



Asking Questions That Were Forgotten

Hello

A brand new Financial Year. New budgets. Full calendars.

But before you dive into fresh campaigns, here’s some food for thought.

Most of us want to solve a problem for our audience, but only a few brands look at issues hidden in plain sight. Sounds interesting?

Let’s delve deeper.

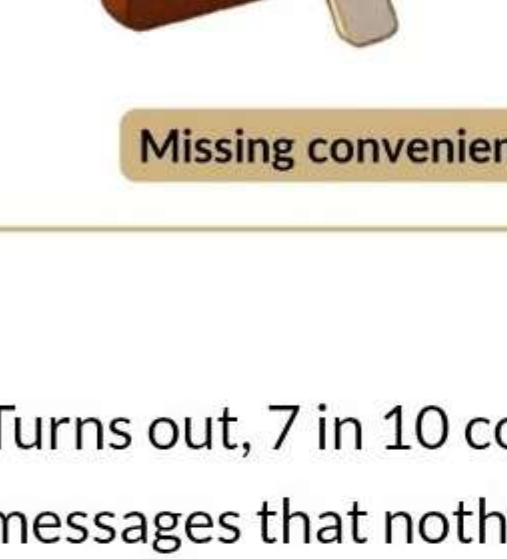
Mirror and the magic

Ever come across a brand/product that made you want something you didn’t even know you were missing?

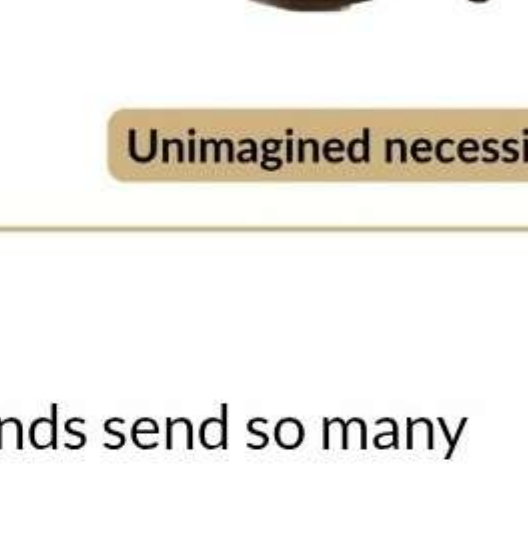
Like a mattress brand asking – “What if you have been sleeping wrong your whole life?”



Or mobile cover manufacturers saying – “Here’s a cover for you, and take this in-built stand with it.”



Or air fryer brands declaring – “Nobody’s asking for healthy fried food, but we’re gonna do it anyway.”



Turns out, 7 in 10 consumers say brands send so many messages that nothing really sticks.

The sentiment we are looking for: “Oh damn, that’s actually me!”

So before your next campaign, check if you can:

1. Cater to a need that’s being ignored/forgotten/yet-to-be-discovered
2. Change the question, make them think/rediscover

Let’s rediscover together.

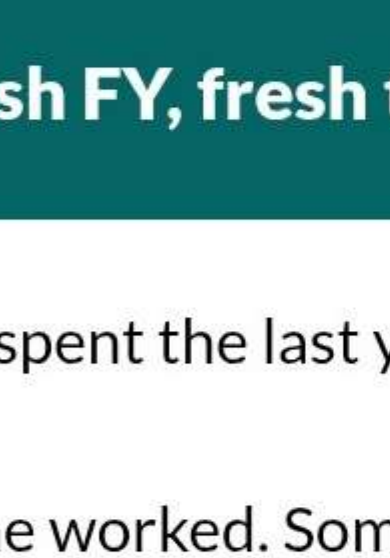
Talk to our content expert

Source: <https://shorturl.at/x9d3n>

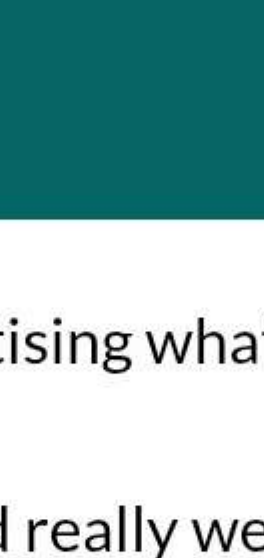
You didn’t notice the marketing. That was the marketing.

The best marketing has stopped announcing itself – now it just slips past your skip button and lands on your FYP just to get stuck in your brain as an afterthought.

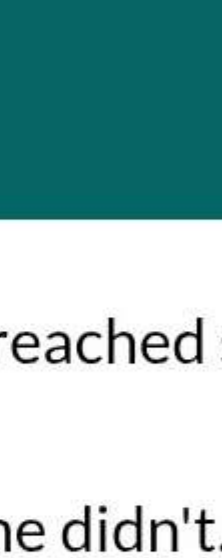
Podcasts



User data stories



Behind-the-scenes/bloopers



Funny, how we might forget what we watched, but still remember how it made us feel. Are you marketing, or are you memorable?

Fresh FY, fresh tracks

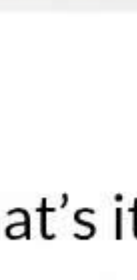
We spent the last year practising what we had preached so far.

Some worked. Some worked really well. And some didn't.

Here’s what our year looked like.

Financial Year 25–26

A year worth looking back on.



+11% Revenue growth



+12% Gross profit growth



13 Sectors served



65% Repeat business



80% Referrals

OUR BEST SALESPERSON

The work we already did.

BEYOND THE BALANCE SHEET

★ 5-star Google rating 3rd yr

in LinkedIn followers 4,000+

🏢 Bigger Pune office

👤 Gyaan Friday launched

📖 Co-founders in 2 publications

➡ 1 boomerang hire incoming

NOT EVERY PITCH LANDED – HERE’S WHY



Commercials too high	38%
No brief/low conviction	8%
Existing retainer agency	10%
Ghosted	18%
Done internally	20%
Priority shifts/delays	6%

Every loss taught us something. The 38% told us to sell value better.

That’s it from us this month. Here's to all your planning spreadsheets becoming a reality this FY!

Until next time,
Team WordBerries

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