

LEADERSHIP IS THE CAPACITY TO TRANSLATE VISION INTO REALITY.



Every brand and business is vying for the leadership position.
How Do You Stand Out From The Clutter?



The answer lies in **ENGAGEMENT.**

An engaged audience is much more likely to take actions: browse through a company's website, buy their products or recommend the brand to their friends and family, and consequently create better value in the long run.



ENGAGEMENT through all mediums (ATL/BTL/Digital)
and to all audiences (internal & external)
will take a brand to the top



Introducing MarketMen, an omni channel activation, branding and events agency that deploys **innovative engagement methods** to help its clients **achieve success**.



We Push Brands Towards Leadership Through Our
Extensive Bouquet Of
Activations | Branding | Event | Digital
Services.



Market Men Support

In house strategy
& concept team

Inhouse Design &
Fabrication

Inhouse Audio
Visual editing and
creation.

In House Digital
Marketing & Brand
Experience Set Up

Dedicated
Servicing Team

MarketMen Urban Activations

Doot to Door Activation	MT & GT Activation	Merchandising
Feet On Street (FOS)	Mall & Cinepex Activation	RWA & Society Activations
Market Activations	Road Shows	Pub, Club & Cafe Activations
Mystery Customer Campaign	Street Plays	Railway Station activations
Festival & Concert Activations	Canter / Van Activations	Stall Fabrication
AND MANY MORE		

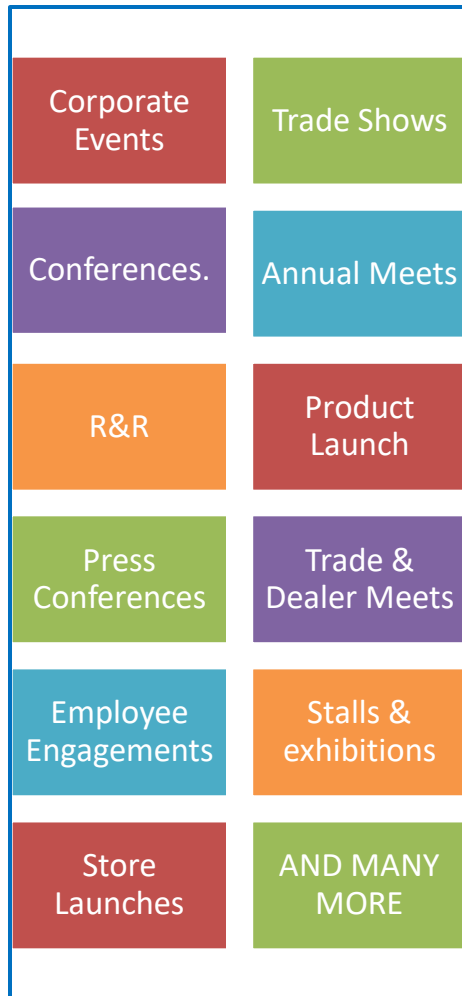
www.marketmen.in

MarketMen Rural Activations

Specialized team for government connect.	Rural Events	Product Launch	Retail Branding	Retail Merchandising
Mystery Customer Campaign	Street Plays	Wall Painting	Feet on Street (FOS) activation	Dealer Appointment
Door To Door Activations	Participation in Melas.	Mandi Activations	Farmer Meets	Association Meets
Dealer / Painters / Plumbers / Shop Keepers / Agents meets, etc	Canter / Van Activations	Haat Bazaar Activations	Trade Promotions	Stall Fabrication
	Panchayat Meets	In shop Sales Promotion Program	AND MANY MORE	

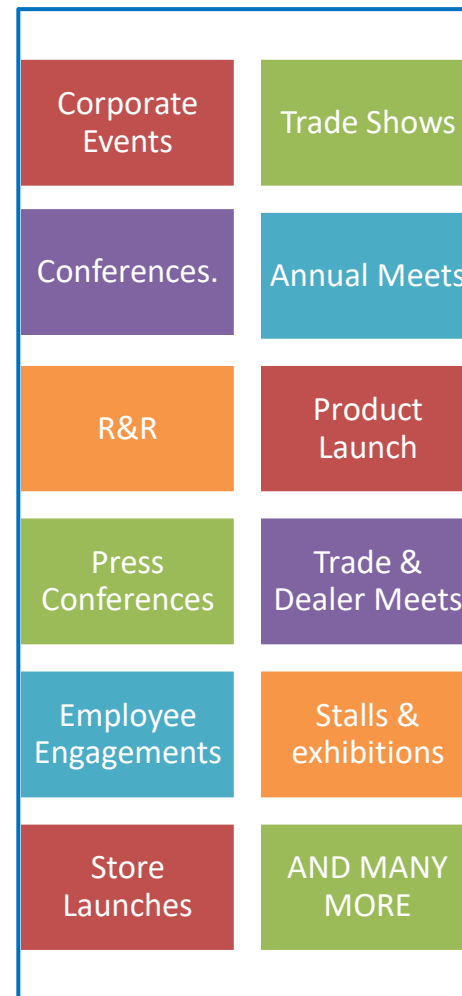
www.marketmen.in

MarketMen Virtual Events



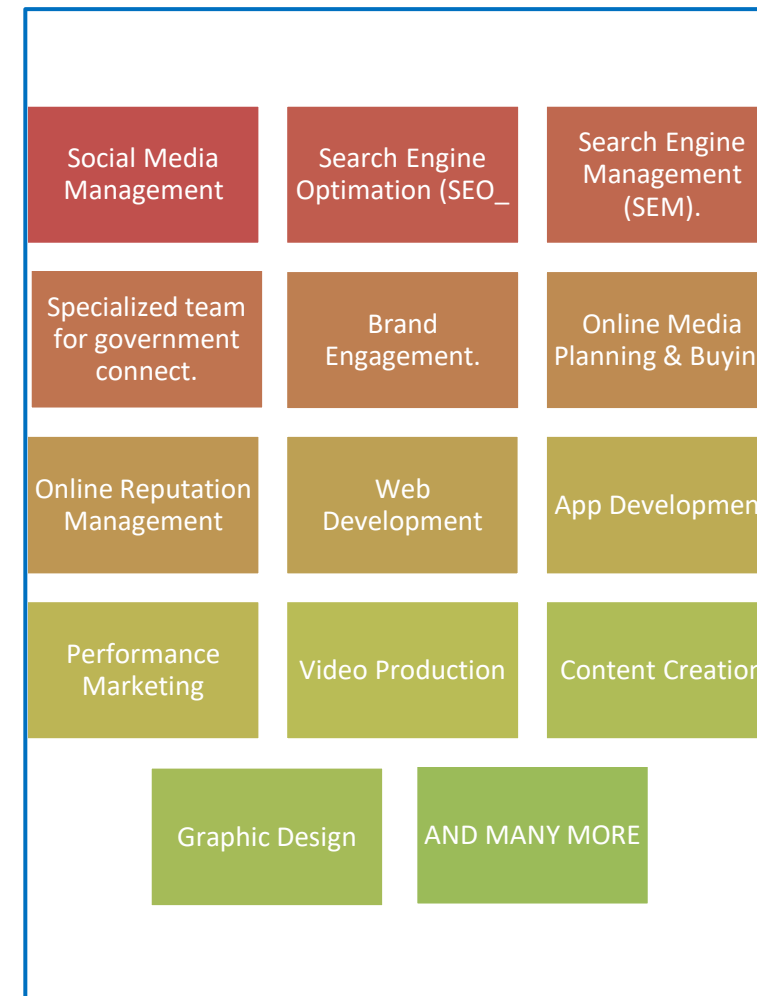
www.virvent.in

MarketMen Offline Events



www.marketmen.in

MarketMen Digital Marketing



www.squawk.digital

MarketMen Retail Activation



www.pertingo.biz

Our Unique USP:
Dedicated CRM Mobile App
designed to give our clients
total control over every
activation & consumer
contact program.



Enter OTP

You will receive a verification code shortly.

