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ONSITE DESIGN & PRODUCTION STUDIO

A creative studio, inside your office

Staffed, equipped and managed by IMAGEO Media -
design on tap for your marketing team, at a fixed monthly cost.

- In your office
- Dedicated team
- One fixed fee

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THE CHALLENGE

More creative work, faster — without the overhead

Slow turnarounds

Briefs pass through account managers, and every round of changes travels by email and calls.

Costs that add up

Every new design, resize and adaptation is billed as a separate job, often with rush charges.

Inconsistent output

Multiple agencies and freelancers mean uneven quality and a brand that drifts across touchpoints.

In-house is heavy

Building your own team means hiring, salaries, attrition, training, hardware and software.

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THE SOLUTION

Creative Expertise. Dedicated Delivery.

Integrated creative, design and communication support for corporate marketing teams, **right inside your office.**

Our capabilities

- Graphic design and creative adaptations
- Brand communication and campaign rollouts
- Corporate and marketing collaterals
- Artwork and print production support
- Digital communication assets
- Wider agency capabilities in video, animation and website solutions

Our delivery model

1. Dedicated creative resources at the client's office
2. Day-to-day coordination with the marketing team
3. Central studio support for specialised design and additional capacity
4. Personnel, equipment and studio operations managed by IMAGEO Media

One agency. A dedicated team. A central studio to support delivery.

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HOW IT WORKS

Your onsite team, with a full studio behind it



Your marketing team

- Briefs in person
- Sets priorities daily
- Reviews and approves on the spot



Onsite studio

- Day-to-day design & adaptations
- Artworks & pre-press
- Quick-turn print and digital jobs



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- Senior design team
- Campaigns, corporate & brand identity
- Event communications, overflow capacity

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SERVICES · DESIGN

Designs and design adaptations



New design concepts

Brochures, catalogues, presentations, posters, direct mailers, hoardings, signage, identity, event material, business stationery.



Design adaptations

Existing designs adapted across sizes, formats and applications — quickly and on-brand.



Campaign rollouts

Live campaigns extended across every format, channel and language you need.



Quick-turn digital

Web banners, social creatives, HTML mailers and one-off pieces that don't need a full creative team.

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SERVICES · ARTWORK & PRE-PRESS

From approved design to print-ready artwork

Every activity needed to turn a design into accurate, production-ready files — done in-house, under one roof.

01

Illustration

Custom illustrations and graphics created

02

Layout

Elements positioned to the final specification

03

Translations

Indian-language versions coordinated

04

Print-ready

Checked, packaged files sent to production

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SERVICES · SCOPE

One studio for every department's communication

Marketing

- Brochures & catalogues
- Leaflets & packaging
- Press ads & direct mailers
- Hoardings, banners & standees
- E-mailers, web banners & HTML mailers

Corporate

- Corporate brochures
- Annual reports
- Press kits
- Presentations

Internal

- Templates
- Forms
- Internal campaigns
- Other tools

Other teams

- PR
- Finance
- HR
- Admin
- IT
- Logistics

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WHY AN ONSITE STUDIO

Six advantages over agencies and in-house hiring



Better work
Shaped in close collaboration with your marketing team.

Brand consistency
One team that learns your brand and applies it everywhere.

Faster turnaround
Brief, iterate and approve in the same room.

Dedicated team
Works exclusively on your account, to your priorities.

Lower cost
One fixed fee replaces per-job bills and hiring overheads.

Zero hassle
Personnel, equipment and maintenance all managed by IMAGEO Media.

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ADVANTAGE 01 · BETTER

Better work, shaped by the people who use it

Better

Work that reflects what your team actually needs — because the people creating it sit right next to them.

Close collaboration

Designs and communications are created right inside your office, in daily contact with your marketing team.

Local control

You keep direct control over both the content and the process of every communication.

Your priorities, always

Re-prioritise jobs as your needs change — no waiting in another client's queue.

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ADVANTAGE 02 · FASTER

Shorter loops from brief to approval

Typical outsourced agency

5 steps

1. Brief emailed to the agency
2. Account manager relays it to designers
3. Designs made offsite, options emailed back
4. Feedback over email and calls
5. Repeat until approved

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3 steps

1. Walk over and brief the designer
2. Watch options take shape on screen
3. Tweak and approve on the spot

Initiating, designing, iterating, reviewing options and approving all happen in one place — so response times drop dramatically.

