

DARK HORSE MEDIA®

360° ADVERTISING AGENCY



About US

DarkHorse Media is a 360° advertising agency which has been a growth partner for a lot of brands since 2015. From creating tailor made marketing strategies to generating leads, we act as your virtual marketing partner. Our unique insight and our expertise have enabled us to overcome marketing hurdles that business often comes across.
We believe in delivering an all round service to our clients, which includes SEO, SEM, SMM, Website designing, Graphic Designing, Logo Creation. We also believe that every brand deserves to have a buzz created around itself in the market.

We assist marketers to influence their buyers and increase their revenue by enhancing their brand via end-to-end performance and advertising solutions.

History Behind the name :

Likethe animalitself, we take inspiration from horses when it comes to the dedication, focus, and strength it portrays. Like Horse, we take in every client's challenge and convert them into something incredible.

OUR VALUES



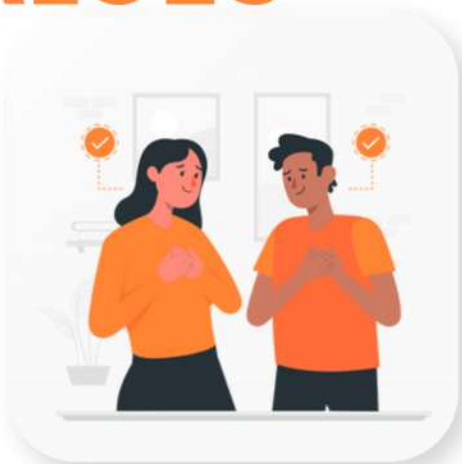
CREATIVITY

At DHM, creativity is at the heart of everything we do. We champion innovative thinking and imaginative solutions to craft unique, impactful campaigns. Our commitment to continuous inspiration and collaborative brainstorming ensures that we stay ahead of industry trends and our ability to turn bold ideas into successful marketing strategies.



CUSTOMER-CENTRICITY

We involve prioritizing the needs, preferences, and satisfaction of clients at the core of all marketing efforts. By building strong, transparent relationships, we aligns its goals with those of its clients, fostering trust and long-term partnerships. This approach not only enhances client satisfaction but also drives business success.



INTEGRITY

Integrity is paramount. We maintain honesty and transparency in all communications, uphold the highest ethical standards, and take responsibility for our actions. This dedication forms the backbone of our operations, fostering strong, reliable relationships and a reputable standing in the industry.



INITIATIVE

We encourage a proactive approach where the members take the lead in identifying opportunities and solving problems independently. Through innovating ideas and methods, we stay at the forefront of industry trends and forward-thinking mindset drives us to deliver outstanding results.

OUR SERVICES

Branding



Digital Marketing



Graphic Design



Website Design



SMM



Performance Marketing



ORM



Marketing collaterals & Support



Exhibition marketing,



CASE STUDY 01

INDUSTRY : PHARMACEUTICAL EQUIPMENTS MANUFACTURING.

About the Brand:

Thermolab Group is a leading provider of scientific equipment based in India. With 55+ year's presence in the industry, the company has grown to become a trusted partner for laboratories, research institutions, and healthcare organizations in approx 78 countries across the globe. Thermolab's product portfolio includes a wide range of Stability Chambers, Cooling cabinets, Incubators, Ovens etc, that enable its customers to conduct advanced scientific research, clinical diagnostics, and analytical testing.

Challenges & Objective

1. Required digital presence globally.
2. Needed effective reach and convert target audience.
3. Wanted to enhance brand awareness and Increase in customer interactions

Approach

1. Performance marketing, through multiple platforms such as Google ads, Meta ads and LinkedIn ads.
2. Search Engine Optimization along with Google ads.
3. Revamping the website and making it more responsive for better coverage to the audience
4. Highlighting our global presence through various Exhibition post on social platforms.
5. Organic activity on Meta and LinkedIn to increase reach and engagement.

Result

1. Increase in social media reach by 3X.
2. Rise in inqries related to products and services by 150% globally.
3. Good visibility of the exhibition participation by the brand.
4. Marking Thermolab presence in new international countries.
5. New company takeover with the name of ESCY Equipement Pvt Ltd.

