

CaseStudy



ABOUT US

At Kornea Digital, Understanding not only the client's immediate requirement but their proposition, tone of voice and how the brand has developed over time is imperative. Our designers and developers are required to understand the content they handle so nothing is 'processed.'

OUR EXPERIENCE PRINCIPLE

Our mission is to make a genuine difference to everyone involved. We believe everyone deserves extraordinary experiences from the brands they use. Our clients touch the lives of millions of people in the India and beyond. By enhancing their brand experiences we aim to significantly improve the lives of their customers.

PARTNER COMPANY



Kornea Core



usha Thomas



shola Rajachandran



parichita Shetty



anshul Purohit



chirag Nanda



priyanka Alewoor



sajid Mathupotra



Digital Media & Brand Awareness



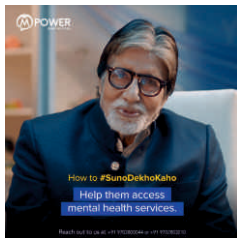
Brand ABET wanted a Bottom line difference during the FY '18-'20.

Target: 7 Mn Reach, 450 Increment in Customers, 80% Engagement & Communication Narrative to Improve.

Result: 35 Mn+ Reach Delivered, 1982+ New Customer Signup in FY. Most talked about brand across the demographic targeted.

Strategy: OKR





Suno Dekho Kaho

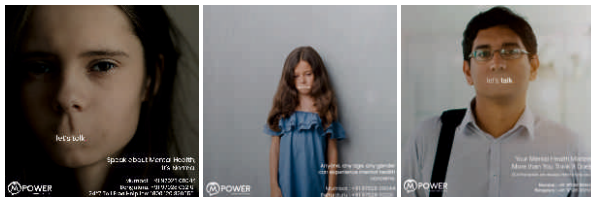
Client: Mpowerminds, Aditya Birla Education Trust
Engagement: Digital Marketing Mandate

"Mpower was looking to break into the mental health niche. They knew their services could help many but it's stigmatized beyond imagination.

We strategically brought an OKR strategy to for the year '18-'19 and we significantly brought the engagement up. We identified that there was a lot of awareness content online and we brought Mr. Bachchan to talk about Mental Health and It's okay to talk about it.

Result: 10 Mn+ Reach, 770 Appointments till date.

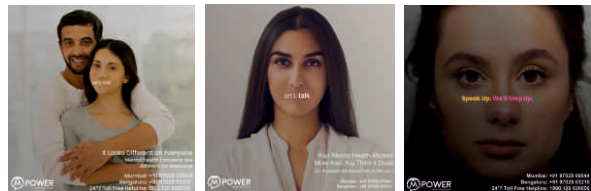
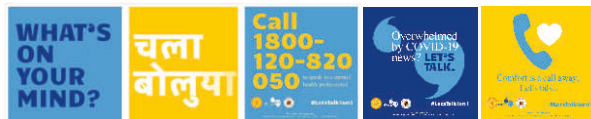




#LETSTALK1ON1

Client: Mpowerminds, Aditya Birla Education Trust
 Campaign: Mental Health Campaign with
 Chief Ministers Office, Maharashtra.

In order to deal with the mental health concerns arising out of the pandemic and subsequent lockdown, the BMC and Mpower 1 on 1, along with the Government of Maharashtra had started a toll-free, 24*7 helpline, that helps individuals sail through the lockdown by addressing their concerns.



Akshay, Hrithik, Ajay, BMC, Uddhav Thackeray and many others joined the campaign to promote it.

Result: 2L Phone calls in 90 Days, 15% signed up for Mpower Services and a digital reach of 7 Mn.





#RidetoMpower

Client: Mpowerminds, Aditya Birla Education Trust
 Campaign: Mental Health Campaign with
 Chief Ministers Office, Maharashtra.

“Prospective customers would approach our client and say “Wow, you are fantastic, how come we have never heard of you?”

