

DESIGNING AT ONE FOUR SEVEN
PROVIDING DIGITAL STRATEGIES & CREATIVE SOLUTIONS TO BRANDS

PROJECT REPORT

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
AWARD OF THE DEGREE
OF

MASTER OF DESIGN
IN
VISUAL COMMUNICATION

Submitted By:

RITWIK TANWAR (2K21/MDVC/11)

Under the supervision of

Mr. NEERAJ RATHEE (Assistant Professor, DOD, DTU)



DEPARTMENT OF DESIGN
DELHI TECHNOLOGICAL UNIVERSITY
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April, 2023

DEPARTMENT OF DESIGN
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CANDIDATE’S DECLARATION

I, **RITWIK TANWAR (2K21/MDVC/11)** do hereby declare that the project report submitted to the **Department of Design**, Delhi Technological University (Formerly Delhi College of Engineering) in partial fulfilment for the award of degree in Master in Design entitled, “**Designing at One Four Seven**” is an original piece of research work carried out by myself under the guidance and supervision of **Mr. Neeraj Rathee**. I have duly acknowledged all the sources and references used by me in the preparation of this thesis. I further declare that the information has been collected from genuine & authentic sources.

Date of Joining: **January, 2023**

Place: **New Delhi, Delhi**

Ritwik Tanwar

2K21/MDVC/11

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CERTIFICATE

This is to certify that this dissertation entitled “**Designing at One Four Seven**” submitted in partial fulfilment, for the award of degree in Master of Design of the Delhi Technological University (formerly Delhi College of Engineering) which is the result of the bona fide research work carried out by **Ritwik Tanwar (2K21/MDVC/11)**. I find the work complete, comprehensive, and of sufficiently high standard to warrant its presentation for the examination. I further certify that the work has been carried out under my guidance and has not been submitted earlier to any other university for the Degree or Diploma.

Please Find Attached

Offer Letter and Experience Letter

Neeraj Rathee

SUPERVISOR

Assistant Professor

Department of Design

Delhi Technological University

ONE FOUR SEVEN

Date: 19th January 2023

Dear Ritwik,

Hope you are well!

We're glad to offer you the role of an **Intern - Graphic Design** at One Four Seven from 23rd January 2023.

We strongly believe that you are the perfect fit for our organization and this arrangement will certainly be rewarding both ways.

At One Four Seven, you will be responsible for working creatively to produce original and aesthetically pleasing designs and solutions using specialist computer generation software. You will also be involved in all phases of the design process, including concept development, storyboarding, animation (2D or 3D), graphic design, and production as and when required.

Your internship will be valid for a period of 3 months after which your role will be confirmed at One Four Seven, on the basis of your performance. The remuneration for the internship period will be Rs. 20000/- per month (subject to deductions, if any).

Looking forward to working together.

Thank you!

Regards,



Shailly Jain
Manager-Human Resources
One Four Seven

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Email id: accounts@one-four-seven.com

ONE FOUR SEVEN

Subject: Internship Letter

Date: 24th April 2023

TO WHOMSOEVER, IT MAY CONCERN

Dear Sir/Mam,

This is to certify that Ritwik has pursued his internship with One Four Seven from 23rd January 2023 to 21st April 2023.

Ritwik is extremely diligent and eager to learn and experiment. He worked after hours if required and can be relied upon for getting work done.

He will be a good asset to any company.

Wishing him a bright future.

Thank you!

Regards,



Shailly Jain
Manager-Human Resources
One Four Seven

Address: M - 113 Basement, Greater Kailash - 1, New Delhi - 110048
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ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to all those who have helped me during the course of my project.

I wish to acknowledge my sincere gratitude to my supervisor **Mr. Neeraj Rathee**, whose encouragement and guidance made this work entirely possible. His ever-present guidance has made this journey very encouraging.

I am very thankful to **Mr. Shrenik Jain**, **Ms. Kritika Rathi**, **Ms. Shruti Niscchhal** and **Mr. Bhuvan Kadyan**, who spared their valuable time and patiently mentored me during my internship at **One Four Seven**. Their incisive comments paved the way forward.

A very special thanks to **Prof. Ranganath M Singari**, Head of the Department, for his constant support and encouragement.

Special thanks to my friends and family for being a constant source of inspiration and motivation.

ABSTRACT

The report that follows gives an account of my time spent as a graphic design intern at **"One Four Seven,"** a marketing and advertising firm, where I was entrusted with coming up with original ideas for a variety of clients, including Botim, Xare, MySquare, Urban Company, etc. During my internship, I worked with the creative team to build successful branding strategies, create eye-catching visuals, and create persuasive presentations for companies including Gargash Insurance, Mylo, and McGraw Hill India. This report describes my approach to each project, the difficulties encountered, and the solutions put in place. Additionally, it emphasises the abilities and information gained during the internship, which have been useful in the fields of graphic design and advertising.

The work I completed within the time allocated for my internship by the college is marked in this report. The work displayed here is all sensitive and should only be used for academic reasons; it should not be shared or displayed publicly.

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Chapter 1

INTRODUCTION

1.1 About One Four Seven



Fig. 1: Logo of One Four Seven

One Four Seven, often known as **147**, is a new-age hybrid agency that offers creative strategy and solutions to startups and businesses looking to scale and grow their brand quickly and effectively. In the last five years, 147 has worked with over 50 businesses, 14 of which are unicorns. Brand & Visual Identity, Digital Ad Campaigns, Performance Marketing, Social Media Marketing, Platform-Specific Content Creation, Animation & Films, and Digital Marketing Strategy are some of their specialties. They are a group of 65 highly active creatives, strategists, and managers whose daily purpose is to investigate every possible situation with the goal of maximising value.

1.2 Why One Four Seven?

I opted to work as a design intern at One Four Seven due to numerous reasons i.e.

Gaining useful experience: As a design intern, you will have the opportunity to work alongside and learn from seasoned professionals. This will provide you with hands-on experience in the sector and will assist you in developing your talents.

Exposure to a variety of projects: Working at a hybrid design firm like 147 means you'll likely have the opportunity to work on a variety of different projects for a variety of customers. This can help you build a diversified portfolio and gain experience in several design areas.

Understanding the startup world: Startups work differently than established businesses, and working with them can provide you with unique insights into how they operate and the issues they confront.

Networking opportunities: Working in a design studio might give you networking chances that may lead to future job prospects. You'll meet people from various firms and industries, and you might even get the chance to work on projects with them.

Building your resume: Working as an intern at a design studio might be beneficial. It demonstrates that you have practical industry experience and have worked with actual clients to address actual difficulties.