CASE STUDY 02

INDUSTRY : HEALTH CARE

About the Brand:

Wiz Value, India's leading brand for personal care and hygiene products, Incepted in 2001.
They thrive in providing high quality services to the satisfaction of the customer by complying with the contract specifications & requirements extensive experience, focus and expertise in high-quality, affordable personal care and hygiene products. WiZCare strive to utilize our experience & expertise and collaborate with the latest means of technology to consistently build, ground and to be India's hygiene brand.

Challenges & Objective

1.Poor Digital Presence
2.Need for a Strategic approach
3.Platform for online selling the products.

Approach

1.Social media post revolving around Wiz products, Quality, Research, and Innovation
2.Revamping static website to an online shopping site (Ecommerce).
3.Creating Product and brand presentations that included their journey, women empowerment .
4.Creating user friendly content on social platforms. Generating B2B leads through LinkedIn Marketing
5.Exhibition presence through Social media post, Whatsapp broadcast, email marketing and print Media

Result

1.Increase in online presence across India that lead to increase in online sale by 4X.
2.Social media engagement rate went up by 300%
3.B2B sale by 150%
4.Better visibility of the exhibition participation by the brand.

CASE STUDY 03

INDUSTRY : HOSPITALITY

Farmhouse
GROUP OF HOTELS & RESTAURANTS

About the Brand:

Starting its journey in 2016, pioneering in the Hospitality industry. Farm House Group is now Mumbai growing brand with successfully running 8 outlets. With hospitality, They have been catering to a wide range of delicious food, exotic beverages, and culinary, curated with fresh edibles and top-notch quality ingredients.

Challenges & Objectives

1. Wanted an Agency who could reach out to maximum number of audience
2. Improve the brand presence online
3. To be able to engage with audience and convert them and increase the table reservations/revenue.

Approach

With our strategic Digital Marketing Services, we gradually established the brand Farmhouse in the local vicinity. Created the brand presence and focused more on family gatherings and occasions.

Result

1. Achieved almost 200% spike in online reach within first 3 months.
2. Increased the revenue by 2X.
3. Within 3 years, 5 outlets were launched.

