



**An Experiential Agency Designed To Provide Innovative
Solutions Across The On-ground Experiential Medium**



Dileep Mishra



DILEEP MISHRA

Experienced Brand Communications Professional have worked in marketing and advertising industry. Skilled in Planning and Media buying and implementation, Vendor Management . With more than 20 years of experience into Experiential Marketing (BTL / OOH - Mainly into Rural Activations)

Have worked on various Brands from different sectors like HUL, Gulf Lubricants, ITC tobacco, Ruchi Soya Industries, Sony Entertainment Television, Tata Chemicals, Eureka Forbes, ITC PCPB, Heinz, Gulf Lub, Mondelez, Dixcy, WU, ITC, Jeevika & BSACS etc.

OUR NETWORK



WHAT WE DO



**DEALER
MEETS**

MICE

**BRAND
LAUNCHES**

PRESS CONFERENCES

**HOME 2
HOME**

**COLLEGE
CONTACT
PROGRAMS**

**SCHOOL
CONTACT PROGRAMS**

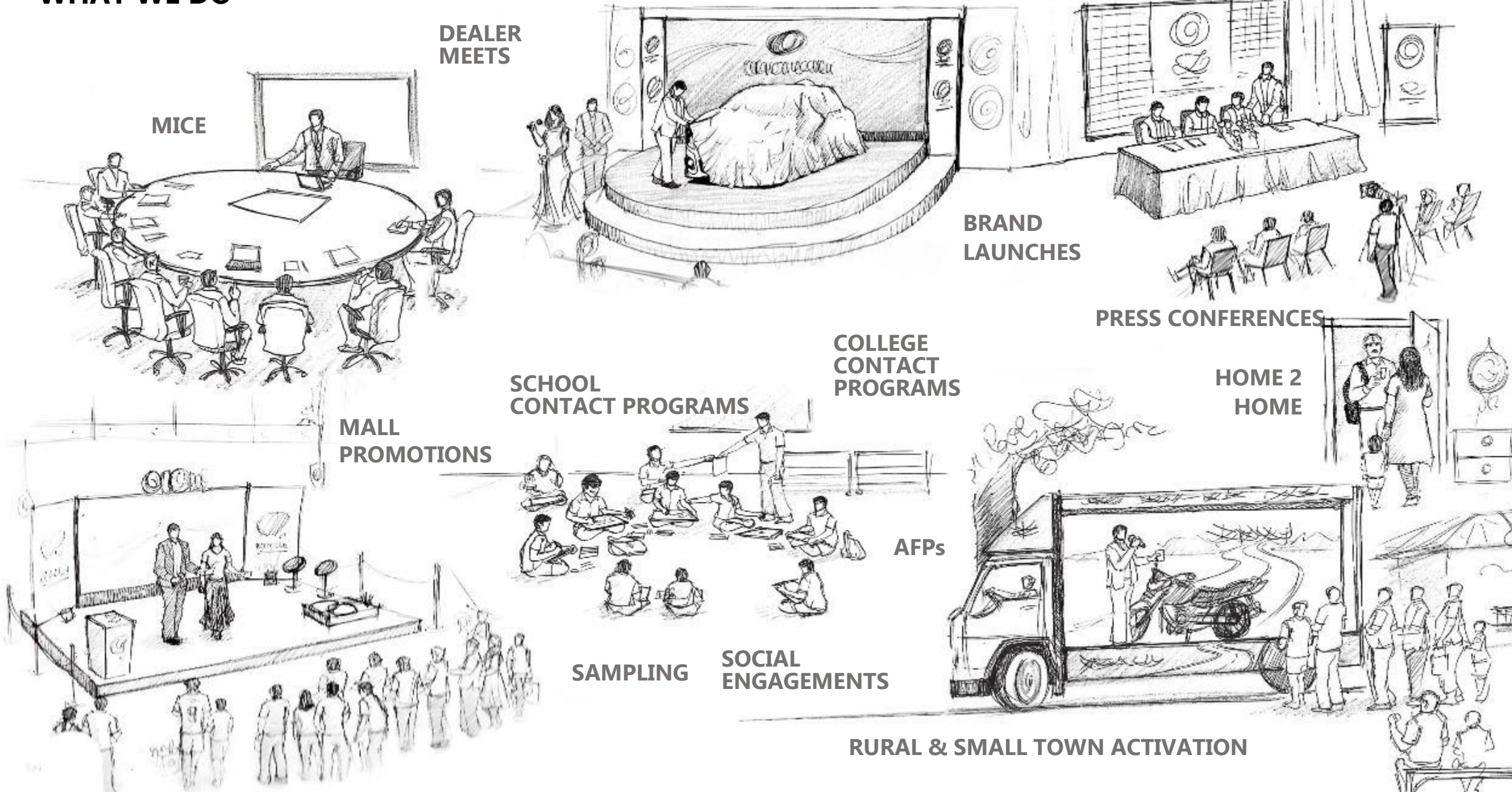
**MALL
PROMOTIONS**

AFPs

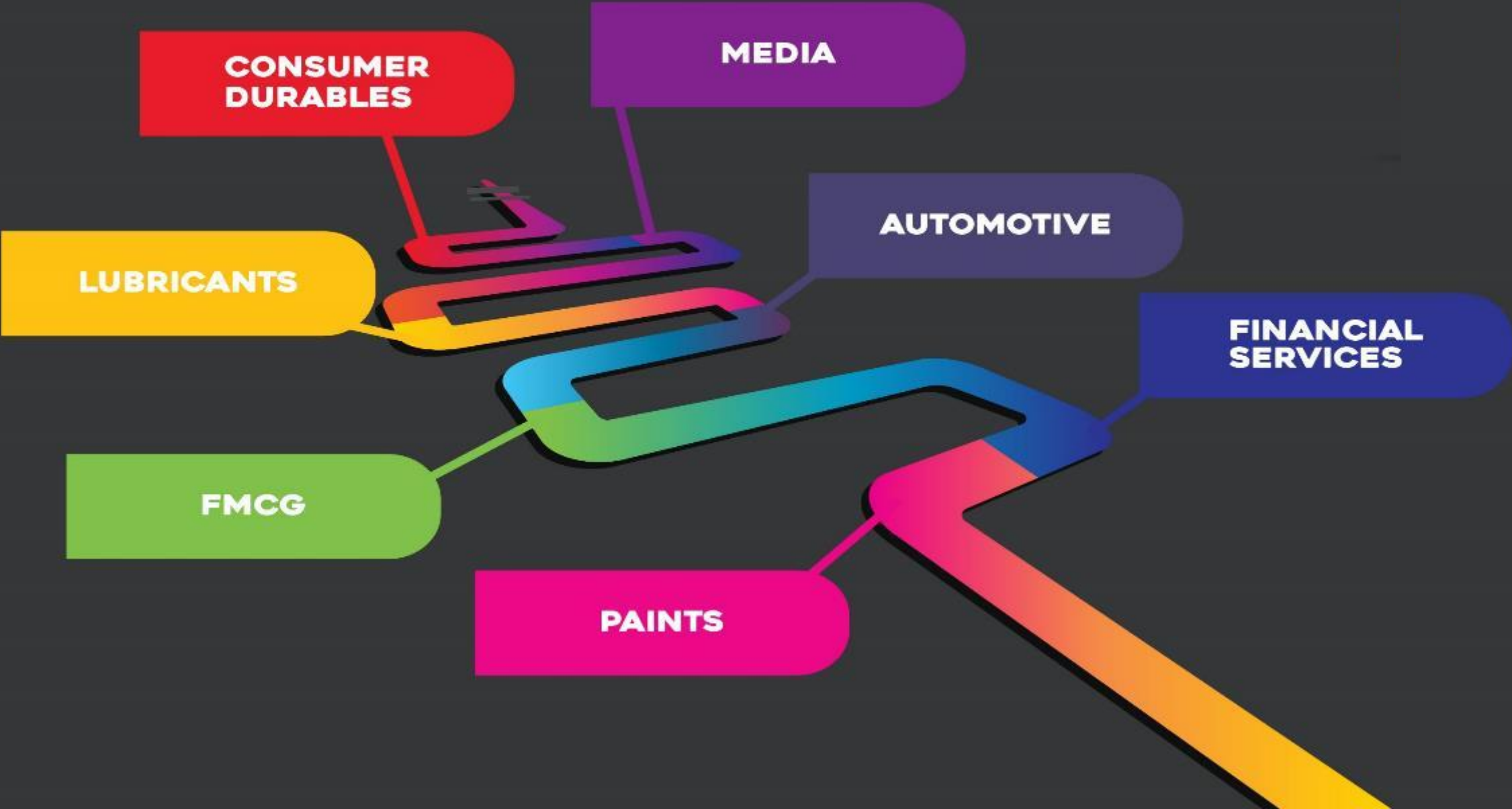
**SOCIAL
ENGAGEMENTS**

SAMPLING

RURAL & SMALL TOWN ACTIVATION



CLIENT DIVERSITY



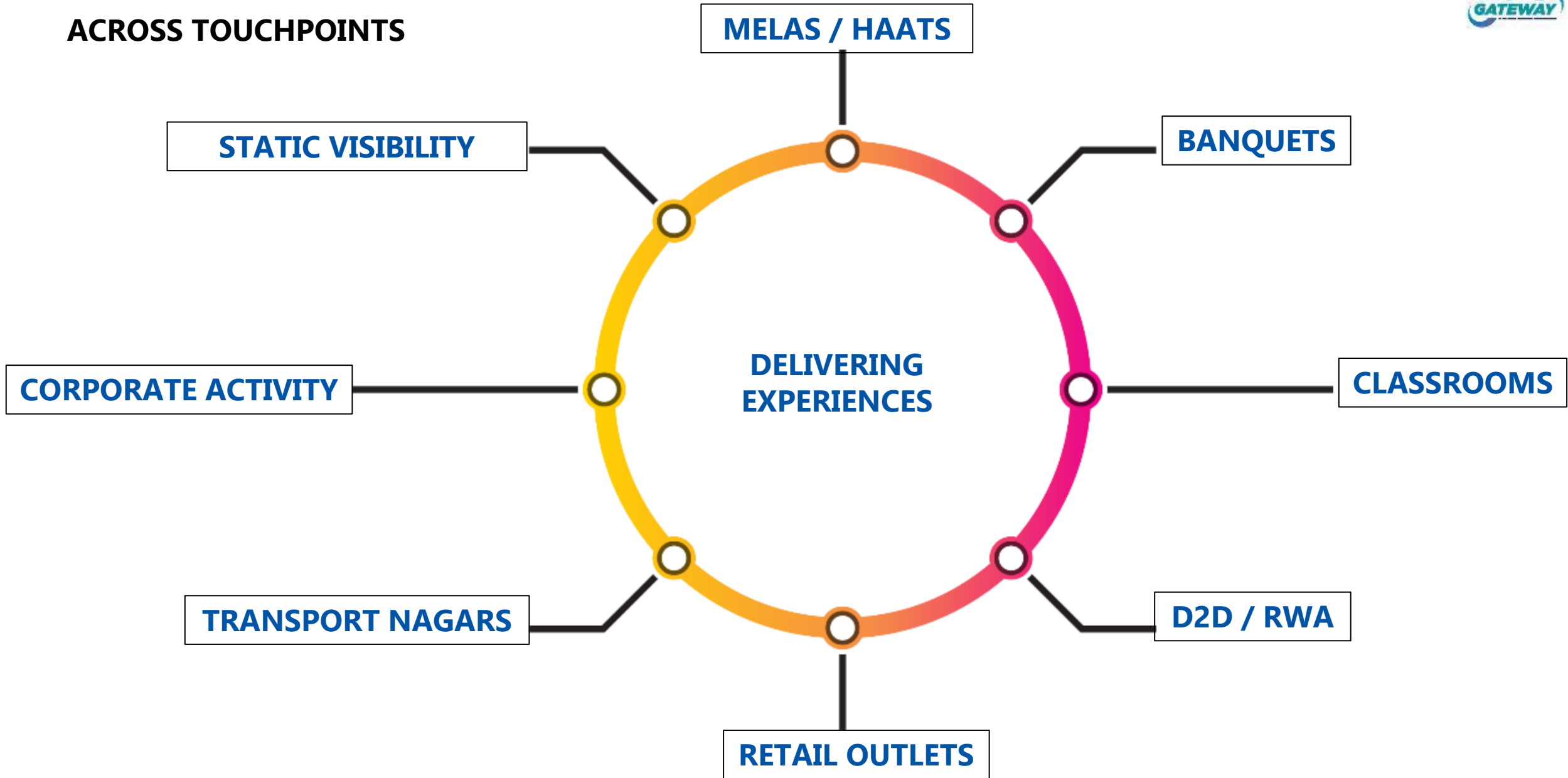
RELATIONSHIPS ON BOARD



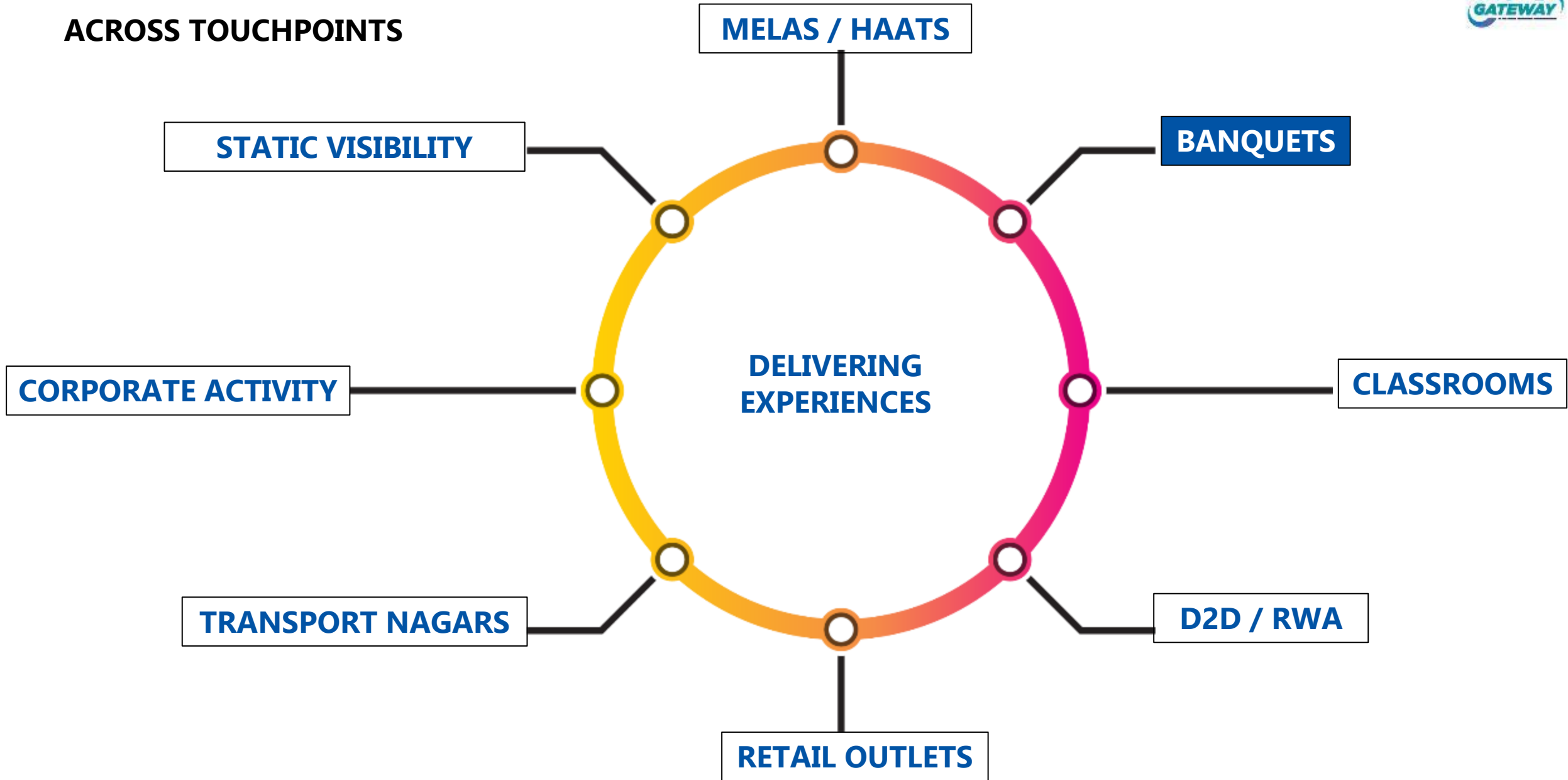
SOME OF OUR PAST WORK



ACROSS TOUCHPOINTS



ACROSS TOUCHPOINTS



GLOBAL RE-LAUNCH

Petronas Sprinta



BACKGROUND: Petronas, the Malaysian oil major, were planning the global re-launch of their MCO (motor cycle oil) product – Petronas Sprinta in India.

