



THE CAT'S  
PAJAMAS

MUMBAI • TORONTO  
[www.cpjdesign.com](http://www.cpjdesign.com)

# CREATIVITY IS NOT RISKY

*the whys to  
all your hows  
are in here*

We believe that design is an opportunity to create curiosity and build intrigue; to stir up emotion and facilitate conversation.

*the best business  
breakthroughs  
come from  
moments of doubt*  
**EVEN DESIGN.**

*we help companies  
become brands  
people admire*

Inspired to work with clients big and small, we aspire to create more effective communications, more impactful reactions, and more memorable experiences.



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**new ground**  
**is our**  
**territory**

Modern brands are now able to connect directly with their audience throughout the entire customer experience. The speed between emotional connection and purchase has never been faster.

But balancing long-term brand building with short-term sales can be challenging. While great product offerings coupled with advertising monies are key drivers for both, without the right balance of top-funnel awareness and bottom-funnel conversions, brands can struggle to evolve and grow.

As your partner agency, we help you build digital content, scale your audiences, and drive sales by offering integrated brand experiences unlike any other. Global in our outlook and tastes, we blend classic and emerging design thinking and intelligence for meaningful collaborations.

# *we were customer - centric long before it became a buzz word*

It all began in Mumbai city. 6 years ago. A rainy afternoon. Two steaming cups of espresso - one ours, one that of a confused client. All it took were two leaps of faith, one from both sides of the table.

Since then, we may have moved on from client to client, but our obsession with the combination of creativity and design experience remains unchanged.

**YOU MAY BE A  
SCRAPPY STARTUP  
WITH BIG DREAMS  
OR A BIG GIANT  
WITH BIGGER  
DREAMS, WE'LL  
MAKE YOU LOOK  
GOOD.**

We ask questions, experiment, strategize, scrap out, and start again to unwaveringly focus on the next big thing- you. It is hence very important for us to create a culture of collaboration with you, understand, process, envision and in turn brace for the challenge you're about to throw at us. Let us be there in the most challenging part of your transformation and see the difference!

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hello.

6+

**years of experience**

80+

**clients**

7 & growing

**geographies**

**100% domain-agnostic. Always were. Always will be.**

# GO AHEAD

## JUDGE A BOOK BY ITS COVER.

*because why shouldn't you?*

We started as entrepreneurs in 2013 who wanted to build something. So we did. Today, we help others build their businesses by listening as closely as we can. It works for us because we've been there. We've seen the successes and failures. We know how to find and connect to an audience. We speak your language and we fully understand the worth of that twinkle in your eye.

एक.

Visionaries need high-impact results at lightning speed. Our creativity flourishes under confined conditions, tight timelines, and by challenging status quos.

दो.

Through radical collaboration, we move strongly towards providing world-class solutions for your world-class vision. Our multidisciplinary strategists, designers, and curators are built and experienced to tackle disruption and turn your mission into ours.

तीन.

We recognize that leaders require strong teams and seamless strategy to win battles. By architecting synergy between sales, marketing, operations, and culture, we crush goals aided by transformative branding.

*Oh*

*we were here*

**before**

*it all became*

*COOL*

*passionate  
disruptive thinking  
late working  
emotionally rational  
impact seeking  
seriously fun loving  
culture wringing  
driven by detailed simplicity  
od'ed on design  
and starbucks  
and love*

# DESIGN THINKING

Anyone can approach the world like a designer. But to unlock greater potential and to learn how to work as a dynamic problem solver, creative confidence is key. To think like a designer requires dreaming up wild ideas, taking time to tinker and test, and being willing to fail early and often. The designer's mindset embraces empathy, optimism, iteration, creativity, and most importantly, ambiguity.

*our belief in  
design thinking keeps  
people at the center  
of every process*

**At The Cat's Pajamas, we're all human centered designers.**

Throughout our experiences, we've realized that as long as we stay focused on the people we're designing for—and listen to them directly—we can arrive at optimal solutions that meet their needs.

*our work makes waves  
because we help you  
re-imagine your brand  
from a different point of view*

WE'RE  
ALL

ONE

INFLUENCER  
POST  
AWAY  
FROM  
A  
BAD  
QUARTER

दूर सूटोरी



Proactive segmentation, intelligent spends planning or a second-to-none strategy- the undeniable fact still remains that the fate of every brand, both yours and ours, lies in the hands of people. But people don't choose brands that don't mean anything to them. This is why, the universal challenge- that of making ourselves matter, is still open.

It can mean you breaking the rules, or making new ones. It can mean bold and brave communication.

It could be your empathy, your people, your product adaptability or your trust in design intelligence. It could mean revolution. Or maybe just evolution. But one thing is undeniable - it cannot mean your indifference.

A lot of brands are making a lot of noise.

Now, it's you against them.

