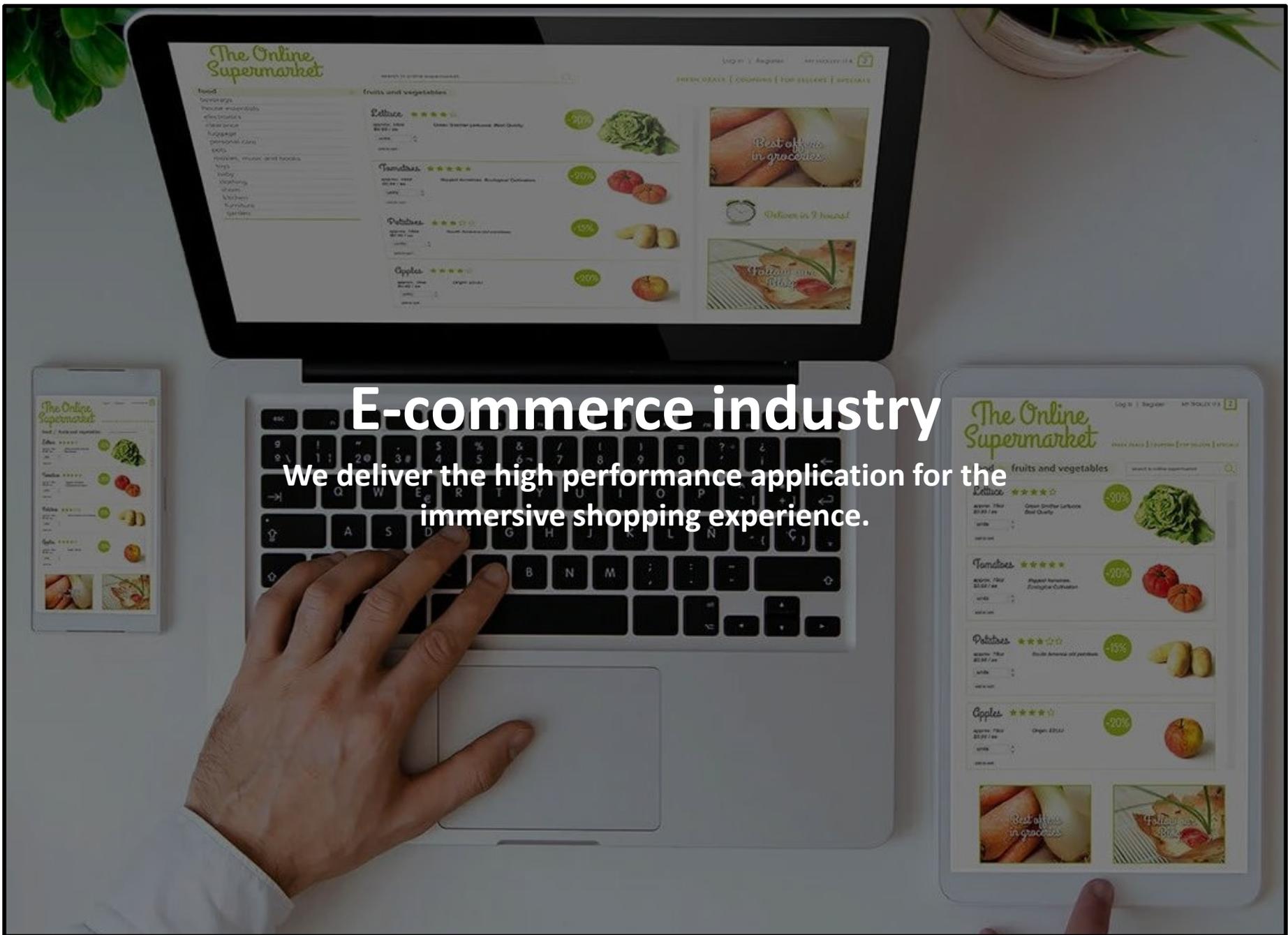


**EFFE**  
CONSULTANCY

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



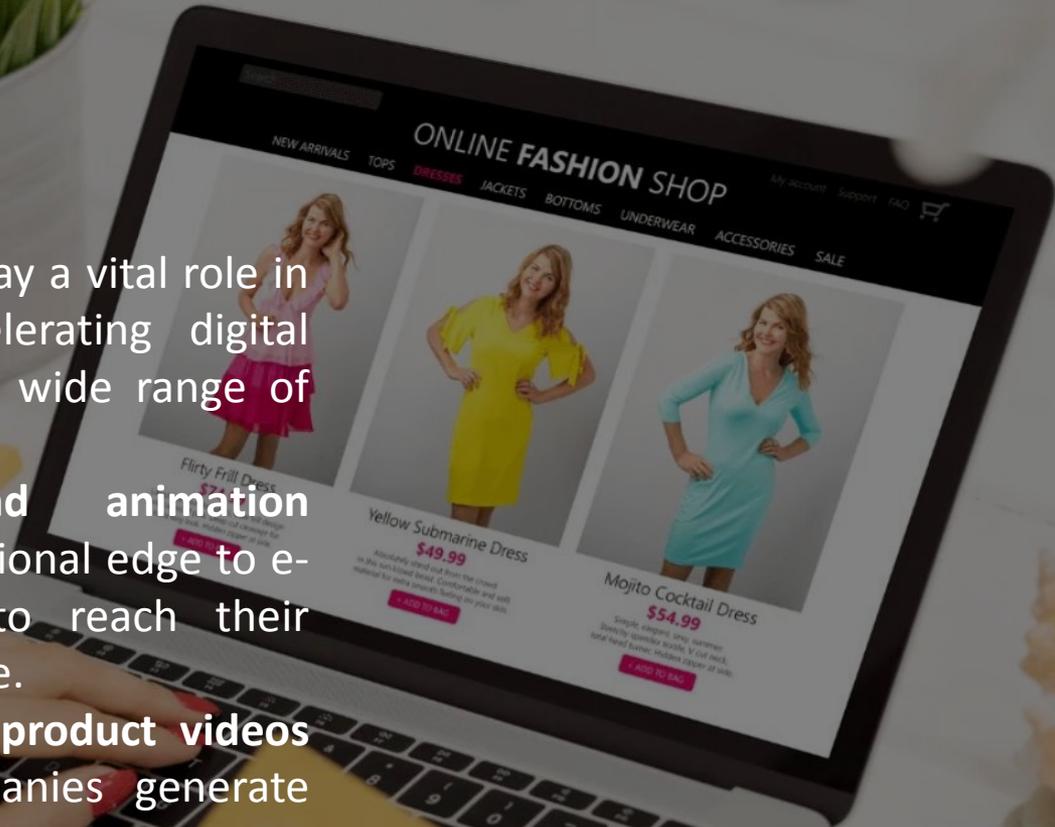