BRIEF: To design an experience for media distributors for introducing the brand and its features to them.

THE EVENT: The global CEO, CMO and the Minister of Commerce attended the re-launch.

ELEMENTS OF EVENT: LED backdrop, life size product cut out, product AV and CEO and CMO on bikes



START- UP CAFE

Axis Bank



Background: Axis bank was the 'presenting sponsor' for techsparks event in Bangalore. The event hosts more than 3000 entrepreneurs who come to the event for exposure, funding and networking

Brief: Design the stall and engagements to engage with entrepreneurs, collect leads and educate about the product

The Activity: Most great ideas germinate in conversations, over a coffee in a Café. We borrowed this thought and created a 'Start-Up Café' in the TechSparks event.

The café acted as a chill out zone for the participants where they could work, relax or initiate networking; while the sales reps familiarized them with Axis Bank product specially designed for startups

Reach & Results: The insight & idea was appreciated by the higher management such that the product identity & collaterals were rebranded to give the café look

GULF LUBRICANTS

Distributor and Dealer meet



Background: Gulf Oil had launched a product specially designed for Mahindra & Mahindra tractors. The same was to be communicated to the influencers – M&M dealers

Brief: Participate in the Mahindra & Mahindra dealer meet introducing the new Gulf Oil and communicating about the joint initiative of the two brands (via AV and stall)



The Activity: Leveraging the popularity of the brand ambassador 'MS Dhoni' we setup a chroma backdrop and asked the attendees to pose in front of it. The photograph of the attendee and MS Dhoni was printed and presented in branded photo jacket

The stall was equipped with product display and AV to inform the attendees about the product USPs

DARE TO DREAM

Axis Bank @ Digital Women's Awards



Background: Axis Bank was the title sponsor for Digital women Awards. As part of the deal Axis Bank gets a stall space to engage with the entrepreneurs in digital field.

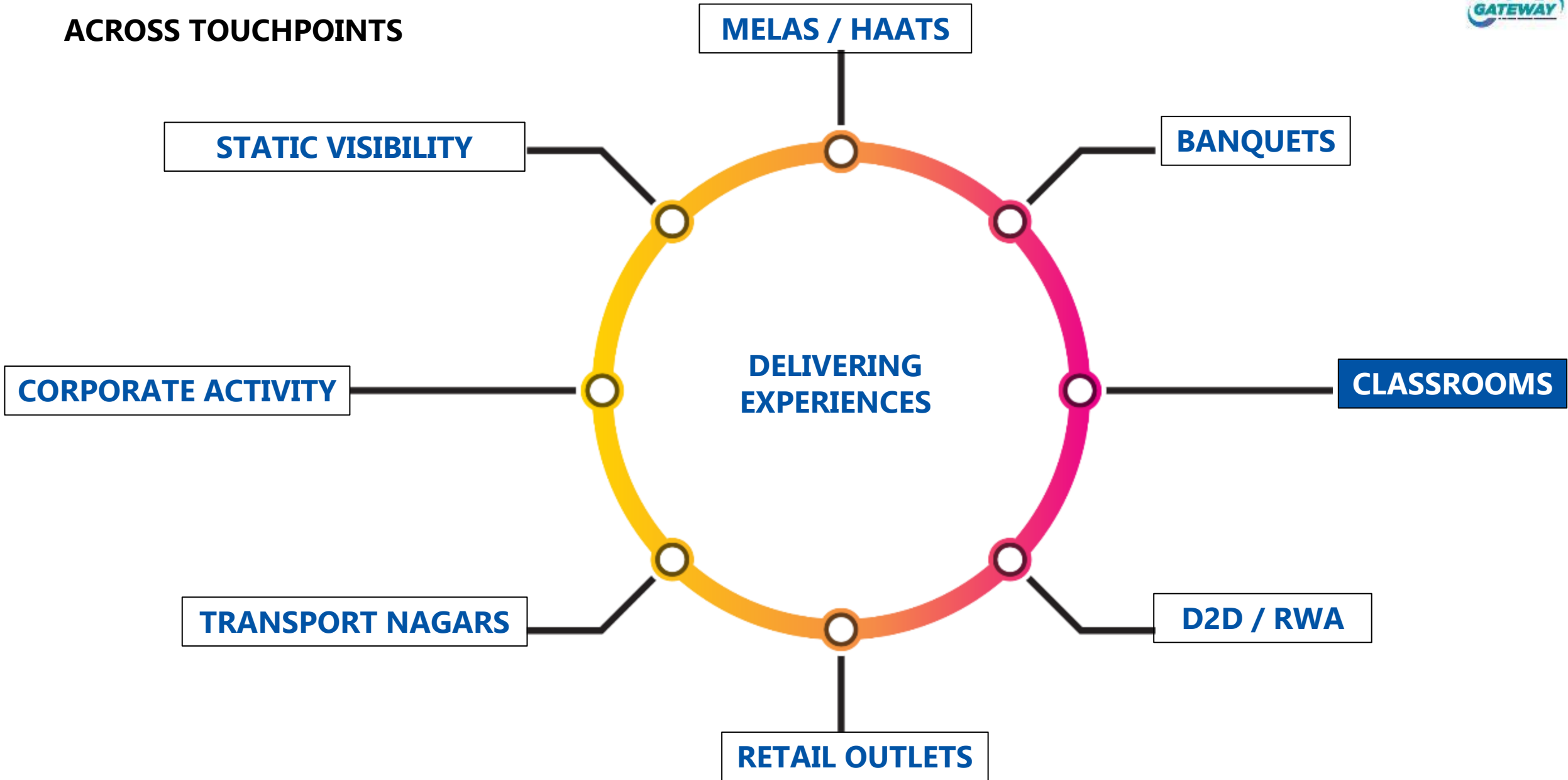
Brief: Create a unique stall design and engage with the entrepreneurs to communicate about the - startup banking service

The Activity:

- A digital sling shot was used as a tool to engage and interact with the digitally inclined audience.
- Dare to Dream was the thought that was highlighted using a digital sling shot, a tool to engage and interact with the digitally inclined audience.
- The TG was asked to click a selfie, mention their dream and launch the same using the digital slingshot and their phone.
- A caricature artists would sketch the participant's face along with their dream and present it to them in Axis branded photo jacket