VERIFY OTP

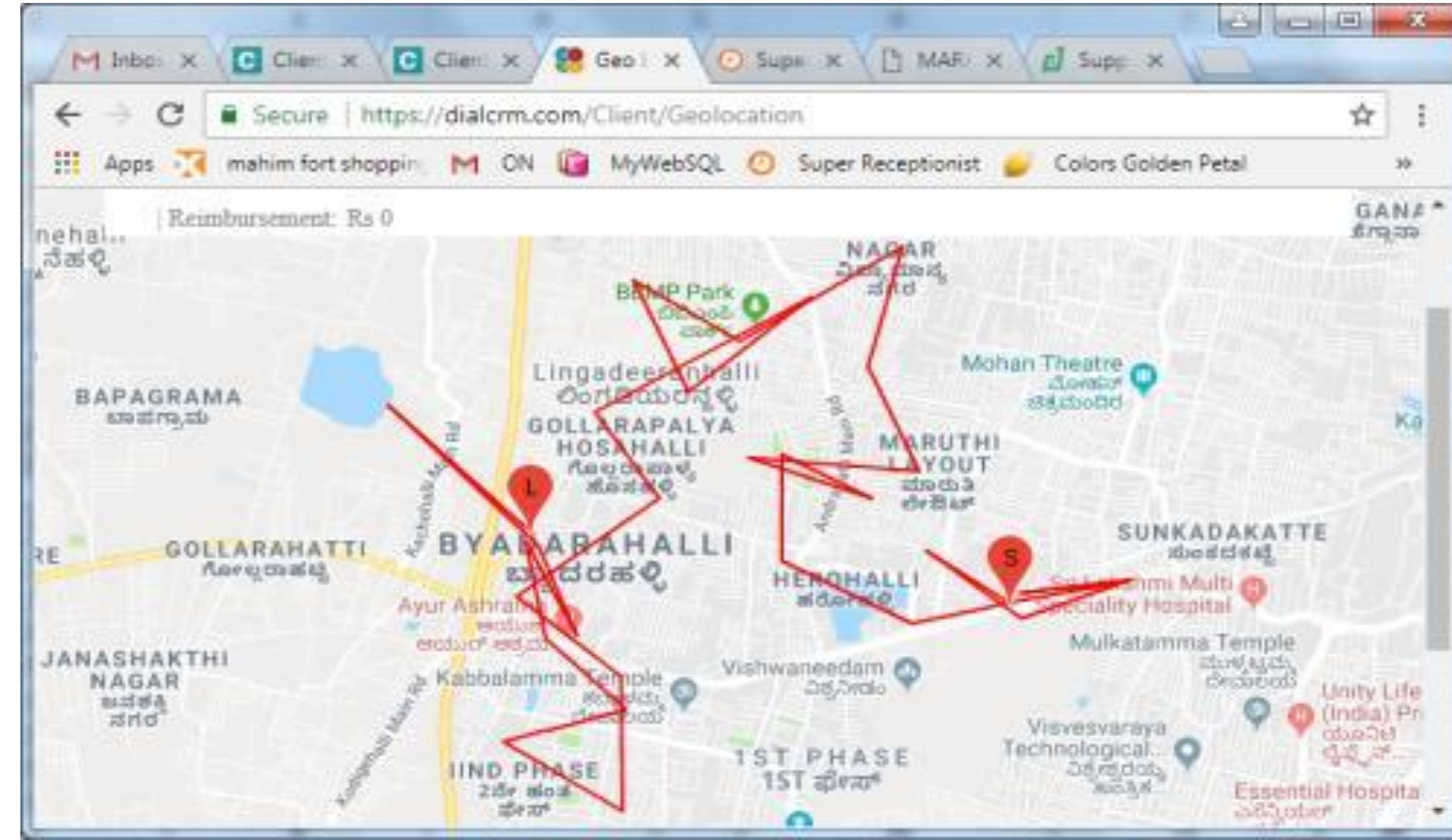
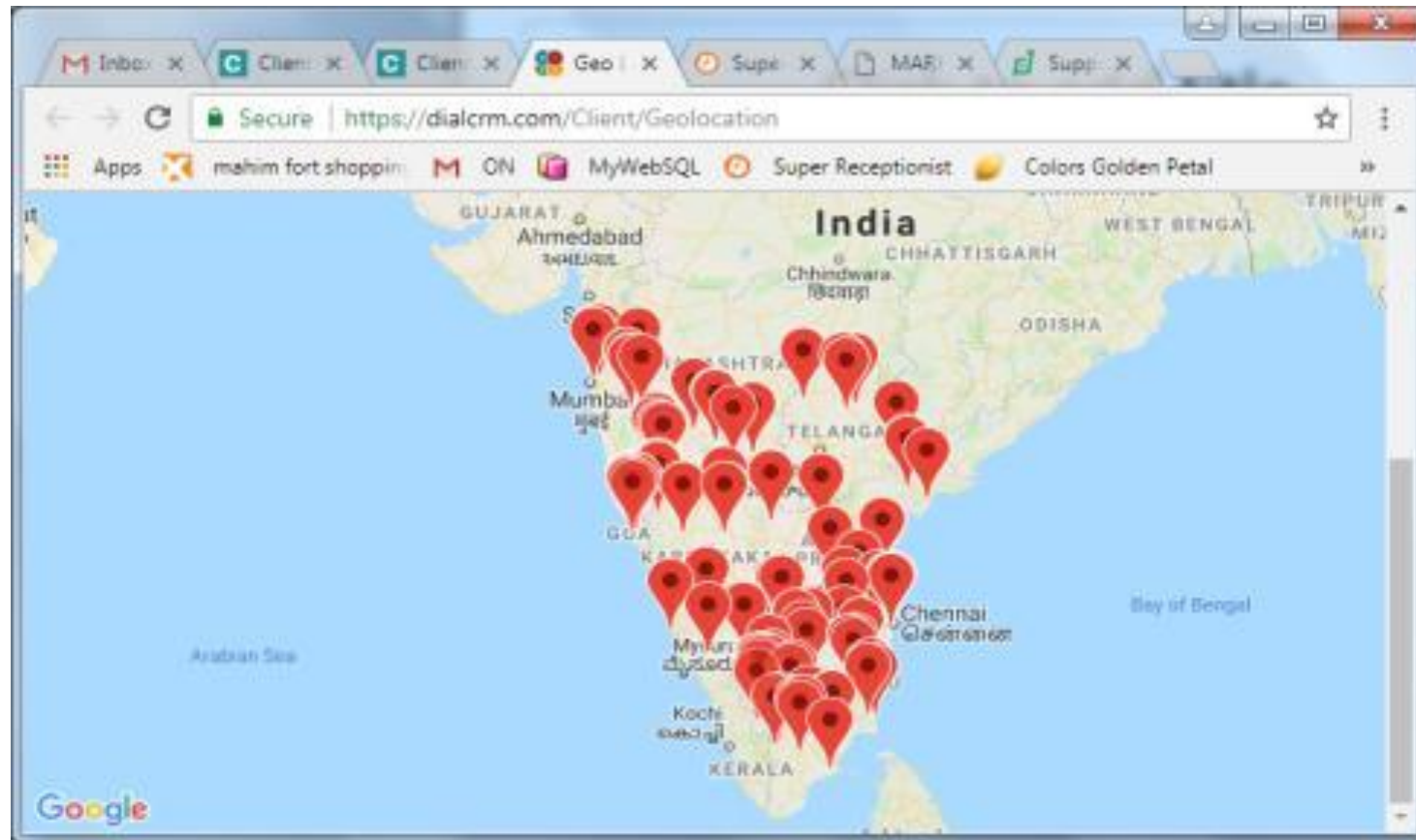
Resend OTP