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ADVANTAGE 03 · LOWER COST

Where the cost savings come from

One fixed fee.

No hidden costs.

A predictable, all-inclusive monthly fee replaces per-job invoices, hiring costs and capital spend — and your cost per creative falls as volumes grow.

No per-job billing

Adaptations, resizes and revisions don't trigger new invoices.

No hiring overheads

No recruitment, salaries, statutory costs, training or attrition.

No capital spend

Computers, printers and scanners provided and maintained by IMAGEO Media.

No idle capacity

Team sized to your workload; our central studio covers peaks.

Less management time

Fewer vendor follow-ups and revision loops for your team.

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ADVANTAGE 03 · LOWER COST

How the costs compare

	Outsourced agency	Building your own team	IMAGEO Media onsite studio
How you pay	✗ Per job, plus mark-ups	✗ Salaries plus overheads	✓ **One fixed, all-inclusive monthly fee**
Adaptations & revisions	✗ Often billed separately	✓ Included	✓ **Covered within the agreed scope**
Hiring, HR & attrition	✓ Not your concern	✗ Your cost and your risk	✓ **Managed by IMAGEO Media**
Equipment & upgrades	✓ Not your concern	✗ Your capital spend	✓ **Provided by IMAGEO Media**
Leave & backup cover	✗ You wait in their queue	✗ Work stops when people leave	✓ **Covered by our central studio**
Budget predictability	✗ Varies with volume	✗ Fixed, with hidden overheads	✓ **Fixed and predictable**

Best of both worlds: the dedication of an in-house team, without the cost and burden of building one.

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ADVANTAGES · DEDICATED & HASSLE-FREE

A dedicated team — and nothing for you to manage

Exclusive to your account

Works only on your brand and learns it inside out.

Entire team on call

Designers and pre-press staff ready whenever you need them.

Consistent brand output

One team, one standard — every touchpoint looks and feels like your brand.

Completely hassle-free

All personnel and equipment managed and maintained by IMAGEO Media.



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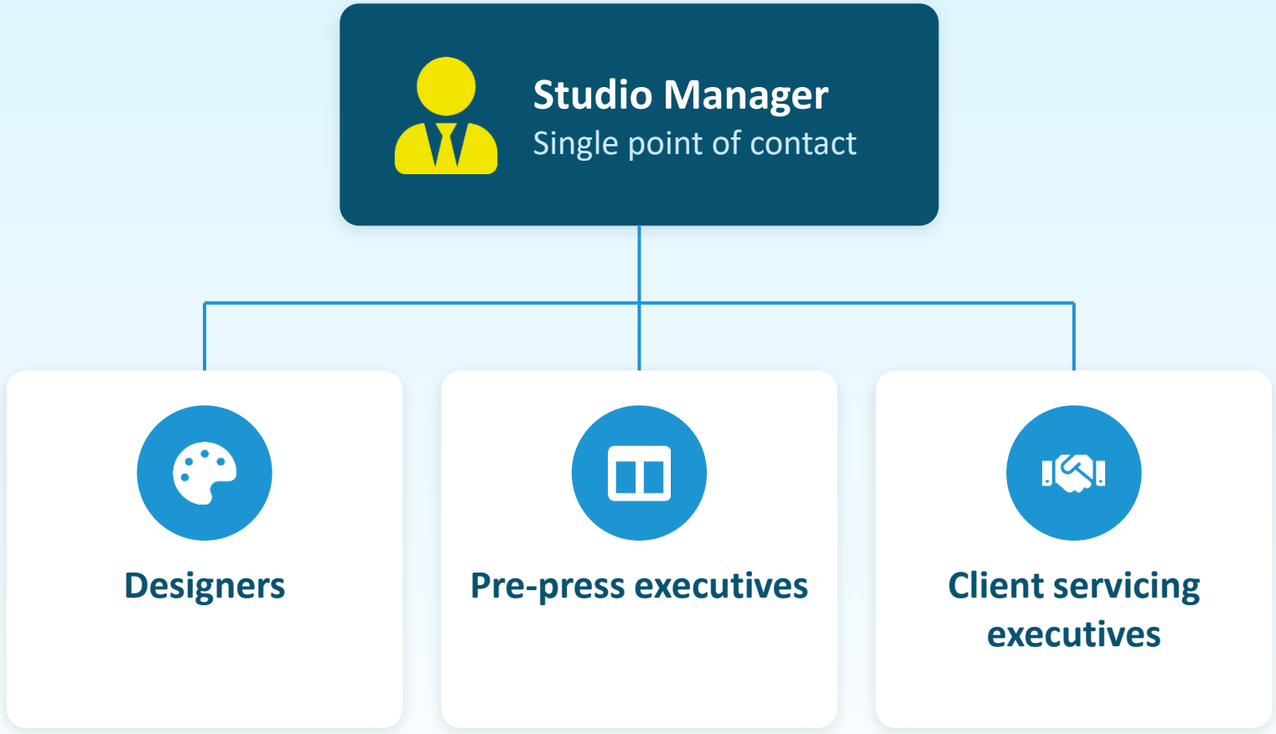
SETTING UP THE STUDIO