ACROSS TOUCHPOINTS



HEALTHY HANDS

Itc Savlon



Background: ITC intended to ride on 'Swacch Bharat Abhiyan' the recently launched Government of India Initiative

Brief: Reach out to schools and create awareness about preventive health care, encouraging healthy hand washing habit

The Activity: Glow Germ Test (GGT) was used to prove the presence of germs on hands due to day to day activities. Post classroom briefing few students were made to play with a ball and GGT was used to show the presence of germs. GGT was repeated after washing hands with water followed and using ITC Savlon

Reach & Results: 400 schools across Mumbai, Nashik and Pune were activated. Over 2.6 lac students were educated

IODINE PATCH TEST – SCP

Tata Salt



Background: Tata Salt was facing fierce competition from loose unionized salt in the rural territories of Rajasthan & UP

Brief: Reach out to kids and generate awareness on "Iodine Deficiency" while seeding in Tata Salt as a simple solution

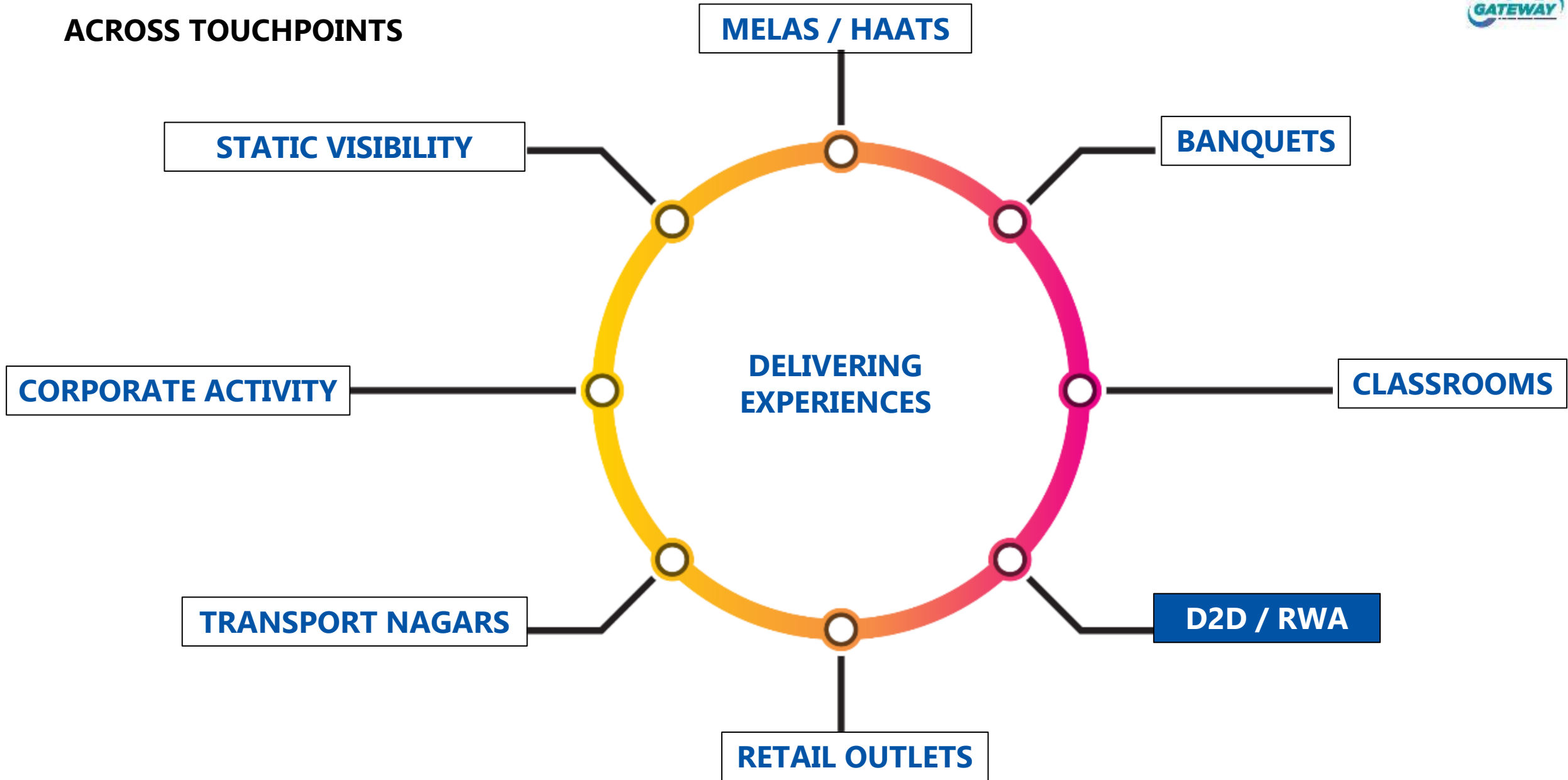


The Activity: Iodine patch test was organized for children at schools to educate them on the importance and deficiency of Iodine. A shade card report with a product benefit story was presented to the kids as a take home collateral to sensitize the mothers on 'iodine deficiency' and seed in Tata Salt as a simple solution



Reach & Results: Reached out to 25000 students across Rajasthan and UP

ACROSS TOUCHPOINTS



HUL BRU
Door to Door



Activity: Door to Door sampling activity was conducted for SEC B & C households in Hyderabad, Nashik, Nagpur, Pune and Pimpri. 65, 30,40, 36 and 36 promoters were deployed respectively

CIPLA ACTIVE IMMUNO KIDS BOOSTER

RWA



Background: Cipla had launched two new products in the market
a) ActivKids Immuno Boosters and b) ActivWomen Daily Calcium

Brief: Create awareness and generate trials for ActivKids Immuno Boosters and ActivWomen Daily Calcium in RWAs

The Activity: A portable BMD (bone mineral deficiency) was used as a tool to attract and engage residents. Free tests were conducted to help them understand their current calcium deficiency and Cipla products were presented as simple daily dietary solution

Reach & Results: Effective communication about the products and generated desired sales. Reached out to around 70 societies