Features of App

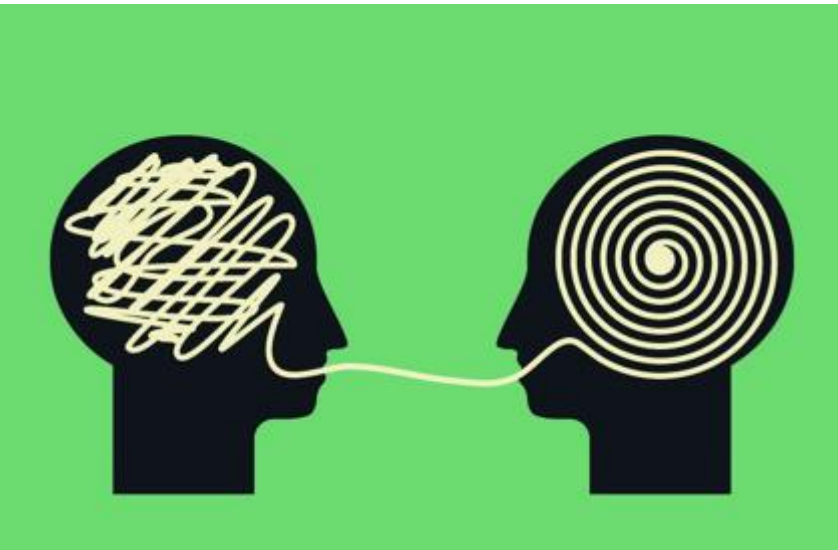
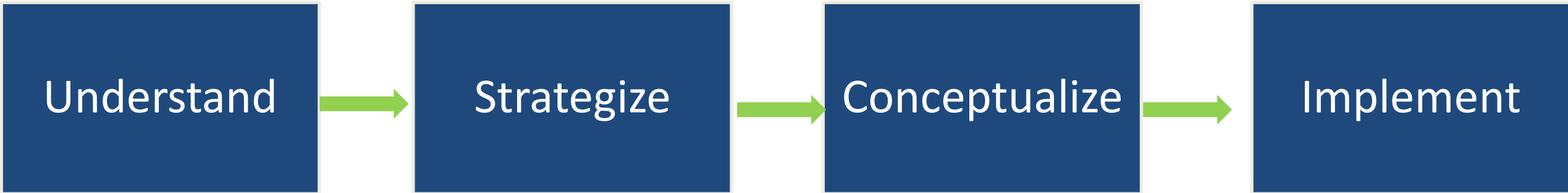
- Include fields as per our client need
- Real-time update
- Excel download
- Upload Photos
- Web panel for monitoring purpose
- User friendly and easy to use
- Real time data visibility at web panel
- OTP Verification option
- Auto address capturing of current location
- Google Mapping
- Can see only filtered data or all data
- Google mapping on promoter's route to track collection point
- Data filter option
- Export to excel option
- Promoter's route tracking on real time
- Current location will be capture on image while clicking the picture
- Integrated with what's app,
- Promoters can show the PPT or flipchart through application
- Option to create own template
- Dashboard to analyze data
- Mobile app available at play store

MM CRM App Highlights

- Geo tagging & Promoters Route Tracking – For complete real time control



Methodology



Every requirement is first understood by us; followed up with a strategy planned using our various services. A concept deck is prepared and shared; following approvals the activity is implemented by our expert execution teams within each business vertical

Select Client List



+ 100 MORE

SBI Life R&R Meet



Our Services



SBI Life R&R Meet



Our Services



Aditya Birla Capital Association Meet



Our Services

XIAOMI DEALER MEET WITH R&R



Our Services



WOCKHARDT CONFERENCE CUM CRICKET MATCH FOR EMPLOYEE



Our Services



SONY @ PESHWA BAJIRAO PRESS CONFERENCE



Our Services



Colors @ Viacom 18 - Comedy Night Bachao



Our Services

Wockhardt's Annual Cycle Meet

Location - J P Palace, Agra

Objective- Annual meet along with team building and Reward & Recognition

Theme- Concept designed and executed





Case Study:

Event IP:

Colors Marathi

PRERNA MANCH



Case Study: Colors Marathi PRERNA MANCH

- **Challenge**

- The Channel, Colors Marathi was facing stiff competition with other regional channels vying for consumer attention. In the face of this competition, Colors Marathi was losing market share and had dropped to number 4.

- **Solution**

- MarketMen devised a strategy of building a women's club, a regional community of Maharashtrian women to further engage them with the channel and its content and build affinity for the Colors Marathi brand.
- Thus came the idea of Prerna Manch, meaning platform for housewives.



Case Study: Colors Marathi PRERNA MANCH

- The format is executed in 4 phases:
 - **Phase 1 – Door To Door** capturing to database, inviting membership to Prerna Manch. This allows the channel to ensure the members social status, gauge her economic & cultural conditions first hand.
 - **Phase 2 – Kitty party** in the homes or Mahila Mandals explaining the community membership benefits to the TG. The kitty party format allowed the channel to go directly into the viewers homes.
 - **Phase 3 – Outdoor Events** - Kitty parties led to larger events that promoted specific show, allowed TG to interact with channel cast and vice versa allowed the channel to sample new shows amongst the club members.
 - **Phase 4 – Continued sustained interactions** with the members through sms contests. This allows the channel to measure the impact of specific shows and also drive more viewers to the channel. It is a means to keep a relationship fresh with the member by keeping them engaged. The sms contest winners receive a gift from the channel and therefore keep the Prerna Manch platform alive and beneficial for the members.



Case Study: Colors Marathi PRERNA MANCH

- **Measurable Results**

- The Prerna manch over a period of just 6 months gained a member base of over 1 lakh Maharashtrian ladies. Each member brought in their friends and family into the community, adding more eyeballs to the channel. Prerna Manch has become a platform to measure the success of upcoming shows and works as a tool to measure a particular stars popularity with the target group. It gives the channel a chance to understand and interact with its audience on a one to one level, therefore creating a deep emotional bond with the consumer.

- **Key outcomes**

- Those who were passive viewers became active brand advocates.
- This platform contributed towards raising the channel positioning from number 4 to number 2 with a significant elevation in the TRPs during the activity.



COLORS MARATHI EVENT AT SANGLI



Our Services



LARGE FORMAT EVENTS

Colors Hunar Hunt – Uttar Pradesh

Thousands of talented viewers were given a chance to showcase their talent on stage in front of Colors celebrities and a packed house!



Colors Golden Petal Club Hunt – Uttar Pradesh

With more than 4 lakh woman members, CGPC is an exclusive women's club that engages thousands establishing an unbreakable bond with the consumers.



Colors Marathi Sankranti Celebrations

MarketMen executed and engaged more that 2000 Maharashtraian viewers on the occasion of Makar Sankranti in Mumbai



Client :- Sony TV-

Activity :- Large Format Events (2000 people)

Location :- Ahmedabad – Kaligam

Objective :- Increase brand affinity and viewership



Client :- Sony TV

Activity :- Large Format Events (2000 people)

Location :- Ahmedabad – Shrinath Apartment

Objective :- Increase brand affinity and viewership



Colors Marathi Sankranti Celebrations



Colors Marathi Event at Sangli and Ahmednagar - 2000 Plus crowd





Colors CGPC Diwali Mela – Lucknow and Kanpur – 7500 Plus crowd in each city







CGPC @ COLORS MELA - LUCKNOW



Our Services



PRESS CONFERENCES

Client :- Sony TV

Activity :- Press Conference – Show lunch

Location :- J.W Marriott- Juhu

Objective :- Launching Peshwa Bajirao show through press conference





Event with Jacqueline



Big FM -Press Conference



Weddings



Our Services



Our Services



Our Services



Our Services

Private Events



Our Services

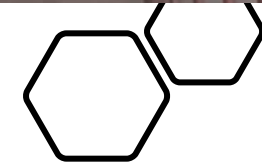
Stall Fabrication



Our Services



ACTIVATIONS (Urban & Rural)



Fair & Lovely @ Door To Door.

- DTD for Fair and Lovely across Eastern Uttar Pradesh, 180 promoters on ground delivering a cumulative reach of 45000 households per day.

Haagen Dazz MT activation



Racold Mall Activity



Glanbia Nutrition

We handled a large scale on ground activation for Glanbia Nutrition's Whey Protein

The activation took place across multiple touch points, with a successful response.



Glanbia Nutrition - Dabbawala Activity



Wanted to reach your customer lunch table directly and be the reason for their joy of the meal"



Dabbawalas Activity



'To boost the sales of 'On Whey' protein diet & to create awareness amongst potential individuals'!!



Glanbia Nutrition Society Activation

ON OPTIMUM NUTRITION

The best preparation for tomorrow is keeping yourself healthy today!!

"Whey Protein" believes in keeping our Society healthy for a long run. "Whey Protein" contributes your daily protein needs which is one of the essential part of our diet.

We join hands together with "Whey Protein" to conduct a Health & Nutrition Activity in your society.

We expect a lot of society members participation in this Activity.

Activity: Spin the wheel contest for all Society Members.

Winners will receive many more exciting prizes!

- Gym bags.
- Hand Gloves.
- Sling Bags.
- Travel Kits.

WHOLE STANDBY
GOLD STANDARD
100% WHEY



Glanbia Nutrition Society Activation



Society Activations in Malad and Goregoan to increase footfall at their outlet.

Covered:- 50 societies in these areas

Objective:- Awareness about Whey Protein and its requirement, increase footfall at whey protein outlets

Glanbia International - BCI Sampling Activity with Artist @ Goregoan Film city



BCI Sampling Activity @ Goregoan Film city



Revital Woman Kitty Parties

MarketMen engaged more than 2000 ladies in Mumbai through on ground kitty parties in consumer homes leading to surge in sales and brand recall for Revital Woman.



