

Ishtaarth Dalmia's Portfolio

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## Stuff To View

REBRAND:  
MAN AT WORK

**FACBOOK.COM/STUFFTOVIEW**

ARCHIVE: **IIIIIIII.IN/STV**

The year is 2013: my family and friends are deep in the vortex of fake “news” and listicles. I have a problem: I read way too much on the internet.

An unstoppable force (my habit) meets an immovable object (habits of my family and friends).

Stuff To View was born with a simple premise: interesting things to read and watch daily. I learn about media businesses and technology.

2017 begins and it’s time for a rebrand, for selfish reasons: to apply what I’ve learned.

### NUMBERS

- 575 likes on Facebook
- 900+ links published
- 3 platforms examined

### ROLES

- Editor & administrator
- Strategy & direction
- Designer (& drama king)

## Photography & Videography

[INSTAGRAM.COM/ISHTAARTH](https://www.instagram.com/ishtaarth)

In 2016, my account saw 100 percent increase in likes and 73 percent increase in followers. With a clear focus on photography and the medium, I push my own boundaries using a tool which is fundamentally changing photography. (Hint: iPhone.) Featured in The Hindu.

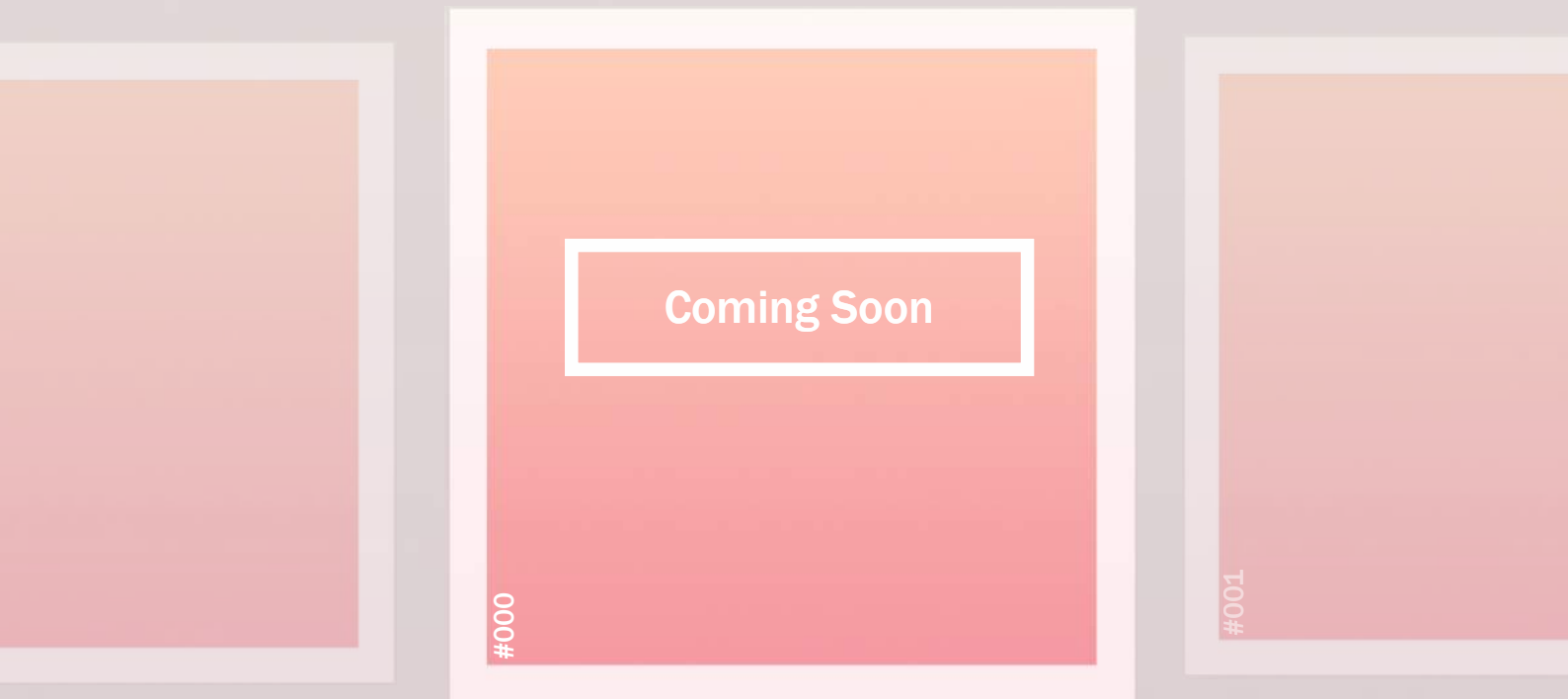
[VSCO.CO/ISHTAARTH](https://www.vSCO.co/ishtaarth)

Inspired early by *the* community for expression, I installed the app in its infancy in 2013. My photographs have been featured multiple times by its curators to millions of fellow users.