We started workshops, multiple awareness standpoint campaigns involving the core of Mumbai and developed a full plan then linked their business revenue goals to their specific campaign tactics allowing them to precisely measure daily, weekly and monthly campaign results to revenue goals”

Results: We covered the entire event execution costs through the business that came because of the brand integrations. 4 Mn+ Reach, Subscribers to Blog and Followers up by 20%



Brand Svatantra wanted to come off age.

Objective: Ms. Birla's dream Project; Svatantra Microfin should never look like a typical bank. Creatives, Communication & Tech should be on forefront, off age and everything should be real and organic.

Result: 12000+ LinkedIn Followers, Complete Digital Hiring, 29000+ Cvs collected through Facebook & LinkedIn, Organic Marketing & a 90% Engagement.

Strategy: OKR



#BestPlacetoWork

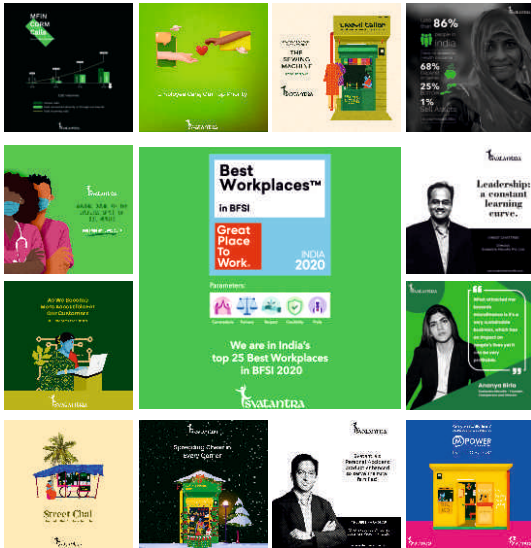
Client: Svatantra Microfin, Aditya Birla Group
Objective: To come under Top 10 Microfin Brands, and get the Best Places to Work tag.

Ms. Birla's had a simple line brief for us, After 5 years, Svatantra should be under top 10 Microfinance companies, Awarded Best Places to Work, It's Digital communication should have it's own Uniqueness.

Our predecessors were Fountainhead, They gave us a 15% engagement, 15K followers and a half built website. Kornea back then a 3 men agency started everything from scratch.

In past 4 Years, we have done about 17 Internal Branding exercises, Covered 8 Ground Activities, Engaged with over 1Mn+ customers digitally and for the first time in history of Microfinance, Enabled cashless infrastructures for Brand Svatantra and also helped the brand communications during the MHFC acquisition.

Result: End to End Digital Hiring, MFIN recognized Social Media Engagement of Svatantra Microfin as Industry's best. 12000+ LinkedIn Followers, 1L + Facebook Followers

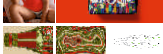
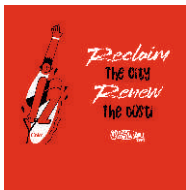


Branding



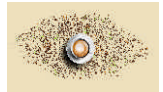
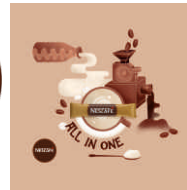
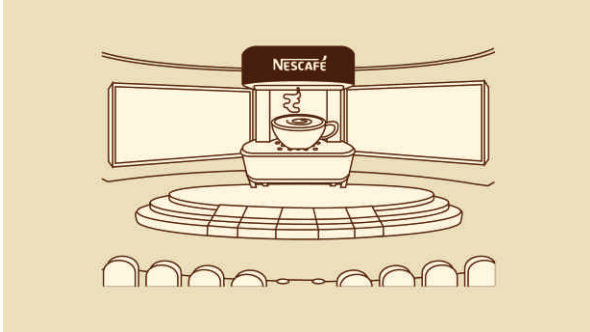
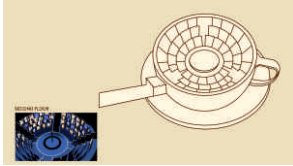
Coke Gully

