




Concept N' Creation

ONE STOP SHOP FOR EVENTS & PROMOTION

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**Started in 2005, Concept N Creation  
Today is reckoned and trusted for  
Activation and Events. Concept N  
Creation has a pan India network.**

**PRODUCT LAUNCHING** • **SALES PROMOTION**  
**VAN PROMOTION** • **ROAD SHOWS** • **EVENTS**  
**DIRECT MARKETING** • **MARKET RESEARCH**  
**IN SHOP BRANDING** • **SEMINAR AND CONFERENCE**  
**CORPORATE GIFTING**



## THE TANGIBLE ORGANIZATION

- 25 fully trained in house promoters/sales trainees
- Vast inventory of multiple event resources
- Field implementation force equipped with local language & cultural sensitivities
- Offices at Kolkata, Durgapur, Siliguri
- Resident Officer at Ranchi, Cuttack
- Pan India Network



## WHY CONCEPT N CREATION ?

- Get right value to the money spent on advertising
- Reach target audience in an innovative way
- Take your message into any part of India
- Be at the place you feel you should be
- Explore the Market ( Urban & Rural )
- Great way of ideation and presentation through various events.



## WHAT WE OFFER – OUR SERVICES

- Awareness & Trials
  - Van based Campaign
  - Sales / Distribution Drive
- Other Promotions
  - Haat Campaign
  - Event
  - Seminar and Conference
  - Folk Media (Brand message in Local language)



## THE PROCESS OF EVOLUTION... BTL & URBAN CAMPAIGNS

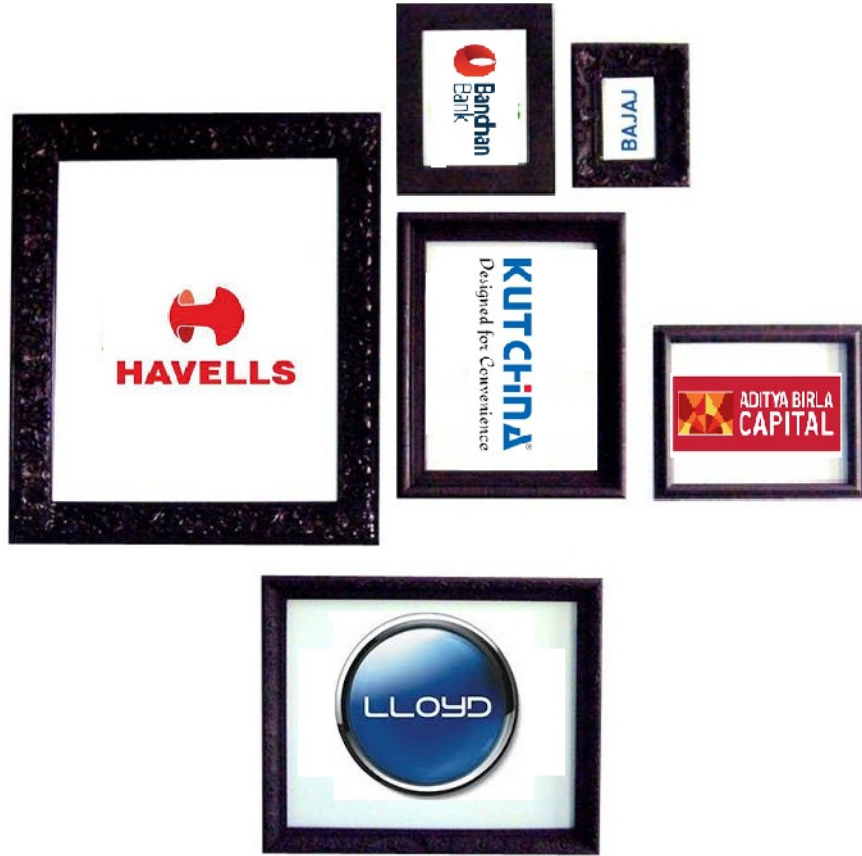
- Wall Painting
- Shop / Facade Painting
- Road shows, Events, Direct Marketing, School Contact
- Putting up of Dealer Boards & Seminar & Conference
- Merchandising Activities – Putting up of Banners, Tin Plates, Danglers, Buntings & Posters, Distribution of leaflets, Product launches etc.
- Van Campaigns, Display Van (float)
- Sales Promotion Activity & Market Research Activity



## WORK SHOWCASE

- VI – Push And Pull Promotions, Events
- Airtel Mobility & DTH – Activations and Events.
- Bajaj Allianz – Events And Promotions
- Mahindra & Mahindra – Test Drive Activations & Events
- Seminar for Presidency University, Jadavpur University,
- Indian Navy – Navy Nite and 31<sup>st</sup> Nite Events
- Exide Life Insurance – Activation and Events
- MAI – Dealers Meet and Activations
- GEOJIT BNP Paribas – Events and Promotions