GODREJ NATURE'S BASKET

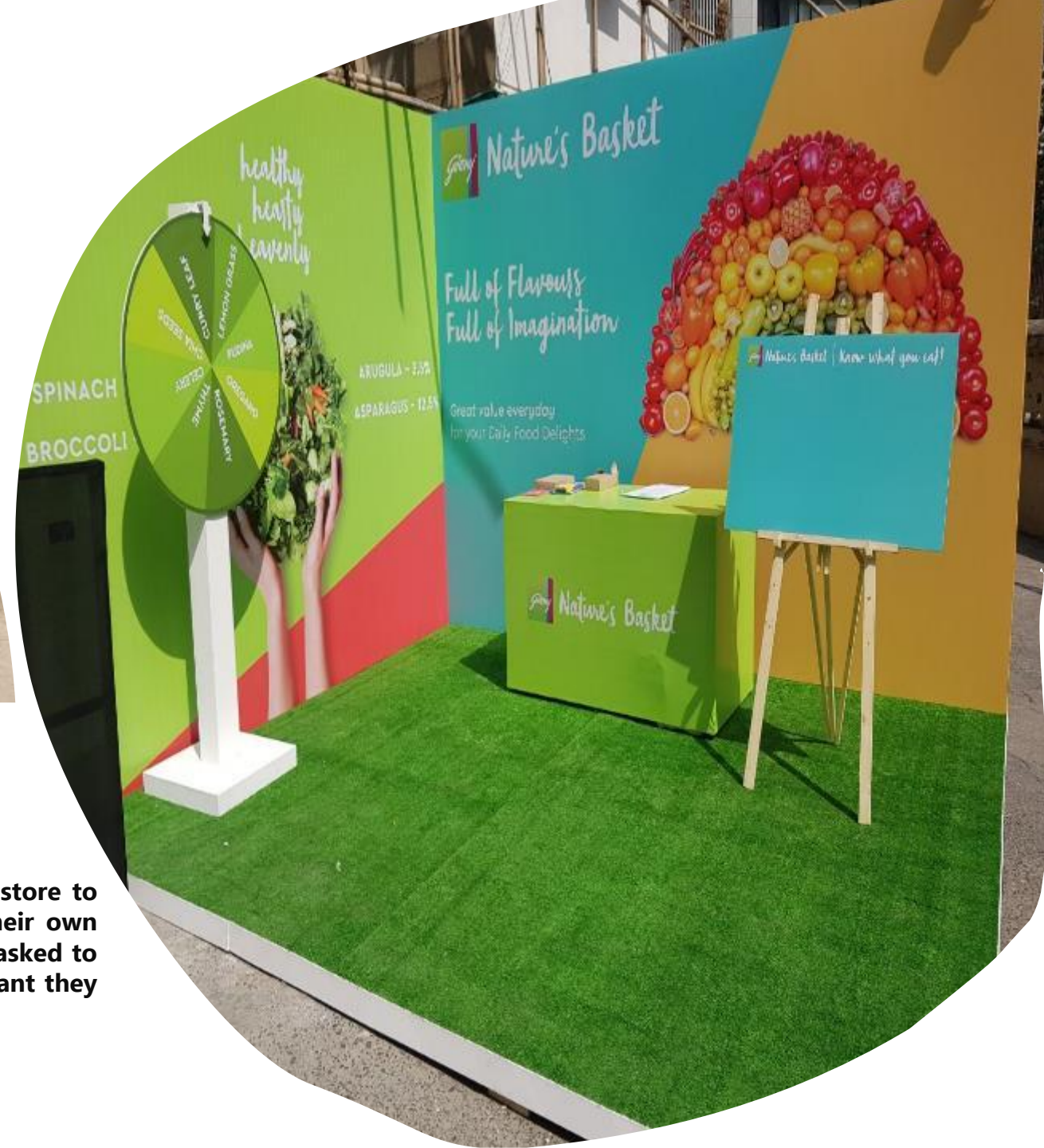
RWA



Background: New outlet inauguration at Worli

Brief: Create awareness about the new store in RWAs

The Activity: The activity was carried out in various societies around the store to create awareness. Nature's basket talks about fresh products and have their own granary so we gave away saplings to the residents. The participants were asked to spin the wheel and tell a benefit about the sapling it stops at. If it is relevant they take the sapling home



EUROCLEAN

Ultimate Cleaning Challenge



Background: Culturally Indian Households are cleaned before onset of Diwali, Euroclean wanted to ride on this opportunity and generate leads

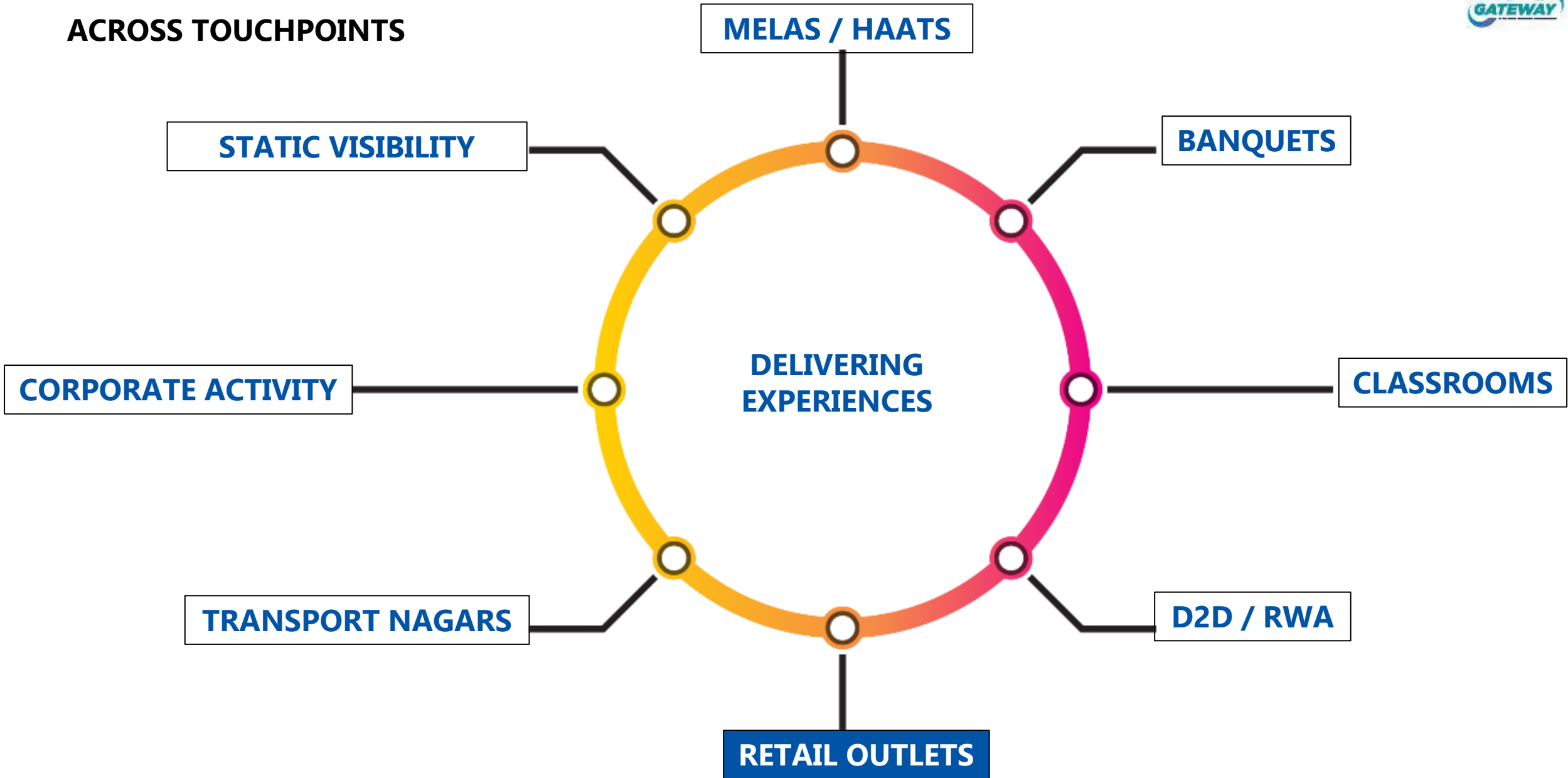
Brief: Generate leads for their entire range of Vacuum Cleaners

The Activity: Euroclean Ultimate Cleaning Challenge

The challenge gave us an excellent opportunity to conduct demos at the TG's house that helped us gather leads and generate sales



ACROSS TOUCHPOINTS



SAFFOLA ACTIVE

MTO Activity



Background: Saffola introduced a meal replacement shake in market as a relatively new product category

Brief: To create awareness about the new product / category and boost sales

The Activity: A promoter was stationed across the MTOs (Hypercity) in Mumbai & Delhi providing information about the product benefits and conduct wet sampling

BMI calculating machines were placed to instill a sense of urgency and induce impulse purchase, driving trials

HUL WHOLESALE ACTIVATION

Vijeta Wholesale Program



Brief: To execute a reach out program at Wholesale Mandi's across Central, North & West Branches of India to tap new retail outlets and increase distribution network

The Activity: Promoters were deployed at premium wholesale outlets to boost sales of top 5 selling HUL products to retailer.
150 promoters across 85 cities in India were recruited and trained for a year long activity.