What IMAGEO Media provides

Equipment

- Computers
- Printers
- Scanners

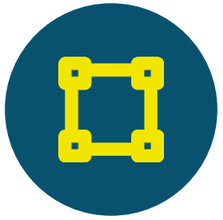
Personnel



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SETTING UP THE STUDIO

What we need from you



01

Studio space

A dedicated area in your office for the onsite team to work from.



02

Desks & chairs

Workstations and seating for each member of the studio team.



03

Electricity

Reliable power supply and sockets for all studio equipment.



04

Internet connectivity

A stable connection for file transfers, email and approvals.

Everything else is on us: personnel, computers, printers, scanners and the day-to-day management of the studio.

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SERVICE DELIVERY

A Clear Process. Accountable Delivery.

A structured workflow helps your team manage requests, priorities and delivery expectations.



01
Brief & job allocation

Each request is recorded with its requirements, priority, specifications and deadline.

02
Prioritisation & scheduling

Jobs are scheduled with your team based on urgency, complexity and available capacity.

03
Design & review

Creative work is developed and shared for review, with feedback consolidated wherever possible.

04
Quality check & delivery

Approved work is checked against the brief, brand guidelines and output specifications.

05
Tracking & escalation

Pending jobs, changing priorities and delivery risks are reviewed with the designated client contact.

Service timelines and priority categories are agreed during setup, based on team size, workload and assignment complexity.

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QUALITY & GOVERNANCE

Consistent Creative. Controlled Execution.

An agreed process helps maintain brand consistency and production accuracy.

CHECK 01

Brand guidelines

Follow approved brand guidelines, templates, fonts, colours and visual standards.

CHECK 02

Brief validation

Check supplied content, specifications and requirements before design begins.

CHECK 03

Design review

Review creative work against the brief, brand standards and intended application.

CHECK 04

Artwork checks*

Check layout, dimensions, alignment and output specifications before release.

CHECK 05

Version control

Distinguish working versions, client-approved artwork and final production files.

CHECK 06

Client approval

Release final artwork only after the required approval is received.

For regulated or sensitive communications, the client's designated team retains responsibility for **final proofreading** and mandatory legal, compliance and regulatory approvals.

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GETTING STARTED

From first conversation to a running studio

STEP 1 | STEP 2 | STEP 3 | STEP 4

Discover

We study your volumes, job mix, timelines and brand guidelines.

Design the studio

We recommend the right services and team size for your workload.

Set up

We deploy personnel and equipment at your office and align on workflows.

Go live & review

The studio starts delivering, with regular reviews of output and priorities.

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COMMERCIALS

One fixed, all-inclusive monthly fee

₹

Your fee depends on

- **Services you choose**

+

- **Personnel on site**

Included in the fee

- Personnel
- Equipment
- Design
- Artworks
- Scanning

Billed at actuals

- Consumables (ink, toner, paper, stationery, positives)
- Language translations
- Photography & videography
- Stock images
- Shipping
- Internet connectivity

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Thank You

Let's set up your studio. Tell us about your workload and we'll recommend the right team, services and monthly fee.



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