1.3 What does One Four Seven serve?

-INSIGHTS & INTELLIGENCE: Powering business solutions with consumer insights through primary market research.

-STRATEGY & GROWTH: Driving growth and helping brands scale through different stages of the consumer journey via effective strategies.

-CREATIVE & DESIGN: Transforming communication briefs into creative solutions through multi-dimensional approaches.

1.4 Major Clients



Fig. 2: Major Clients

Chapter 2

DIGITAL MEDIA STRATEGIES & PITCHES

2.1 McGraw Hill Education India

2.1.1 Background

McGraw Hill is a leading global education company that partners with millions of educators, learners and professionals around the world. Recognizing their diverse needs, they build trusted content, flexible tools and powerful digital platforms to help them achieve success on their own terms. Through their commitment to equity, accessibility and inclusion, they foster a culture of belonging that respects and reflects the diversity of the communities, learners and educators they serve.

2.1.2 Objective

- To onboard 5000 new users (free) through targeted performance marketing campaigns and then convert 5% of these to paid users in a year.
- To optimise the creative strategy and bring down acquisition cost.
- To optimize digital acquisition funnel and automate remarketing for closing the sales funnel end-to-end.

2.1.3 Target Market

- Residents of Tier 1-2 cities:
 - Delhi NCR ● Mumbai ● Chennai ● Bangalore ● Pune ● Ahmedabad
- Students preparing for competitive examinations
- Students engaging with content by authors on social media or following UPSC, CAT, GMAT influencers
- Age group of 20-30 years Students, School and graduation students

