

EFFE
CONSULTANCY

Let's create **Marketing Campaigns** that evoke
positive emotions in customers.






ENERGY AND UTILITY INDUSTRY

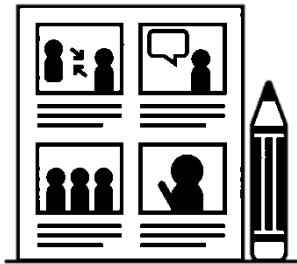
Let's provide a new perspective on Energy and Utility
based Products and services.

- Energy and utility industries are important drivers of industrial growth, causing a revolution.
- **3D visualization and animation technology** provide additional edge to e-commerce businesses to reach their desired level of excellence.
- **Realistic rendering and training videos** help energy and utility companies generate more sales aesthetically.
- As a marketing and communication company, EFFE create a brand story and corporate videos for establish your business objectives.



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- An offshore oil rig is silhouetted against a dramatic sunset sky with orange and yellow clouds. The rig's derrick and various cranes are visible against the bright background. The water in the foreground is dark and reflects the light from the sky.
- At EFFE, we incorporate a unique and **emotive storytelling** approach for our branding strategies, making the audiences embrace a complete branding experience.
 - Our in-house **creative studio** and technical designers deliver core concepts across industries.
 - We develop web and mobile applications, **AR** and **VR Applications**, and **360 Virtual tours** for e-learning companies, publishers, and start-ups.

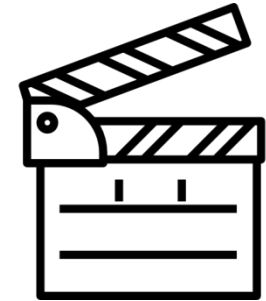
SOLUTIONS OFFERED



Concept illustration
using **2D & 3D**
animation techniques.



3D Product
visualization using
Animation & Web AR
techniques.



Brand video for
marketing campaigns
using **Film-making**
techniques.

OUR INCREDIBLE WORKS





OUR CLIENTS



Client: LUCAS TVS LIMITED

Requirement:

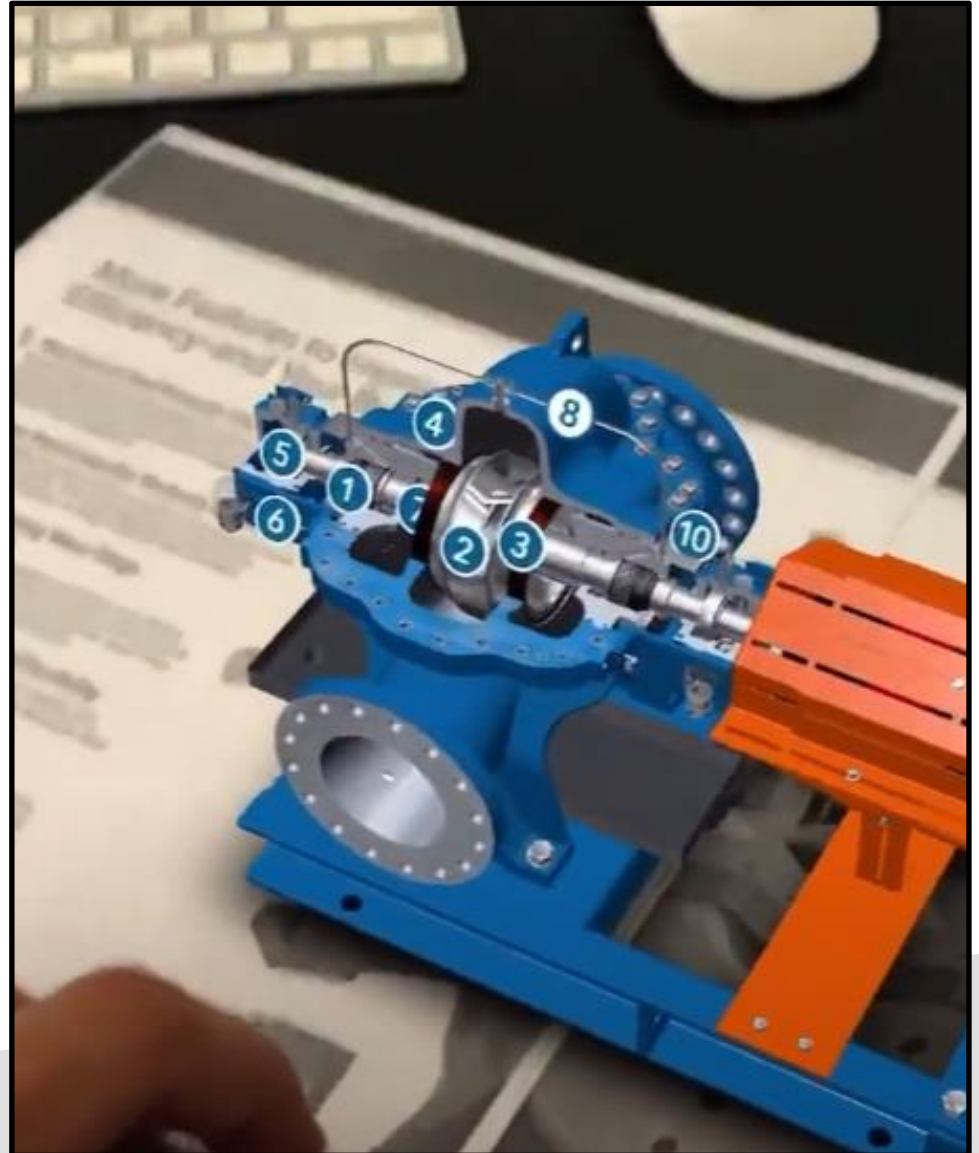
To create an augmented reality application for newly launching utilities.