Sony Woman Kitty Parties

Engaged more than 20000 ladies in Delhi/ Mumbai/ Aurangabad/Nashik/ Pune/ Ahmedabad/ Baroda/ Kanpur/Agra/ Lucknow/Varanasi//Bhopal Gwalior /Jabalpur

100 Kitty per city/ 14 cities/ 15 member per city



Canter Activity

Market : Gujrat, MP & Uttar Pradesh, Punjab
Objective – increase viewers



Colors - Mera Colors Activity- Door to Door

To increase viewership, 'Mera Colors' contest was planned with some interesting and well planned approach to reach maximum viewers. Covered Approx 10000 household in Central & Western line



Colors – Door to Door Activity for Colors Show Promotions

We have created Golden Petal club for this client

Objective:- Awareness/ Increase viewership
Cities covered:- Lucknow, Kanpur, Varanasi, Agra,
Moradabad, Jaunpur, Furakhabad, Dehradun
Duration: it's a Monthly campaign we are doing it
for Colors from last 5 years.
covered above 9 cities for Every Months for 5 years
No of female members over 18 years : 400000





Xiaomi K20- College Activation



Pasta Sampling Activity at Masjid on occasion of Ramzan



Train Activity

Objective :- To inform about the new show LADIES SPECIAL



Promoter: Explaining TG about New TV Show





School Contact Program
In Mumbai /Navi Mumbai/Thane
No of school covered:-150

Parent's Day



Nickelodeon Canter Activation – Gujarat

MarketMen recently concluded a canter activity for Nickelodeon in Gujrat - kids as well as adults had fun with the Emcee and played games, took photos and took home a fantastic brand experience!



Parel Cha Raja – Ganpati Branding 2016





Digital
wall
Painting at
Juhu Beach



Ganpati Bappa Morya Canter Activation – Maharashtra

MarketMen also concluded a canter activity for Colors Marathi new show “GANPATI BAPPA MORYA” a dance troupe performed aarti in the form of dance. Emcee introduced the show to the people and all together had a great experience!



Talking Tom activity – Promotion of Shows in unique way for Colors to attract the potential audience- Mumbai



Amazon Pay Activity

POSM Deployment & QR Generation

Cities:- West Bengal, Bhubaneswar, Bangalore, Hubli, Mysore, Ahmadabad,



JSW Van fabrication and Activity- Jaipur/ Hubli/ Hyderabad/Goa

Educate and convince mesons and contractor to buy neo steel.
Showing Presentation and Live Bend Test demo in Van





Colors Dahva Mela Branding

We recently created waves for our client 'COLORS' channel at the Dahva Jatra held at Malegaon, Akola - the whole mela was branded and engaged more than two lac audiences over 4 days



Rural Activation For Population Health Services India

Company: Population Health Services India

- **Challenge:**
 - Involvement of young audience in a Condom promotion
 - Making TG talk on the usage & 3 benefits of condom
- **IDEA:**
 - Using GOAL as a theme and Football a medium to promote the condoms
- **Media:**
 - Interactive and static
- **Location:**
 - Near Punnamada Lake in Aleppey, Kerala
- **Result:**
 - 25K visitors and 5K participated in football penalty shoot out



Rural Activation For Tata Chemicals



Marketing Objective:

- To build a relationship with the TG & showcase entire range of offerings from the house of Tata Chemicals
- To communicate product's features & other services with farmers through a day event in the village to create higher recall

Strategy Adopted:

- Rural Men develops a bigger platform as "Tata Paras Poshan Shala" to showcase product ranges, demonstrate services & interact with farmers to build affinity & strong association with Tata Chemicals family

Two Phase Model to communicate the message effectively

- Village Activity – Pop Strata 5,000 to 50,000
- Mandi Activity – Pop Strata 50K to 150K

Reach:

- 15 Mandi & 60 Villages in both Samastipur & Muzzafarpur districts in Bihar

Result:

- 2179 farmers were registered for various services in just 15 days
- More than 25K farmers were participated in the event

Rural Retail Branding For Bayer



Bayer CropScience



Marketing Objective:

- To create exclusive Bayer solution shop by changing the look and feel of the retail outlets
- To establish Bayer as a Solution provider



Strategy Adopted:

- Rural Men gives Brand Identity to retail stores
- Structured process to ensure smooth operation
- Recce -> Approval from Bayer -> Production -> Installation



Reach:

- 40 Outlets in Uttar Pradesh, 40 in Punjab & 20 in Harayana
- 50 more to be done across Maharashtra & UP



Small Town Activation for Tata Nano

Company: Tata Motors Ltd – Nano

- Challenge:
 - Tapping potential but non showroom markets
 - To generate genuine leads and induce spot buying
- IDEA:
 - Create moving showroom & taking it to untapped markets
 - Nano showroom experience and test drives to TG
- Media:
 - Interactive
- Location & duration:
 - North Maharashtra; 4 months
- Result:
 - Leads Generated – 2000 (aprox)
 - Spot Bookings – 36
 - Test Drives – close to 700



Rural Market Saturation For Pidilite



Saturation



Marketing Objective:

- To Increase penetration by exploring untouched market pockets

Strategy Adopted:

- Market saturation through Pull & Push Strategy
 - Consumer activation to create demand
 - Retailer enrollment to expand the market
- High visibility to support , ATL campaign - to maintain Top-Of-Mind-Recall

Reach:

- Tier II and below towns
- 79 towns across Maharashtra, Gujarat, Karnataka & Andhra Pradesh

Result:

- More than 22K new counters (retail outlets) opened and added to existing distribution channel
- Additional approx. Rs. 10Lakh+ (30%) sales was accounted from new counters

Demonstration



Magh Mela Activations For COLORS (Allahabad)