Client: Riggerhouse; Brand: Coca Cola



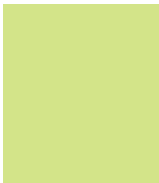
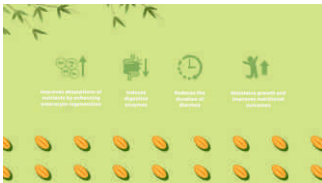
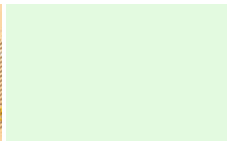
All in One

Client: Riggerhouse; Brand: Nescafe



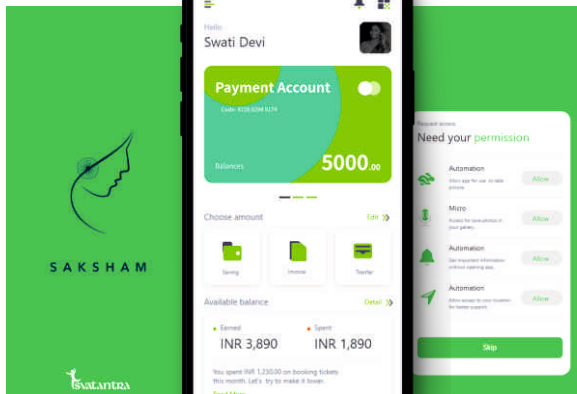
Nutristrike

Client: Riggerhouse; Brand: Nestle Cerelac



Tech





Saksham

Client: Svatantra Microfin Pvt Ltd
(A Business unit of Aditya Birla Group)
App: Native | Android | iOS

A first of its kind microfinance app launched to cater the PAN India customers.

The app enables customers to use be updated of their EMIs & Return and know about their Insurance etc.

The app was suggested as part of a campaign to enable every Women entrepreneur associated with Svatantra.

Enabling the Womenpreneur.

2020





Volv Media

Client: Benefactory Ventures Pvt. Ltd.

App: Native | Android | iOS

Volv is a news & magazine app for the new generation. Fake news has never been more, and media bias more inescapable.

We reimaged the news for our client. A place that tells you exactly what you need to know and why it's important in 70 words.

Now, reading the news is as easy as swiping on Tinder.

Target Audience : United States

2019





Interact

Client: Svantra Microfin Pvt. Ltd.
(A Business unit of Aditya Birla Group)
App: Native | Android | iOS

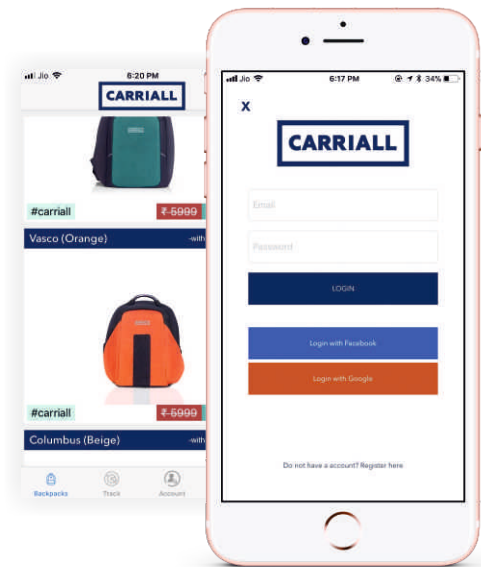
We were told to come up with a solution for Ms. Birla to engage with her employees across vertical.

It was clearly notified to not have any filter in between the message that goes from Employee to the Chairperson. We had to create an AI tool to stop fringe elements in the 2800+ workforce company to send her foul messages.

We named it AI Brahma which eliminates all the foul words from the message automatically.