Solution:

We created an augmented reality application for scanning the brochures. Our application helps to understand the working procedure of complex machinery and virtually test the procedure flow and other working procedures.

Result:

Enhances real-time experiences and causes a positive effect on sales.





Client: FRONIUS INTERNATIONAL

Requirement:

To create an augmented reality application about the installation procedures.

Solution:

We created immersive AR applications to facilitate the installation procedures for vendors. It improves reliability and effectiveness by promoting solar panel installation with ease.

Result:

Successfully created a highly interactive AR application for effective installation.

Client: FTC SOLAR INDIA PRIVATE LIMITED

Requirement:

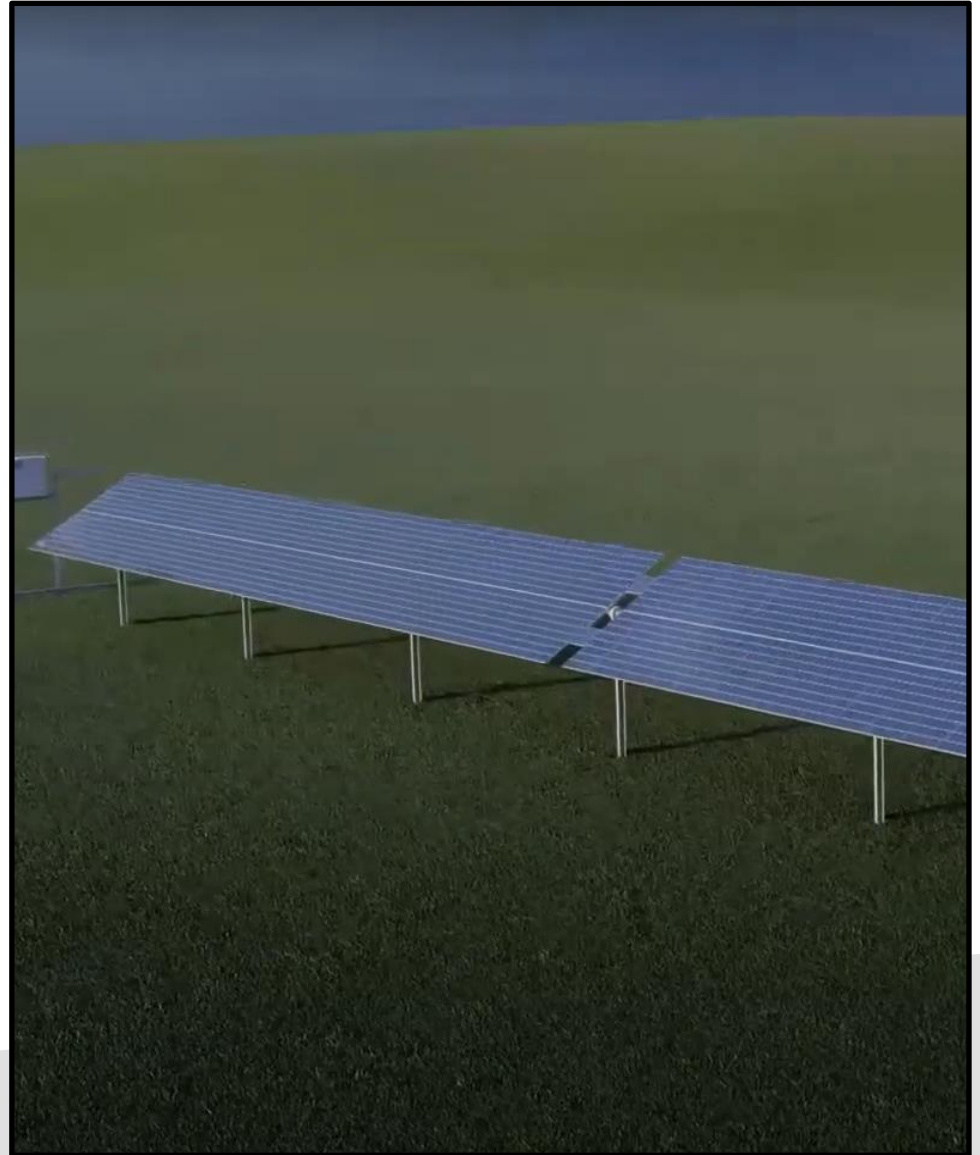
To create an animated video about the installation of solar panels.