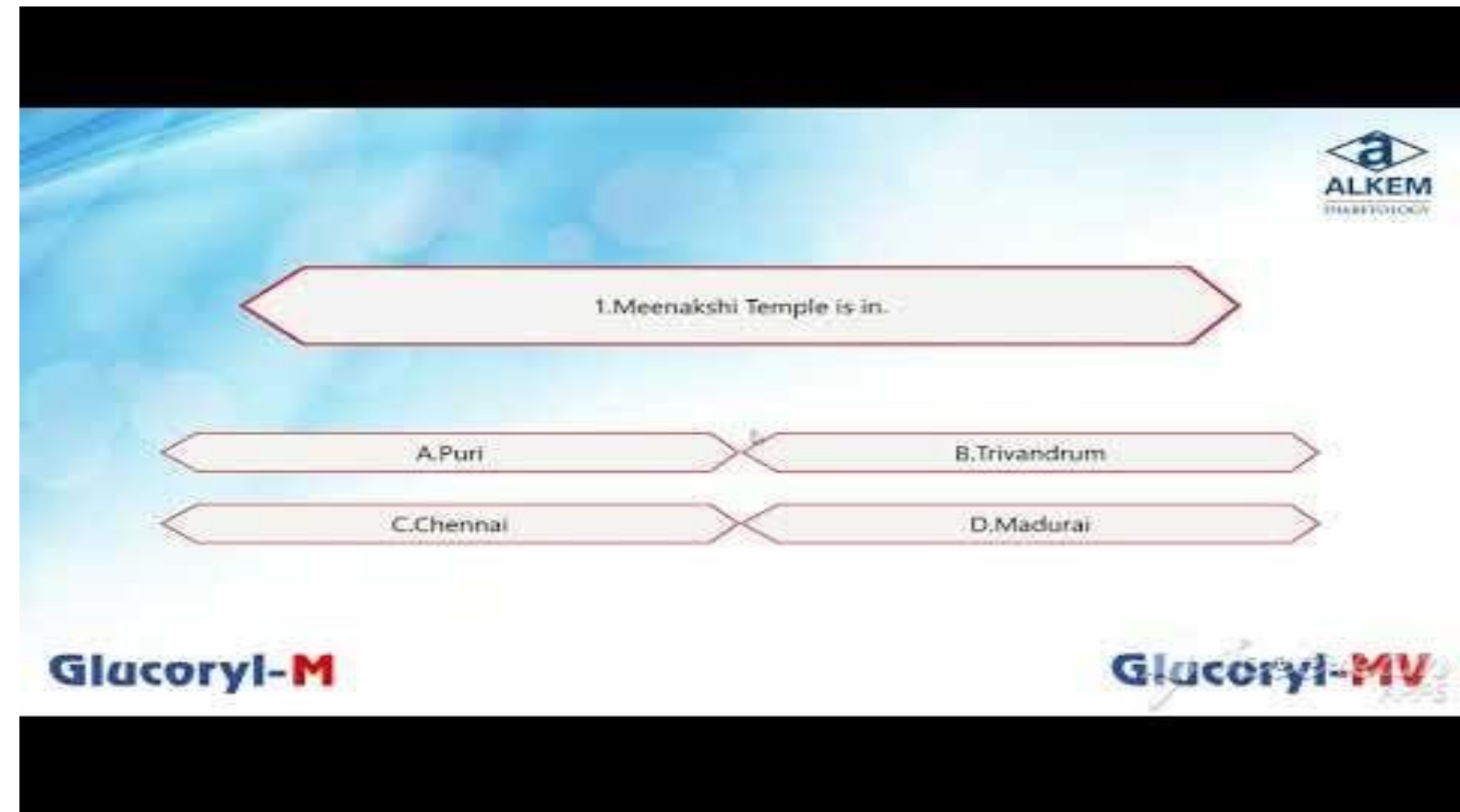


Digital Engagement Activities

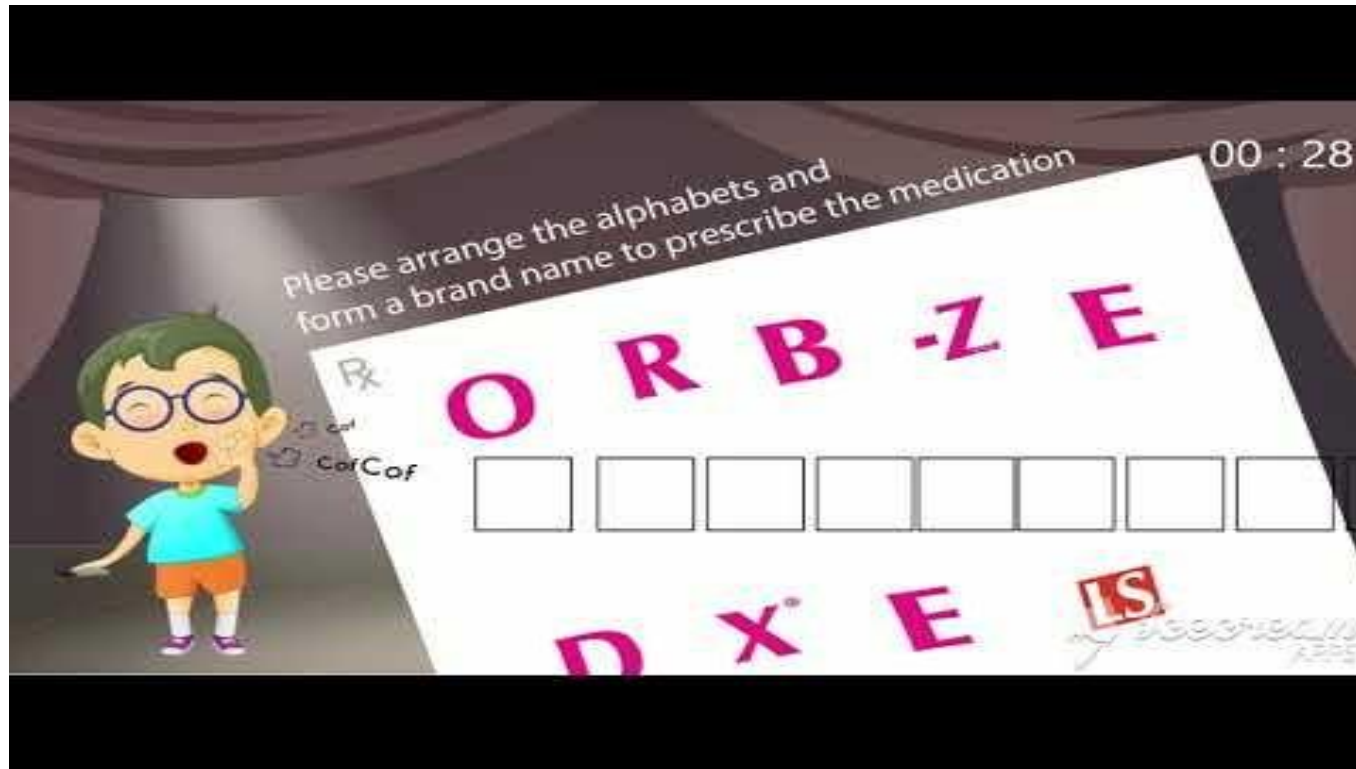


Quiz

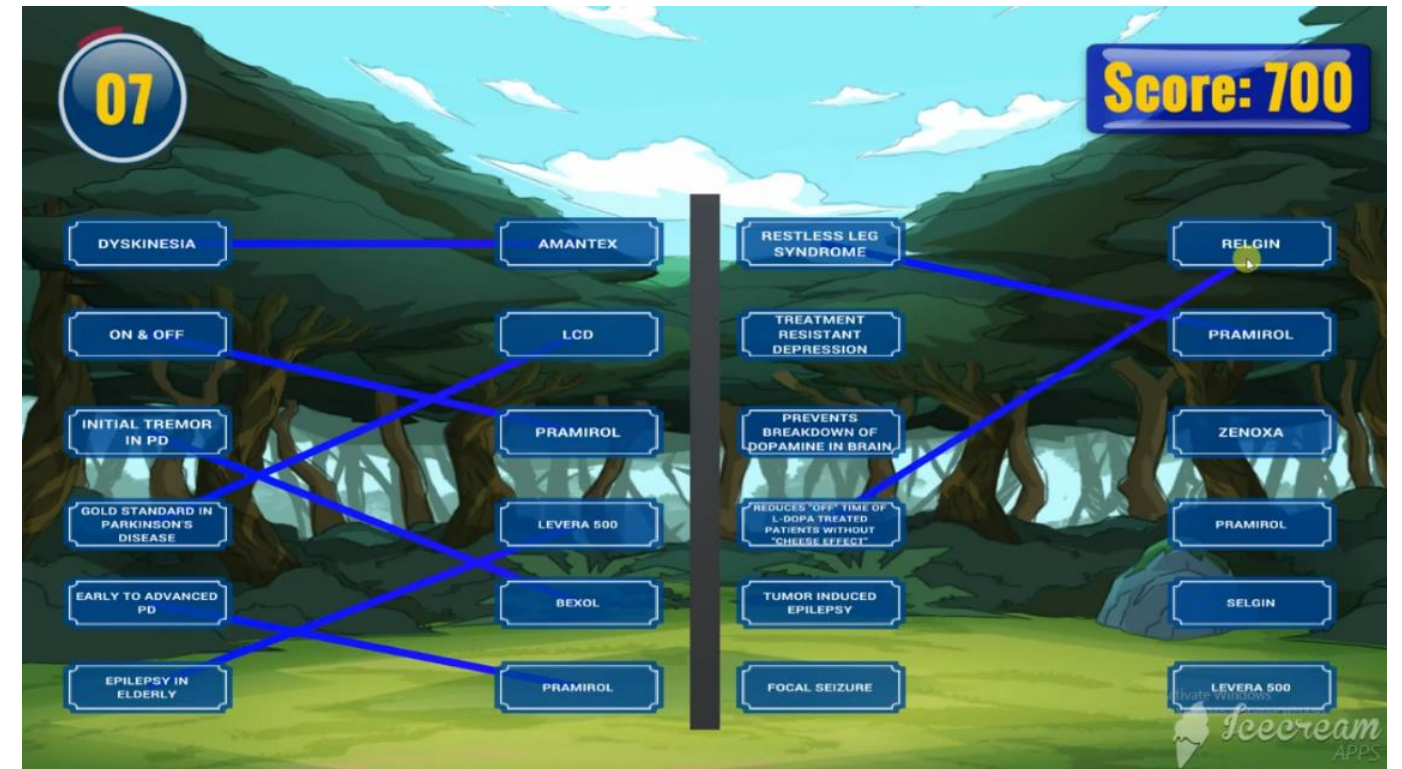
- In this activity, there is a touch screen fabricated on the kiosk with inbuilt content connecting to the object shown in video.
- Once the object is placed on screen the content gets detected and is displayed on the screen