2019





Carriall

Client: The Carriall Co.
App: Native | Android | iOS

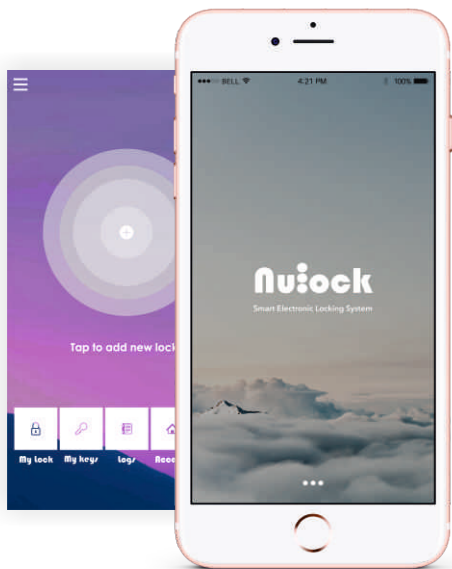
CARRIALL wants to make these journeys a little more special, with luggage design that understands you.

Carriall app tracks your luggage in real time and show the location in device. We've been part of the hardware and app development as well as its architecture. It's an E-commerce portal as well as a tracking app.

Target Audience : APAC, EMEA, BRIC & NORAM

2018





Nu:lock

Client: Chargemiles Pvt. Ltd.

App: Native | Android | iOS

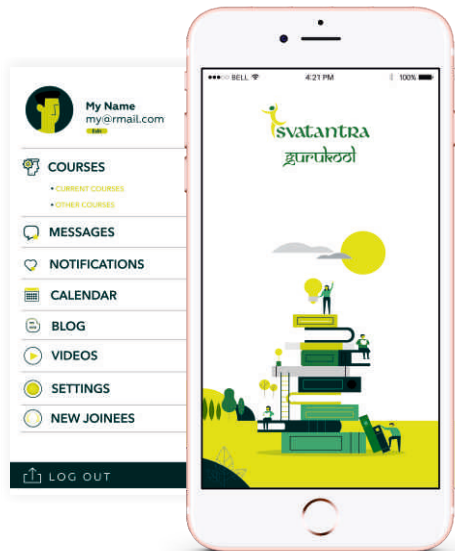
Nu:lock is a three way authenticated digital operated lock for businesses which relies on logistics as their core business.

It's a completely B2B app with Geofencing, offline data management to avoid any sort of discrepancy by the client's employees.

Target Audience: India

2018





Gurucool

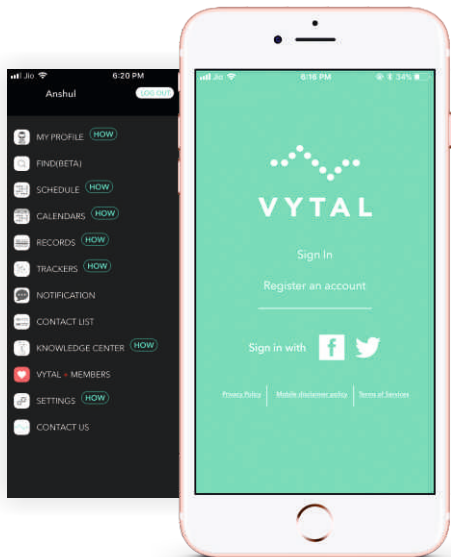
Client: Svatantra Microfin | Aditya Birla Group
App: Native | Android | iOS

Svatantra Microfin Pvt. Ltd. is a microfinance institution (MFI) that helps its customers become economically self-sustainable by providing micro loans.

Gurucool is an Initiative for the Institution's HR to constantly update it's 900 employee's across it's demographic on current trades in finance.

2017





Vytal App

Client: Vytal Healthtech Pvt. Ltd

App: Native | Android | iOS

Mission is to provide the most comprehensive health record based personal health analytics platform for India. Incubated out of SINE, Society for Innovation and Entrepreneurship, hosted by Indian Institute of Technology, Bombay, that provides an environment to translate knowledge and innovation into creation of successful businesses.