Solution:

We created a video script to illustrate the step-by-step installation procedure of solar panels. We created a storyboard and required 3D to produce a final output of a safety awareness video.

Result:

Improve the effectiveness of internal communication among the workers.





Client: SOLAR BRIGHT

Requirement:

To create an animation video to promote their product-Solar panel across Australia.

Solution:

We created a 2D sketching for the animation shots presented in their video. This video highlights the problems faced by the Australian people due to high electricity bills and the solution to overcome the issues.

Result:

Reduces the electricity bills by increasing the usage of solar panels across Australia.

Client: SD GLOBAL LOGISTICS INDIA PRIVATE LIMITED

Requirement:

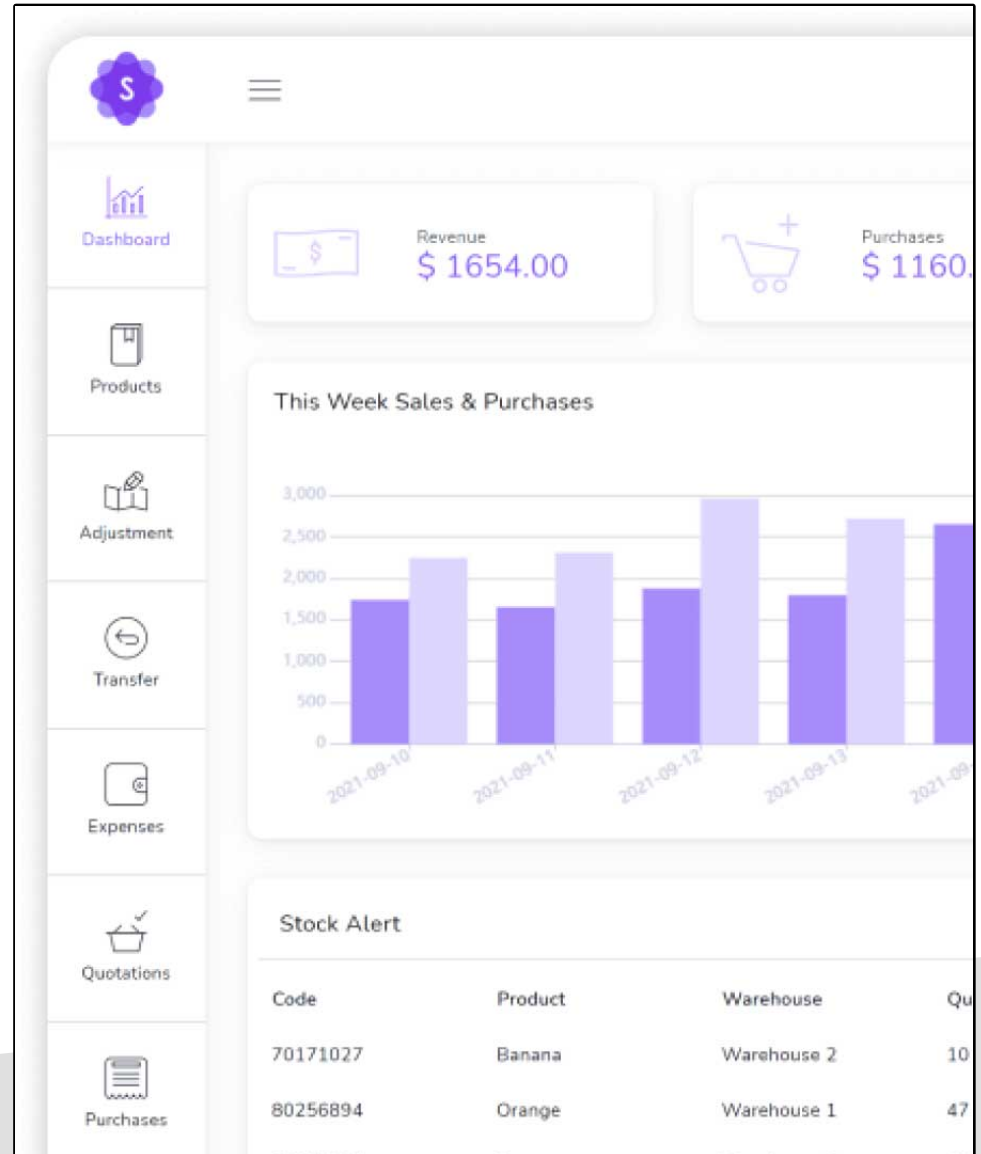
To create a warehouse management system for an energy-based industry.

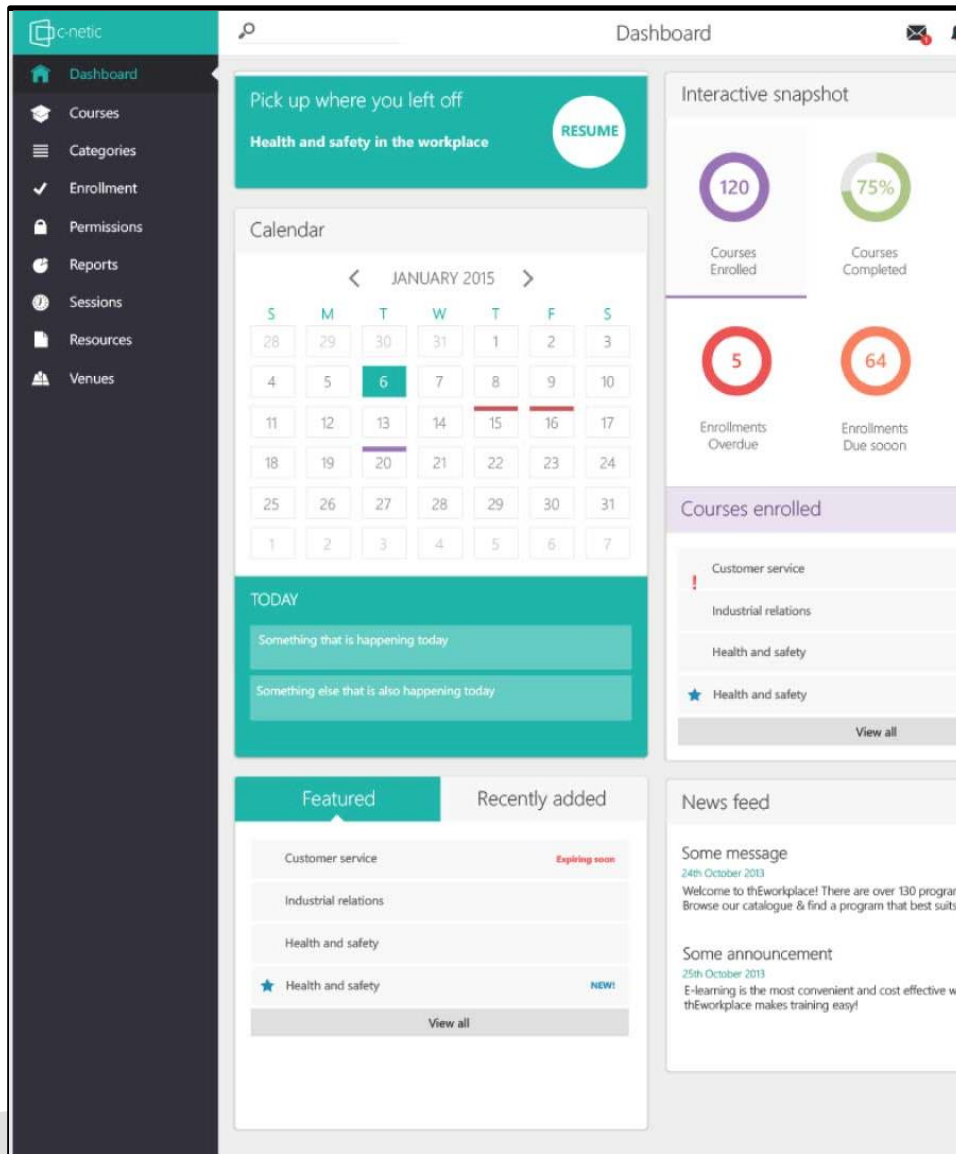
Solution:

