



# **TRIDEV ENTERTAINMENT**



# Introduction

Tridev Entertainment is an Advertising and Feature Film Production Company. The company was founded on one basic principle, to translate the creative vision of the client into memorable recorded images; to do it with great passion, and integrity.

We engage our clients in a disciplined, creative process that results in a meaningful, unique brand positioning and a distinctive brand image, targeted at uniquely identified key audiences and bring a wealth of experience and a fresh perspective to the brand bank.

We at Tridev Entertainment, will see to it that your brand messages will be engaging and consistent across every marketing communication vehicle. Differentiating your brand is critical to any business as also is communicating the benefits of your brand.

As every interaction with potential clients can present an opportunity to build your brand, we employ a strategic approach to help you leverage it and protect it. We believe that the Brand is a living entity and we truly have to empower it as the brand is what truly survives a business.

In our journey over the last decade we have grown and value added to several young as well as legendary brands – Goldmedal Switches, Lakhani Shoes, Hafele, Aspee Farm Equipment, Bonn Bread, Organic Harvest, Aptech, Arena Multimedia, Bachpan Play School, AHPS, Rajwarah Jewellers, Tit Bit Masale, Nippon India Mutual Funds, SBI General Insurance, Voltas Water Purifiers.



# Our Idea

According to us the brand logo can be an integrator of the marketing efforts of the brand, a reflector of such effort and the icon of what the brand means to its customers. In short, a good logo can be a synthesizer of a brand that is readily used by customers for identification, differentiation and positive associations.

Think about legendary brands such as McDonald's, Apple, Aflac, Michelin and Starbucks, and one of the first spontaneous associations is often with the brand logo: the golden arches, bitten apple, Aflac duck, Michelin man or Starbucks mermaid. Red Bull's two charging red bulls in front of a yellow sun differentiate it from numerous competing brands and signify the brand's promise to provide energy.

Brand logos have a significant positive effect on customer commitment to a brand; they express a brand's symbolic, functional or sensory benefits, — and thereby have a significant impact on company performance in terms of revenues and profits.