RUCHI SOYA ACTIVATION

Retail Seeding Program



Brief: To execute and reach out retail outlets across North & East Markets of India to tap new retail outlets and increase distribution network

The Activity: Objective of the campaign was to increase market share of Nutrela soya chunks and edible oils.

Since north and east markets of India is major contributor to consumption of both edible oils and soya chunks., we reached out to retail outlets of north and east markets with a branded tata ace carrying all ranges of Nutrela products for placement at retail outlets.

We also created visibility at retail outlets through product merchandising.

Campaign period was approx 60 to 75 working days between July to September. We've been doing this campaign since last 4 years in a row.

AEGIS PURE GAS

Retail Acquisition Program

Brief: To execute and reach out retail outlets across West and Central Markets of India to tap new retail outlets and increase distribution network

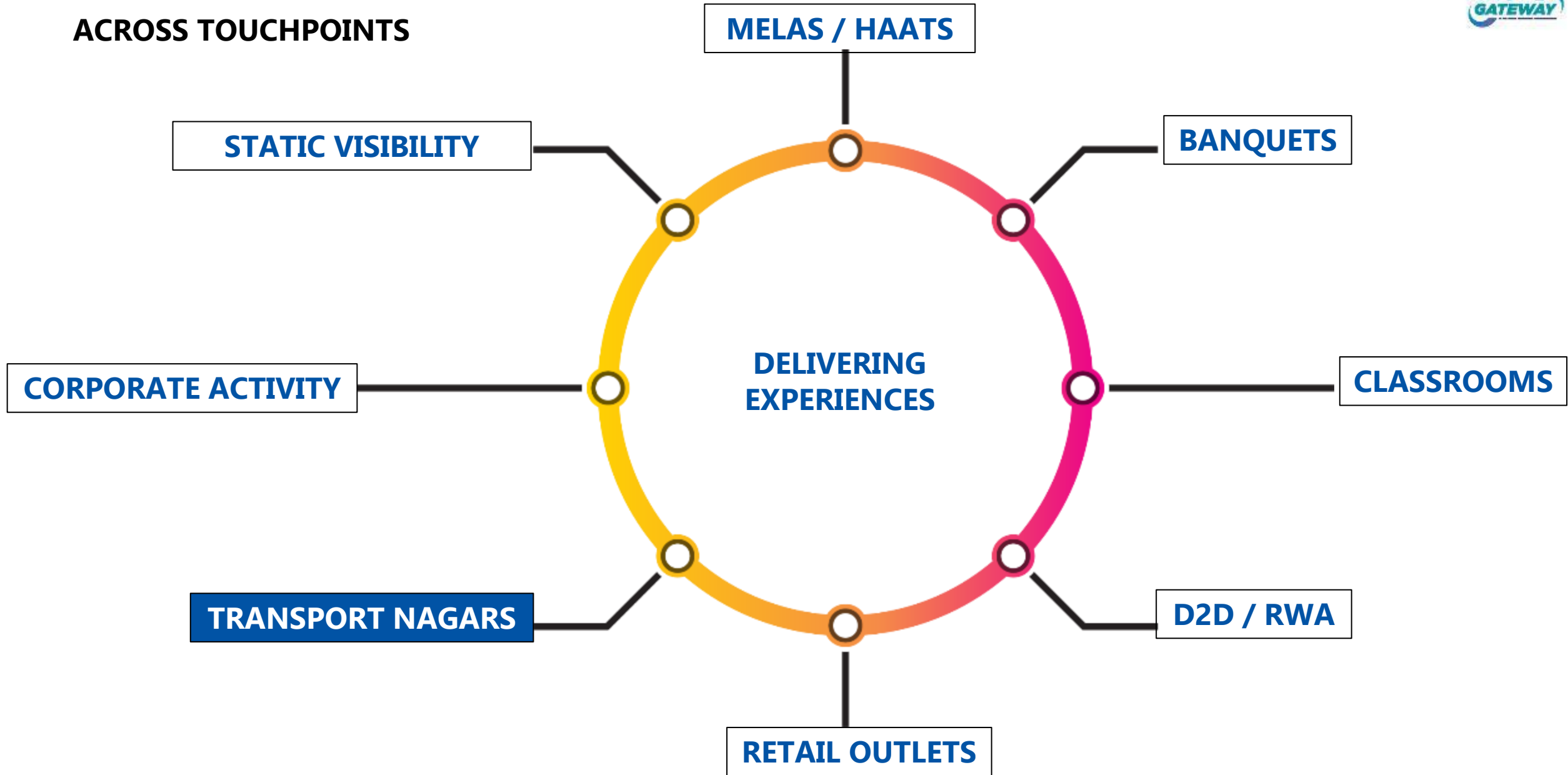
The Activity: Objective of the campaign was to increase market share of Puregas and launch its domestic product "Chotta Cikander"

It's a year long Campaign across West India and is spread across Gujarat, Maharashtra, MP and Rajasthan

Till Date reached to more than 20000 outlets and has converted more than 200 outlets with an average monthly sale of Rs. 5000 / month



ACROSS TOUCHPOINTS



GULF MAX TD

Mechanic Activation



Background: Mechanics & Consumers use the same engine oil in SUVs as for other four wheelers

Brief: Inform the mechanics about the product and how SUVs need this particular product to maintain their power

The Activity: We used two engagements for this. 1. Thor hammer - where the participants were asked to pick the hammer which they couldn't unless they wore the Gulf branded glove. 2. Testing the power of mechanics, where the participants were asked to hit the hammer on a base and the power score would display on the tab

GULF ON TOH TENSION GONE

Transport Nagar Activation



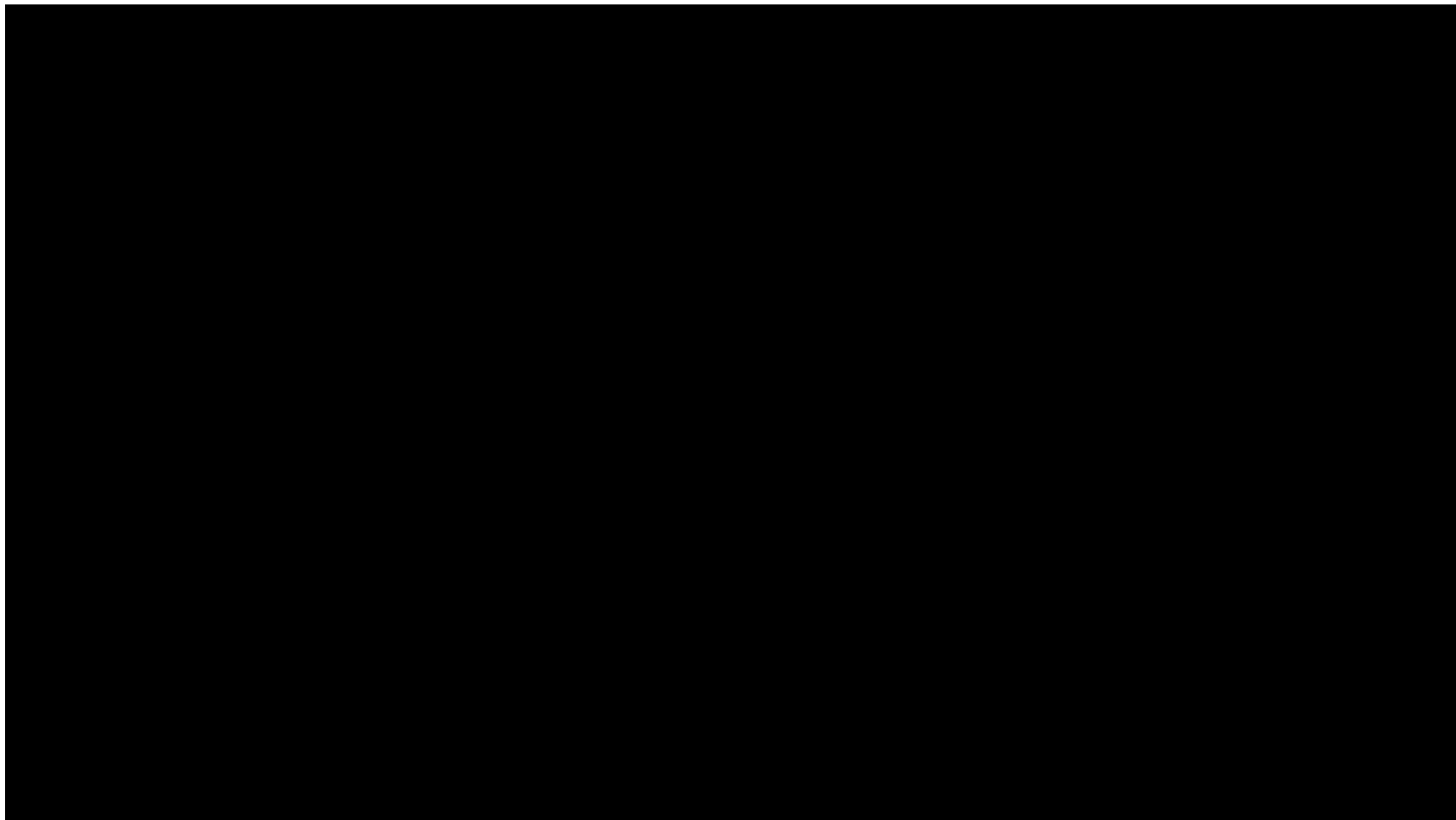
Background: Gulf was losing a lot of business to OEM's (original equipment Manufacturers) and wanted to engage with the Mechanics who are major influencers for the category.