2.1.4 Approach

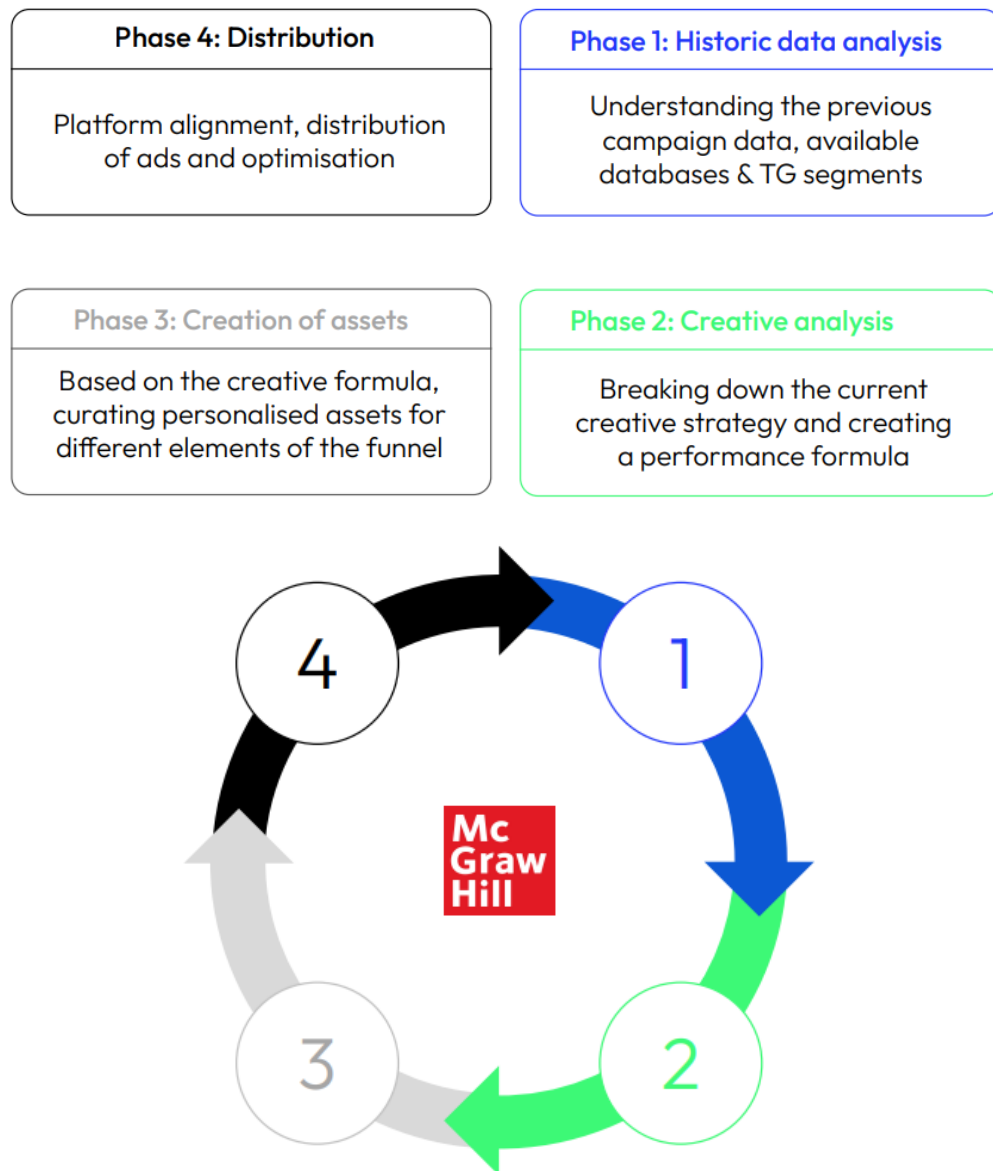


Fig. 3: Marketing & Design Approach

2.1.5 Performance Creatives

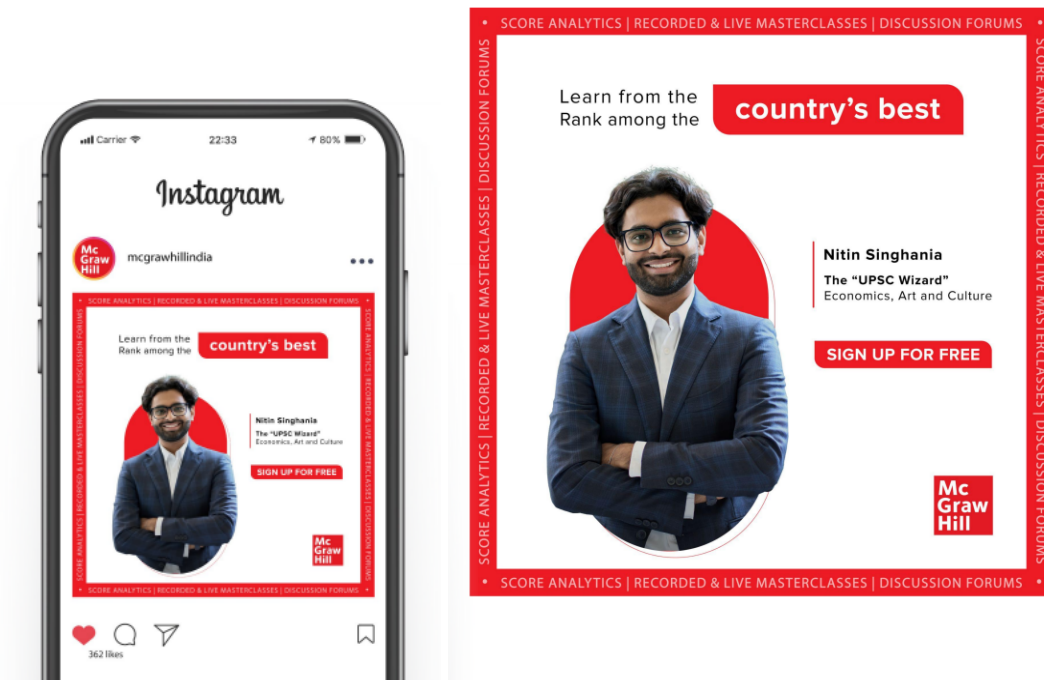


Fig. 4: Performance Creative 1



Fig. 5: Performance Creative 2

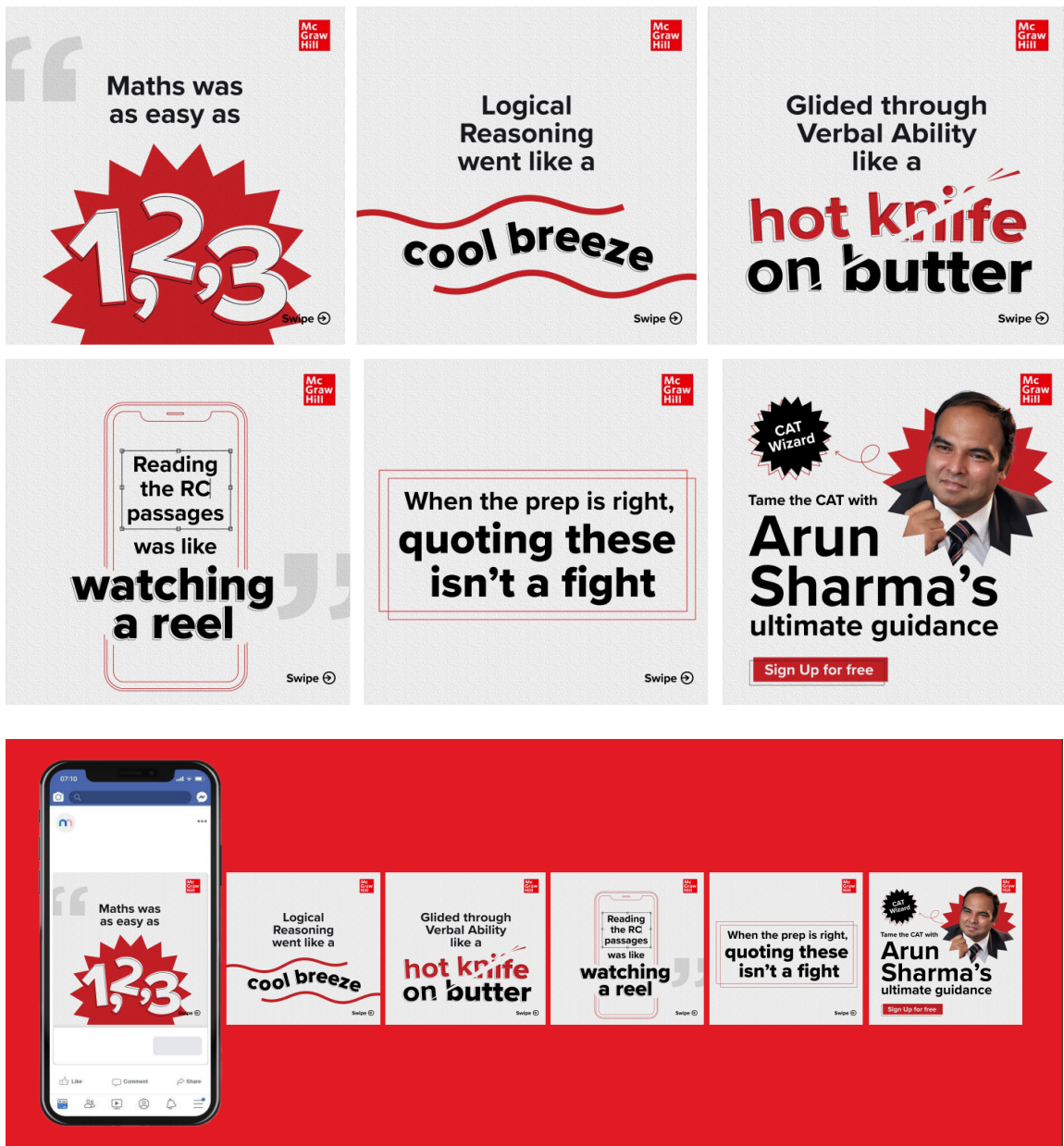


Fig. 6: Performance Creative 3

2.2 Gargash Insurance

2.2.1 Understanding the background

- Gargash Insurance Services Co LLC is a part of the leading Gargash group of companies.
- Serving clients globally, with headquarters in Dubai and wings spread across Abu Dhabi and Sharjah.
- Providing insurance broking and risk management services in the UAE since 1994.