[YOUTUBE.COM/ISHTAARTHD](https://www.youtube.com/ishtaarthd)

Snapchat invented a new medium for storytelling with Snapchat Stories. I used it to document my travels and later shared them on YouTube: a home for all my moving pictures.

WORKS — TRIPS — INSTITUTIONS



[INSTAGRAM.COM/ISHTAAGRAMS](https://www.instagram.com/ishtaagrams)

My photographs, now printed for your hands.

“Instagram” = Instant Camera + Telegram

“Ishtaagrams” = Ishtaarth’s + Instagrams

It’s *hard* to stand out on the web. It’s *even harder* to build a business on it. Except when it isn’t: when you’ve got a loyal audience, a knack for combining technology, art, and commerce, you can come up with entirely new buying experiences.

Through this new project, I will learn to run a business on the internet leveraging the distribution muscle of Instagram.

## WORKS — TRIPS — INSTITUTIONS

[iiiiiiiiii.in](http://iiiiiiiiii.in) & [art.again](http://art.again)

[iiiiiiiiii.in](http://iiiiiiiiii.in) /i /w /links /bookshelf

This is my home on the internet. All my public writing and information about me is available here.

Also: wallpapers / my bookshelf / favourite links.

Built on a custom blogging engine using Dropbox, the website is designed in line with brutalist web standards: it's hard to navigate, parts of it don't make sense, and it's plain *weird*. One might call it the Wild West of my presence online.

(But who doesn't behave like a hillbilly on occasion?)

[snapchat.com/add/art.again](https://snapchat.com/add/art.again)

art.again is a collaboration with Shivani Gupta (an extraordinary talent, "Dear Girl from Pakistan" was recited by her.) The project explores yet another medium for sharing and connecting with people: Snapchat. Unencumbered by the burden of likes, shares, we started this to create freely and fully.



WORKS — TRIPS — INSTITUTIONS

## Jagriti Yatra

What was it?

Featured in [The New Indian Express](#).

One train. 8000 kilometres. 12 cities. 14 days.

What is Bharat up to? Not the India you and I know.

Our *Bharat*. Millions of Indians without electricity, proper sanitation, and water. What do they do?

They innovate their way out of it.

I got a glimpse of motivated Indians working hard on problems with no easy answers. Their customers: 95 percent of India.

Without resources and support. Because it matters.

An unforgettable journey of awakening.





WORKS — **TRIPS** — INSTITUTIONS

## Kashmir 2015

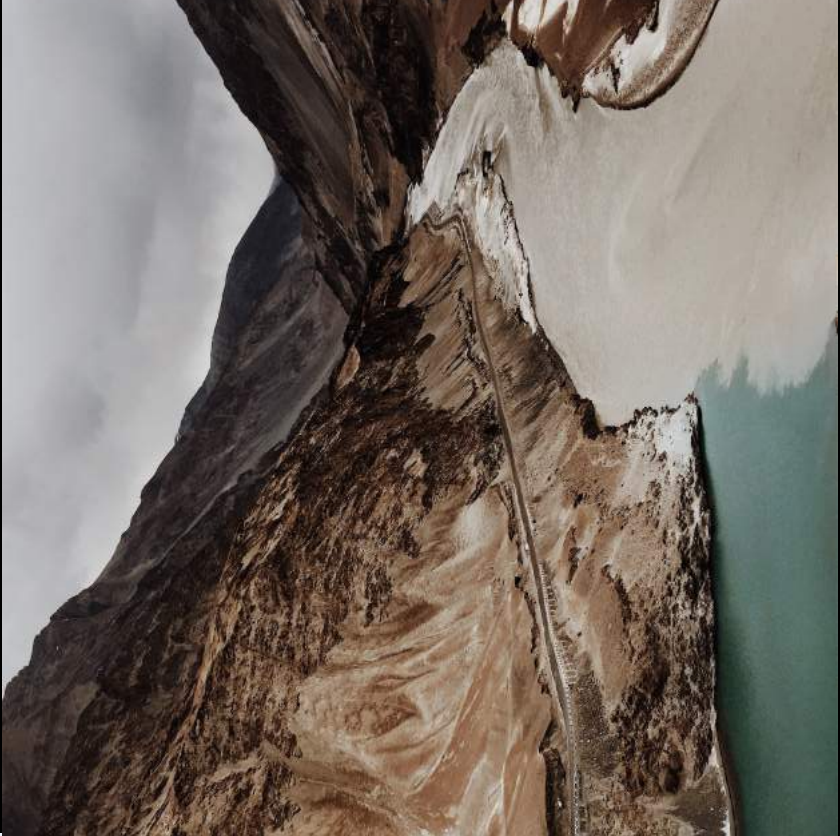


Regions: 10

Days: 14.

