

# Creating Renaissance with a Common 'Way of Life'



## Opportunity & Challenge

Zorba was the brain child of Mr. Sharvesh Shashi, his idea was to reinvent yoga as how he experienced it, as a way of life. The mere thought of a premium yoga studio is unique. Zorba is A Renaissance Studio. The challenge ahead to UMM was to start a new direction, to step into space that never existed. We had to create a new market for promoting something unique as Zorba!

## Solution

The out of the box design ideas also started to get traction in social media platforms and online space. We designed their website and ensured that it was responsive and highly intuitive. We had to put arduous hours into creating meticulous plans to gain presence in the search engines our precision targeting skills paid off with social brand awareness promotions. Several online campaigns were organized, propelling Zorba in the direction we created.

## Approach

The direction we headed with Zorba was to portray Zorba as it is, as Yoga with purpose. Yoga, in Zorba meant happiness more than holistic living. We reinvented the brand and gave it an all new face that showed all positive vibes of happiness and peace of mind. We created bold, extra ordinary and vibrant brochures to portray the way of life that Zorba really was.

## Outcome

Within just a year and a half since its inception Zorba is now the No.1 yoga studio in India We are happy to share this incredible success with Zorba in promoting a whole new way of life. It has now become a standard at UMM, accolades always followed our innovative ideas. Zorba's website was adjudged as the best in 'healthcare' overtrump several major well-established brands.