2.2.2 Objective

2.2.2.1 Where are we?



Fig. 7: Current Visual Language

2.2.2.2 Where do we want to be?

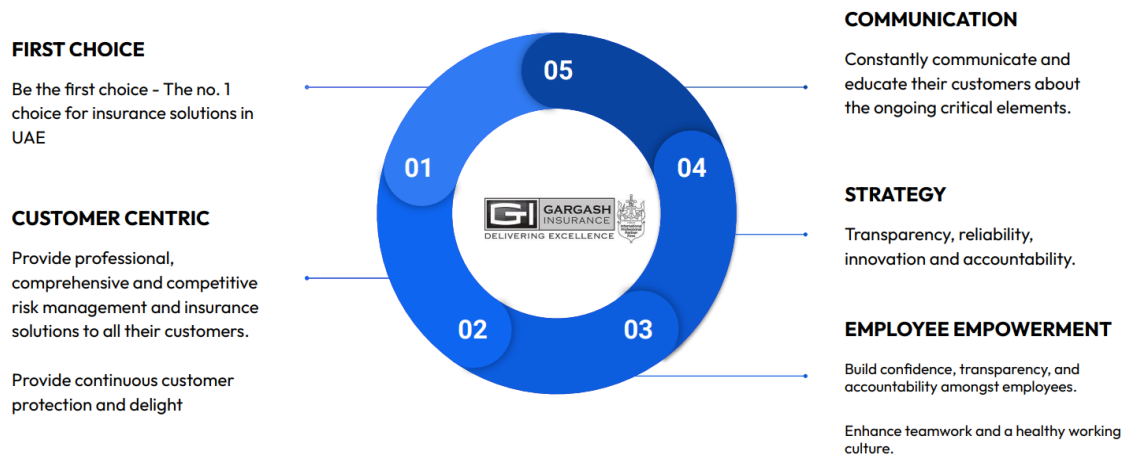


Fig. 8: Strategy for Gargash Insurance

2.2.3 Target Market

Age Group: 23 to 60 years

Citizenship: Emiratis, Indian, Pakistani, Filipinos, Bangladeshi, Nepali, Chinese etc. who are living in the UAE.

Target Group: Freelancers, contractors, private sector employees, public sector employees, business owners, Employees/ Domestic workers, Non-working dependents / parents, Investors, Northern Emirates Visa holders, Corporate companies, Individual employers, Outbound Travellers or inbound travelers - visitors and residents, Anyone owning a home or a car.

Target Behavior: Looking out for easy solutions. Well informed and aware. Savings are important. Fear of loss by chance. Looking out for their future / family's future. Managing risks.