Lowest temperature: -18°C.

Passengers: *One.*



WORKS — TRIPS — **BONUS** — INSTITUTIONS

## The Creator Company

### What was it?

It literally hit me in the shower on April 19 2015.  
The night before my planned resignation from  
The D. E. Shaw Group, I wondered, that as a  
photographer active on the internet, wouldn't it be  
cool if *someone* groomed me?  
If there was mutual benefit in running a studio  
where you would nurture exceptional talent with  
storytelling for brands?

The Creator Company was an endeavour in  
understanding the dynamics of digital media,  
brand communications, and the state of mobile  
internet adoption and usage in India. And making  
something great out of it.

Kill your *darlings*. Onwards.

Business documentation, data, and statistics available upon request.

WORKS — TRIPS — INSTITUTIONS

## Rajasthan 2016



### What was it?

Two visits to Rajasthan in one year.

FEB 2016:

Meerut (Uttar Pradesh), Delhi, Jaipur,  
Brindavan, Agra. Nine days.

NOV 2016:

Indore (Madhya Pradesh), Jaipur, Pushkar,  
Udaipur, Vadodara (Gujarat),



# WORKS — TRIPS — **BONUS** — INSTITUTIONS

## Features

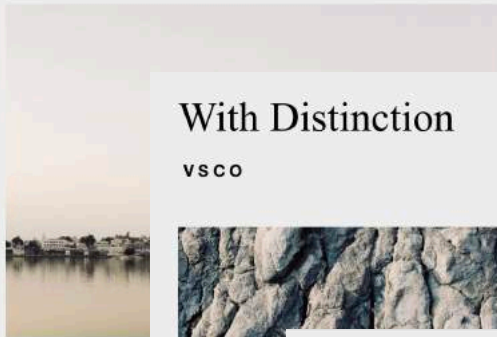
### With Honor

VSCO Selects



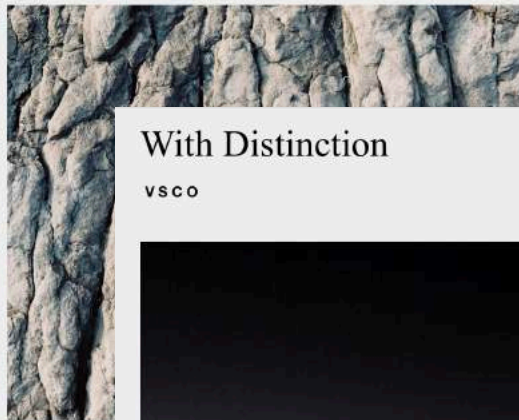
### With Distinction

VSCO



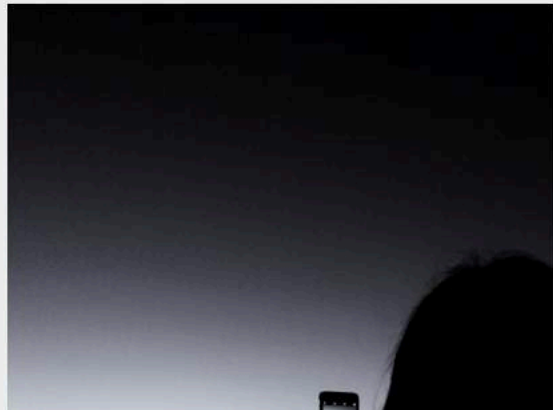
### With Distinction

VSCO



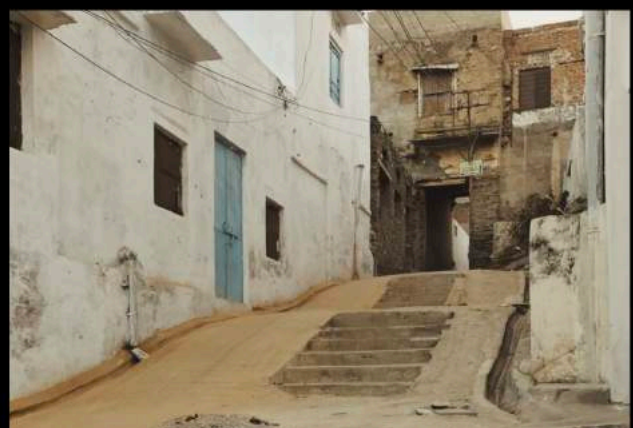
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VSCO