*and design thinking is a promising win*

# Capabilities

*We focus on branding and storytelling, which means we can design you a beautiful brand or campaign; help tell your story in the media or through influencers; and create great buzzworthy campaigns to get attention for your brand.*

*ofcourse, we'll help you with the other big things, small things, and in-between things too!*



**Let's** build

**Something**

FOR  
FUN

***In an era of marketing  
generalists, we  
concentrate on doing  
a few things really,  
really well.***

***Others, not so much.  
And that's okay.***

***niche* रूल्स**



## ***Power Point Presentations***

*Sales Pitch Presentations  
Town Hall Presentations  
Conference Presentations  
Technology Presentations*

*Investor Presentations  
Powerpoint Rescue  
Educational Presentations  
Presentations With Special Needs*

## ***Brand Strategy***

*Brand Positioning  
Brand Architecture*

*Brand Name  
Tone of Voice*

## ***Core Identity***

*Brand Identity Design  
Brand Visual Language*

*Logo Design  
Brand Stationery*

## ***Brand Applications***

*Packaging Design  
Print Design & OOH Media Design*

*Brand Campaigns  
Space & Retail Design*

## **Marketing & Communication**

*Brochures & Flyers Design*  
*Infographics & Email Design*

*Print Books & Newsletter Design*  
*Poster Design & Illustrations*

## **Online Reputation Management**

*Social Media Design*  
*Blog Setup & Maintenance*

*Search Engine Optimization*  
*LinkedIn Page Management*

## **Experience Design**

*Responsive Website Build & Design*      *Mobile Application Build & Design*

## **Content & Copywriting**

*Student Portfolio Build*  
*Creative Copywriting*

*Website & Online Content*  
*Business Writing*



***Crossing the creative divide will now be easy.***

***It's time for intelligence to have some fun.***



# going <sup>⚡</sup> for gold चले चलो

Design is like alchemy. A little of this, a dash of that, and a hint of something new can turn a simple marketing idea into gold.

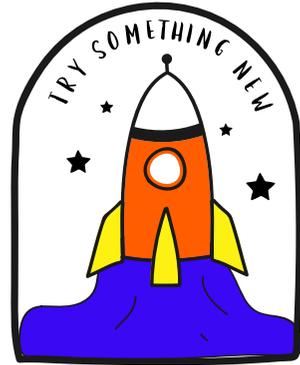
While the this-and-that varies by brief, client vision and agency, at The Cat's Pajamas, we are a team of alchemists in our own right.

Blending art with algorithms and creativity with data, we help clients to move the needle on their business.

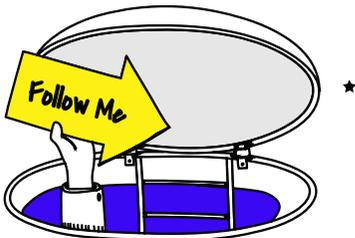
Our team demonstrates this ability - the one to conjure results by melding forces of the old and new.

Timeless storytelling is combined with a dollop of golden global experiences, and elemental human behaviour is tapped into by using real-time behavioural referencing.

Whatever the combo, our efforts have a proven record of having had impact on both business outcomes and creative benchmarks.



*everyone is creative.  
creativity isn't the ability  
to draw or compose or  
sculpt, but a way of  
understanding the world* //



***We offer large-firm expertise combined with small-firm responsiveness. We love big messy challenges as much as we love the simple stuff. We are opinionated and passionate. Yeah, we do talk a lot about strategy and approach, but in the end, we only want to create stuff that makes you happy; something that you see as a value-add.***

*organic food eating,  
cherry apple vaping,  
pop-up restaurant going,  
vinyl record buying,  
cupcake baking,  
fur-baby owning,  
ripped jeans wearing,  
cilantro hating,  
money making millennials.*

**we  
can  
reach  
them.**

Soon after I completed my MBA, as a obvious lost child trying to explore uncharted waters, I found myself at a product design group summit. Designers from the best universities were asking the most wayward questions - about technology, brands, experiences, customer support and buying urges. This was probably my first 'aha' moment - they were actually trying to stir up emotions so that they could later solve problems in people's lives!

I wanted in on that, so I jumped into the world in the best capacity I could and almost immediately so.

No, I don't have any pedigree in design, but I realized even before I launched my business that design is more about experience than aesthetic. It is dangerous for business owners to assume design is only about how something looks. *It's really about emotions:* How do you want customers to feel? How do you want the whole experience to unfold? I think without that early attention to design, brands cannot fully make the impact that they set out to make. Companies that want to raise eyebrows need to ask: How can we bring design thinking into the highest and lowest levels of the organization?

We tend to see these as very finite roles- designer, artist, entrepreneur. But at the foundation, they're all the same thing: *creative problem solving.*

Anything where design can make a difference and the other entrepreneurs aren't yet exploring- *that's where the opportunity lies* - and that is what I wish to capitalize early on.



# MY STORY

*Nikita M.*

*Director - The Cat's Pajamas*

***Hire Us.***  
***We're Nice.***



**MUMBAI • TORONTO**

[www.cpjdesign.com](http://www.cpjdesign.com)

[cpjdesignstudio@gmail.com](mailto:cpjdesignstudio@gmail.com)

**+91 9820848643**

 [cpj\\_design](https://www.instagram.com/cpj_design)  [/cpjdesign](https://www.facebook.com/cpjdesign)