2.2.4 Summary

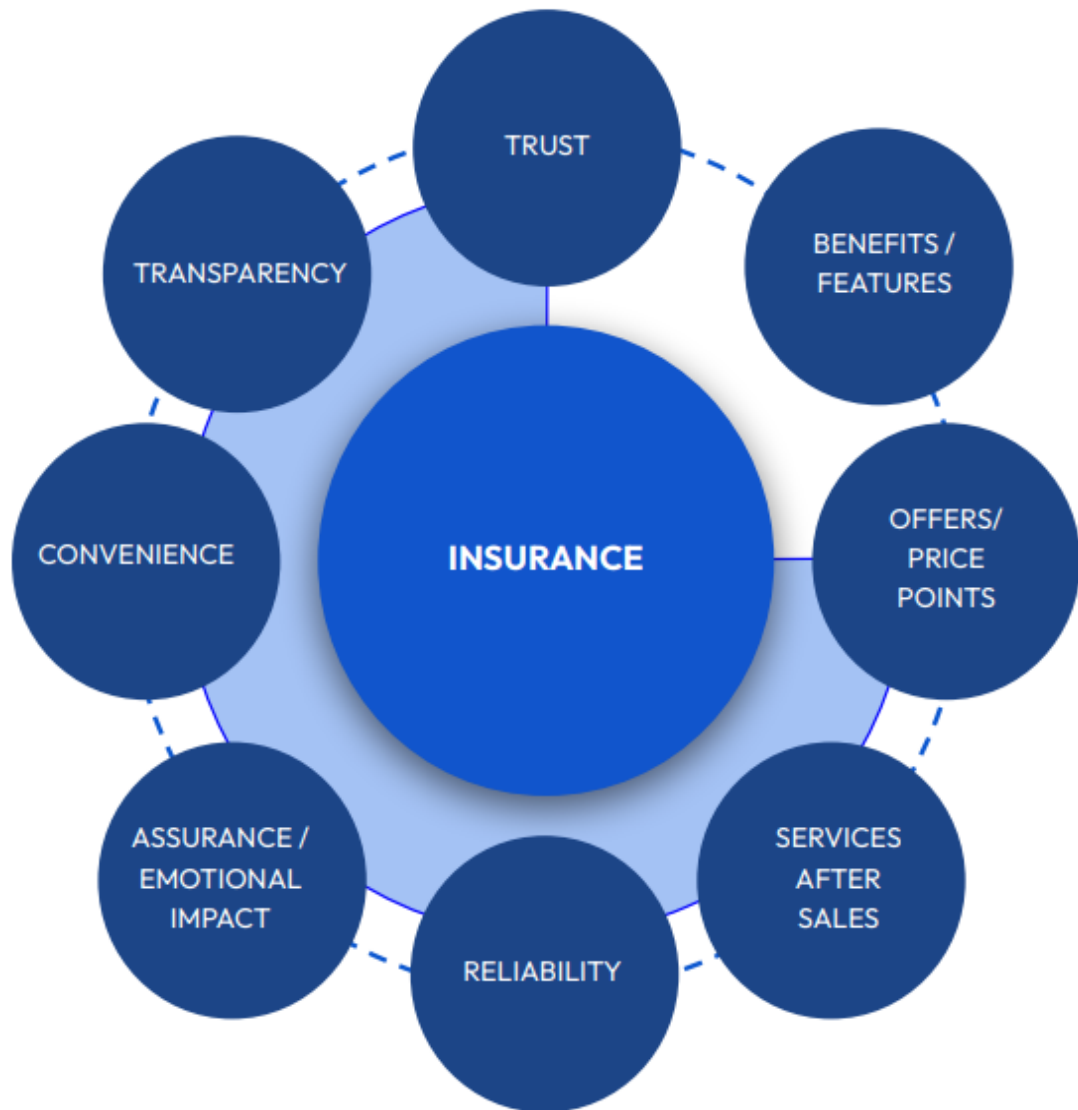


Fig. 9: Key Factors around Insurance

2.2.5 Sample Posts - Competition

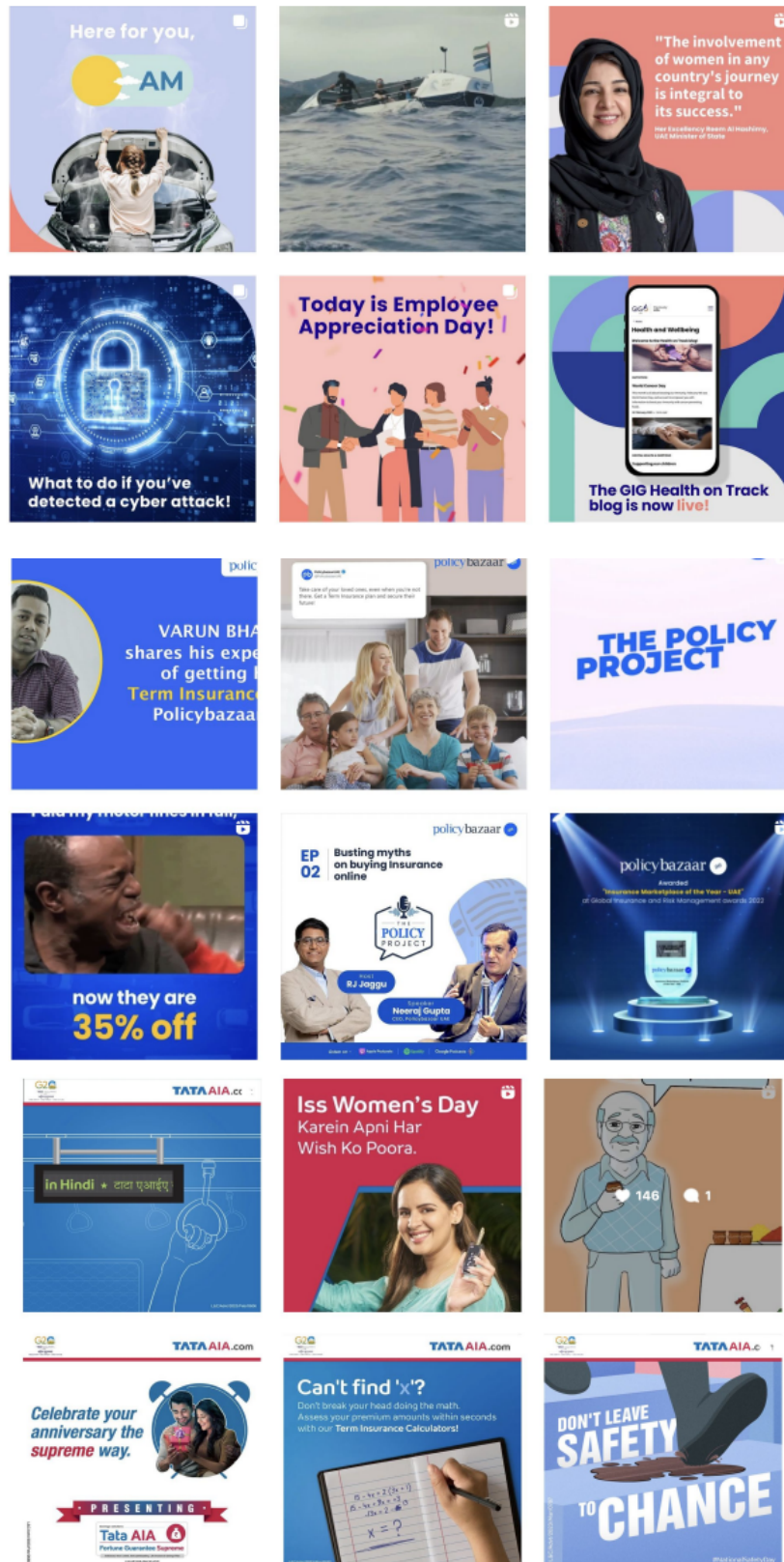


Fig. 10: Sample Posts-Competition

2.2.6 Opportunity



Fig. 11: Opportunities

2.2.7 Tone of Voice

The tone of voice for Gargash Insurance should convey trust, empathy, and professionalism, while also maintaining a warm and approachable style. The brand's communication should emphasize its commitment to the well-being of its customers and their families, as well as its dedication to the UAE community.

1. Be Trustworthy and Reliable

- Use clear, straightforward language that demonstrates the expertise and knowledge of the insurance industry.

- Be transparent and honest in all communication, providing accurate and relevant information about products and services.
- Avoid jargon and overly technical language; instead, explain concepts in simple terms that customers can easily understand.

2. Be Empathetic and Compassionate

- Show genuine concern for the well-being and security of customers and their families.
- Use empathetic language that demonstrates your understanding of the challenges and concerns faced by your customers.
- Share stories and testimonials that showcase the positive impact of the insurance products on the lives of customers.

3. Be Professional and Respectful

- Maintain a high level of professionalism in all communication, ensuring that your messages are well-organized, concise, and free of errors.
- Use respectful language and address the customers in a courteous manner.
- Acknowledge and address customer concerns promptly and effectively.