# Brand Logos





# Celebrity Campaigns



Jacqueline Fernandez For





Nikita Dutta for **yatra**



Shivaji Satam for





Saif Ali Khan & Jacqueline Fernandez for





Jimmy Shergill for






Rahul Dravid for





Rahul Dravid for **ARENA ANIMATION**



Saif Ali Khan for 



7 minute dena na bhule

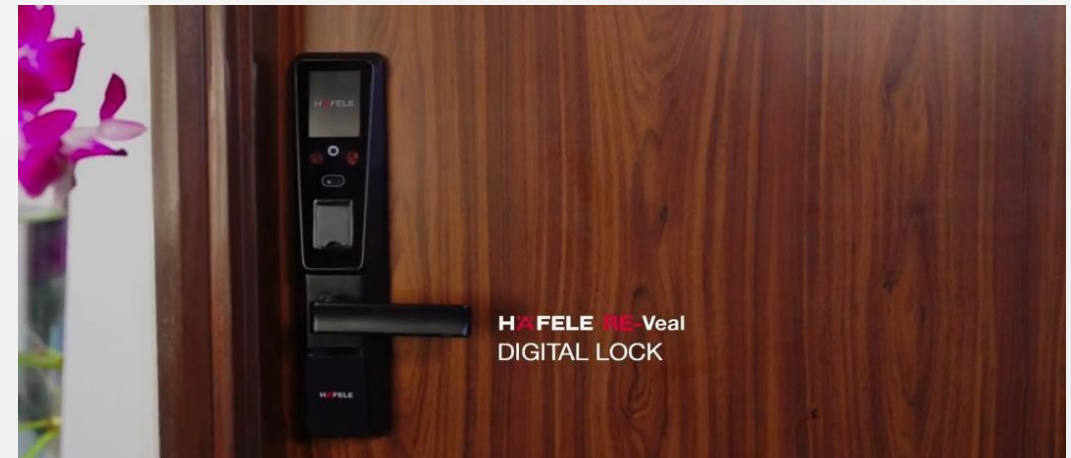
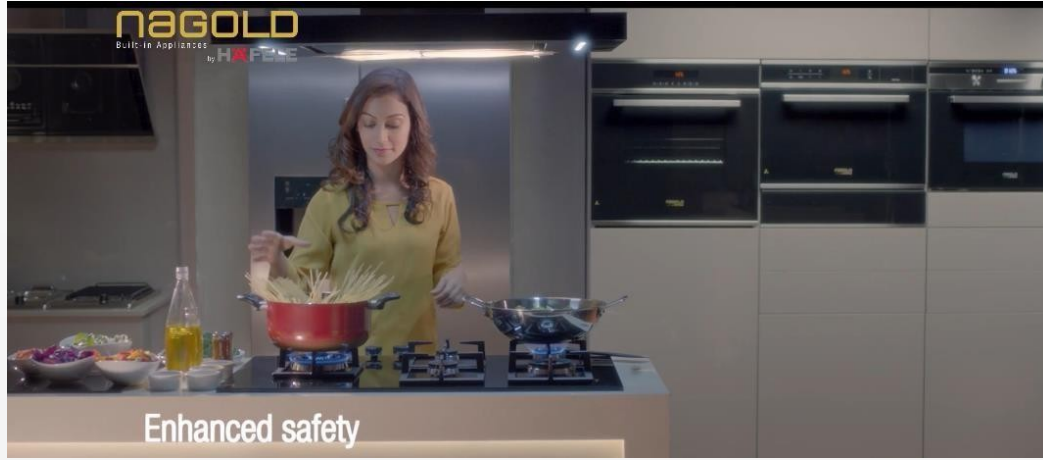
Vidya Malvade for