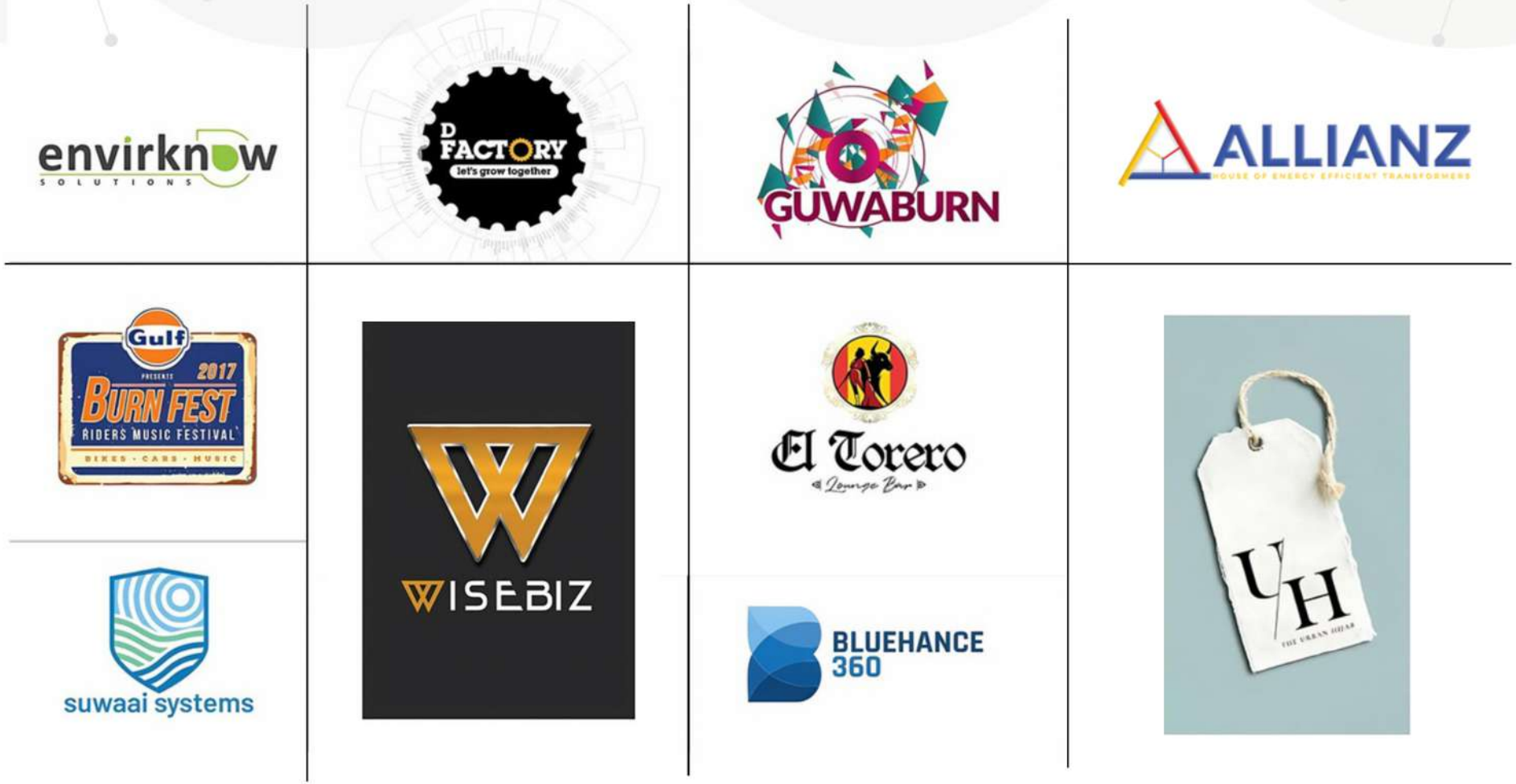
OUR PORTFOLIO



BRANDING



LOGO DESIGN


envirknow
SOLUTIONS
D FACTORY
let's grow together
GUWABURN
ALLIANZ
HOUSE OF ENERGY EFFICIENT TRANSFORMERS
Gulf
PRESENTS
2017
BURN FEST
RIDERS MUSIC FESTIVAL
BIKES · CARS · MUSIC
WISEBIZ
El Torero
Lounge Bar
suwaai systems
BLUEHANCE
360
U/H