Scrabble Game & Match it Up

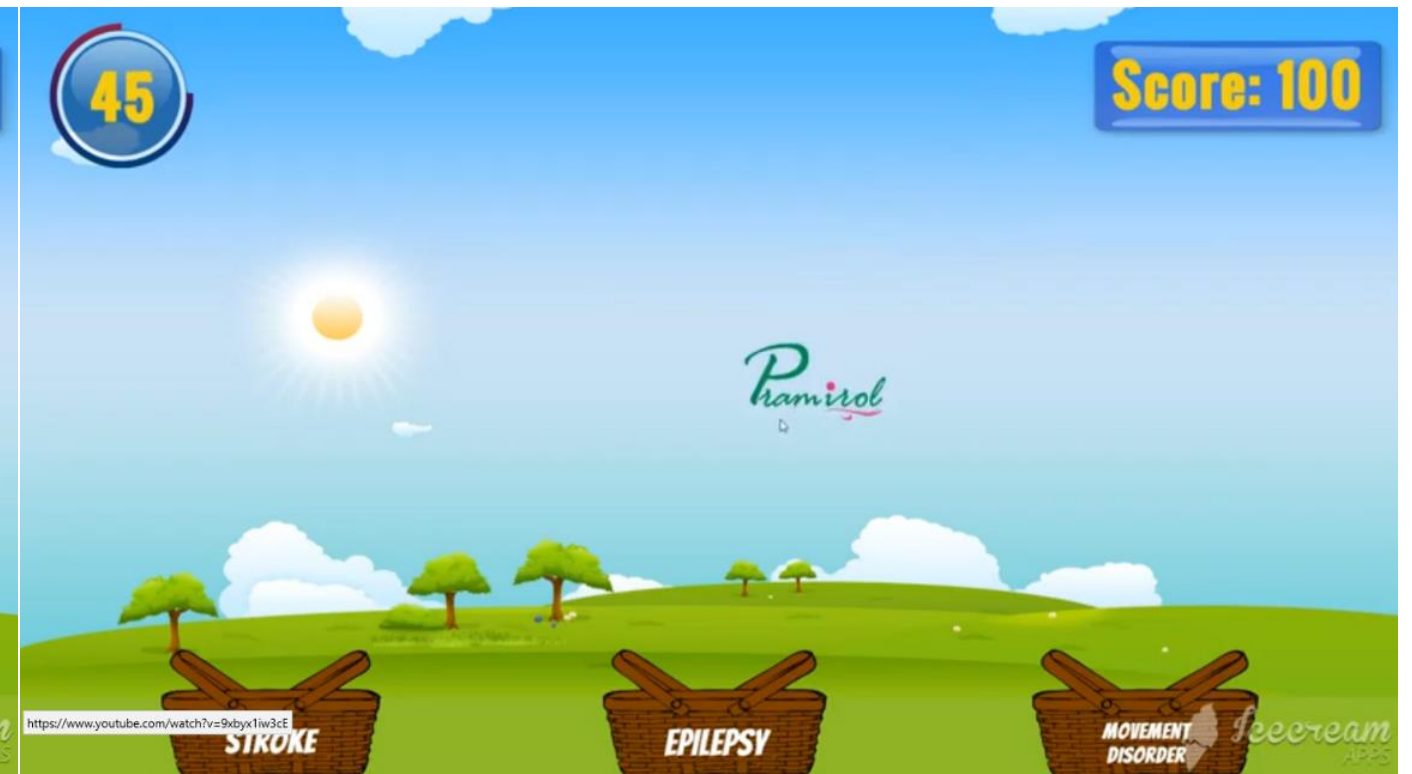
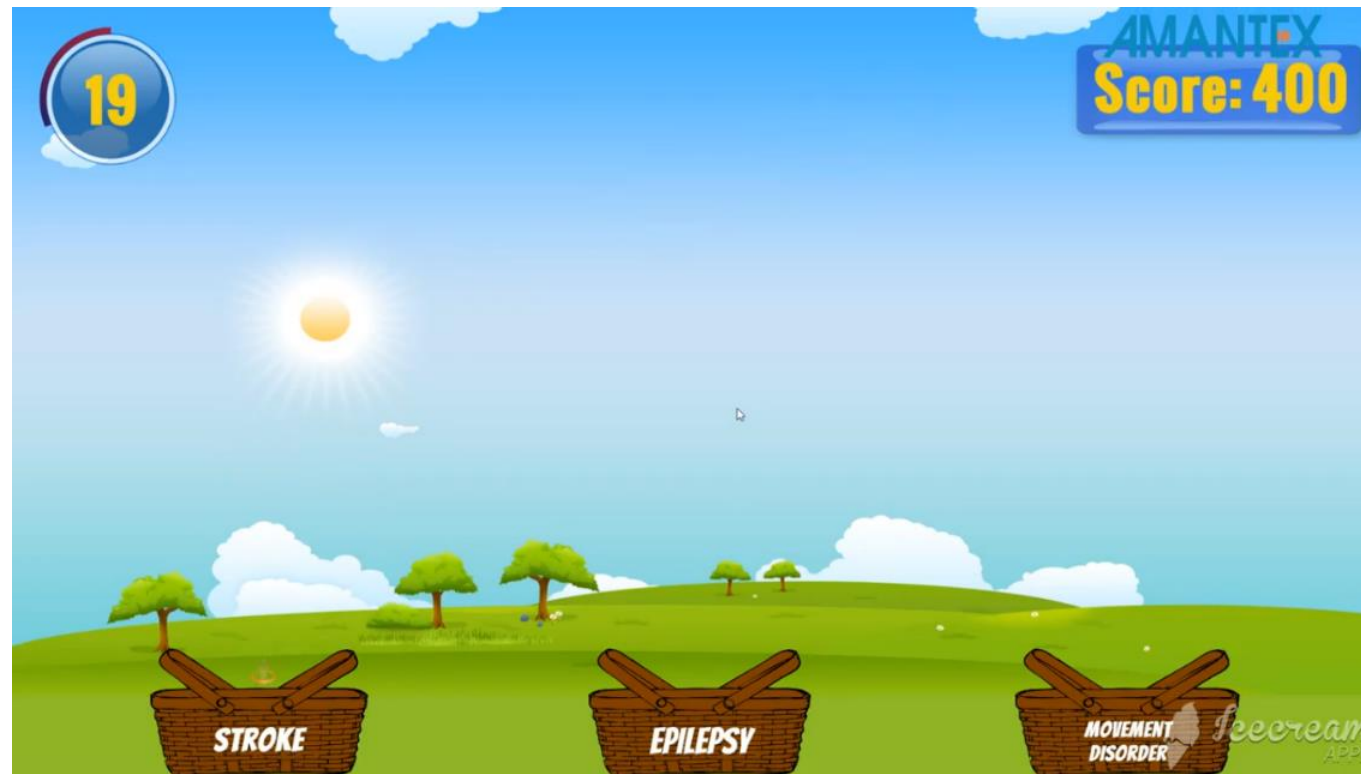