EFFE created a unique business model for the warehouse management system to maintain logistics and supply chain company. It helps to maintain a successful project delivery.

Result:

Improve operational efficiency and quick ROI.





Client: THE HERSHEY COMPANY

Requirement:

To create an LMS to facilitate learning and training.

Solution:

EFFE created interactive UI/UX designs based on the functionality document. All the APIs will be integrated into back-end development. EFFE deploys the application on the server.

Result:

Created a consolidated approach for training to deliver a better onboarding learning experience.

Client: MURUGAPPA GROUP

Requirement:

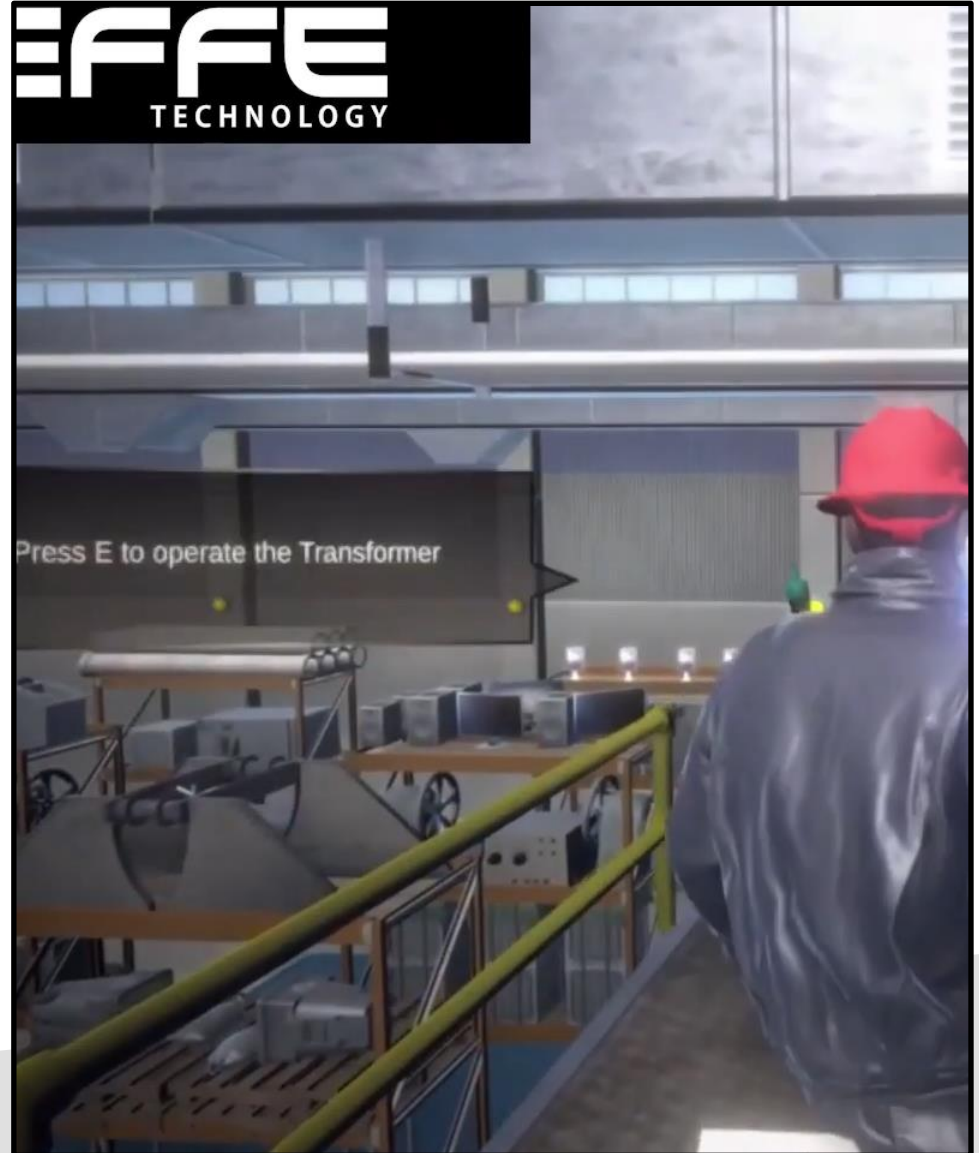
To create a virtual reality application for safety training.