LOGO DESIGN

J·Designs
...Beautifying spaces

INTERIOR NETWORKERS

lighttree
diagnostic

MANAGE MOD

BLOSSOM
VACATION

DANIE & BEE

IMH
IMAGE MAESTROS HUB



SHAMBHO
TECHSTEEL

SLR
DIAMONDS

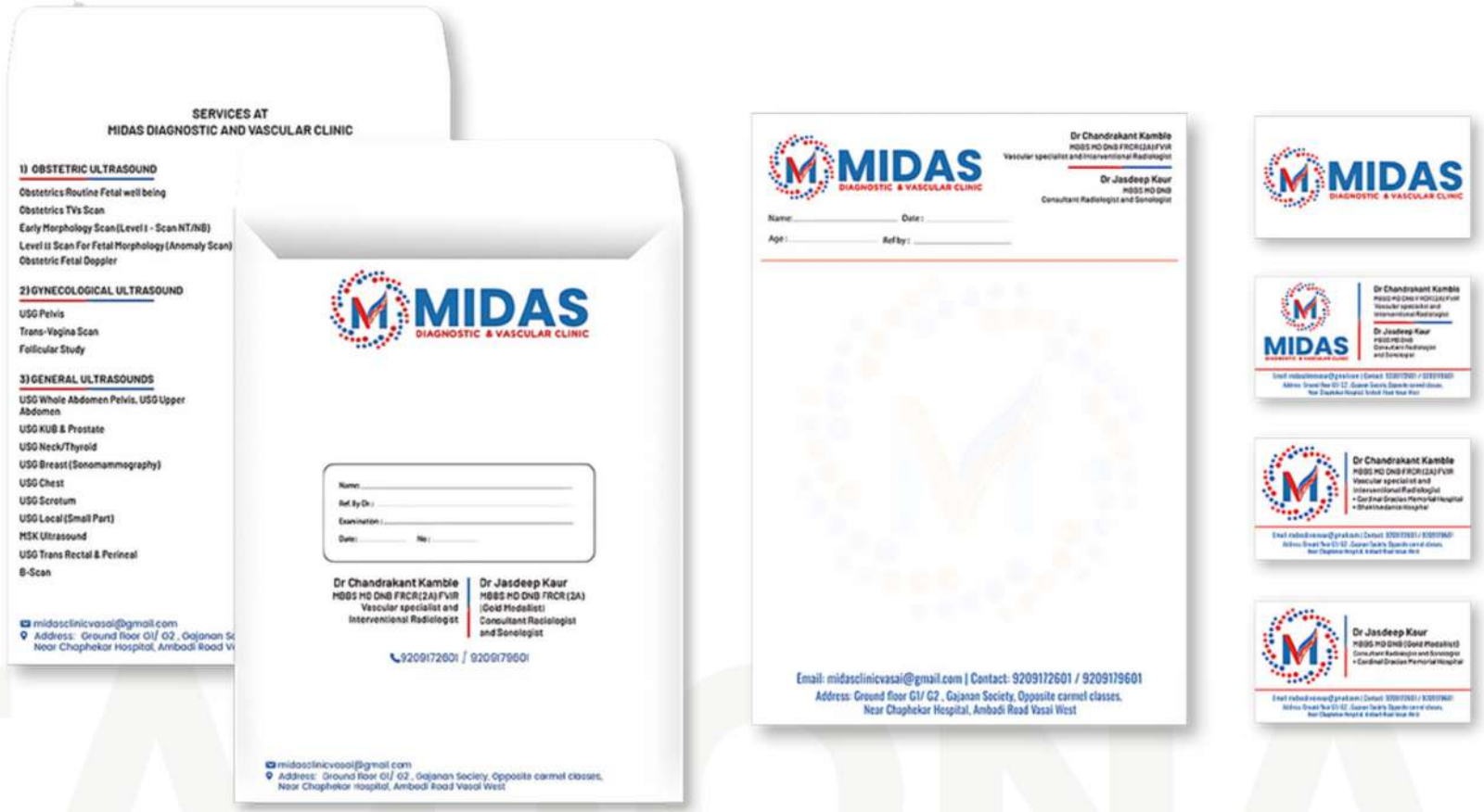
RUBY
DEVELOPERS

RUBY
GREEN HOMES

RUBY
LIFESPACES

ESCY

STATIONARY DESIGN



STATIONARY DESIGN







GRAPHIC DESIGN



CREATIVE DESIGN