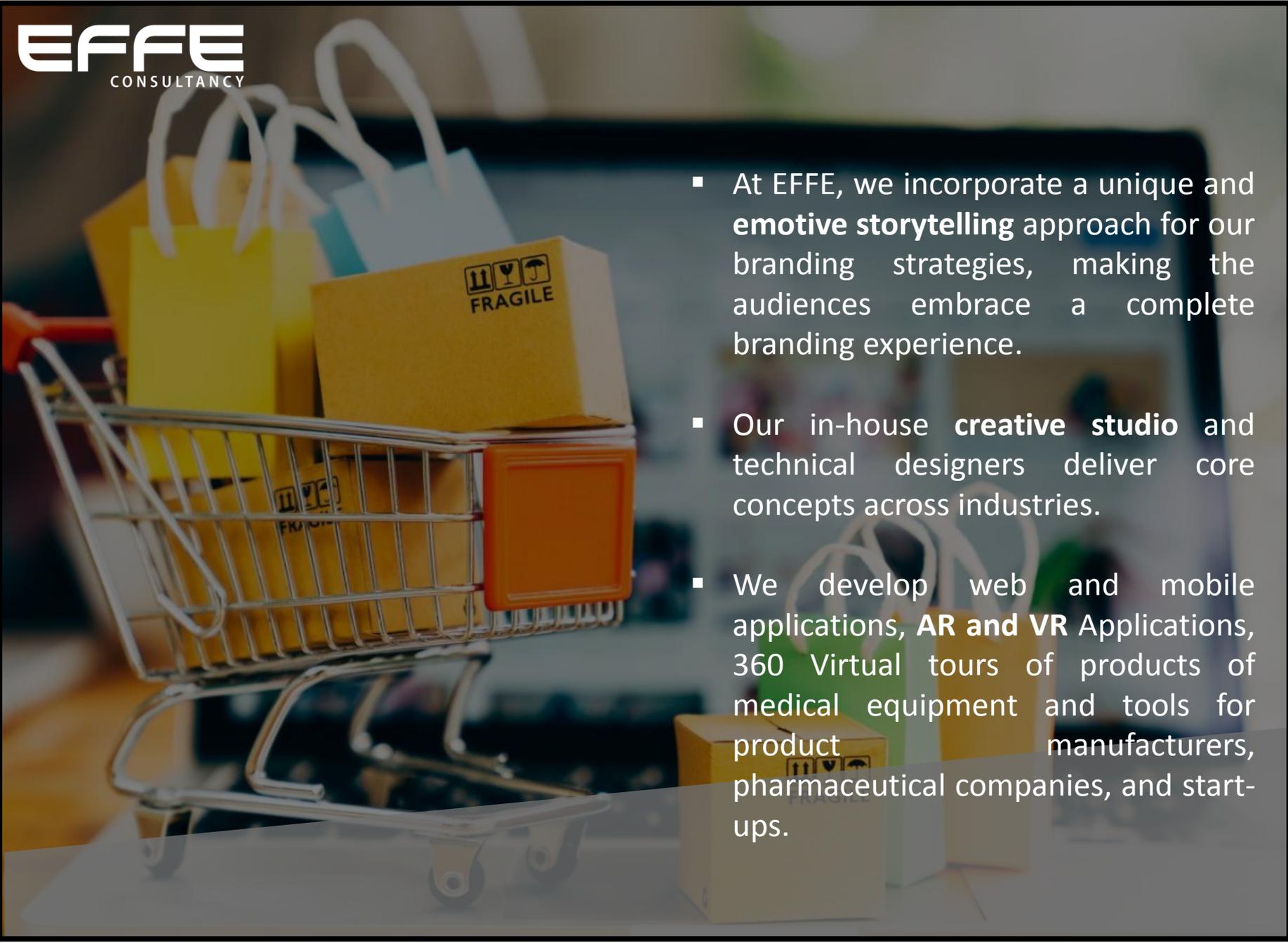
# E-commerce industry

We deliver the high performance application for the immersive shopping experience.