2.2.8 Digital Campaign

2.2.8.1 Design Guidelines

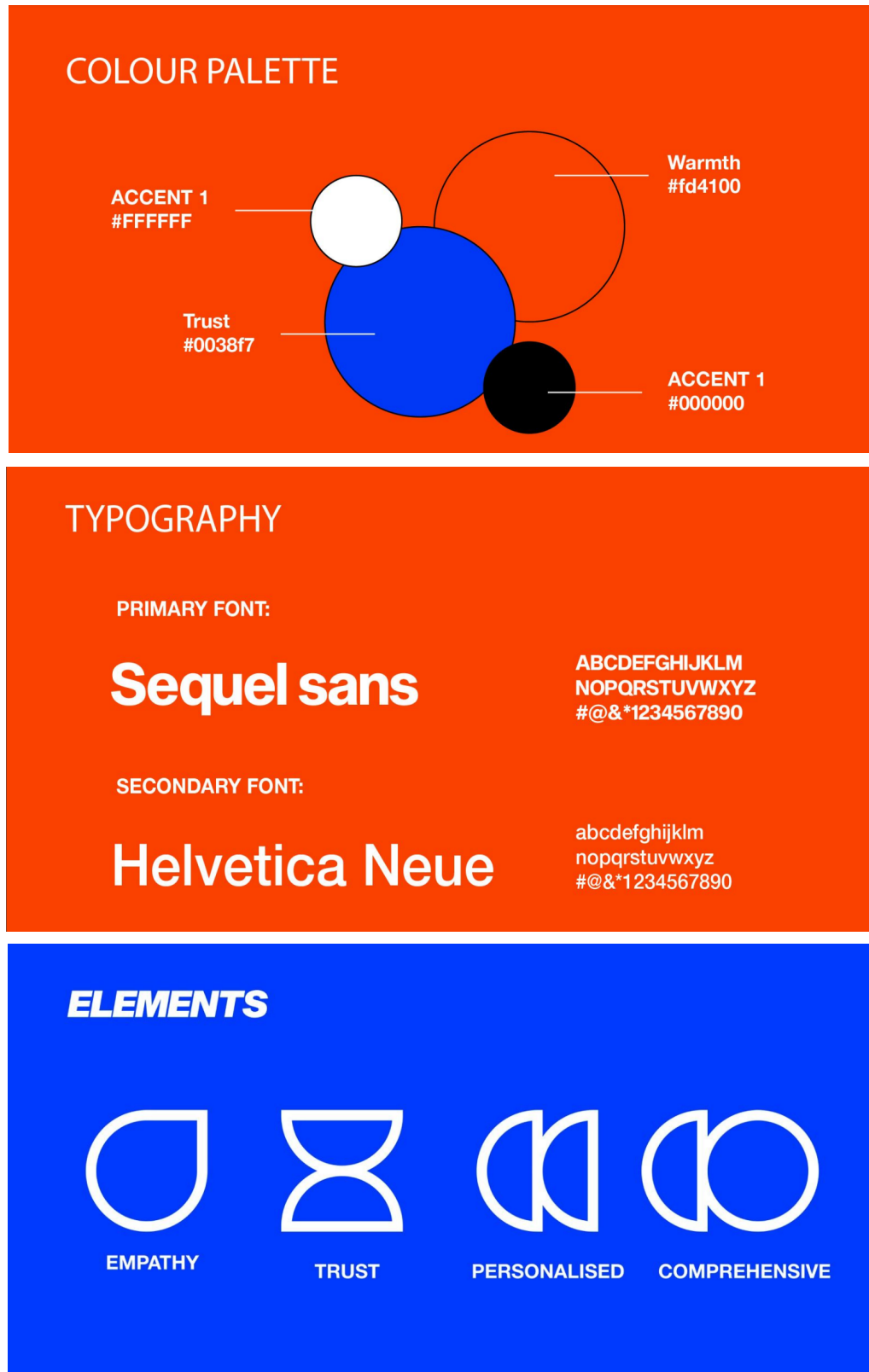


Fig. 12: Design Guidelines I

IMAGERY



IN ACTION

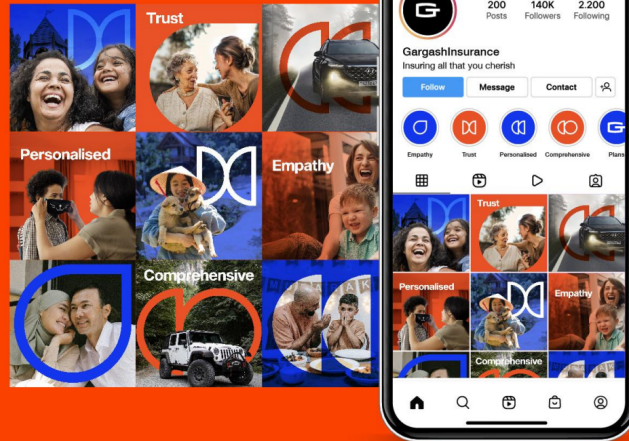


Fig. 13: Design Guidelines 2

2.2.8.2 Creative Designs

#Brief 1 Revamp the icons



Fig. 14: Revamped Icons

#Brief 2 Recreate the website banner

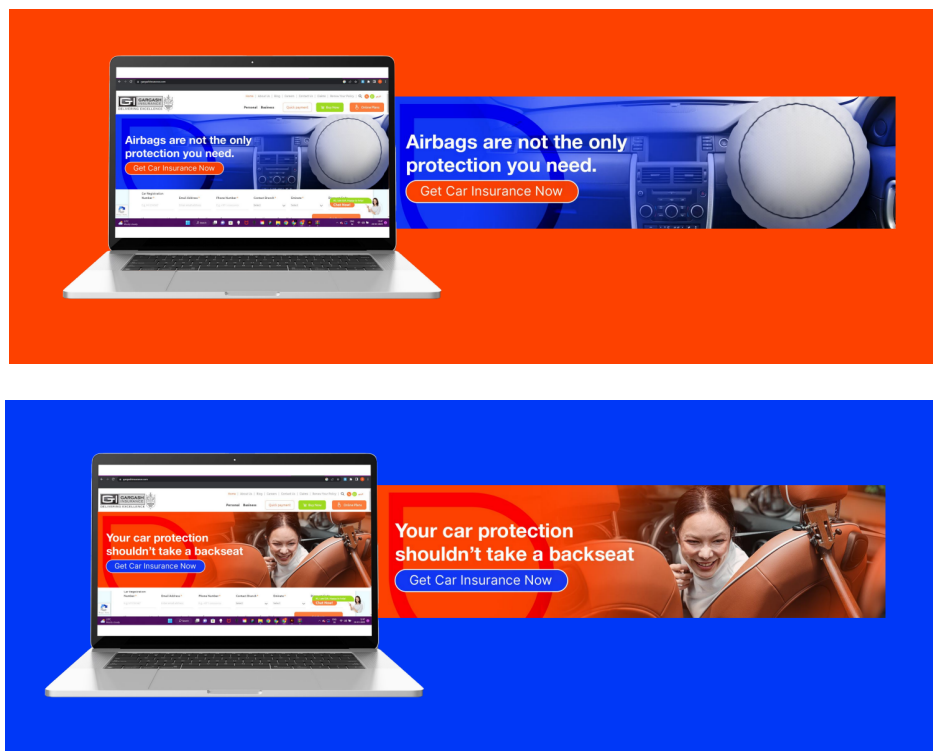


Fig. 15: Revamped Banners

#Brief 3 Ramadan Campaign



Fig. 16: Ramadan Campaign

#Brief 4 Performance Creatives

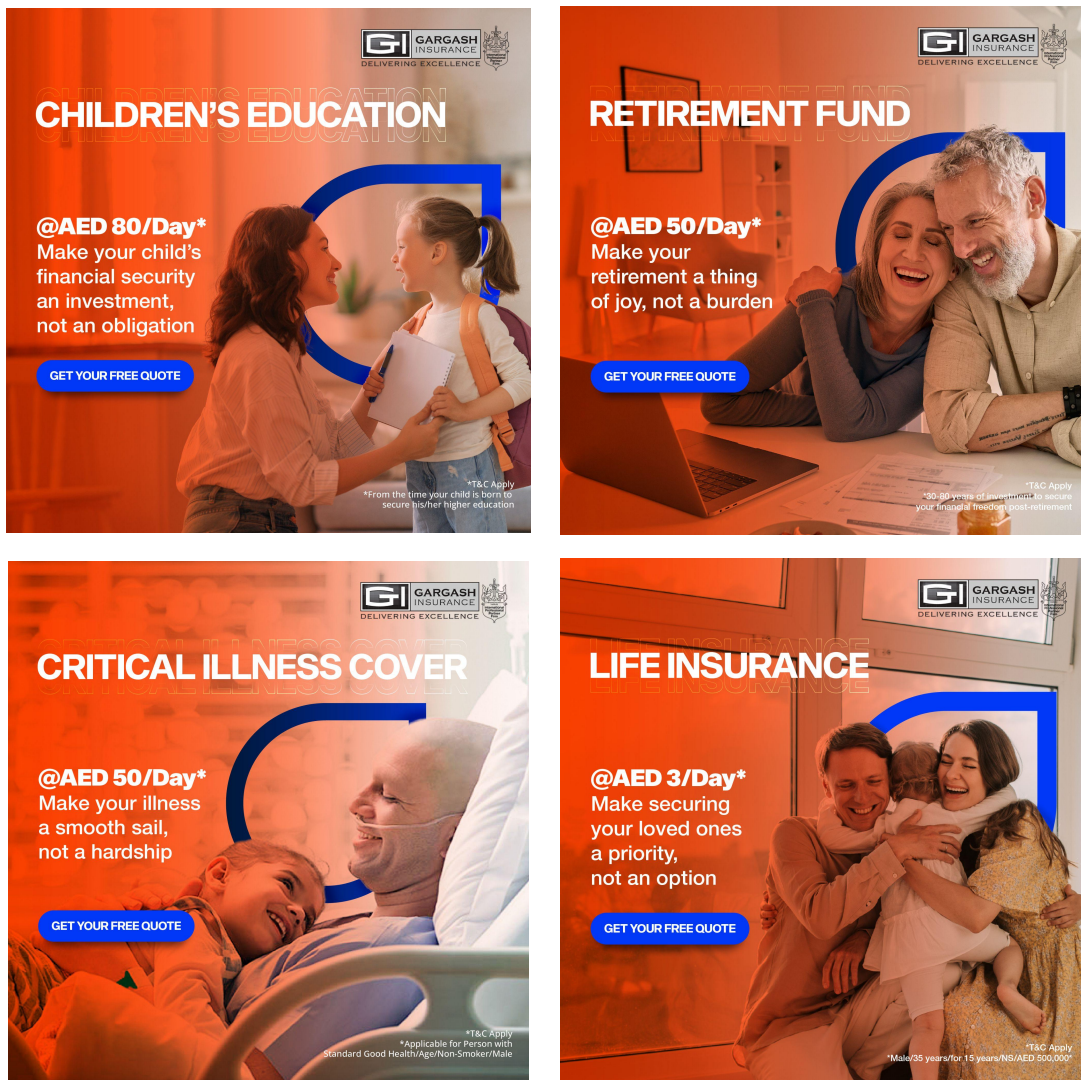


Fig. 17: Insurance Performance Creative Carousel

#Brief 5 ONE Motor Insurance Policy Performance Creative



Fig. 18: ONE Motor Insurance Policy Performance Creative

2.3 Mylo

2.3.1 About the Brand

Mylo is the all-in-one full-stack platform that works closely with new parents to create happy children. Everything a parent needs for their parenting journey is available on the platform, including a tailored experience, a supportive community of mothers and specialists, and carefully curated products. Our mission at Mylo is to enable new parents to raise happy, healthy families.

2.3.1 Performance Creatives

#Brief 1 Reusable Baby Diapers Performance Creative 1



Fig. 19: Mylo Carousel 1

#Brief 2 Pregnancy Maternity Wear Performance Creative



Fig. 20: Mylo Carousel 2

Chapter 3