Scrabble Game

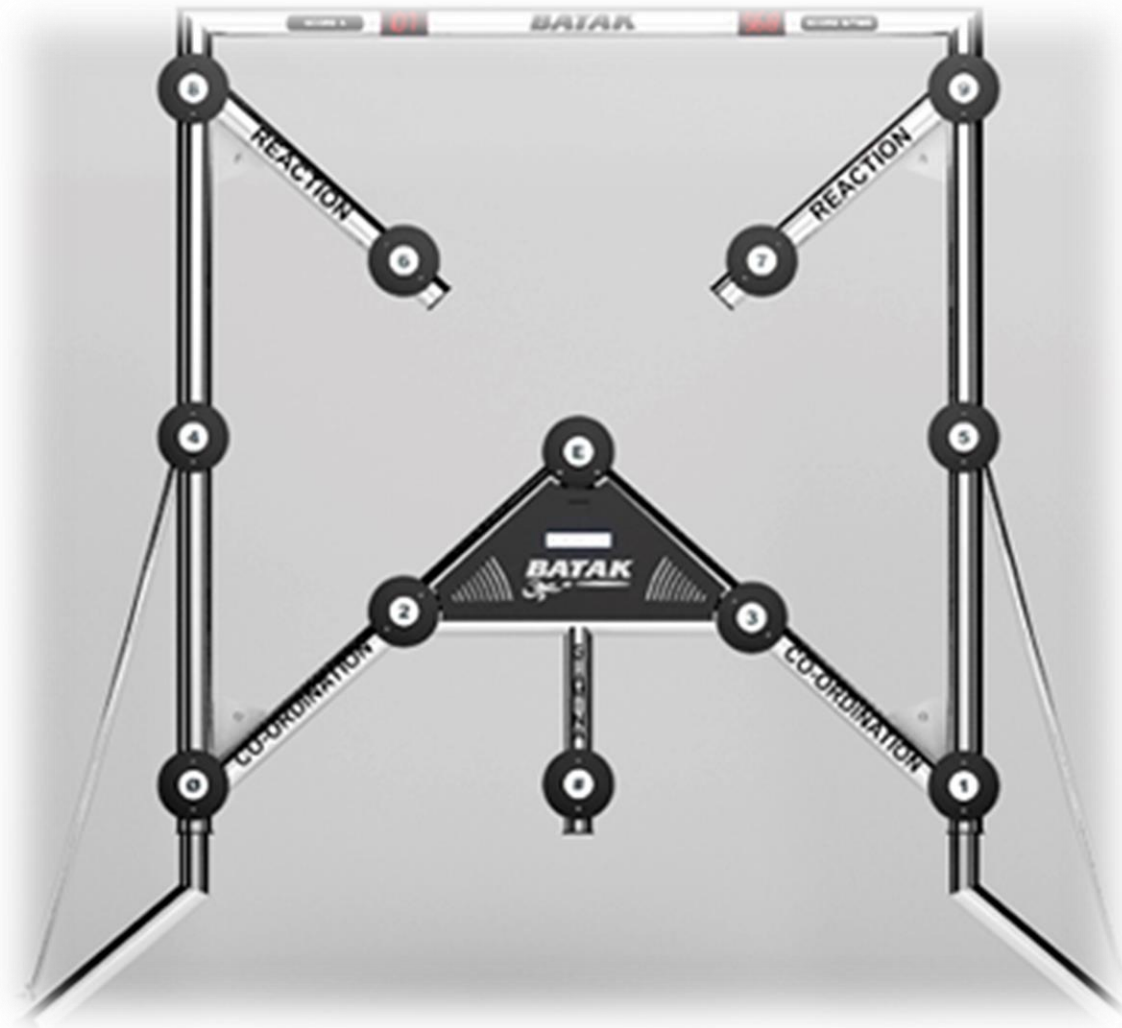


Match It Up

Drag N Drop



Digital Batak Pro

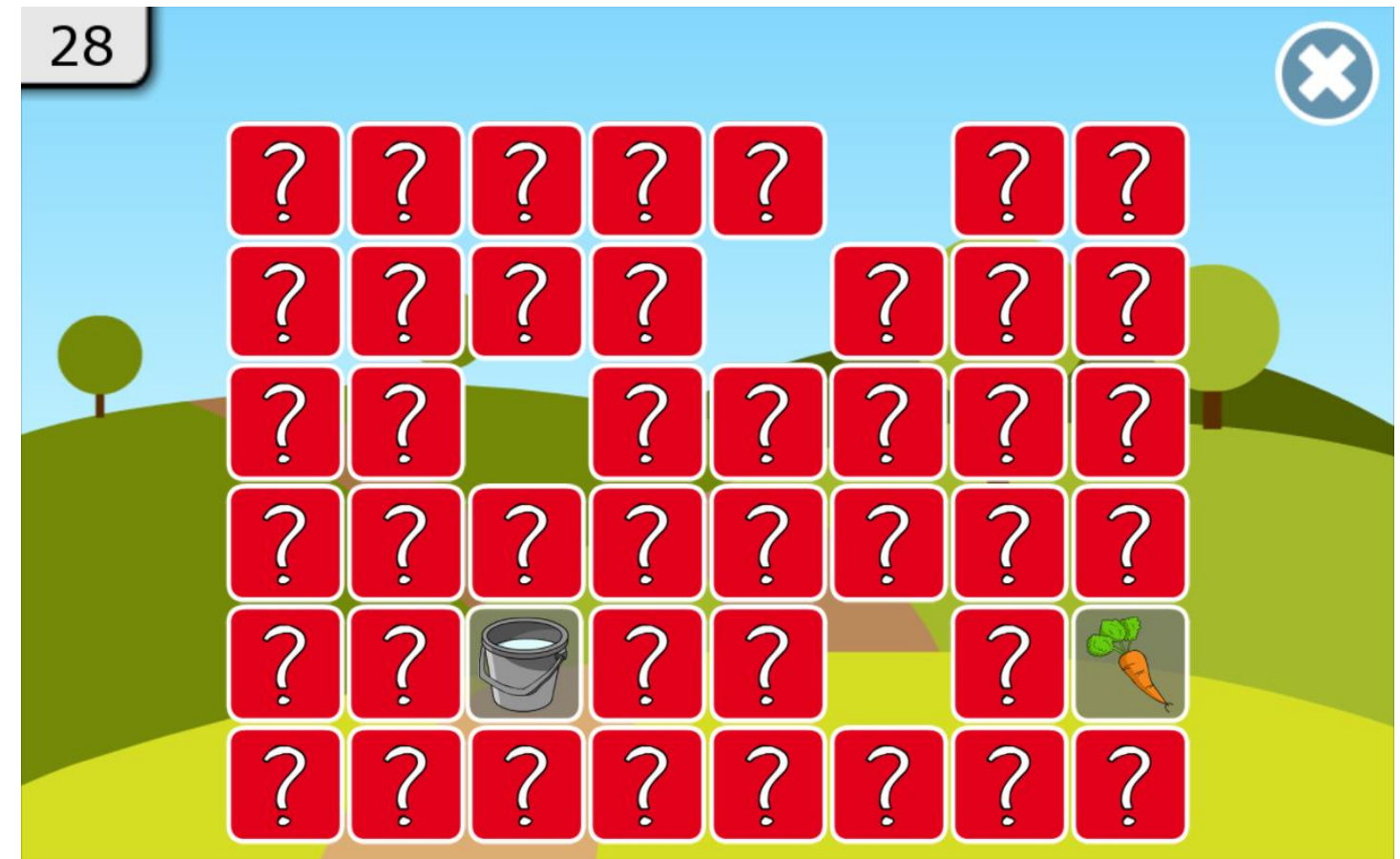
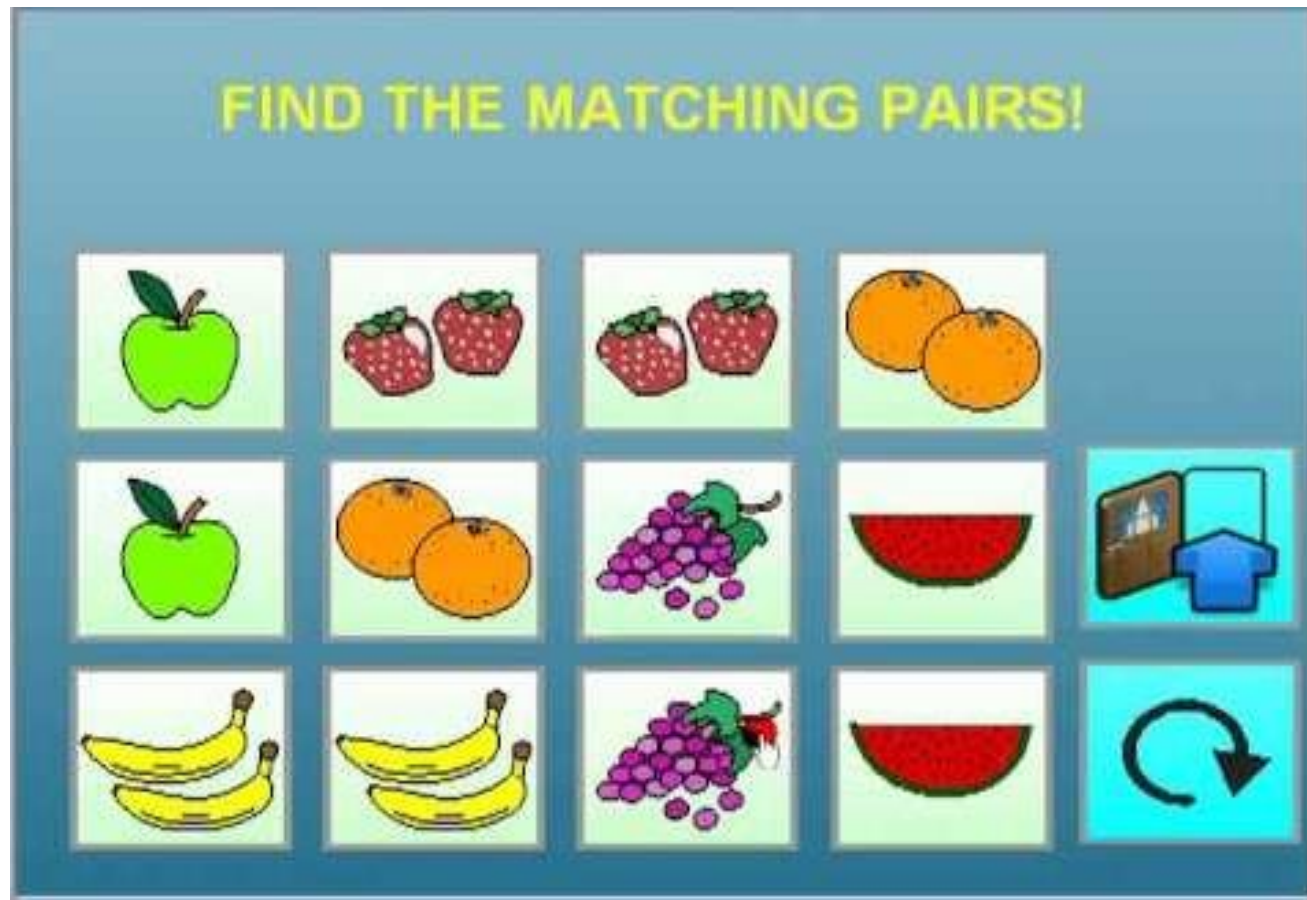