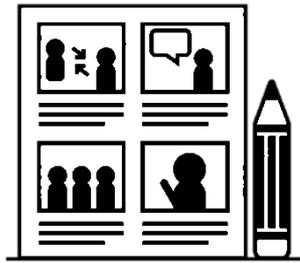
## ABOUT

- **Ecommerce industries** play a vital role in economic growth, accelerating digital transformation among a wide range of people across the globe.
- **3D visualization and animation technology** provide additional edge to e-commerce businesses to reach their desired level of excellence.
- **Realistic rendering and product videos** help e-commerce companies generate more sales aesthetically.
- As a marketing and communication company, EFFE facilitates a higher chance of winning the customers with an efficient **brand story**, making interactive online shopping experience.



- 
- 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**, 360 Virtual tours of products of medical equipment and tools for product manufacturers, pharmaceutical companies, and start-ups.

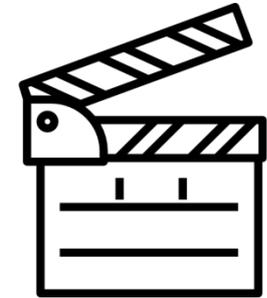
## SOLUTIONS OFFERED



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



3D Product  
visualization using  
**Animation & Web AR**  
techniques.



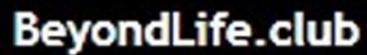
Brand video for  
marketing campaigns  
using **Film-making**  
techniques.

# OUR INCREDIBLE WORKS





## OUR CLIENTS



**Client: WOODEN STREET**

**Requirement:**

To deliver a ecommerce application with 360 product visualization from custom design through order fulfillment journey.

**Solution:**

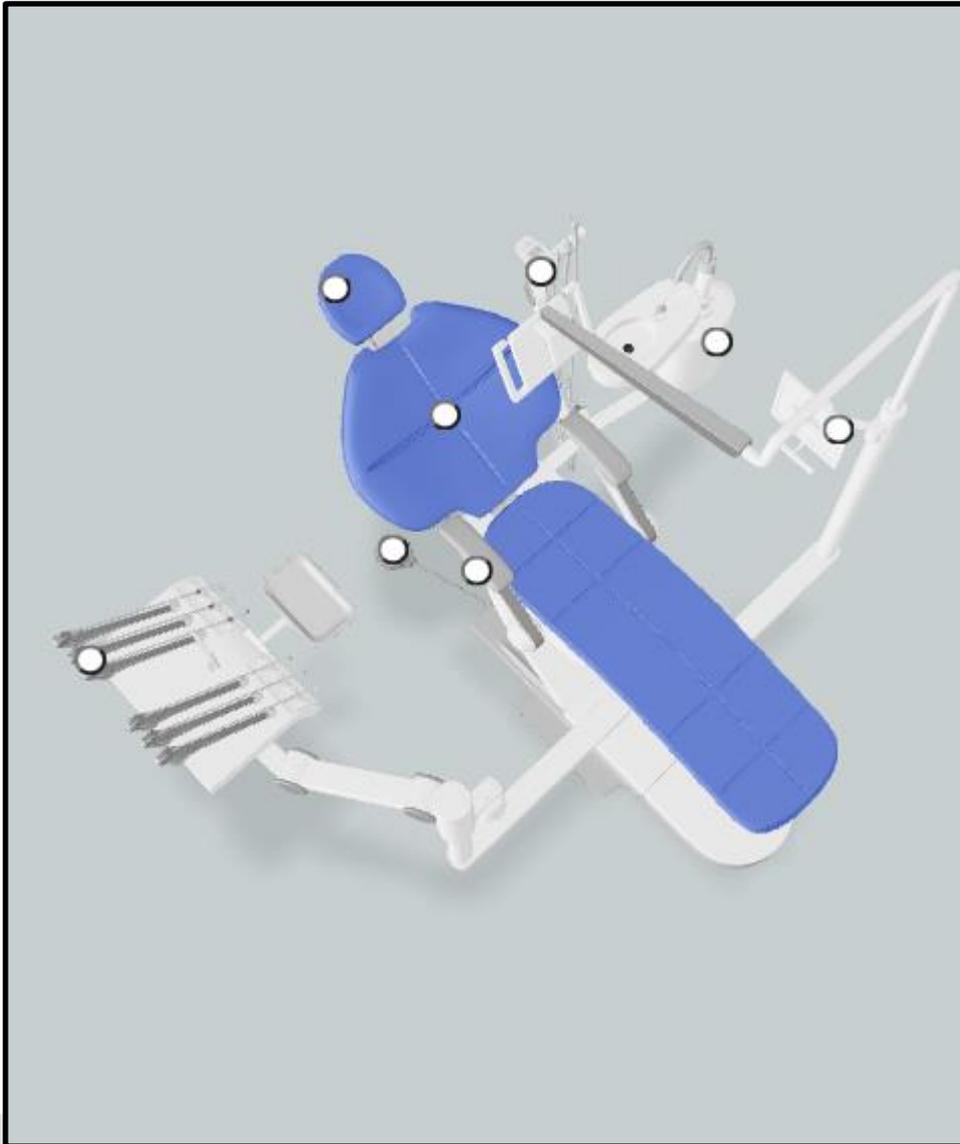
EFFE created the 3D model of furniture along with the product variants and dimensions to exactly fit into your space. We integrate it with web AR on to you ecommerce site for an engaging product experience.