# Brand Campaigns



# Architectural Hardware/ White Goods





# Architectural Hardware/ White Goods





# Architectural Hardware/ White Goods





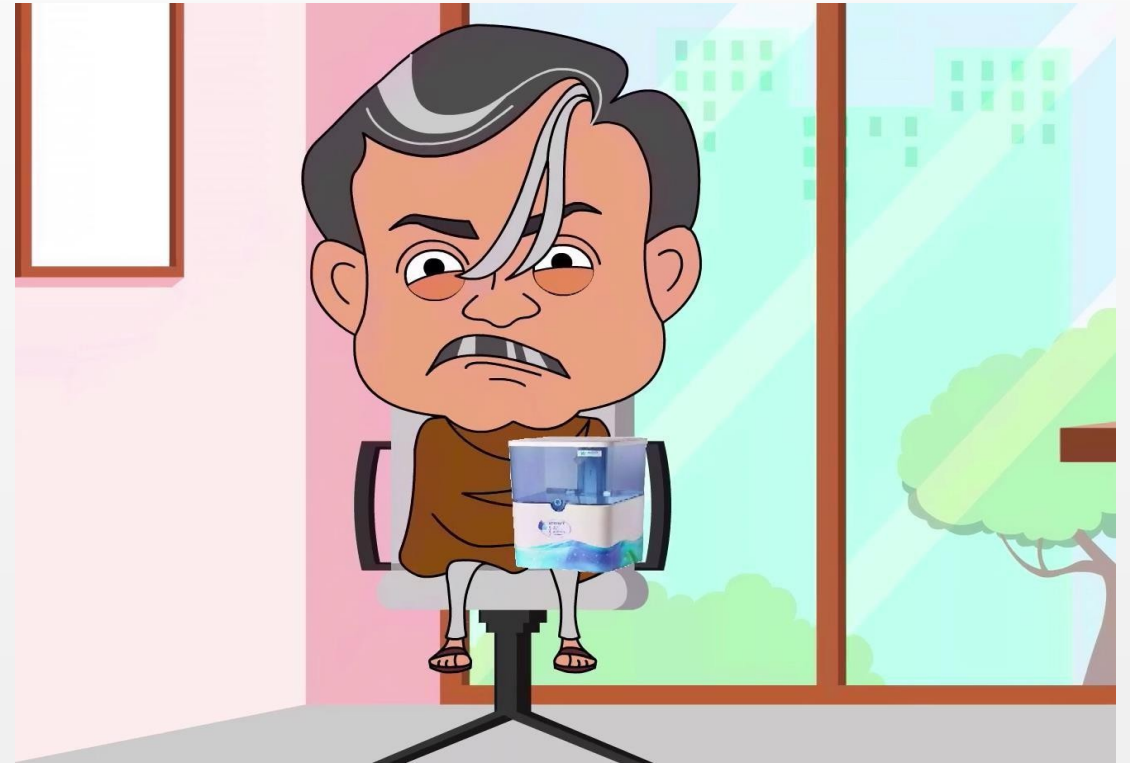
# Architectural Hardware/ White Goods





# Architectural Hardware/ White Goods

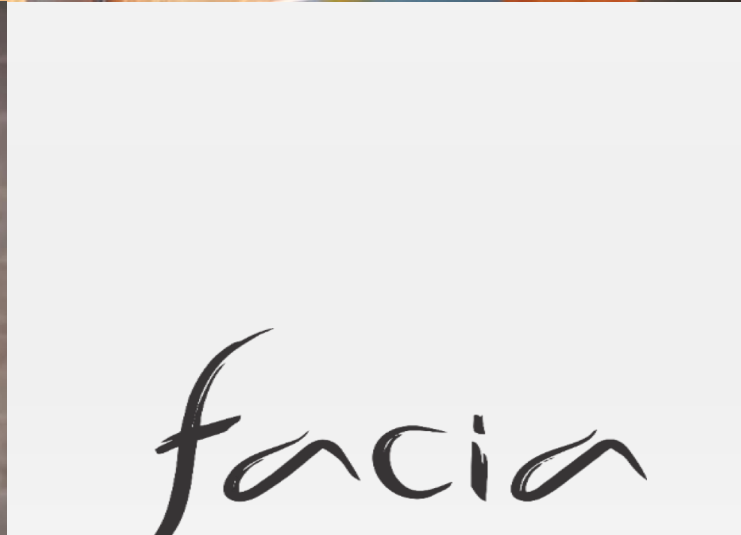