## WORK SHOWCASE

- Havells - Events & Activations
- Lloyd – Events & Activations
- Kutchina – Events & Activation
- Aditya Birla Capital – Events & Activations
- Hindware – Event
- Bandhan Bank – Events & Activations
- Tata Hitachi – Events & Activations
- Magic LED – Century LED Light
- Merchant chamber of Commerce – Event
- Indian Chamber of Commerce - Events



## WORK SHOWCASE

- Dish TV – Product Launch and Activations.
- Nokia Launches and Promotion- Nokia
- Pull and Push Awareness drive for Philips : Philips
- Bud Weiser – Bar Activations
- ITC –Activation and Events
- Pull and Push awareness drive of – Horlicks and Boost
- Promotion & Conference of – Nagarjuna Agrichem
- Kotak Life Insurance – PAN East Events and Promotion
- Kohler– Events & Promotions

# EVENT PORTFOLIO

# RECENT EVENTS



# RECENT EVENTS



# DISH TV



# TATA HITACHI



# KOTAK Insurance.



# HAVELLS



# AIRTEL



# Indian Navy





# NOKIA



# MTS



# VIMAL



# MAI



# ZING



# DALMIA CEMENT



# BAJAJ ALLIANZ



# SPENCER'S



# Kutchina



# Anmol Feeds



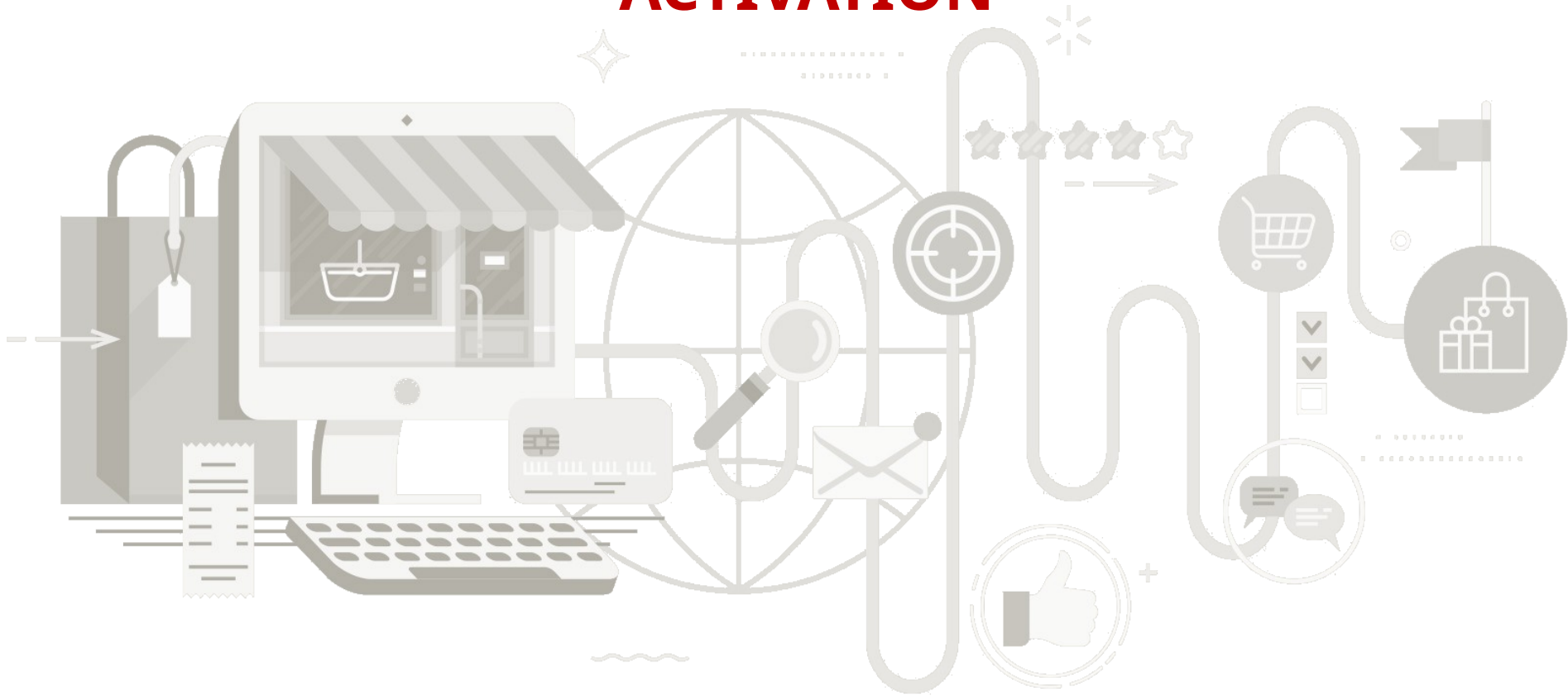
# Merchant Chamber of Commerce

# MAGIK LED





# ACTIVATION







## VI ( Vodafone Idea )

**ACTIVATIONS:** Road show, Van Campaign, Mall Activation, Exhibition Stall, Morning Walker Activity, Newspaper Insert,

**COVERAGE:** West Bengal.



# BAJAJ ALLIANZ LIFE INSURANCE

- **ACTIVATIONS:** Road show, Van Campaign, Mall Activation, Exhibition Stall, Morning Walker Activity, Newspaper Insert, Lead Generation Activity, School activity etc
- **COVERAGE:** West Bengal, Bihar, Jharkhand, Orissa, North East, Chattisgarh.



