

urrēka

Ideas That Move Businesses Forward

www.urreka.in

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We are Urreka.

Urreka is an integrated advertising and marketing agency built to help brands think sharper, communicate better, and grow stronger.

We bring together strategy, creativity, technology, and performance to create meaningful brand experiences that connect with people and deliver real business impact.

We believe great marketing isn't about doing more. It's about doing what matters — **finding the right idea, shaping the right message, reaching the right audience, and turning attention into action.**

From building brands and creating campaigns to digital experiences, media, and market activation, we work as an integrated creative partner across the entire brand journey.

Human thinking. Smarter tools. Better outcomes.

Technology is changing the way ideas are explored, created, and delivered. At Urreka, we use AI and emerging tools where they add value — helping us explore possibilities faster, streamline processes, and work more efficiently.

But technology doesn't lead the thinking.

- **Human insight gives it direction.**
- **Strategy gives it purpose.**
- **Creativity makes it memorable.**
- **Technology helps bring it to life.**
- **And performance makes it matter.**

Because the tools may keep changing, but great ideas still need human understanding, judgment, and intent.

That's Urreka.
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Our Services

1. Advertising & Campaigns
2. Brand Development
3. Marketing & Promotion
4. Digital & Web
5. Media & Activation
6. Strategy & Consulting
7. White-Label & Agency Partnerships



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Advertising & Campaigns

We create advertising that starts with a clear business objective and turns it into an idea people can understand, remember and act on. From a single communication requirement to an integrated campaign, we develop concepts that work consistently across channels.

Our approach combines strategy, creative direction, design and execution—helping brands communicate with purpose while maintaining a distinctive and consistent identity.

- **Campaign Strategy & Concepts**
- **Creative Campaigns**
- **Mainline Advertising**
- **Digital Advertising**
- **Print Ads**
- **Outdoor & OOH**
- **Key Visual Development**
- **Copy & Content**
- **Art Direction**
- **Video & Commercial Concepts**
- **Campaign Adaptations**



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Brand Development

A strong brand is more than a logo. We build visual and communication systems that give businesses a distinctive identity, a consistent voice and a stronger presence in the market.

Whether developing a new brand or refreshing an existing one, we create identities designed to work across every customer touchpoint—from communication and packaging to digital and physical environments.

- **Brand Strategy**
- **Brand Positioning**
- **Naming & Taglines**
- **Logo & Visual Identity**
- **Brand Guidelines**
- **Typography & Colour Systems**
- **Corporate Identity**
- **Brand Collaterals**
- **Packaging Design**
- **Brand Refresh & Rebranding**
- **Communication Guidelines**



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Marketing & Promotion

We help brands turn marketing objectives into focused communication and promotional activities. By understanding the audience, market and business goal, we develop initiatives designed to generate awareness, engagement, enquiries and sales.

Rather than treating every channel separately, we connect creative communication with the right promotional opportunities to build stronger customer relationships.

- **Marketing Campaigns**
- **Promotional Strategy**
- **Product & Service Promotions**
- **Sales Promotions**
- **Retail Marketing**
- **Trade Marketing**
- **B2B Marketing**
- **Consumer Promotions**
- **Launch Campaigns**
- **Seasonal Campaigns**
- **Promotional Collaterals**
- **Lead-Generation Creatives**



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Digital & Web

We build digital experiences that make brands easier to discover, understand and engage with. Our digital capabilities combine creative communication, technology and performance thinking to create a connected online presence.

From websites and social platforms to digital campaigns, we focus on experiences that are visually strong, functional and aligned with the larger business objective.

- **Website Design & Development**
- **Landing Pages**
- **Social Media Strategy**
- **Social Media Creatives**
- **Content Development**
- **Reels & Motion Content**
- **Digital Campaigns**
- **Search & Display Creatives**
- **SEO Support**
- **Performance Marketing**
- **Email Marketing**
- **Digital Brand Assets**



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Media & Activation

Great communication works better when it reaches people in the right place, at the right time. We help brands plan media and create activation opportunities that extend campaigns beyond communication into meaningful audience experiences.

Our approach connects media planning, buying and on-ground execution so that brands can build visibility across both traditional and emerging touchpoints.

- **Media Planning & Buying**
- **Print Media**
- **Outdoor & OOH Media**
- **Digital Media**
- **Campaign Media Planning**
- **Event Marketing**
- **Brand Activations**
- **Retail Activations**
- **Mall & In-Store Activations**
- **Exhibitions & Trade Shows**
- **Promotional Events**
- **Activation Collaterals**



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Strategy & Consulting

Before deciding what to create, we help define what the brand needs to achieve. Our strategic approach brings together business objectives, audience understanding, market context and communication opportunities to establish a clearer path forward.

We work as a strategic creative partner, helping businesses make better decisions about their brand, marketing and communication—not simply producing individual deliverables.

- **Brand & Marketing Strategy**
- **Communication Strategy**
- **Campaign Planning**
- **Market & Competitor Review**
- **Audience & Customer Insights**
- **Brand Positioning**
- **Go-to-Market Strategy**
- **Content Strategy**
- **Digital Strategy**
- **Creative Consultation**
- **Marketing Roadmaps**
- **Integrated Communication Planning**



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White-Label & Agency Partnerships

We work behind the scenes with agencies, consultants and marketing teams that need additional creative, digital or production capabilities—without expanding their internal team.

From individual projects to ongoing execution support, we work as an extension of your team with complete confidentiality, reliable delivery and respect for your client relationships. **Your client stays your client. We simply help you deliver.**

- **Campaign & Design Support**
- **Branding & Identity Support**
- **Social Media Creatives**
- **Presentation & Pitch Deck Design**
- **Video & Motion Graphics**
- **Website Design & Development**
- **Digital Production**
- **Campaign Adaptations**
- **Overflow Creative Support**
- **Dedicated Creative Resources**
- **NDA-Based Partnerships**



LET'S MOVE YOUR BUSINESS FORWARD.

Every business has its next opportunity.
The right strategy, the right idea and the right execution can turn that opportunity into meaningful growth.

Whether you're building a brand, launching something new, strengthening your market presence or looking for a creative partner, Urreka is ready to work with you.

Let's create what moves your business forward.

LET'S TALK.

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www.urreka.in **hello@urreka.in** **+91 8891 1408 55**

Advertising | Marketing | Branding | Communications | Event Marketing
Media Planning & Buying | Web Development

Trivandrum | Bangalore **GSTIN is 32GIRPB3933E1ZF.**