TRIDEV ENTERTAINMENT



**W** VOLTAS  
water



# Beauty





# Beauty





# Beauty



GLUTONE<sup>®</sup>



# Food





# Food





# Jewellery





# Education





# Education



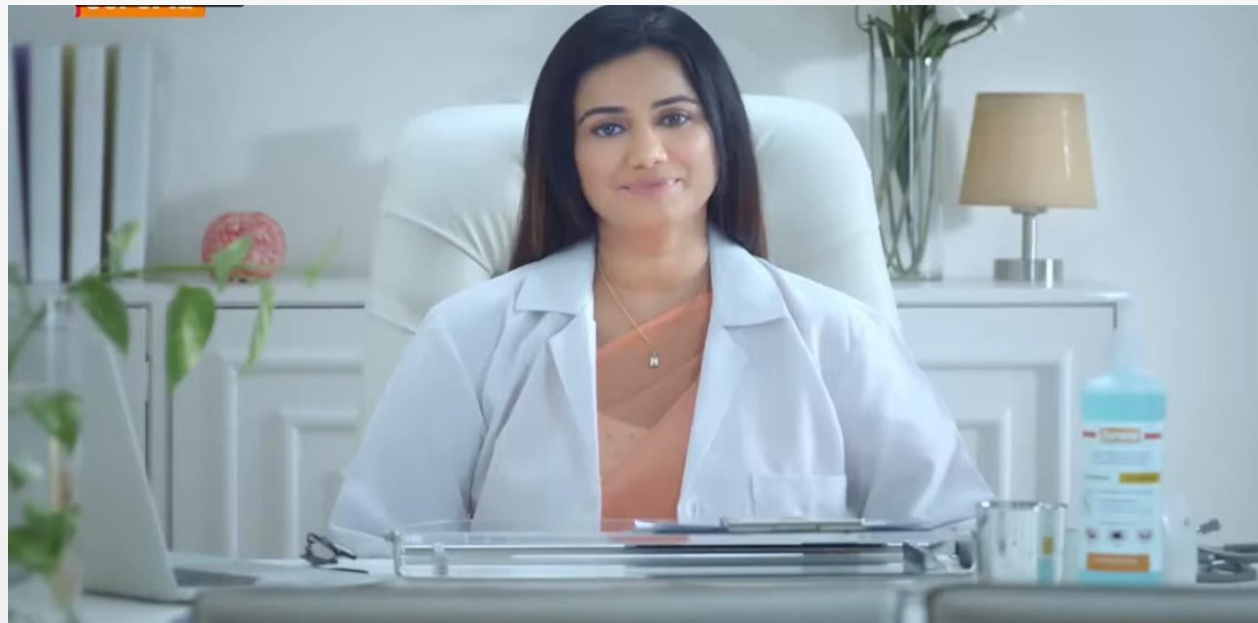


