

Press Release

For Immediate Release

LS Digital Unveils CRAFT: A New Approach to Reimagining Digital Engagement.

CRAFT from LS Creative helps Elevate Brand Engagement Through Seamless Integration Across Digital Channels.

India, 05th November 2024 – [LS Digital](#), India's leading integrated Digital Business Transformation company unveiled CRAFT, a dynamic and powerful approach designed to elevate how brands connect, engage, and grow in a fast-paced digital landscape.

CRAFT stands for *CR*reating *CO*nnections, *AM*plifying experiences, and *TR*ansforming impact. By Creating Connections, CRAFT revolutionises how brands interact with their audiences by harnessing the power of hyper-personalised, multilingual creative content that speaks directly to individual consumers. It bridges the gap between brand messages and audience relevance, ensuring that every communication enhances a brand's presence across the digital ecosystem. Further CRAFT Amplifies Experiences by turning every digital moment into a dynamic, immersive activation. Whether through bold out-of-home experiences or captivating digital activations, CRAFT ensures your brand resonates across all touchpoints, making each interaction not just engaging, but unforgettable. Lastly, CRAFT focuses on Transforming Impact, by delivering high-quality video content at scale, ensuring optimal utilisation of marketing spends while driving real, measurable growth. In today's video-first world, CRAFT empowers brands to deploy video solutions that don't just tell stories, they elevate them.



“CRAFT is a new way of thinking about how brands engage in today’s fragmented digital world,” said Manesh Swamy, Managing Director & Chief Creative Officer – LS Creative at LS Digital. ***“It allows brands to go beyond superficial interactions, helping them build meaningful, lasting connections that drive real business results. We are not going the conventional touchpoints approach but more like identifying the new and emerging ways where consumer can connect with the brands at speed.”***

Speaking on omnichannel marketing being no longer a luxury, but a necessity in today's world where audience attention spans are shrinking by the minute, Manesh Swamy further added, ***“With CRAFT, we empower brands to engage their customers seamlessly across multiple platforms. The integrated approach of CRAFT ensures that brands can deliver impactful, consistent messages to their audience, no matter where they are.”***



With CRAFT, LS Digital once again proves its commitment to #ChallengeTheNow, leading brands into a new era of digital business transformation, where connections are deeper, experiences are richer, and impacts are far-reaching.

About LS Digital

LS Digital is a leading independent Digital Business Transformation (DBT) company, integrating the expertise of four innovative entities: LS Digital, Langoor, f1studioz, and Social Panga. Our comprehensive suite of services encompasses business consulting, activation, and transformation through a robust DBT solutions framework; Media, Creative & Communication, Data & Insights, Technology & Innovation, UI/UX and CX/EX. Leveraging digital as a catalyst, we enable brands to holistically develop their businesses across various platforms, ensuring exceptional brand experiences in a digital-first world.

For more details, visit: <https://www.lsdigital.com/>