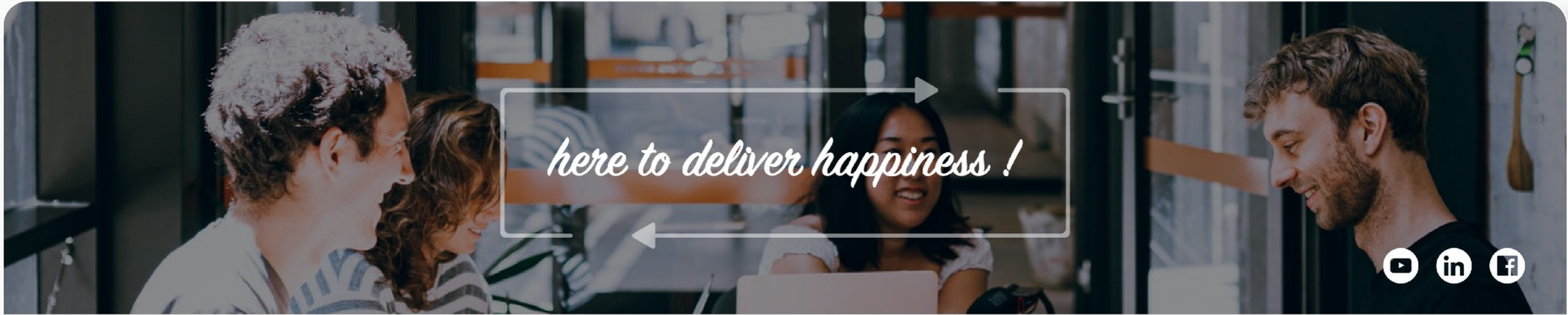


*Connect with us*



*Let's make MAGIQ happen!*

At Tiny Magiq, we believe that large scale transformation always begins with the individual. Our programs help people identify their core skills, their passion and their motivators and align it with their organization's vision and strategy. In our approach high performance happens in the context of the organization's objectives thereby eliminating the strategy to execution gap. Our Operating System for Behavior Change, affectionately called HiPoHa, accurately sums up the 'why' of what we do **HIGH PERFORMANCE, HAPPILY ACHIEVED.**



**TINY MAGIC**  
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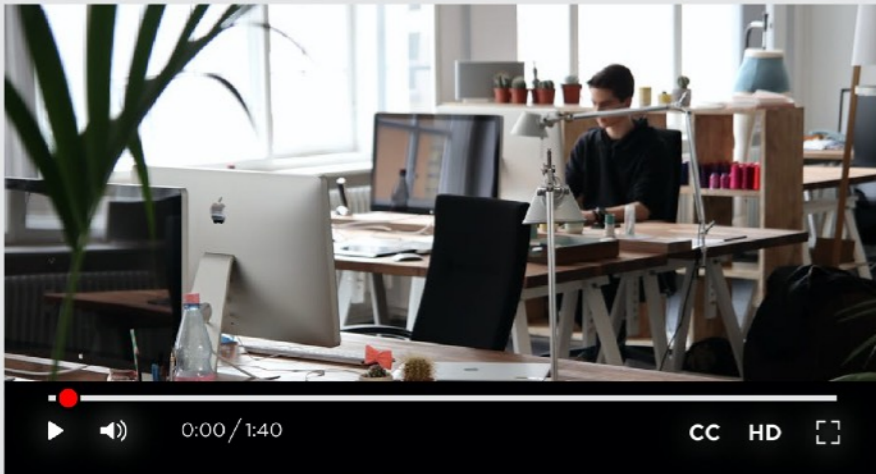
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### Obtaining happiness - Tiny Magiq

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How can we get our leaders to champion change? Tiny magiq is a firm that helps individuals and organizations achieve greater productivity.

Read more ...





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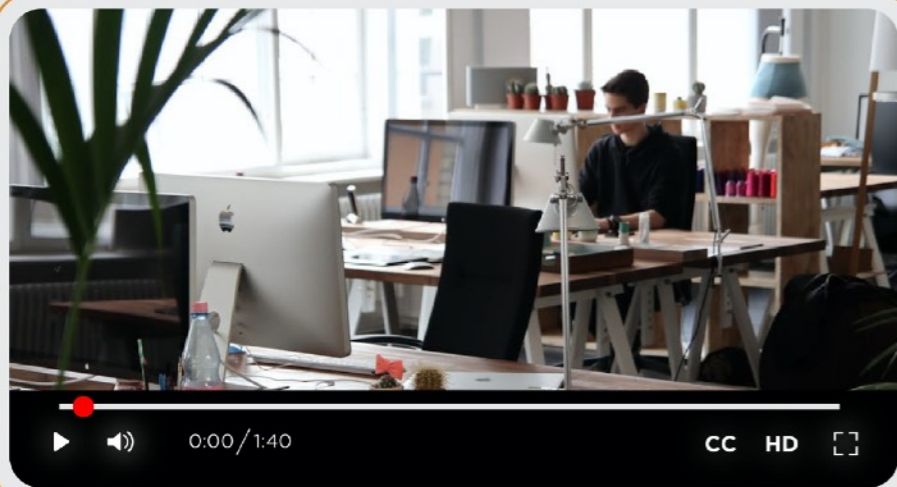
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Obtaining *happiness*