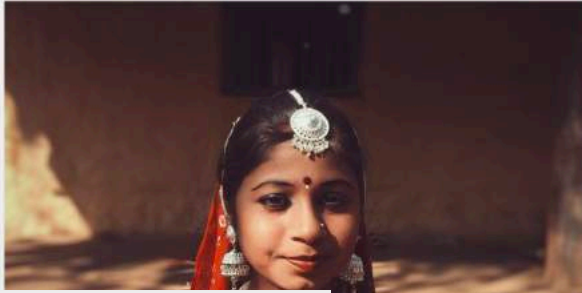
### With Honor

VSCO Selects



## With Distinction

VSCO



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## With Distinction

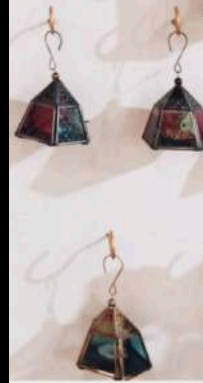
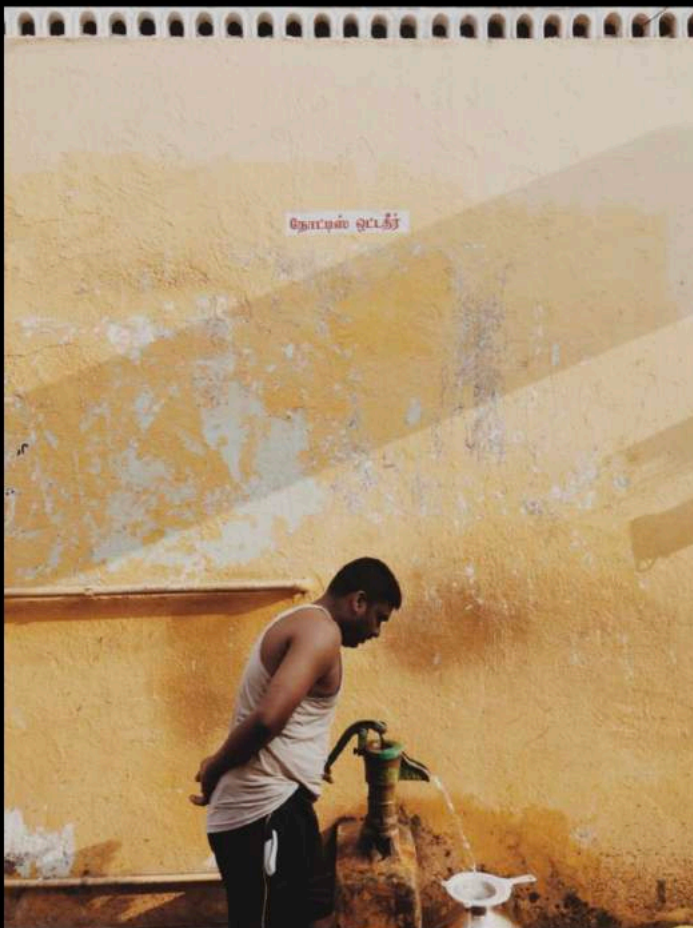
VSCO



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## With Honor

VSCO Selects



WORKS — TRIPS — INSTITUTIONS

## Xavier Institute of Communications

### ADVERTISING AND MARKETING COMMUNICATIONS

June 2016–April 2017



#### DIRECT MARKETING

[View the presentation, the report](#)

Iconic camera manufacturer Polaroid needs a rethink of communications strategy for its new products. It's identified India as a growth market.



#### UNDERSTANDING ADVERTISING

[View the presentation, the report](#)

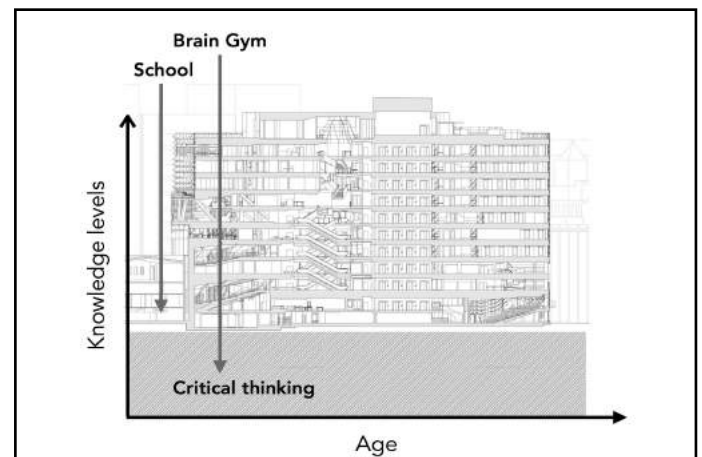
The brief was simple: launch a men's formal clothing brand. We picked a challenge: take one of India's most well-known denim manufacturers and expand their product line.