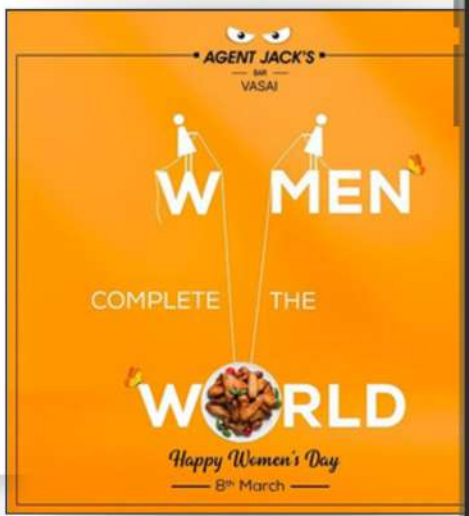


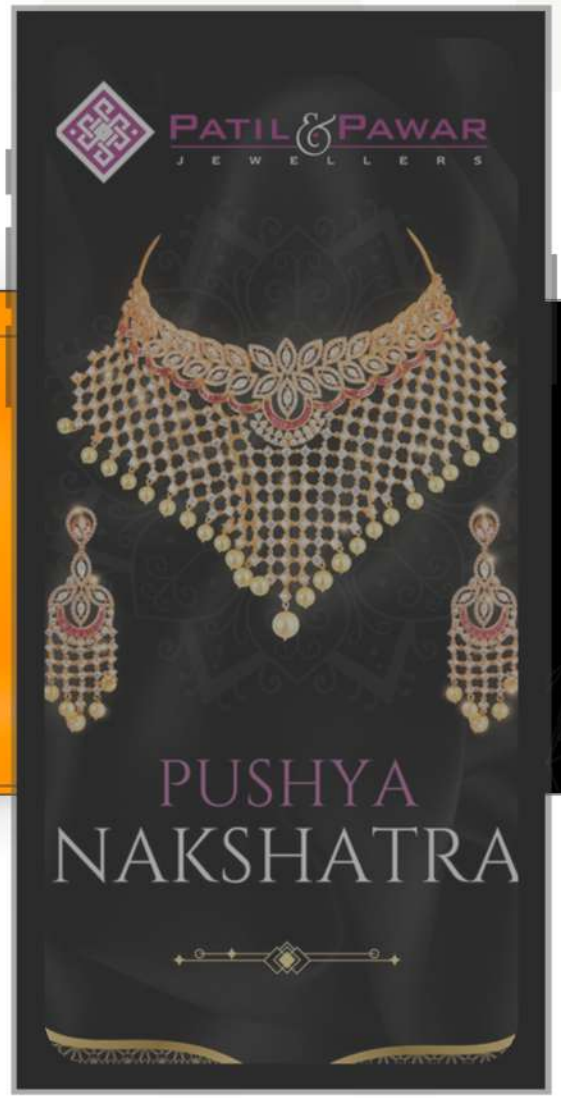


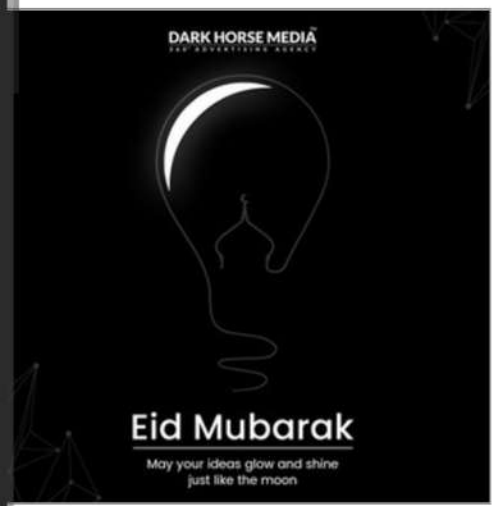


CREATIVE DESIGN





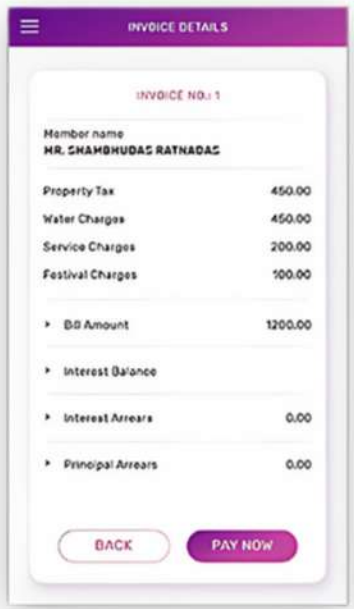


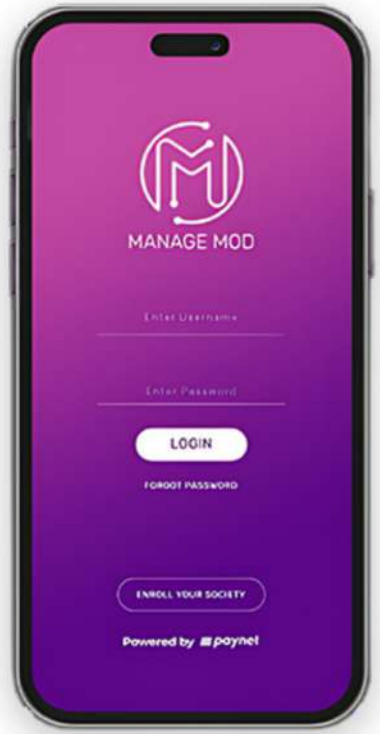


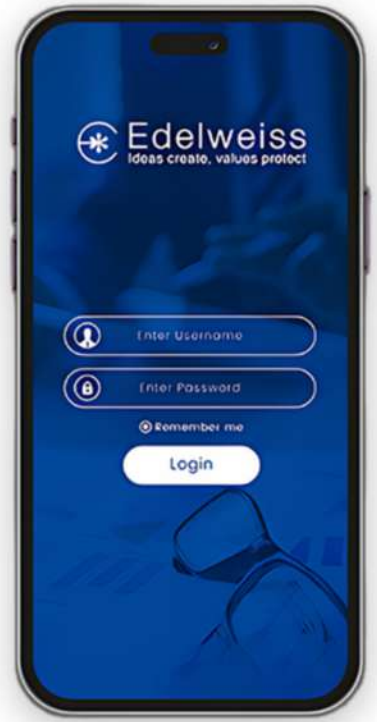


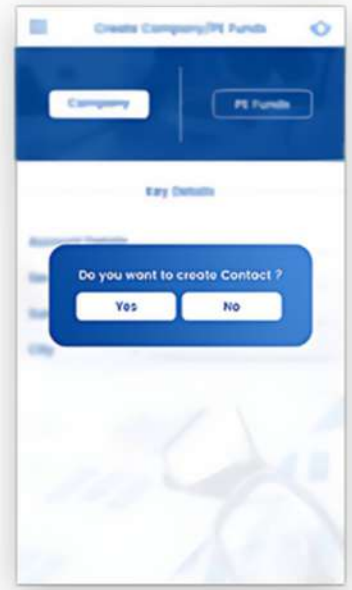
APP SCREEN DESIGN

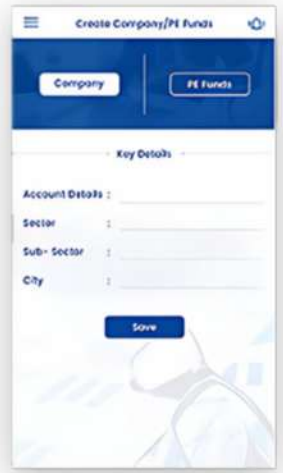