# Banking and Finance





# Health and Hygiene





# Health and Hygiene



**GYNO  
VASH™**  
The All-Natural Intimate Foam Cleanser



# Feature Films & Reality TV

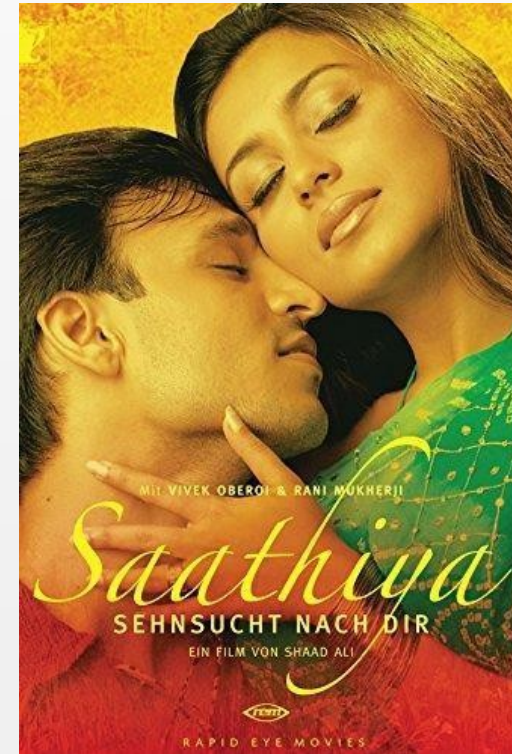
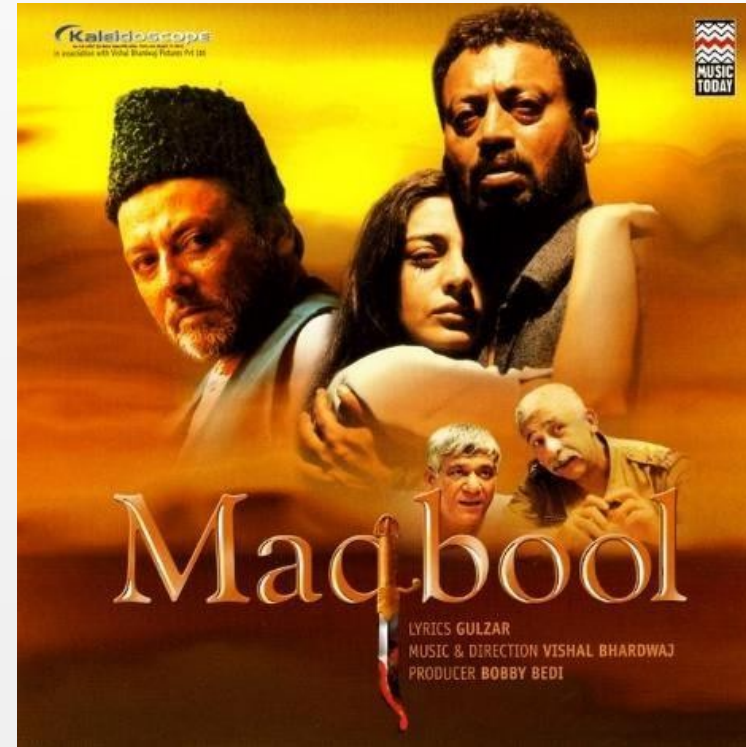
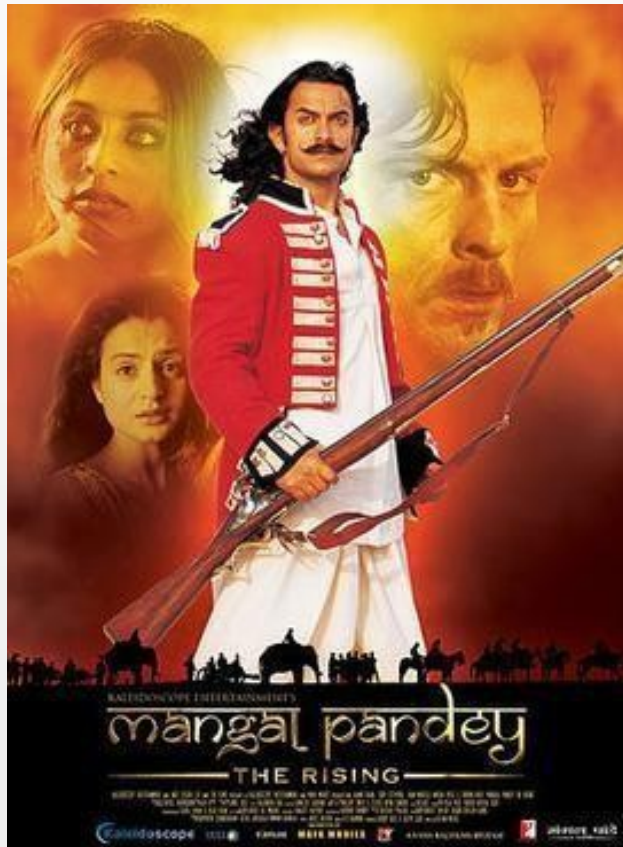