Brief: To engage with mechanics, build awareness for the product and highlight the strengths on the Brand.

The Activity: A small engagement and a relaxing zone was created at various transport nagars across the country where in the mechanics were engaged with the brand. There was a Ac Mobile van where mechanics were provided information about the brand and their products.

Reach & Results: 19 TN were covered reaching out to 2500 people over 2 month long activity

GULF - RAMZAN CAMPAIGN



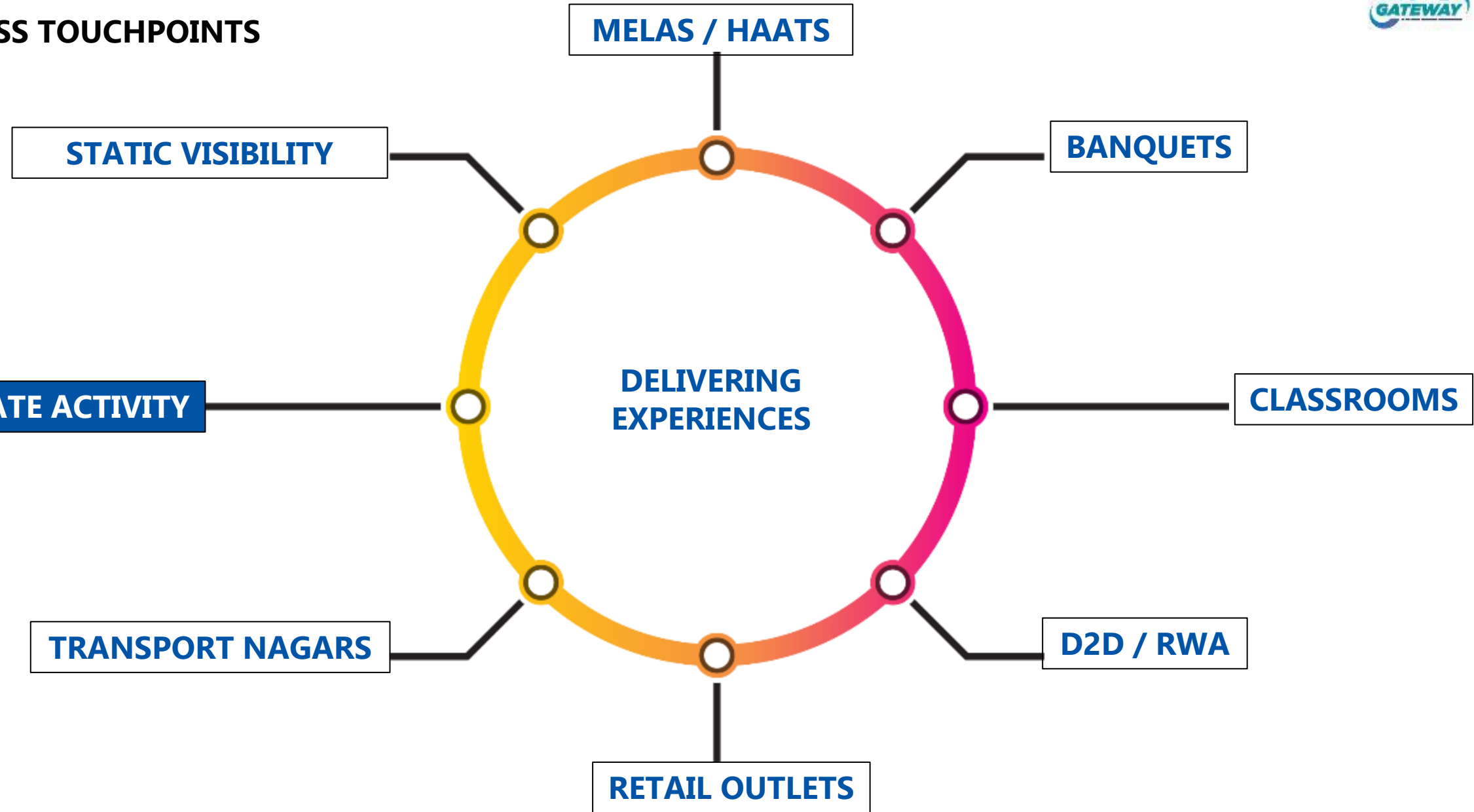
Background: The mechanic community was dominated by Muslim across the country, Gulf wanted to do conduct activities to build affinity and establish itself as a on top of mind brand

Brief: Create Brand recall in the minds of Muslim Mechanics in Muslim Dominated Cities

The Activity: Organized a Ramzan Iftar party for these mechanics where a special surprise of Zum Zum Water was given to them. These iftar created a very Good Feeling and WOM among the mechnaics and also helped in Brand loyalty

Reach & Results: Reached out to more than 4857 mechanics across 6 cities pan India