**Result:**

Enable users to buy, customize and select wide range of furniture and home decor products with 3D experience from the comfort of home.



[Click image to read more](#)



**Client: BOSTON IVY HEALTHCARE SOLUTIONS PVT LTD**

**Requirement:**

To deliver the 3D Product simulation and 360-degree visualization of various medical equipment and manage the product catalogue.

**Solution:**

EFFE created the 3D model of the medical apparatus and made interactions using Web Augmented reality with product features better user visual experience.

**Result:**

Improved buyer persona like decision making and trust towards online purchase. Integrated online shopping experience and improved user interactions.

[Click image to read more](#)

## Client: PLAYFIKS

### Requirement:

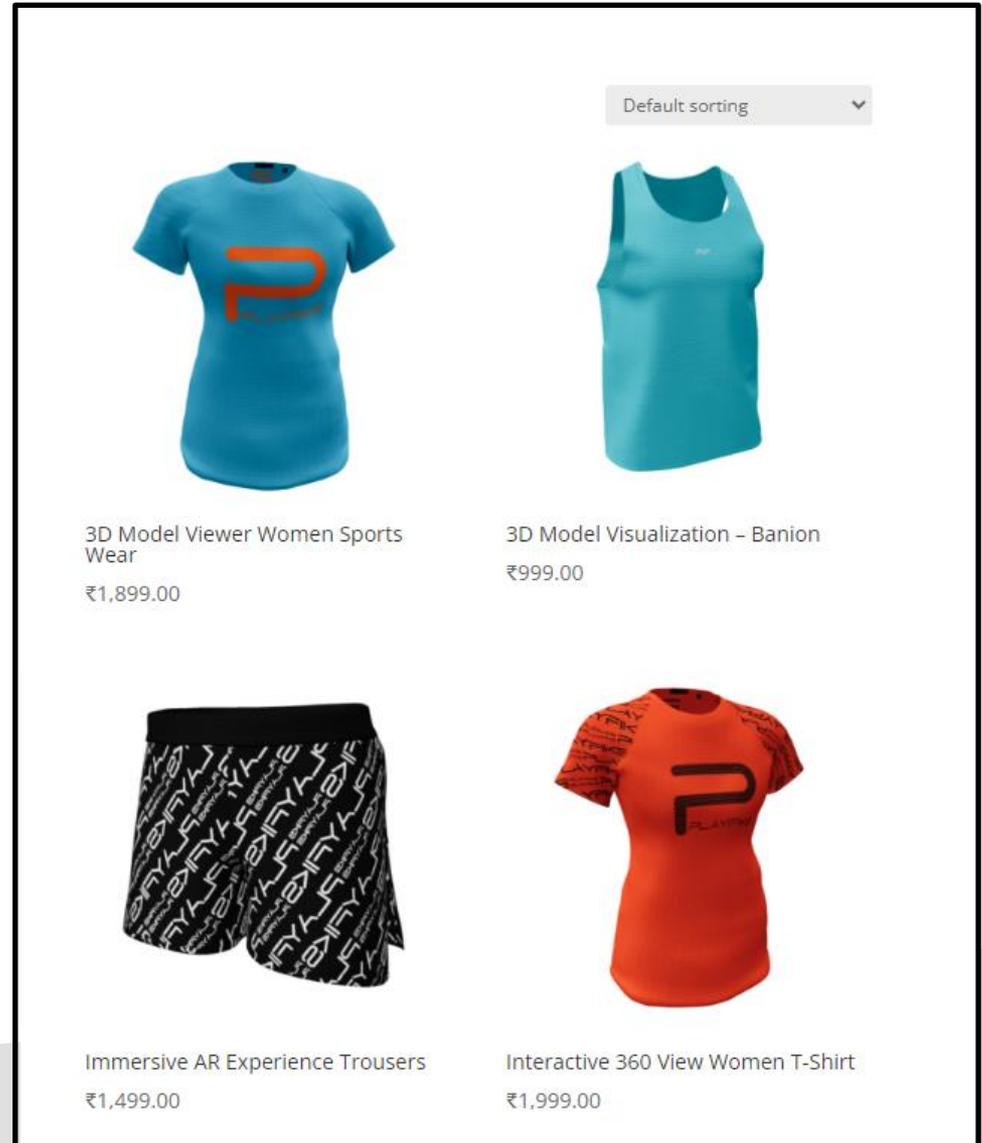
Convert sport wear in to virtual try on products. 3D Product simulation and 360-degree visualization of various clothing and apparel

### Solution:

EFFE created the 3D model of the given apparel and integrated it with web augmented reality for virtual try on and improve customer shopping experience.