2017





TESG

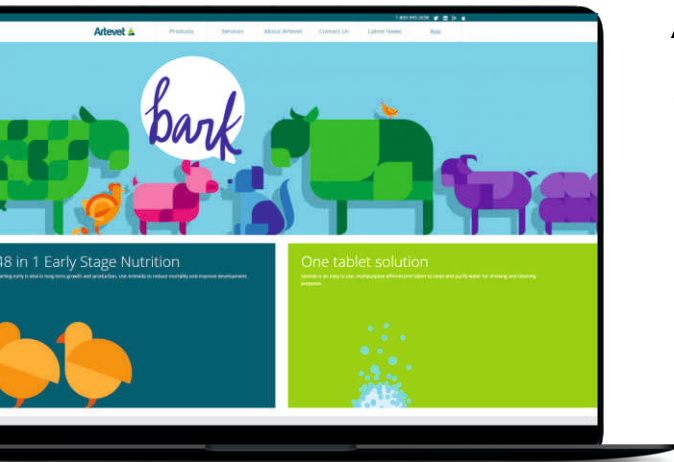
Client: Tavishes Exports Pvt. Ltd

App: Native | Android | iOS

An e-commerce platform for retailers, whole sellers and manufactures. TESG cuts the clutter in market of multiple follow ups with it's user base and one can be an entrepreneur by just installing the app which has a database of over a lac product listing to it's back-end.

2016-17





Artevet

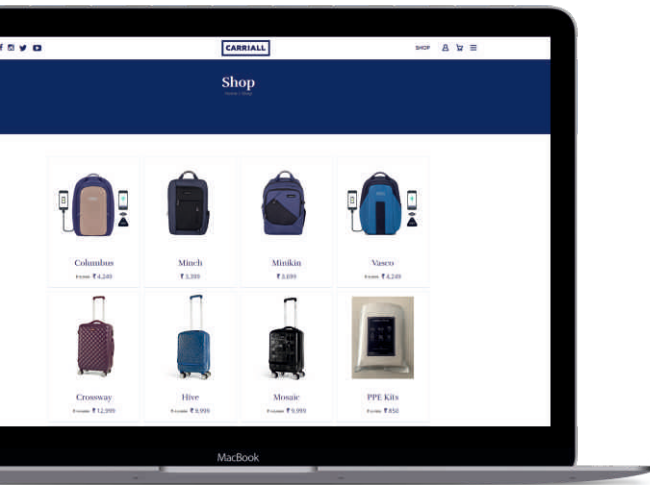
Client: Artevet India LLP

Solution: UI | UX | E-Commerce

Artevet is a global force in the animal health industry with efforts ranging from healthcare to technology. They wanted to make their presence felt with an out of the box UI & UX and a fresh look to lift the entire brand equity.

2015-16





Carriall

Client: Carriall

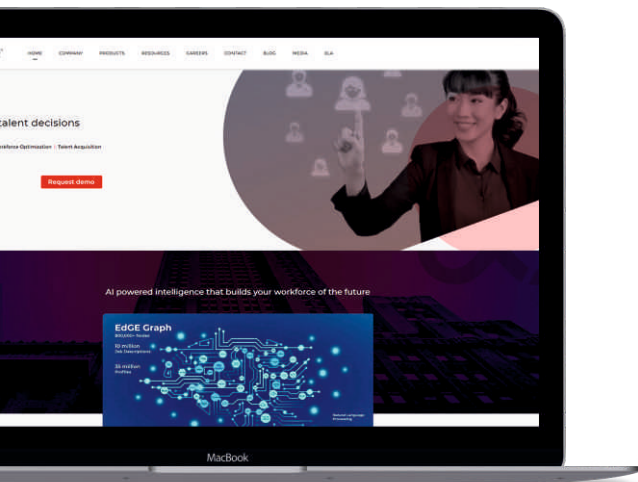
Solution: UI | UX | E-Commerce

The design is superiorly based on the principle of innovation, reliability and simplicity.

We had a simple brief to create a minimalist & human centric solution to the overall brand. Just like their luggage we ensured, the tech solution is developed with the same precision.

2016-17





Edge Networks

Client: Edge Networks

Solution: UI | UX | Website Development

The design is superiorly based on the principle of innovation, reliability and simplicity.