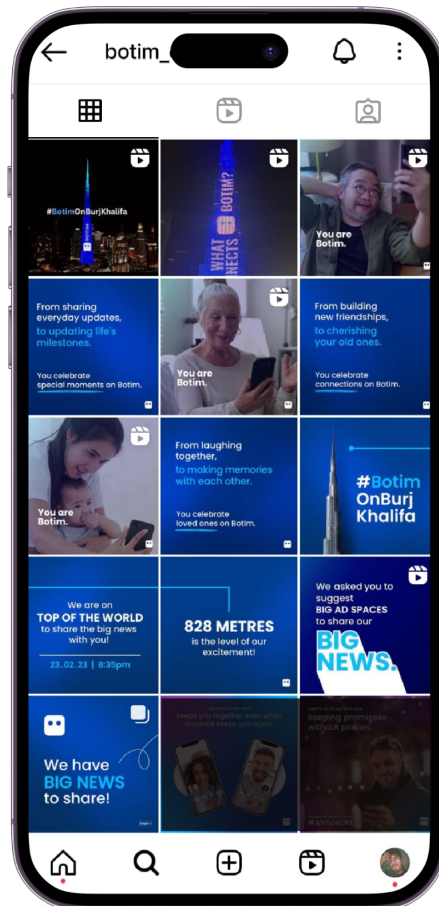
MAJOR CAMPAIGNS

3.1 Botim

3.1.1 Campaigns

3.1.1.1 International Money Transfer - Botim Going ULTRA

The only things that help while you're away from friends and family are hearing their voice on a voice call and seeing their face on a video call. So, picture how wonderful it would be if you were a part in the development of your favourite video-calling programme. In a recent partnership with Moneygram, Botim introduced International Money Transfer. To send money to anyone in the world within a few minutes, all you have to do is open the Botim app. On January 23, this function became live after being initially unveiled at the Burj Khalifa. One Four Seven, where I created the creatives for Botim's social media, handled the management of the entire Pre Buzz and Post Activation Campaign.



*Fig. 21: Botim IMT
Instagram Grid*

3.1.1.2 Visa Services

Applications for UAE tourist visas can now be made by users thanks to a partnership between Botim and the travel website musafir.com. Customers can now apply for 30- and 60-day single- and multiple-entry visas through the Botim app. As other choices are often more expensive and time-consuming, this will make it easier and more comfortable for expatriates residing in the UAE to bring their family and friends to the nation for a brief visit.