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SAFFOLA ACTIVE

Corporate Activity

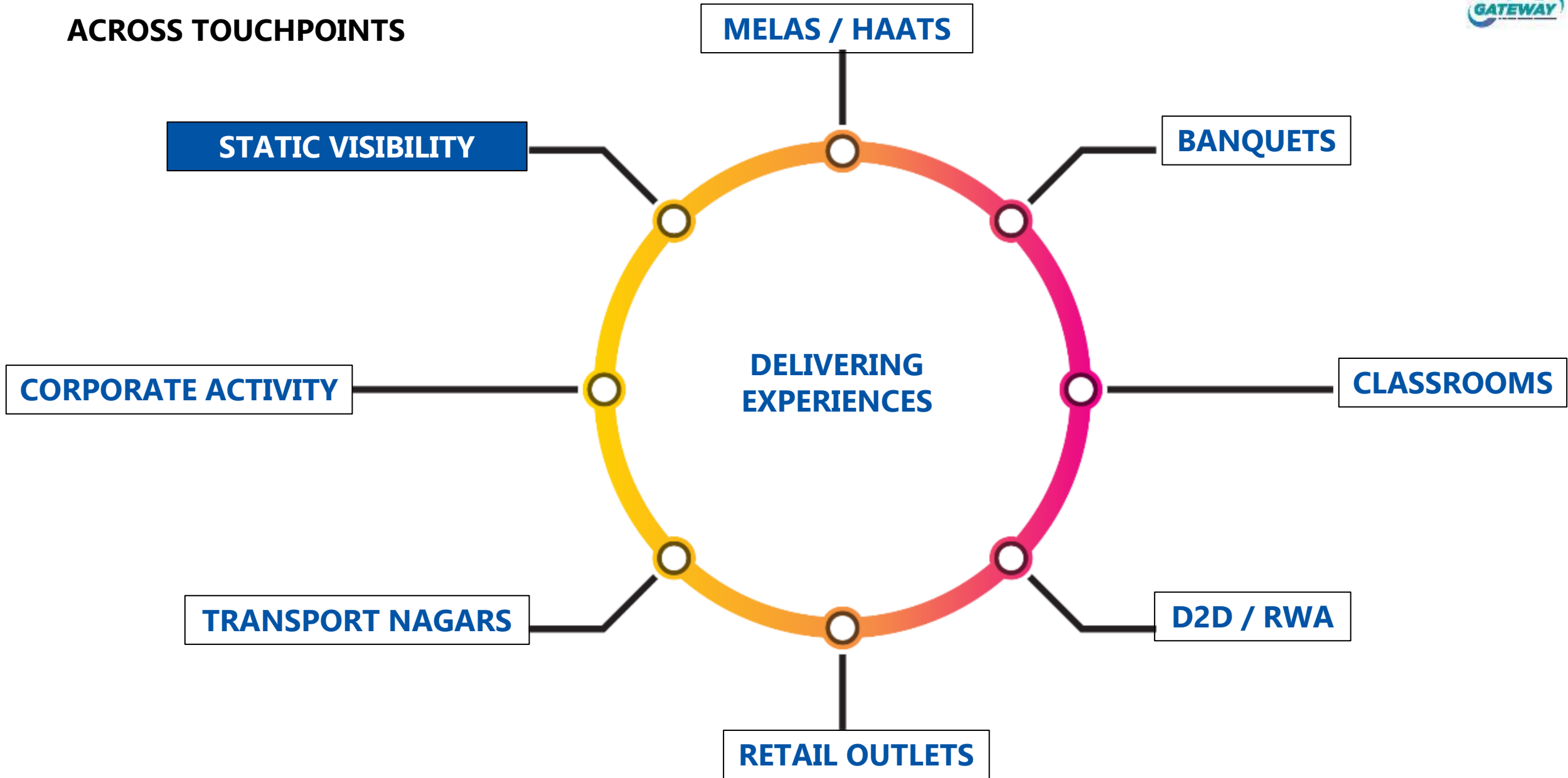


Background: Saffola introduced a meal replacement shake in market as relatively new category and product in Indian market

Brief: To create awareness about the new product / category and boost sales

The Activity: A small kiosk was setup at cafeterias across corporates and product benefits were communicated to the consumers by offering samples of their choice of flavor.

ACROSS TOUCHPOINTS



DIXCY SCOTT

Wall Wrap

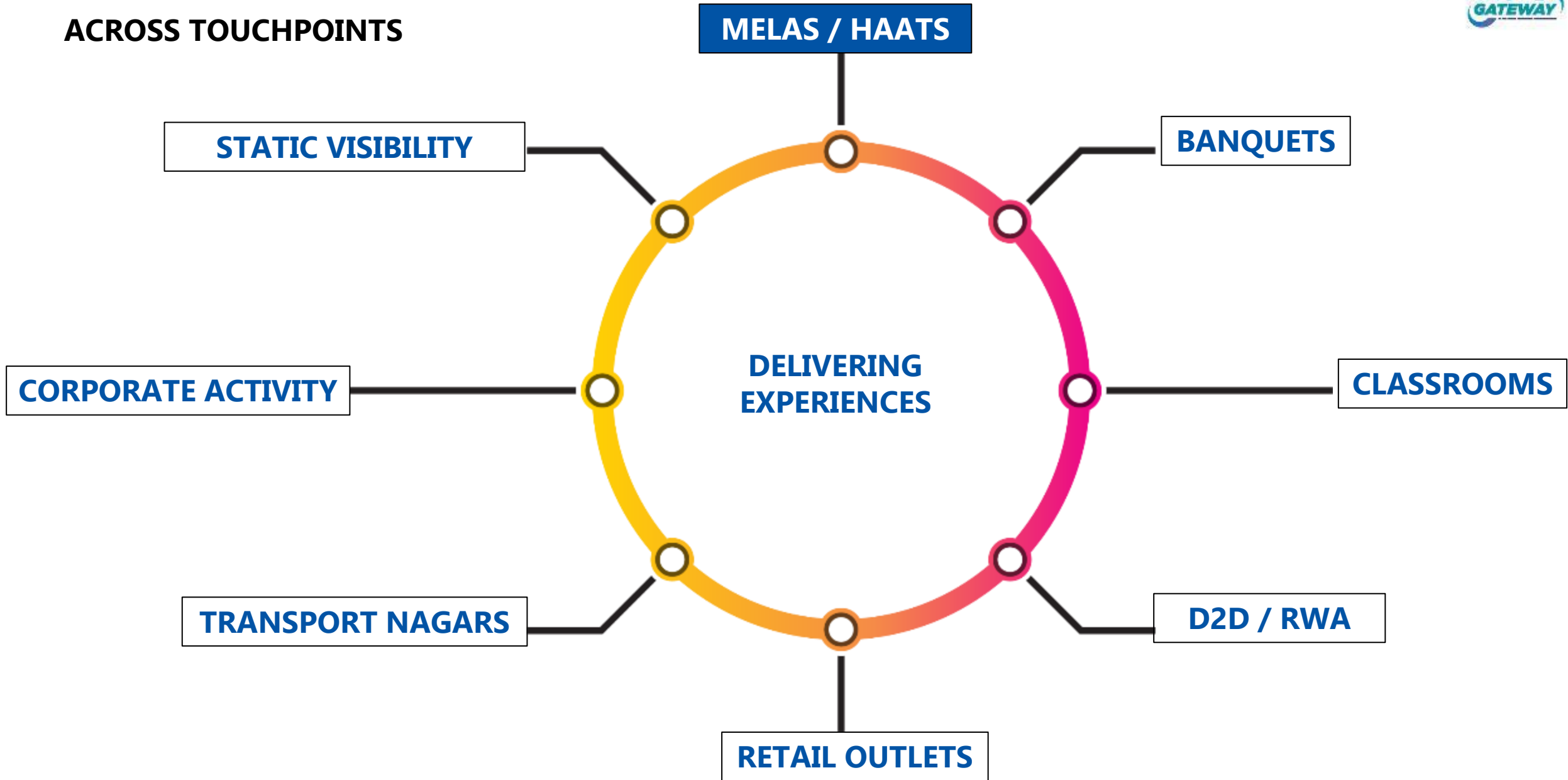


DIXCY SCOTT

Wall Painting



ACROSS TOUCHPOINTS



IODINE PATCH TEST – SONEPUR MELA

Tata Salt



Background: Tata Salt was facing fierce competition from loose un-iodised salt in the rural territories of Bihar

Brief: Reach out to rural audience and generate awareness on 'Iodine Deficiency' while seeding in Tata Salt as a simple solution, generating preference over loose salt

The Activity: Iodine patch test was conducted for children for creating a sense of urgency in the minds of the parents. Free blood test coupons were also presented to parents to validate the iodine deficiency in their kids

Reach & Results: Reached out to 1921 women and kids, 1795 iodine patch tests were conducted and over 1426 kgs of Tata Salt was sold during the mela

LET'S DISCUSS