### Result:

Transform ecommerce product into virtual try on experience built for large scale.



[Click image to read more](#)



**Client: HEWLETT-PACKARD  
DEVELOPMENT COMPANY**

**Requirement:**

To create a 3D product animation video to promote digitally across online platforms.

**Solution:**

We created a technical script featuring all the unique selling propositions and created the 3D models, graphic elements required as per video script. Our digital product demonstration video educates customer and eliminates scope of doubts.

**Result:**

Our well-designed video marketing campaign and promotional strategies helped to increase their business profits.

[Click image to read more](#)

**Client: INTEX TECHNOLOGIES**

**Requirement:**

To create a product animation video for online and social media promotions.

**Solution:**

Our team created a video script to illustrate the product specification using the computer graphics sequence, Dynamics and particle animation to create a remarkable product revelation that which inspires young target audience.

**Result:**

Successfully launched the product over online and reached target audience across India.



[Click image to read more](#)



[Click image to read more](#)

**Client:** KIWI FOODS

**Requirement:**

To create an animation video for packed food products and promote online

**Solution:**

EFFE used different 3D elements to create a unique product design. Using 3D computer graphics, we created a remarkable product promotion video that grabs the audience's attention.

**Result:**

Attract and reached millions of households and uplifted the brand visibility and improved online sale conversions.

**Client: PRISTINO PURE**

**Requirement:**

To run a PAN India campaign using product animated videos and lead capture sales pages.

**Solution:**

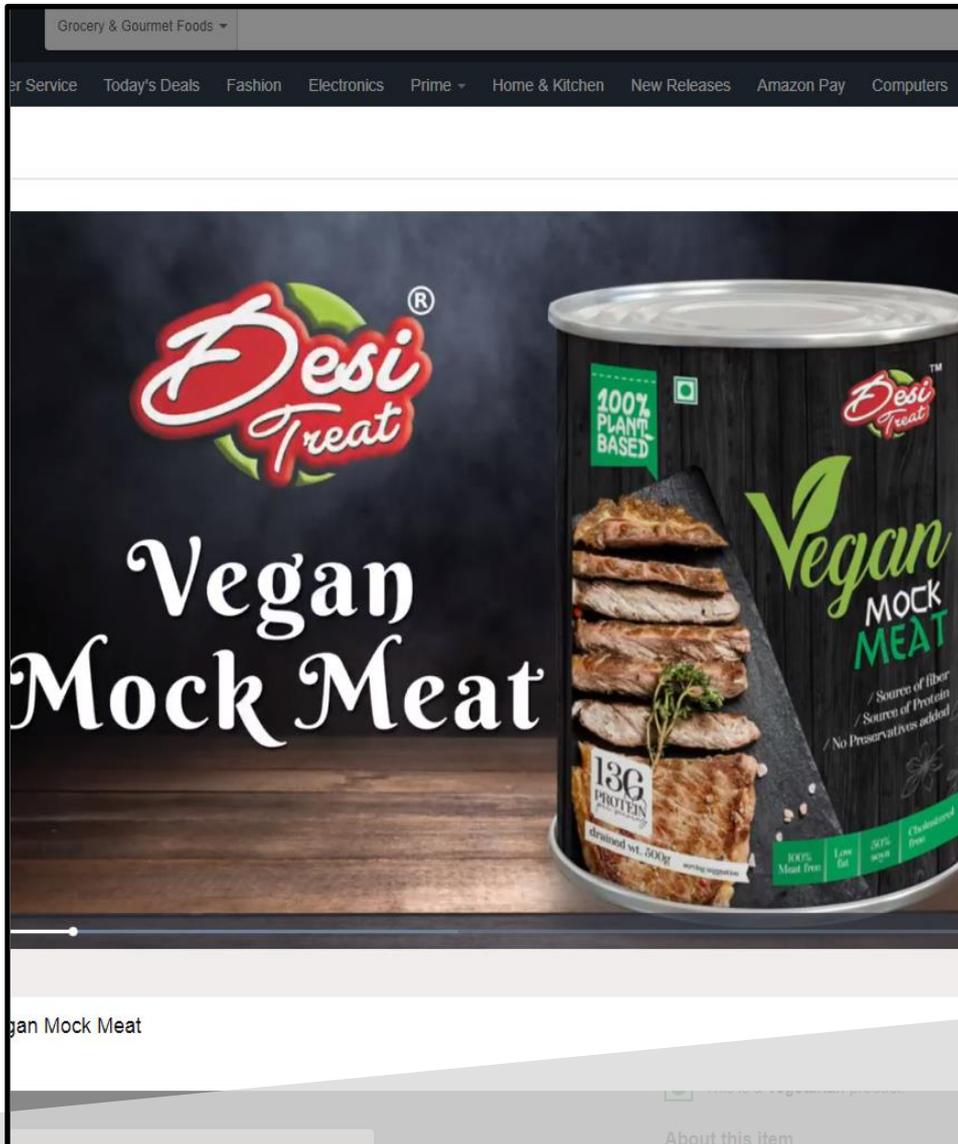
We promoted septic tank cleaning product with the help of an animated sales video to show the usage and developed responsive SEO-friendly website to boost their sales. Our creative designs enabled us to run the campaign on social media such as Facebook, Instagram and Google ads.