# Director & Producer (Feature Film)



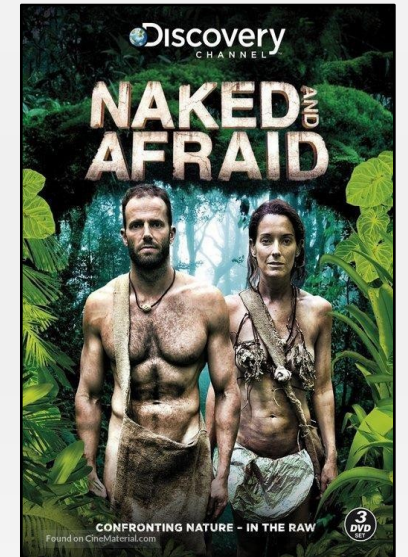
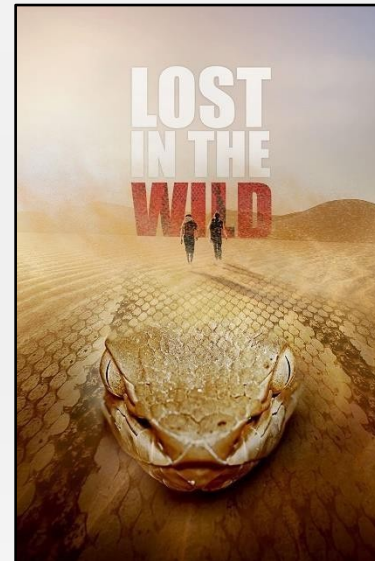
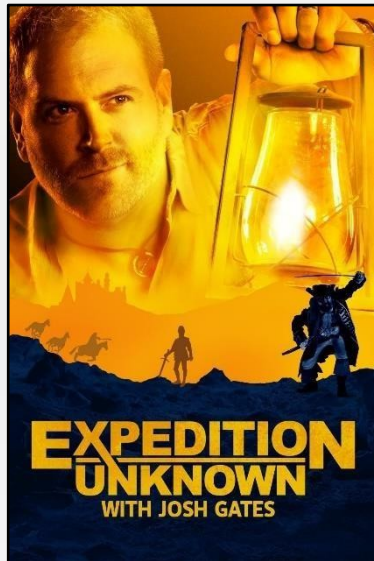
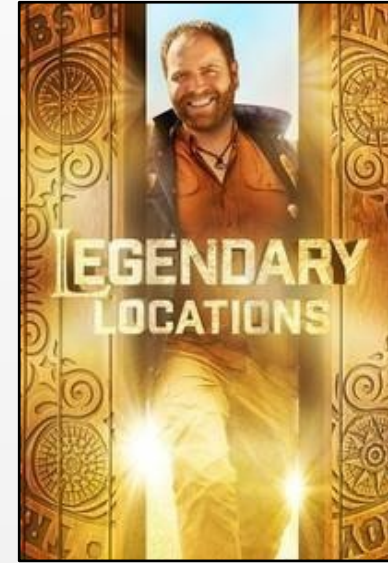
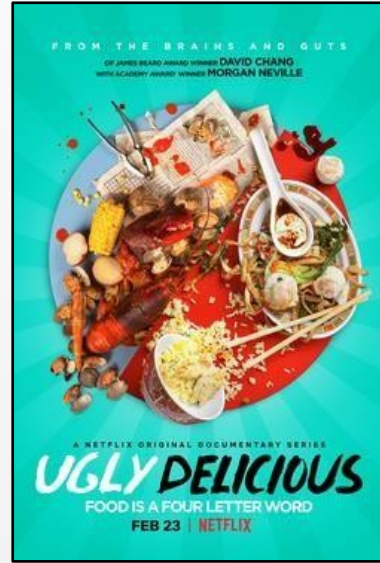
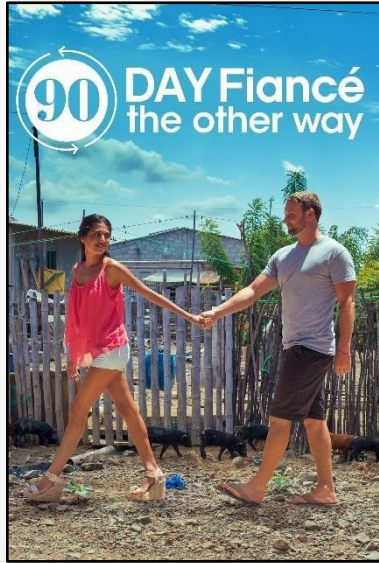


# Co-Producer (Feature Films)





# Reality TV - Producer (India)





# Strategic Partnerships



Website link-

<http://mxadvertising.in/>



Website link-

<https://www.exceedworld.co.in/>



# Team

## Puja Bedi, Producer

Puja has been in the Entertainment business for over two decades  
Directed, wrote and produced Ghost (2012) (Cast Shiney Ahuja)

Co-produced the films Saathiya (Cast Rani Mukerji and Vivek Oberoi),  
Mangal Pandey (Cast Aamir Khan and Rani Mukerji), Maqbool (Cast  
Irrfan Khan and Tabassum), The Myth (with Jackie Chan)

Commercial Campaigns for Hafele Architectural Hardware and Digital  
Locks, Goldmedal Switches & Systems, Aptech, Lakhani Shoes,  
Aspee Farm Equipment, SBI Insurance, BONN bread, among several  
other.

Producer (India) for 90 Day Fiancé The Other Way, Lost in the Wild,  
Ugly Delicious, Expedition Unknown, Legendary Locations, Naked and  
Afraid.



# Team

## Pravin Gupta- Creative Director

Pravin has been in the Brand business for over 25 years with 18 years of experience at MX advertising.

Few of his notable work are with brands like Ultra Tech, Intex Mobiles, Intext Speakers ,SBI General Insurance, HDFC Ergo, Euro Marble, AloFruit, Tit Bit Spices, Madhuri Cooking Oil among several other.



**UltraTech**  
**C E M E N T**  
*The Engineer's Choice*



*Facia*



  
**CADINI**  
MADE IN ITALY





# Website & Reel Links

Website- <http://trideventertainment.in/>

Reel Link- <https://vimeo.com/manage/videos>

**Thank You**