



**Cogn-I-ferentials  
Consultancy  
(Deriving Solutions)**





# Who are we?

Cogniferentials Consultancy Private Limited is a leading provider of strategic **marketing, branding, communication** dedicated to helping businesses and organizations thrive in today's dynamic marketplace. With a focus on **INNOVATION, CREATIVITY** and **RESULT-DRIVEN strategies**, we empower our clients to achieve their goals and unlock their full potential. Cogniferentials helps the individual/firm to drive end-to-end solutions by using cognitive thinking skills and inferences based on modern tools & techniques. At Cogniferentials, we provide a comprehensive understanding of market trends and consumer behaviour. In today's competitive community we are committed to delivering innovative solutions, exceptional service, and measurable results.





# Market Research

“Oh, I was never a businessman was a visionary, a dreamer.”

~ Jim Baker

In a world where the reels change every second and world every minute, thoughtful and data backed decision-making is the key to understand reality and to gauge the future. Our team conducts in-depth market research and services on-demand to uncover valuable insights into consumer preferences, market trends, and competitor strategies, empowering clients to make informed decisions and stay ahead of the curve. So, either it is Product/Service Research or feasibility study, Cogniferentials is always there with you in your vision and dream.





# Marketing Campaign

“Good Marketing makes the company look smart. Great marketing makes the consumers feel smart.”

~Joe Chernov

The consumer in today's world can access literally anything only through a click. In a market of great competition, Why and How to market has the same importance as What to market. For this purpose, from strategic planning to digital marketing campaigns, our team of experts develops customized strategies to drive performance and content marketing to boost brand awareness, engagement, and conversion.





# Branding Solutions

“If you are not a brand, you are a commodity.”

~Philip Kotler

What is the difference between “I like it” and “I Love it”?--- It’s better to have millions of people love you than billions to like you. Branding means to make people fall in love with you and not only like you. From Value Consulting and Positional Planning to brand placement and market penetration, Cogniferentials helps businesses create compelling brand identities that resonate with their target audience, differentiate them from competitors, and foster brand loyalty.





# Public Relations

“If you don’t tell your story, someone else will.”

We all have a story to tell, but only real and credible stories resonate well. It is also important to understand what attracts consumer to listen your story. Working through your brand messaging strategies and developing brand’s tone of voice, our PR specialists helps businesses in building positive relationships with media outlets, managing crises, and leveraging influencer partnerships to enhance brand reputation, credibility and stake holder management





# Social Media Optimization

“Social media is about sociology and psychology more than technology.”

~Brian Solis

Be present and you will get marks' works only in schools. 'Build a community and they will come' works only in movies. Social Media management is about 'build, engage and nourish the communities and welcome them to come and stay.' With a focus on engaging content creation, community management, and data-driven insights, we help businesses harness the power of social media to connect with their audience and drive results.



# Advertisement

“Advertisement is the life of trade.”

~Calvin Coolidge

Advertisement is like a watch- through it a person feels the time. A great advertising strategy makes your time watch smooth and glitch free. From creative ad campaigns to strategic media planning and buying, we help businesses reach their target audience effectively and maximize ROI across various channels. Partner with us today and let's embark on a journey to elevate your brand to new heights of success with our wide range of services tailored to meet the unique needs of each client .





# Our Services



1

## Strategic Marketing

- Planning
- Digital Marketing
- Traditional Marketing



2

## Branding Solutions

- Brand Identity Development
- Logo Design and Visual Branding
- Brand Messaging



3

## Public Relations

- Media Relations
- Crisis Management
- Influencer Outreach



# Our Services



**4**

## Social Media Management

- Social Media Strategy
- Community Management



**5**

## Market Research

- Consumer Insights
- Competitive Analysis
- Market Segmentation



**6**

## Advertisement Services

- Ad Campaigns
- Media Planning and Buying
- Lead generation
- Performance Tracking



# Message from the CEO

I am delighted to extend a warm welcome to you on behalf of Cogniferentials Consultancy Private Limited. As the CEO, it is both an honor and a privilege to lead this dynamic team of talented professionals dedicated to excellence in every aspect of our work.

At Cogniferentials, we believe in the power of strategic thinking, innovation, and collaboration. Our mission is clear: to empower businesses and organizations with the tools and expertise they need to thrive in today's competitive landscape. Whether it's through our comprehensive marketing solutions, strategic branding initiatives, or meticulous market research, we are committed to delivering results that exceed expectations.

What sets us apart is our unwavering commitment to our clients' success. We understand that each client is unique, with their own set of challenges, goals, and aspirations. That's why we take the time to listen, understand, and tailor our services to meet their specific needs. Our success is measured by the success of our clients, and we take great pride in helping them achieve their objectives.

As we look to the future, I am excited about the possibilities that lie ahead. We are living in a time of rapid change and innovation, and I am confident that Cogniferentials is well-positioned to lead the way. With our dedication team of experts, our commitment to excellence, and our passion for innovation, the sky is truly the limit.

**Himangi**  
CEO





# Our Team



## Vaishnav

Research, Design Thinking and  
Content Creation

Vaishnav has experience of more than in Research, Ideation and Content creation related to Strategy, Marketing, Ground Campaign, Digital Campaign and Operations Management. He has worked with a few leading consultancy firms and also provided strategic plans to many reputed public figures in individual capacity.

Vaishnav has experience in end to end delivery of the solutions, including the strategy and execution. He possesses excellent communication skills; drafting, R&D, Data analytics & Content writing. He is also well versed in Digital Marketing and advertising tools.



## Bhupendra

Social Media Optimisation,  
Content Ideation, PR and Branding

His professional journey is marked by significant contributions to political campaigns, especially noted during the Rajasthan Assembly Elections 2023, where he played pivotal roles as a Campaign Manager. These roles underscored his capability in orchestrating extensive campaign strategies and managing complex on-ground operations with finesse.

Bhupendra's expertise extends into the digital realm, where he has been instrumental in content creation and strategy for several educational and political YouTube channels and social media platforms.



## Mukesh

IP Attorney

Mukesh is a pivotal figure at Cogniferentials, with his cutting-edge innovations in the realm of cognitive computing and turning the ideas into expressions. Holding the critical role of overseeing coordination and compliance, He ensures that the 'client assignments' operates like a well-oiled machine, adhering to the highest standards of compliance and internal governance. In his role, Mukesh acts as the linchpin between various departments, facilitating seamless communication and collaboration to drive projects forward.



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Achieving output in “Cogn-I-ferentials” way



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## Contact Us



+91 70428 33066



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



[cogniferentialsconsultancy.2024@gmail.com](mailto:cogniferentialsconsultancy.2024@gmail.com)