Solution:

We created a 3D virtual lab to perform electrical operations. Our VR applications help to train the employees and saves life from threatening failures.

Result:

Reduces cost and time and improves personnel learning.



Client: BAHNHOF

Requirement:

To create awareness and market the newly emerging service to the target audience intent to avail of the flying taxi service.

Solution:

We customize the VR application based on your business requirements with world-class UI/UX designs. It is easily integrated and low maintenance with unlimited revisions.

Result:

Immersive real-life simulations with a 360 experience for better customer acquisition.



Client: DEV SOLAR

Requirement:

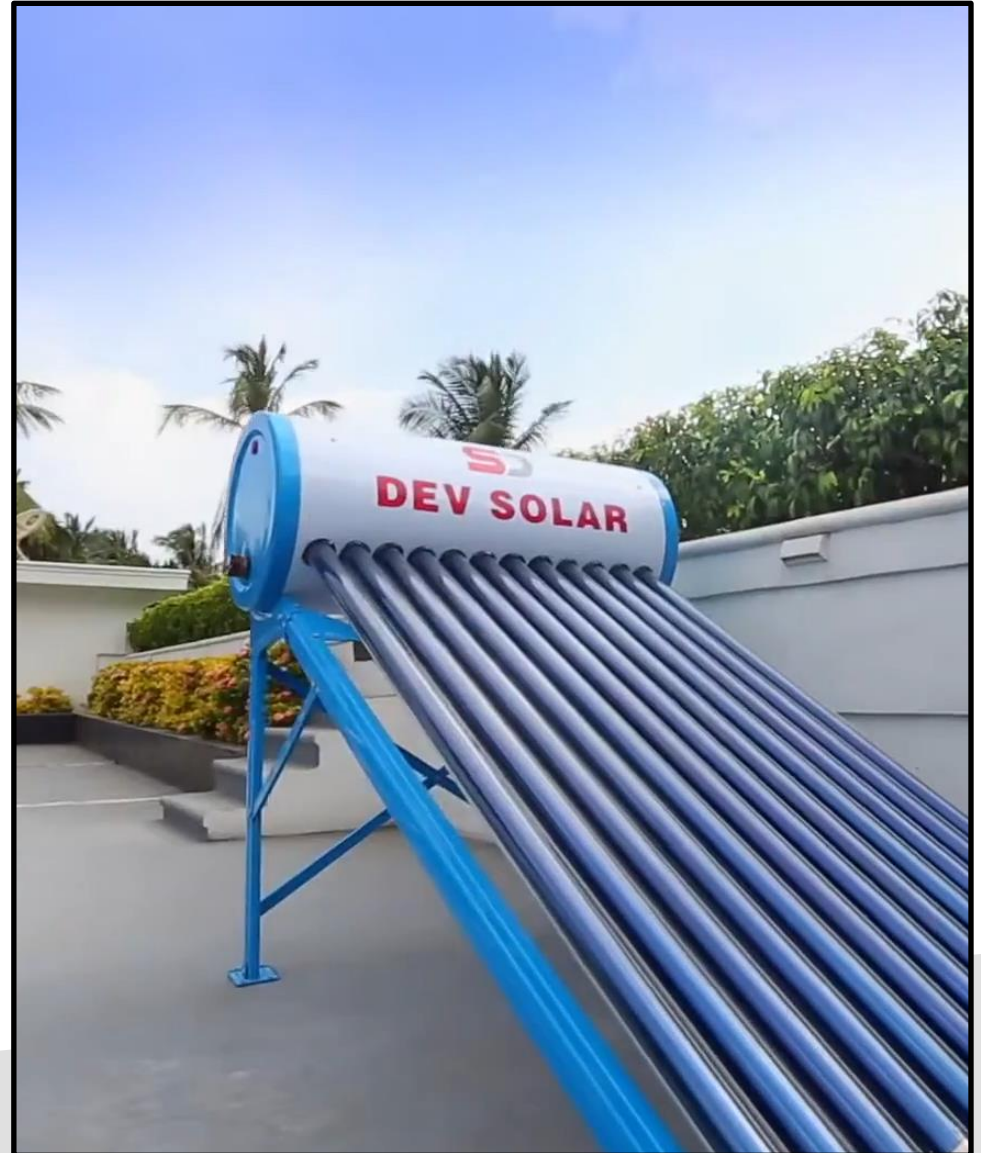
To create concept ads explaining the manufacturing and distribution of solar panels.

Solution:

We created a video concept explaining the advantages of solar energy and the usage of solar panels. Our budget-friendly ad film reaches a perfect target audience and helps them switch to green energy and their utilities.

Result:

Influence the target audience and increases sales.





**Client: CROMPTON GREAVES
CONSUMER ELECTRICALS LTD**

Requirement:

To create creative ads to promote their products, specifying the unique selling points.

Solution:

We created a brand-specific ad film to explain the deep insights of their product. We combine both live footages and 3D elements to describe their specifications.

Result:

Increases the purchase and improves brand propagation.

MAKING A DIFFERENCE

- Our **animation services** in the energy and utility sector are to create installation procedures and other product animation videos.
- Our **Web Applications** for energy-based industries improve operational efficiency and other working procedures.