We had a simple brief to create a minimalist & human centric solution to the overall brand. Just like their luggage we ensured, the tech solution is developed with the same precision.

2016-17





SvatantraMHFC

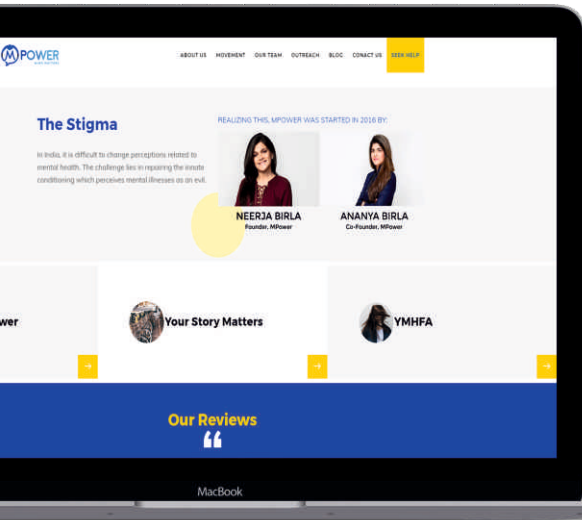
Client: Svatantra Micro Housing Finance Corporation
Solution: UI | UX | Website Development

SMHFC is an affordable housing finance company and their sole focus is to create a meaningful social change with access to housing for the low-income households.

Team Kornea helped convey message through it's technology solutions.

2018-19





Mpowerminds

Client: Aditya Birla Education Trust

Solution: UI | UX | Website Development

Mpower started as an ambitious dream. Then, it became a solemn vow. Now, it is a passionately on-going endeavour to be the Movement to affect change; to promote mental health and well-being in the most holistic manner conceivable.

2019-20



72+Tech, 2 Bn+ Digital Reach Delivered from Legacy Brands to the Potential Disruptors.



#DigitalatHeart

our process

1 | First Contact

You contact us, share your requirements, we do analysis, suggest betterments, give you a quote and we sign on.



2 | Wireframes

We create raw wireframes and finalize with your approval.



3 | Polished Mock-ups & Architecture Design

We create polished mock-ups (UI and UX) and Architecture design.



4 | Coding, Implementation & Unit Testing

We kick off development and release weekly test builds until it is done.



5 | Testing & Store Launch

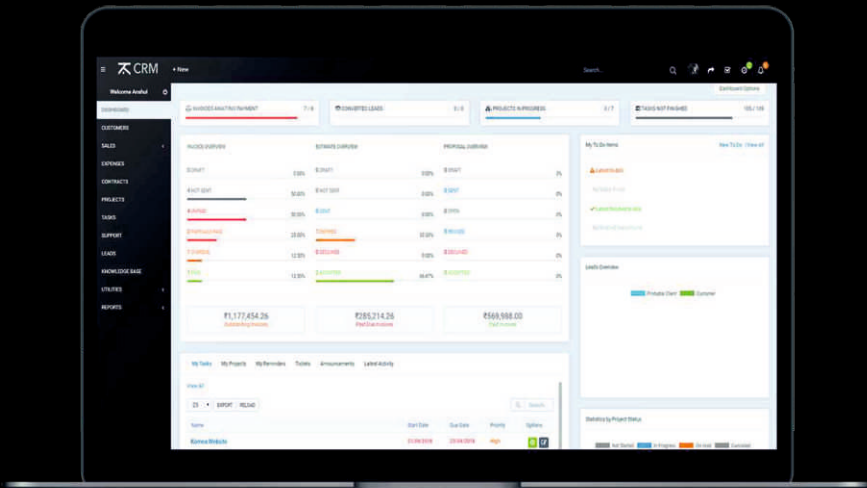
App tested, Admin panel tested, Store Upload.



6 | Post Launch Support & Warranty

We fix anything going wrong even after delivery, for FREE





Coming Soon | Kornea CRM



Thank You