**Result:**

Increases sales conversion and, in turn, improve brand recognition.



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Click image to read more

**Client: SHRI BALAJI AGRO FOODS**

**Requirement:**

To create an application to create and upload videos on e-commerce platform.

**Solution:**

Managing more than 2500 products on the e-commerce website, and planning to add product video can improve further sales. Our team created a tool to make custom videos using pre defined templates and generate bulk videos using Google Sheet inputs or Excel sheets and upload in your catalogue.

**Result:**

Saves time and energy by assisting the e-commerce company in maintaining a discrete portfolio of their products.

**Client: BEYONDLIFE LLC**

**Requirement:**

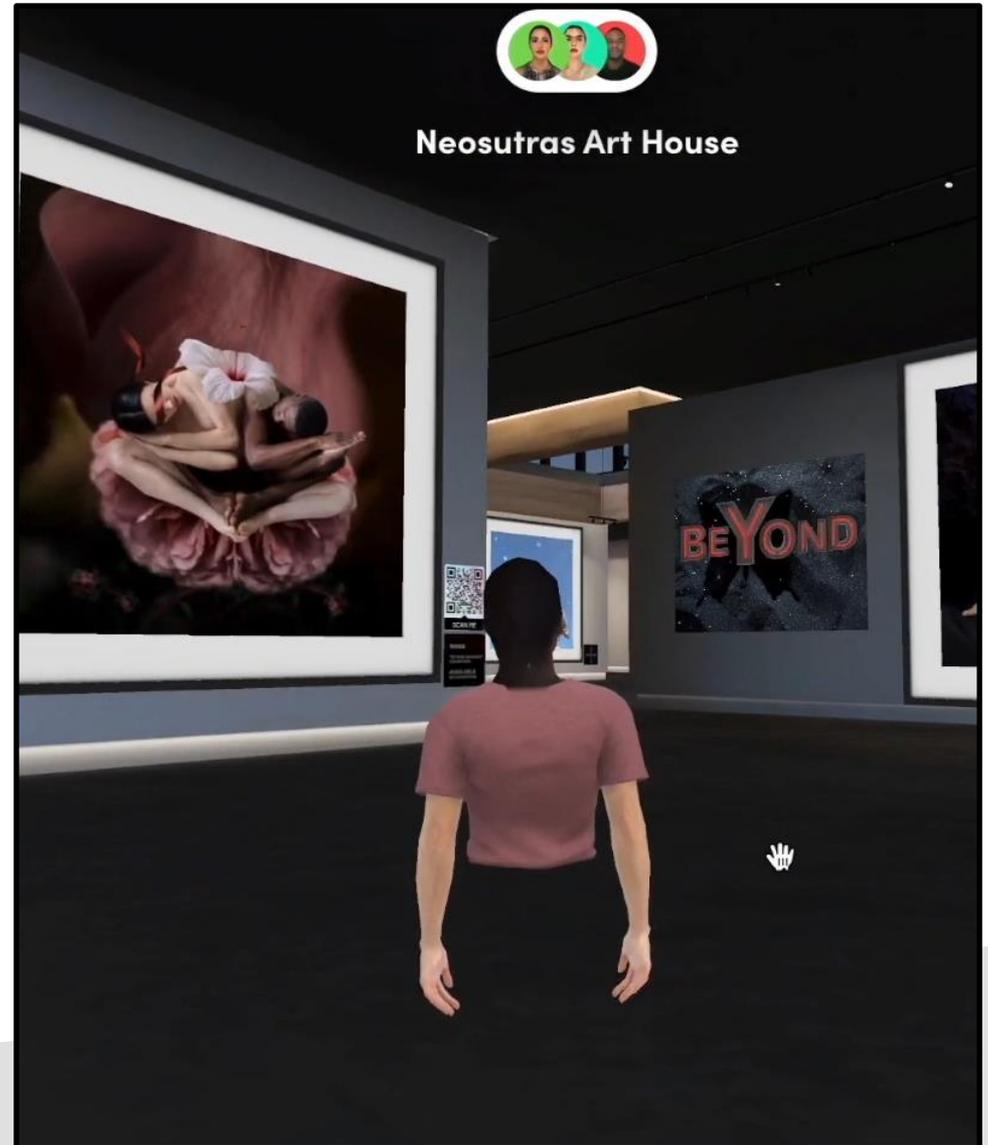
To create a virtual reality application for 360 visualizations of the art museum.