- For our energy industry clients, our **brand videos** and marketing campaign services have consistently resulted in business growth and customer retention.



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CONSULTANCY

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PRE PRODUCTION | PRODUCTION STUDIO | POST PRODUCTION | DISTRIBUTION



THANK YOU!

EFFE ANIMATION is a creative and communication consulting firm which provides businesses and companies with services like website designing, animated video making, film making and creative designs and concepts making for branding.

[Read More](#)

EFFEX STUDIO merges creativity, with a blend of animation, live capture and visual effects to enthrall audiences towards the brands we work. We understand that brand reputation depends on the visualization of its brand value and marketing strength.

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FILMY ADS is an AD Film making and advertising company which focuses on emotive and passionate Concepts for Selling Brands. We strategize Unique branding techniques and novel marketing approaches to achieve the same.

[Read More](#)

EFFE TECHNOLOGY Creates 3D EXPERIENCE WEBSITES and APPLICATIONS for marketing using technology like AR, VR and XR. 3D Web Applications , 360 video for VR and 3.js websites for product companies are developed here at EFFE Technology.

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EFFE MARKETING is a digital marketing company which provides business and companies with services like website marketing, video marketing, email marketing and social branding.

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EFFE CONSULTANCY PVT LTD is an effective sales and marketing consulting firm with experience in both digital and channel sales, marketing and communication, strategy planning and brand recall techniques

[Read More](#)