# AIRTEL

- **ACTIVATIONS:** Road show, Van Campaign, Mall Activation, Exhibition Stall, Morning Walker Activity, Newspaper Insert,
- **COVERAGE:** West Bengal, Bihar, Jharkhand, Orissa.



## LLOYD

**ACTIVATIONS: Brand Store Launch, Product Launch, Brand Store Promotion, Thematic decoration.**



**COVERAGE: West Bengal**





# KUTCHINA

**ACTIVATIONS:** Road show, Van Campaign, Mall Activation, Exhibition Stall, Morning Walker Activity, Newspaper Insert.

**COVERAGE:** West Bengal, Bihar, Jharkhand, Orissa, North East, Maharashtra, Chhattisgarh



# Havells

**ACTIVATIONS: Brand Store Launch, Product Launch, Brand Store Promotion, Thematic decoration, Inshop Promotion, Roadshow, Product Launch, Mall Activity, College Activations.**

**COVERAGE: West Bengal**



## Magic Led ( Century )

**ACTIVATIONS: Product Launch, Exhibitions, Van Activation, Meets etc**

**COVERAGE: West Bengal, Bihar, Jharkhand, UP, North East, Orissa.**



# Budweiser

**ACTIVATIONS: Bar Activation & FL OFF In store Promotion.**

**COVERAGE: Kolkata and West Bengal**





## **NOKIA :**

- **ACTIVATIONS:** Road show, Van Campaign, Mall Activation, Exhibition Stall, Morning Walker Activity, Newspaper Insert, Lead Generation Activity, School activity etc
- **COVERAGE:** West Bengal, Bihar, Jharkhand, Orissa.



## PHILIPS

- **ACTIVATIONS:** Road show, Van Campaign, Mall Activation, Exhibition Stall, Morning Walker Activity, Newspaper Insert, Lead Generation Activity, School activity etc
- **COVERAGE:** West Bengal, Bihar, Jharkhand, Orissa, North East, Chattisgarh.



## GEOJIT BNP I WALKER ACTIVITY

- **Objective :** To create brand awareness and increase visibility
- **States :** West Bengal
- **Activities :** Kolkata, Durgapur
- **Mode:** Display at major locations in Kolkata and Durgapur, leaflets distribution
- **Achievement :** Helped in promoting and generating brand visibility



# MAHINDRA & MAHINDRA

- **Objective :** To promote and push the TG for Test Drive of CRX
- **States :** West Bengal
- **Activities:** Van Promotion  
Test Drive, Live Demo
- **Achievement :** Covered entire State, Reached TG through defined modus of Transport Stand Activations. Booking of 18 CRX in a span of 7 working days covering 14 stands.



# MAKEMYTRIP

**ACTIVATIONS:** Road show, Van Campaign, Mall Activation, Exhibition Stall, Morning Walker Activity, Newspaper Insert, Lead Generation Activity, School activity etc

**COVERAGE:** West Bengal, Bihar, Jharkhand, Orissa, North East.



# Aditya Birla Capital

- **ACTIVATIONS:** Road show, Van Campaign, Mall Activation, Exhibition Stall, Morning Walker Activity, Newspaper Insert, Lead Generation Activity, School activity etc
- **COVERAGE:** West Bengal, Bihar, Jharkhand, Orissa, North East, Chhattisgarh.

# GODREJ SECURITIES

■ **ACTIVATIONS:** Road show, Van Campaign, Mall Activation, Exhibition Stall, Morning Walker Activity, Newspaper Insert, Lead Generation Activity, School activity etc

■ **COVERAGE:** West Bengal, Bihar, Jharkhand, Orissa, .





## DISH TV

**ACTIVATIONS:** Road show, Van Campaign, Mall Activation, Exhibition Stall, Morning Walker Activity, Newspaper Insert, Lead Generation Activity, School activity etc

**COVERAGE:** West Bengal, Bihar, Jharkhand, Orissa, North East.



# THE SYNERGY : WE & YOU

We offer “ONE STOP SHOP” facility

A partnership that will take YOU into every media, every mind-set across India

A partnership for optimum results and excellence

A bond of trust and confidence

A quantum leap in GAINS for mutual benefit



# OUR VALUED PATRONS THE CLIENT LIST ( a few...)



LOOKING TO BE PART OF YOUR  
MARKETING EFFORTS?

thank you!

KOLKATA

| DURGAPUR

| SILIGURI

| RANCHI

| BHUBANESWAR



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