**Solution:**

EFFE created the 3D environment and assets for the background elements. Our developers create interactions for an enhanced visual experience. We also integrated visual assistance to ease the process.

**Result:**

Improve brand propagation through virtual experience and assistance drives more visitors.



[Click image to read more](#)



[Click image to read more](#)

**Client: WALMART**

**Requirement:**

To deliver the virtual reality experience for Retail businesses attracting new age users.

**Solution:**

EFFE recreated complete super store using 3D elements. Our developers added the interactions to ease the shopping experience. The commands and other pop-ups with virtual assistance help first time users to navigate the shopping process much comfortably.

**Result:**

This virtual approach helped to target new generation shoppers and prepare for the future of retail businesses.

**Client: COLORNEAR NATURALS**

**Requirement:**

To promote the new product launch with concept ad films.

**Solution:**

We created brand-specific ad films to promote their product among the e-commerce websites. We strategized an efficient ad film to target females and to drive trust towards the product.

**Result:**

Improved brand reputation to reach a wider audience.



[Click image to read more](#)



[Click image to read more](#)

**Client: SAY-CURE E SERVICES  
PRIVATE LIMITED**

**Requirement:**

To develop a business promotional video on providing a quick and hassle-free security camera installation and service maintenance.

**Solution:**

EFFE crafted the winning script and endorsed celebrities to promote their business products. We devised a strategy to promote on a digital platform that would easily attract clients in this digital age.

**Result:**

Improved brand recognition and positioned the brand as an inevitable product across Tamil Nadu.

**Client: BIGBASKET**

**Requirement:**

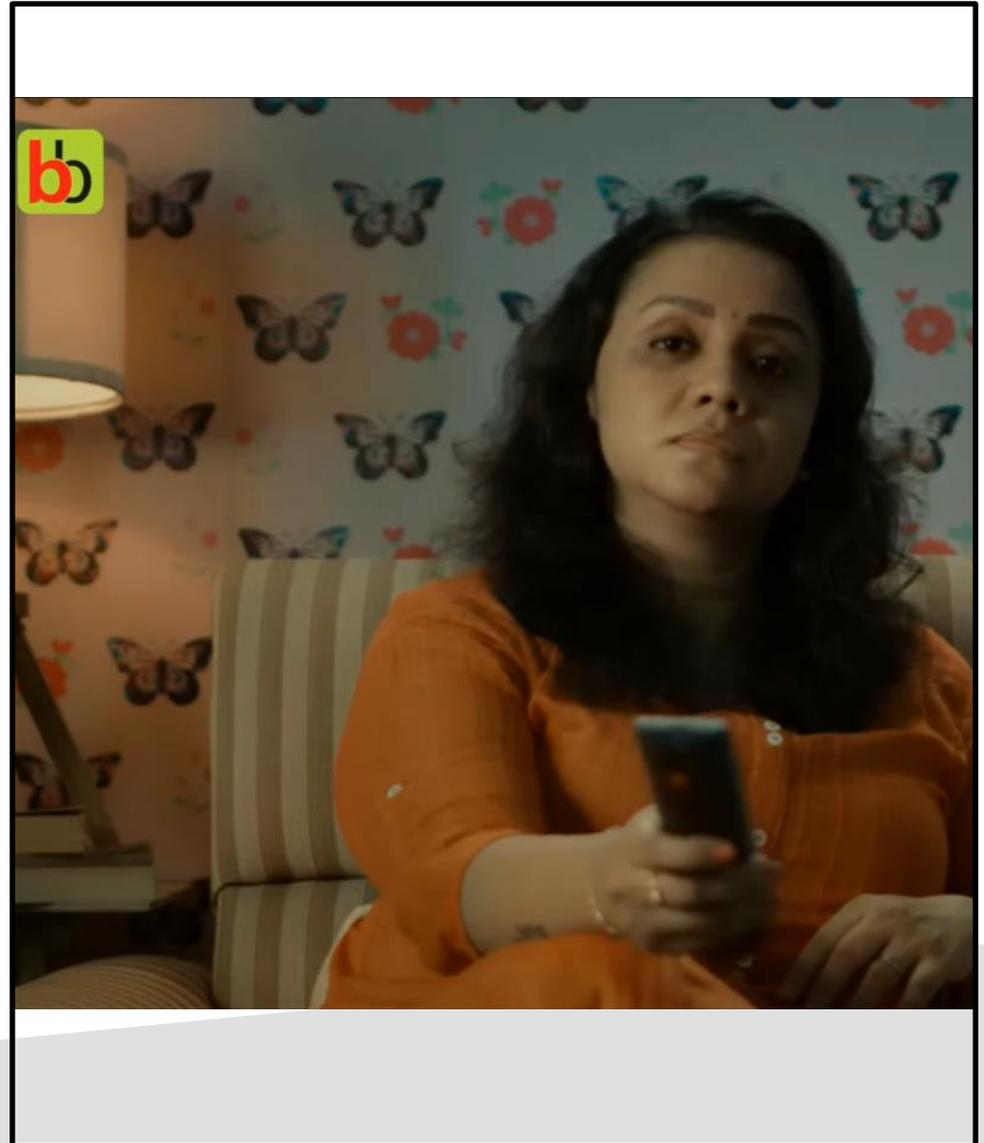
To create an ad film for a leading online grocery company.