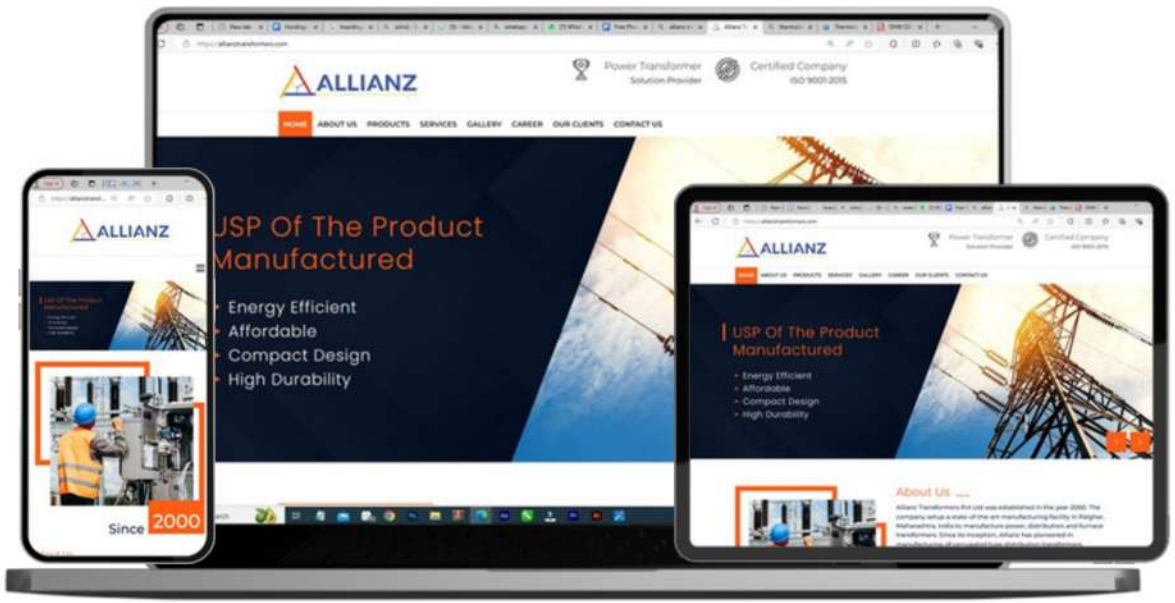




WEBSITE DESIGN



WEBSITE DESIGN





APPAREL DESIGN



PRINT DESIGN







PRINT DESIGN



BOOK COVER DESIGN

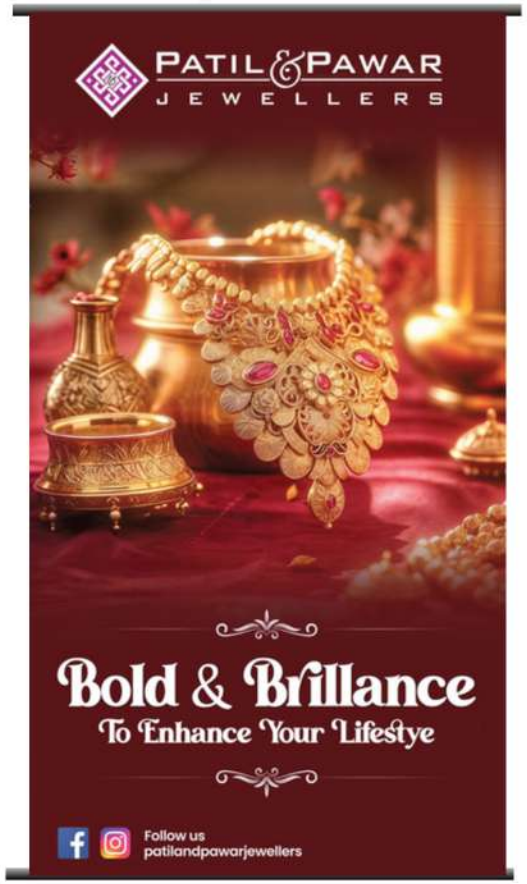
COUPON DESIGN





MENU DESIGN

STANDEE DESIGN









SEO



SEO

SEO or **Search Engine Optimization** is a set of rules for optimizing your website to improve search engine rankings.

This improves the quality of the website by making it user friendly, faster, and eases the navigation process. Because of the intense competition in today's market, SEO is a pre requisite. Search engines serve millions looking for answers. SEO makes sure your business features in those answers. The majority of search engine users are most likely to click on the top answer the search engine serves.