Positive reinforcements will lead to growth

Obtaining *happiness*

Positive reinforcements will lead to growth

POSITIVE reinforcements will lead to *Growth*

Positive reinforcements will lead to growth

# Stationery





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Founder & CEO

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**Suggested Highlights**

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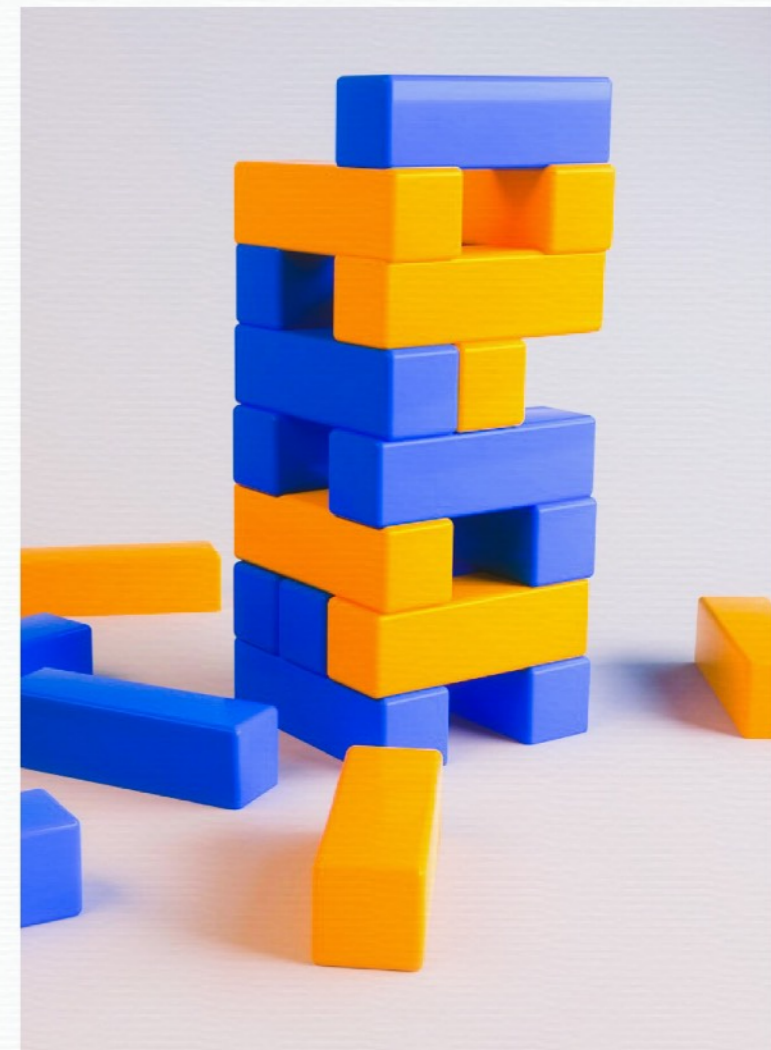
