

ALBA RAJANIBALA

P O R T F O L I O

STRATEGY

how i've learned

by carefully examining three successful agencies' and their dozens of brilliant strategists' approach to strategy while working on various clients and in agencies of various sizes, varying abilities, and specialties

and their clients

new york presbyterian • health quest • reebok • tough mudder • johnson&johnson • clio awards • general electric • avon • google • chick fil a • lockheed martin • qualcomm • new york lottery • choice hotels • mgm resorts • l'oreal

S T R A T E G Y

what it means to me

simmer information into a saturated truth
that helps create a unique, meaningful
relationship between a brand and its desired
audience

S T R A T E G Y

what it takes

an intuitive ability to separate information from
insights to minimize the labor in creative delivery

S T R A T E G Y

what i've got

intuition
curiosity
dedication

STRATEGY

work i'm proud of

chick fil a is known for its southern hospitality and willingness to go the extra mile to show the importance of kindness to the brand

to help chick fil make an impact across college campuses, I pitched a strategy (as an intern project) using social media & experiential rewarding those who had helped spread kindness and enabled those who wanted to

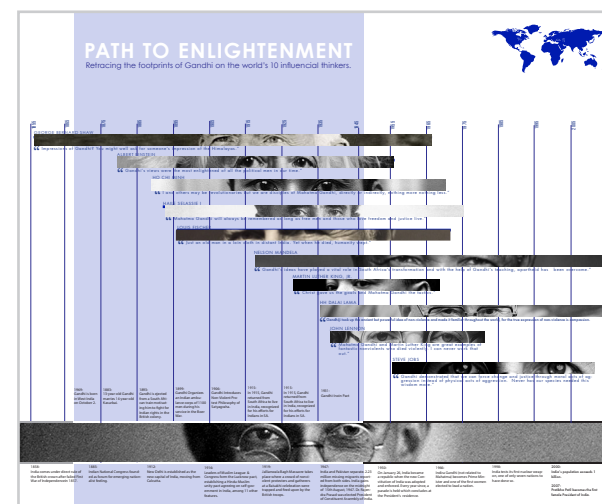
we realized #struggles are real during college, but they shouldn't have to deal with it alone because someone's always got their back

see our pitch deck here: tinyurl.com/alba-cfa

STRATEGY

work i'm proud of

mahatama gandhi is known around the world for his non-violent approach which has affected people across disciplines. in a info visualization course, i was challenged to portray his influence in [this graphic](#) across the lifetime of the leaders he had an impression on



STRATEGY

work i'm inspired by

lysol



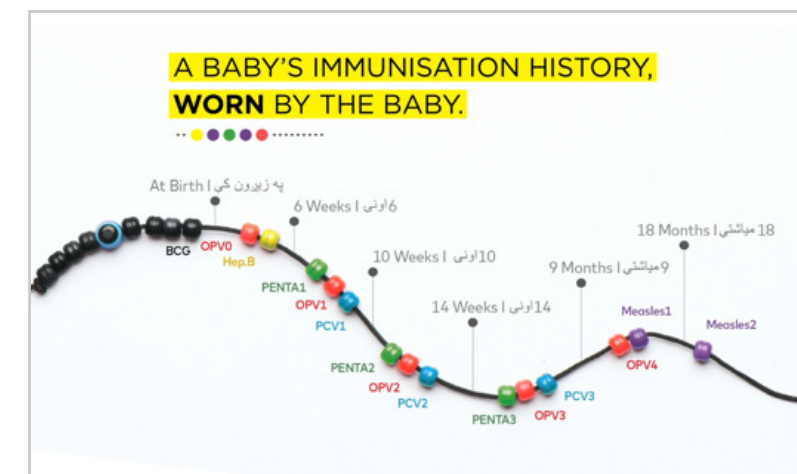
found a simple, but groundbreaking, overlapping role of its target segment and its product. it was effective despite no product placement

qualcomm



despite not being a direct consumer product, the creative relayed one connection that the consumer did have with the brand and made it known

ministry of public health, afghanistan



frugality is the test of strategy and this one did the most with the least by using a traditional charm bracelet to convey infants' medical records

click on pictures to view campaign

T H A N K Y O U

for going through my portfolio

i love feedback
and would love to get some from you

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or leave a line anonymously:

<http://tinyurl.com/ask-tell-alba>