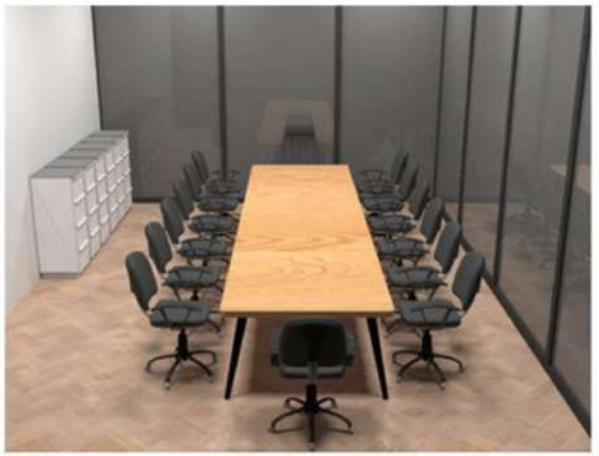
3D DESIGN







3D DESIGN

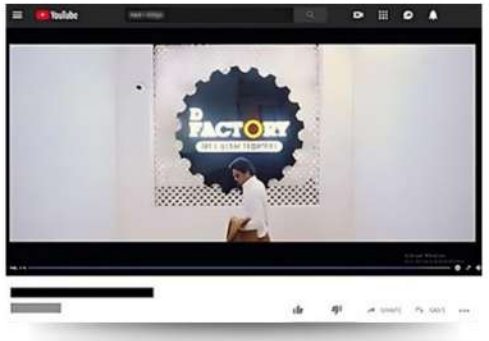




VIDEOS CREATION



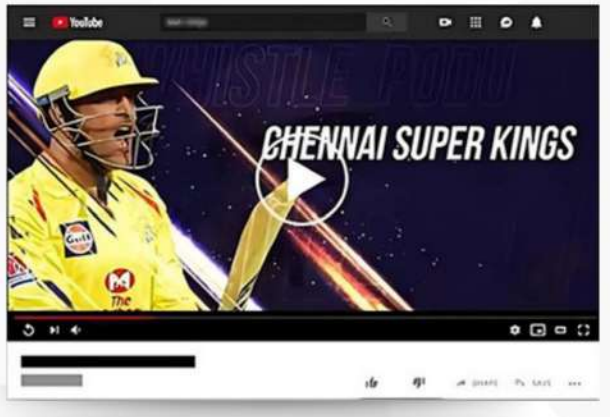
VIDEOS CREATION











OUR CLIENTS


BIKING
SUPERSTORE
PREMIUM BIKE ACCESSORIES


the Yellow spot


IM MULTISPECIALITY HOSPITAL


LA VOGUE SOIRÉE


GUWABURN


GARGI'S
MILKSHAKES


D SOLUTIONS


THE BOAT CLUB
WELCOME ABOARD


WINGS
Night Club


मामाचे वाडा
कृषी पर्यटन


SHELTER
INTERNATIONAL


NIRVANA
Innovating Modular Spaces


DHURI
RESORT


MIDAS


PATIL & PAWAR
JEWELLERS




The Grand Legacy
Resort & Spa
MAHABALESHWAR


THE GREAT
DRAGON
Restaurant




wiz
#becausewecare
Hygiene Store



OUR CLIENTS


thermolab
group


PREVÉ
Executive Search And Consulting


HARMONY
FOUNDATION


D
FACTORY
let's grow together


BURN


J·Designs


Farmhouse
GROUP OF HOTELS & RESTAURANTS


RUBY
STRUCTURES PVT LTD
INSPIRED BY TOMORROW


RUBY
DEVELOPERS


RUBY
GREEN HOMES


RUBY
LIFESPACES


Edelweiss
Ideas create, values protect


SHEITER
HEIGHTS


paynet

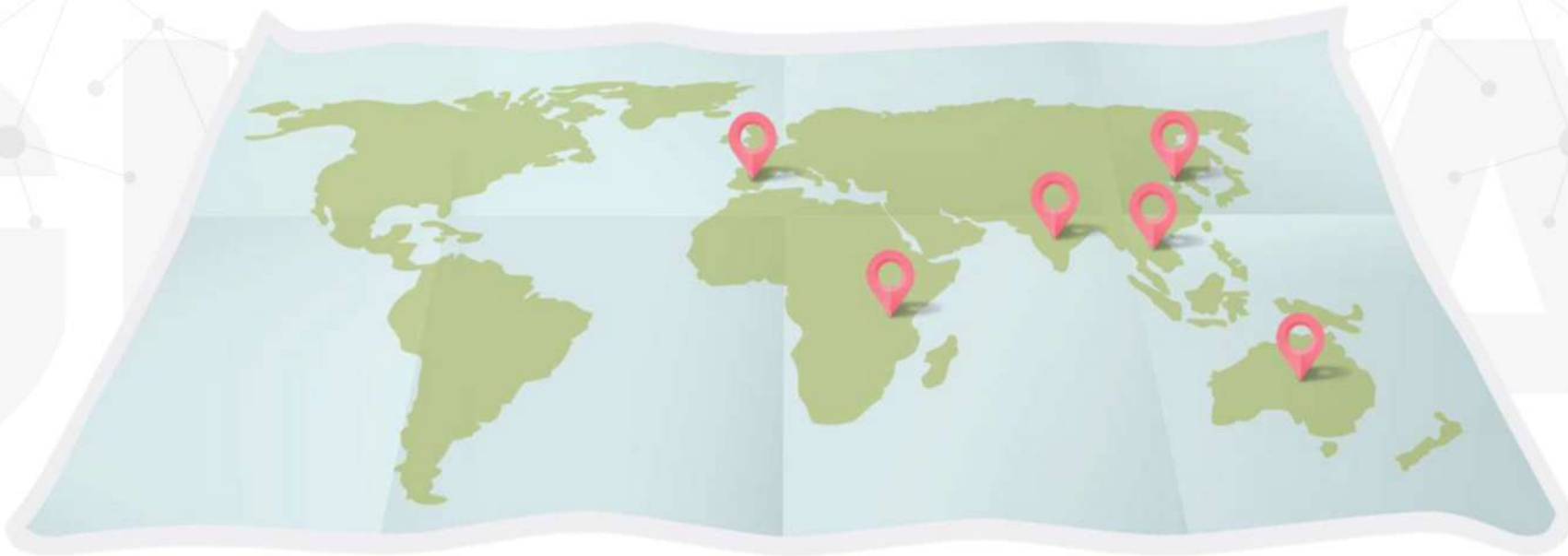

23BMI
RESHAPING LIVES


organik
n lite


The
TreeHouse
BHABOLA


AGENT JACK'S
BAR

GLOBAL CLIENTELE



VIETNAM | HONGKONG | AUSTRAILA | UK | KENYA | INDIA