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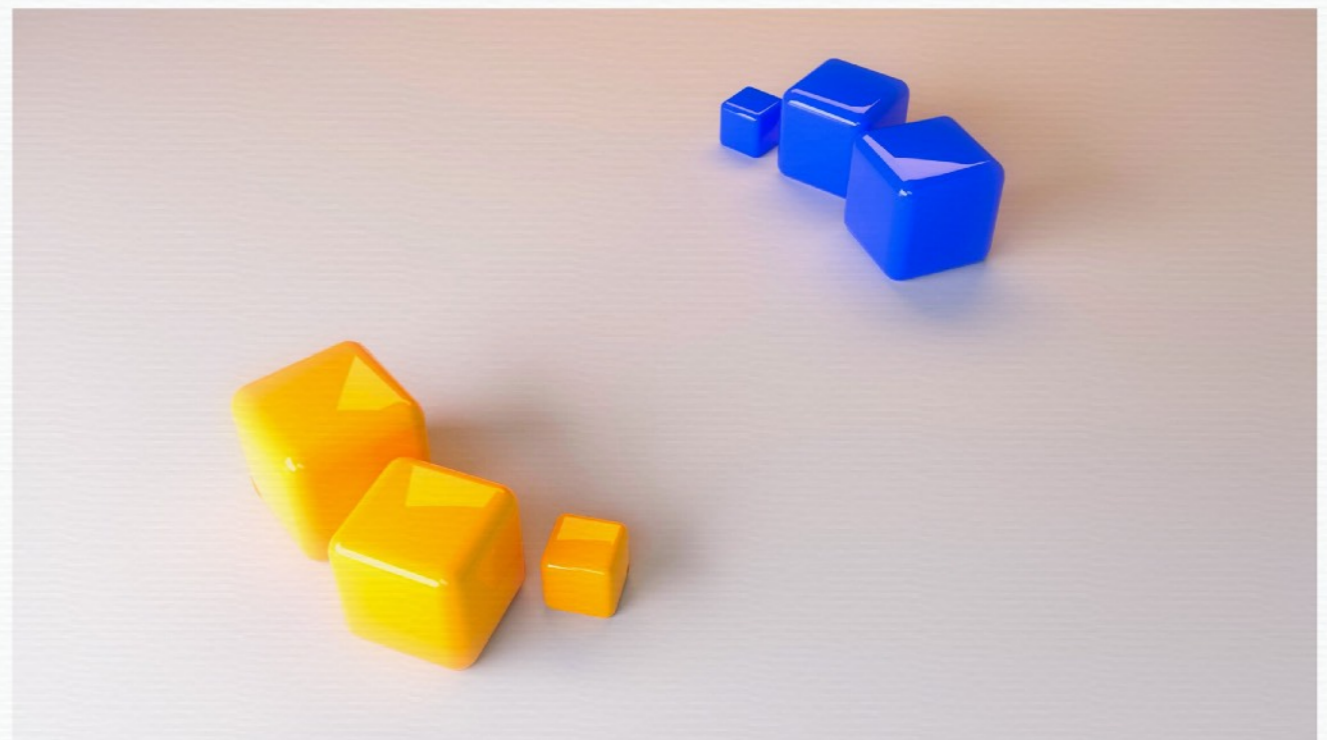
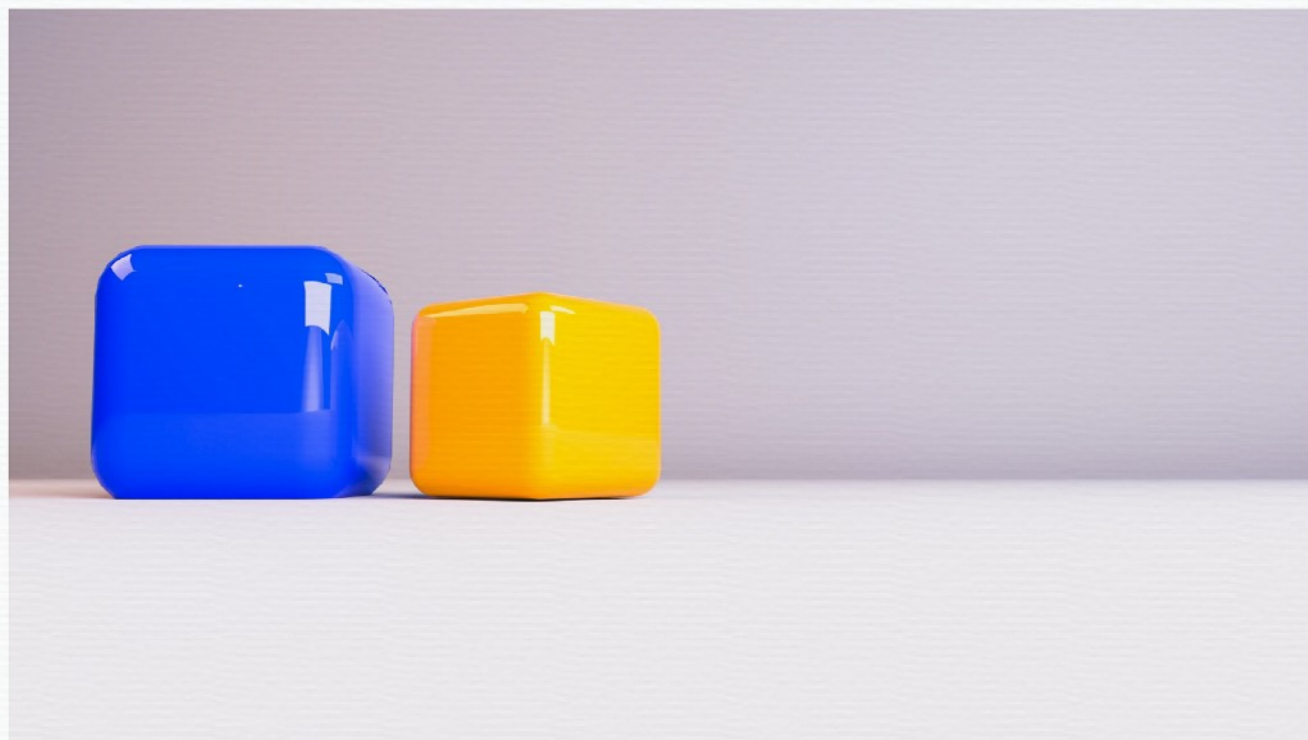
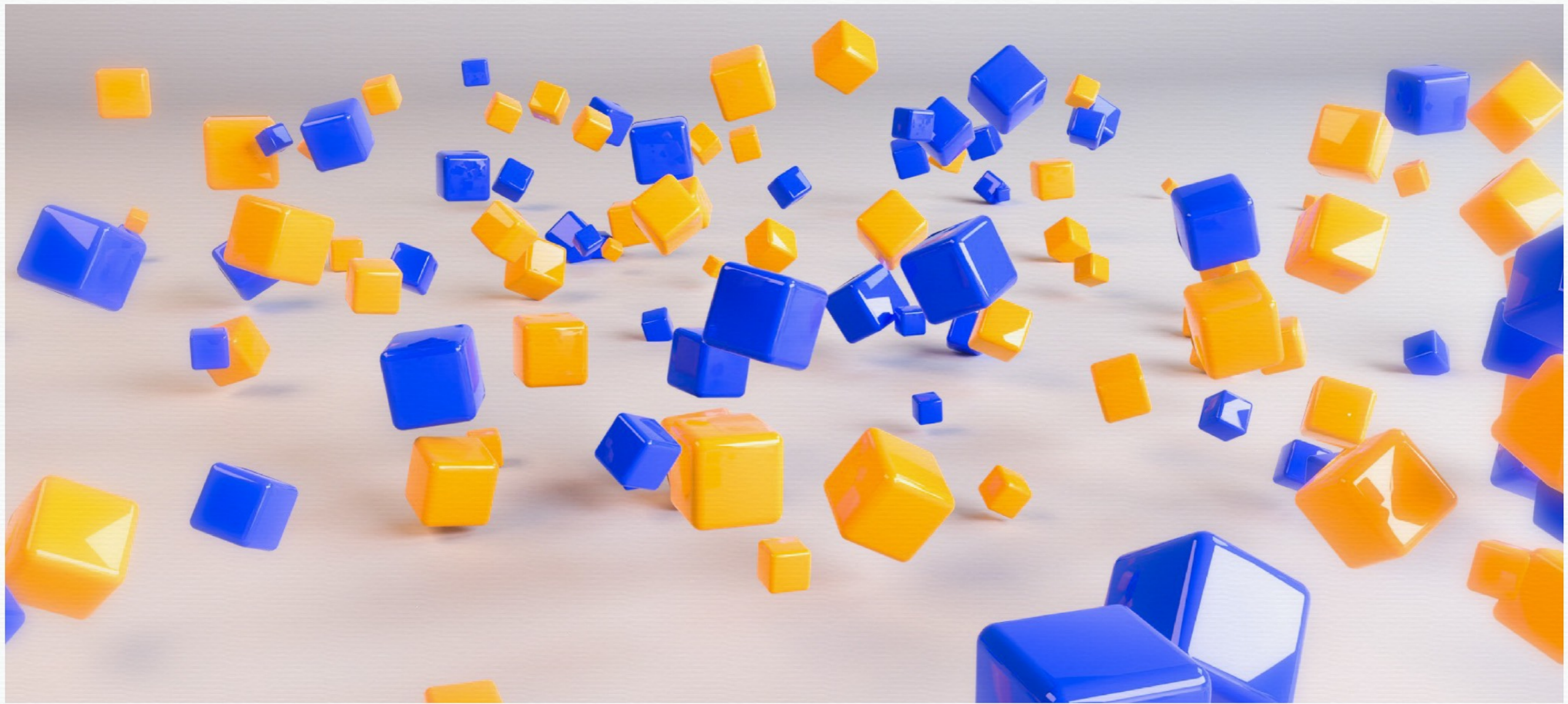
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