**Solution:**

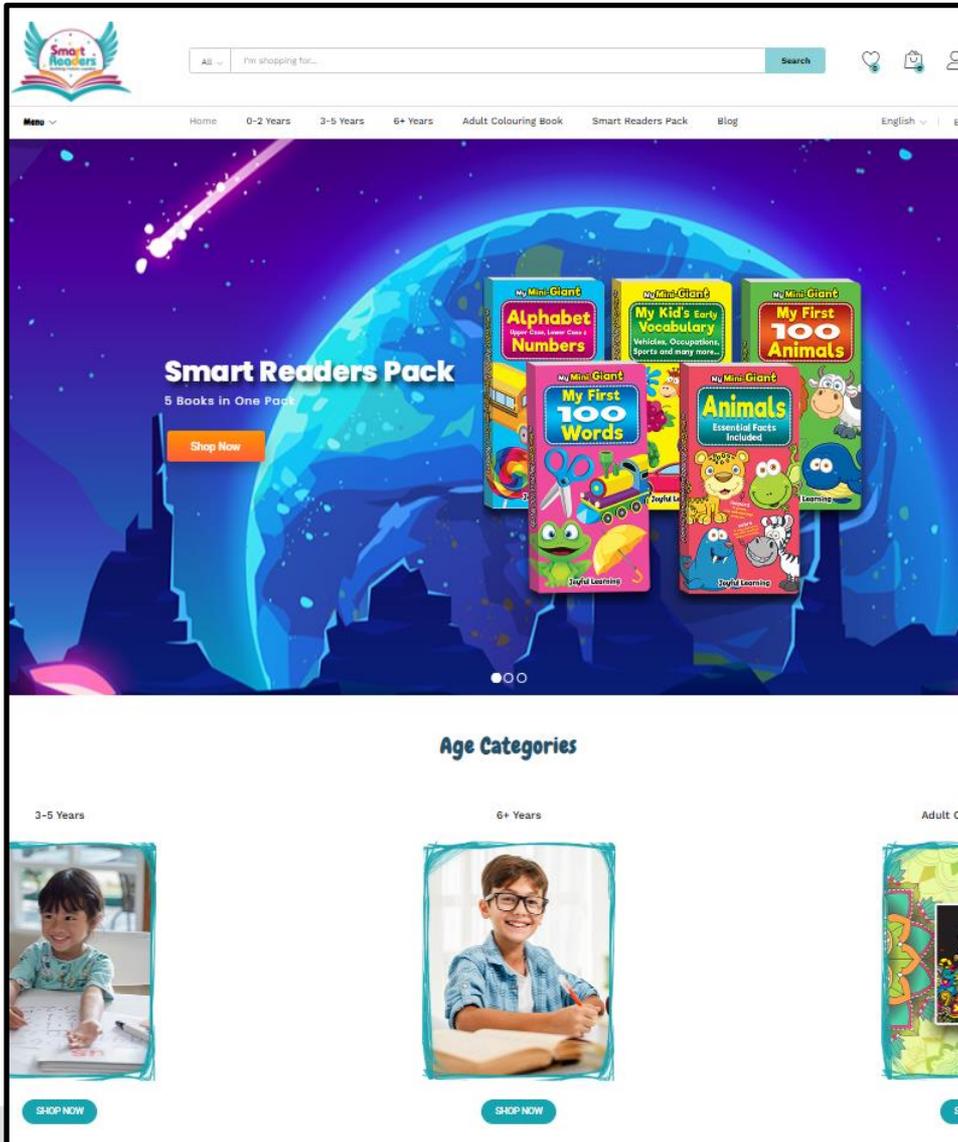
EFFE run a marketing campaign for limitless delivery of grocery products through company branding. Our brand story helps our client to promote their services through various digital platforms.

**Result:**

Reaches their target audience and increase sales conversions by 12%.



[Click image to read more](#)



Click image to read more

## Client: SMART READERS

### Requirement:

To develop a website for an online children bookselling company in Ireland.

### Solution:

EFFE developed a responsive website design that suits its marketing and operation needs. Our functionality enables customers to list their desired products and purchase them through in-built shopping and secured payment methods.

### Result:

We work from website design, content, development to analytics, delivering the brand site ready to go market.

## MAKING A DIFFERENCE

■ Our **animation services** facilitate product brand and marketing campaigns to improve brand propagation among the target audience.

■ Our **Web Application** for e-commerce companies and **Web AR** for e-commerce sectors have shown positive and interactive customer engagement with our clients.

■ Our **brand video** services have consistently proven records in business growth and customer retention for e-commerce sectors.

**EFFE**  
CONSULTANCY

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





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.

[Read More](#)

**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.

[Read More](#)

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

[Read More](#)

**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](#)