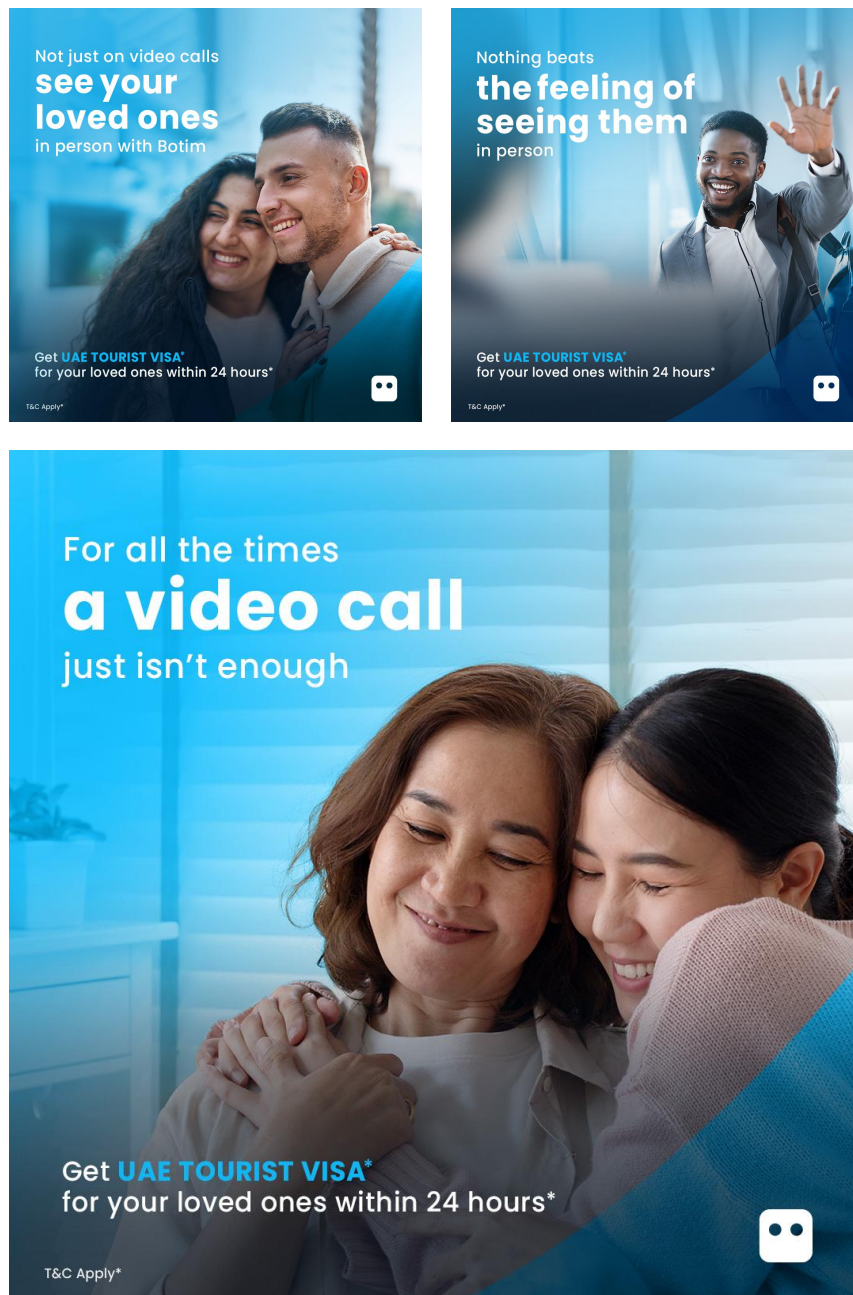


Fig. 22: Visa Services Creative

3.2 Xare

By allowing users to share their credit and debit cards with anyone, anywhere in the globe, Xare is the greatest way to transfer or receive money. To pool bank cards with friends, coworkers, or family members, you can even establish a club. It's a terrific approach to increase your financial savings while receiving limitless benefits.

3.2.1 Campaigns

3.2.1.1 Ramadan



Fig. 23: Ramadan Campaign 1



Fig. 24: Ramadan Campaign 2

3.2.1.2 Love Small

Here's to the artisans, the makers – the small business owners who infuse every purchase with passion and soul. At Xare, they believe in supporting those who work tirelessly to make their ideas a reality. That's why they are excited to offer them the spotlight on Xare so that they're visible to more potential customers.



Fig. 25: #LoveSmall 1



Fig. 26: #LoveSmall 2

3.2.1.3 Women's Day

#XareHerWins

Leading with powerful stats, we will showcase how women are taking charge of their finances or ace-ing it in the finance world.

- Women save more of their take-home pay than men (9% vs 8.6%, respectively)
- 47% of women say they have more than \$20,000 stashed away for unplanned bills
- Women could boost global economic growth by \$20 trillion by 2050 simply by closing labor market gender gaps
- Women account for 85% of all branded purchases, from new cars to healthcare
- Close to 214 Indian fintech and financial services startups have been founded by women as founders and co-founders.

xare

47%
of women say they
have more than
\$20,000
stashed away
for unplanned bills.

#Xare
Her
Wins

Source: www.fool.com

xare

Women could boost the
global economic growth by
\$20 trillion
just by closing the
gender pay gap.
She paves way for more possibilities.

#Xare
Her
Wins

Source: www.fool.com

xare

More than
**133 unicorn
startups**
have been **founded/
co-founded by women.**
She shatters the glass ceiling,
one stride at a time!

#Xare
Her
Wins

Source: www.fool.com

xare

Women's Day
didn't end yesterday.
Stay tuned for more...

#Xare
Her
Wins

xare

Women
account for
85%
of all branded
purchases,
from new cars
to healthcare.

#Xare
Her
Wins

Source: www.fool.com

xare

Women
save more of their
take-home pay
than men.
(9% vs 8.6% resp.)
For her, it's about saving AND
growing her wealth.

#Xare
Her
Wins

Source: www.fool.com

Fig. 27: #XareHerWins

Chapter 4

CONCLUSIONS

I was able to contribute significantly to the organisation when I was an intern. I took part in brainstorming meetings for different initiatives, contributing original ideas and advice. I was also a key player in the execution of these initiatives, making sure that they adhered to the design specifications and had a pleasing appearance. Additionally, I evaluated the efforts and gave the team constructive criticism, which helped to raise the general calibre of the campaigns.

Development of Skills: My internship gave me a great chance to advance my graphic design abilities. Working on many campaigns helped me hone my design abilities and teach me how to make ideas that are both imaginative and functional. Working with other team members to make sure that campaigns were successfully carried out, I also improved my communication and teamwork abilities.

Impact: Both the agency and its clients benefited greatly from my work. I contributed to the conception and execution of campaigns, resulting in the creation of designs that were both aesthetically pleasing and successful in accomplishing the objectives of the customer. My meticulousness and commitment to the design process made sure that the final goods were of the highest calibre and satisfied the client's requirements.

In conclusion, working as an intern graphic designer for a digital solution company was a worthwhile learning opportunity. The internship was successful overall, and I have learned important skills that will aid me in my future endeavours as a graphic designer.

Chapter 5

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