#### RETAIL COMMUNICATIONS

[View the presentation, the report](#)

The retail business model is collapsing. The coffee business is flooded with competition offering new varieties, driving change in customer preferences. How should legendary chain Starbucks prepare?



#### LIVE CLIENT PROJECT

[View the client presentation](#)

Suggest a digital media plan and communication thought to an enterprise focused on improving concentration and confidence in children for lifelong success. The jury at college loved it.



## PUBLIC RELATIONS

[View the presentation](#)

Brief: Pick a forum, any forum, to take India to the world. You're can highlight any cultural element of your choice.

What did I do? I researched the hell out of the yearly World Economic Forum and recognised its incredible potential of showcasing the best of India.



## ACCOUNT PLANNING WORKSHOP PROJECT

[View the presentation](#)

Sell Incredible India to Indians. Most notably, we recommended an OTT collaboration and suggested a brand new partnership to bring India to Indians. IRL.



## BRAND MANAGEMENT

[View the report](#)

Start any kind of business. Brand it, and then test your brand on a few models of branding. I chose to start a minigolf park. And went into a rabbit hole.



**CLIENT:** UNDER ARMOUR  
**AIR DATE:** MARCH 08 2016  
**CAMPAIGN:** RULE YOURSELF

## CLIENT SERVICING

[View the report](#)

Brief: Reverse engineer the brief and the creative thought behind Under Armour's "Rule Yourself" spot.



## CONSUMER BEHAVIOUR

[View the presentation](#)

A footwear brand wants to make its mark in a large, fast-growing market, with a newly defined messaging to go live all around the world.



## DIGITAL MARKETING

[View the report](#)

Bring any product to market. Think digital first. Examine the business not from a communications standpoint alone, but from a business standpoint. We did just that.

## WORKS — TRIPS — INSTITUTIONS

### Institutions, continued

#### THE D. E. SHAW GROUP

May 2014–May 2015

The odds are on the table well before one reaches the pre-placement stage: “We pick one in five hundred,” the recruiter exclaims.

I worked in the investor relations group at D. E. Shaw Hyderabad, in a small, energetic four-person team controlling fund subscription, withdrawal, and reporting to investors and senior management in New York.

#### LOYOLA COLLEGE

June 2011–April 2014

I graduated as a Bachelor of Commerce from Loyola College, Chennai in 2014. At college, I had my first experience with print media. It was the most exciting course in college.

I learned about the value of constraints and compromise. It was so evident then that it isn't by chance that compromises are made to bring something that great to the world.

WORKS — TRIPS — INSTITUTIONS

— NOW SHOWING —  
**THE BIG ONE**

**DENTSU WEBCHUTNEY**

**CREATIVE STRATEGY**

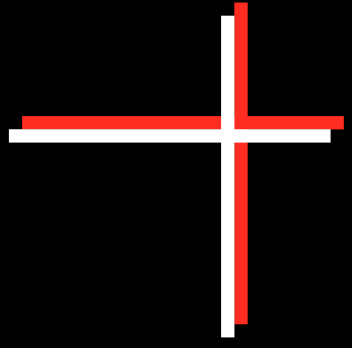
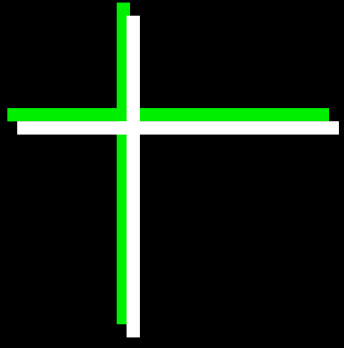
May 2017–Present • Bengaluru, India

A once-in-a-lifetime opportunity to be a part of a nimble crew of amazing people that ships great work in a sincere effort to take India's best digital agency to the world.

Strategy is central to this: get the strategy right and the execution is easy.

Let's find out.

This story is yet to be written.



## GET IN TOUCH

Thank you for making it this far.  
Let's take it even further:

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