Ar Virtual Museum/Ar Table

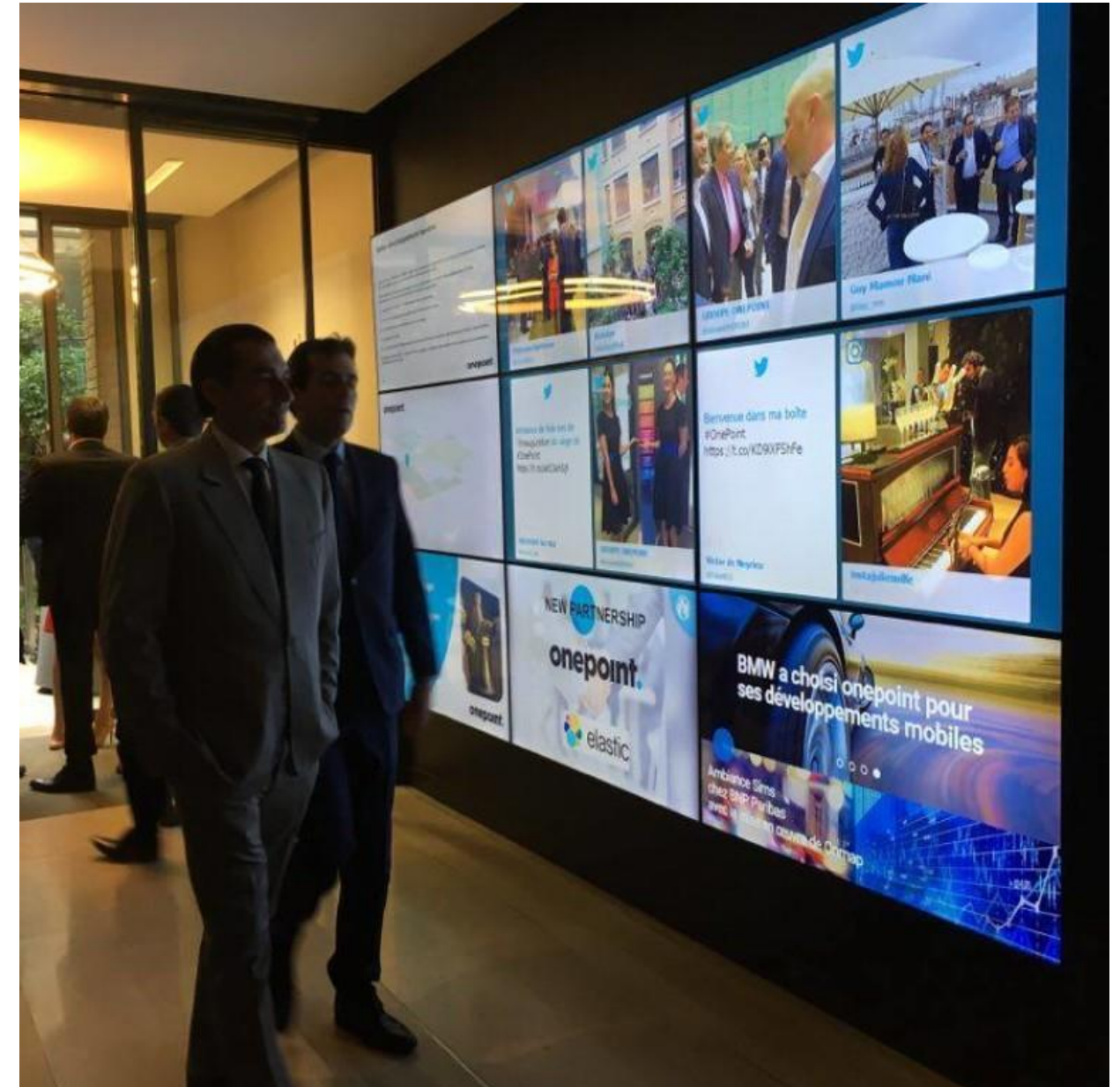
AR Virtual Museum and AR table works on scanning shape on table and showing interactive videos and content on Ipad/mobile related to shape it scans.



Memory Game: Match The Cards

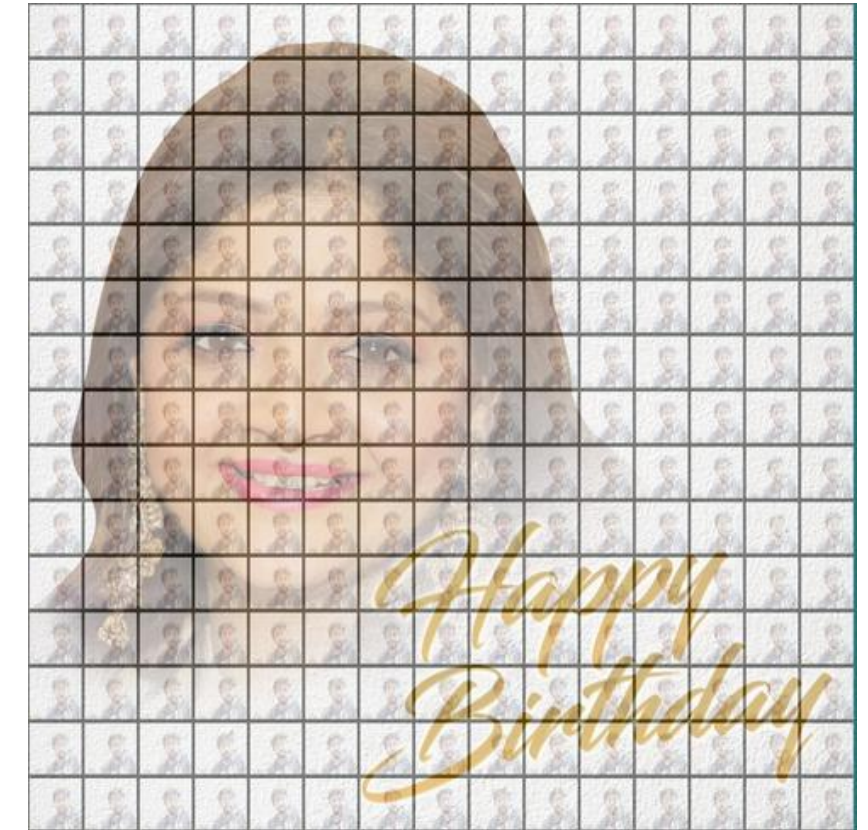


Tweet Wall



DIGITAL Mosaic Wall

- A theme reveal/ logo reveal mural created from photos of each guest.
- Post registration, guests click a photo and place it on the corresponding number on the wall to announce their presence.
- As the wall fills up, it reveals the Star Sports logo.



Digital Strip Photobooth

- A Photostrip photobooth is retro style photobooth
- Where you can click a three – four pics in different poses and we can print it as a strip with branding on it.
- Instant printing and social sharing is available



Eva & Hector
October 21, 2018

Slide To Share

GUESTS WILL BE GIVEN Ipad TO INTERACT
THEY WILL CLICK A SELFIE, WRITE
MESSAGE WHAT THEY FEEL ABOUT THE
EVENT AND SLIDE THE MESSAGE
TOWARDS THE HUGE DIGITAL MESSAGE
BOARD.

THE MESSAGE APPEARS LIKE A STICKY
NOTE WITH GUEST'S PICTURE, NAME AND
MESSAGE.

YOU CAN GET A PRINT5 COPY AS WELL
WITH YOU PICTURE AND MESSAGE

INTAS
#HelloYOUTH
Empowering & Encouraging Young Minds


Yusuf Asmal
Hang in there
It will ALWAYS
get better


Dinkar minz
Day by day depression in
youth increasing their
insecure.


Dr Viashini Moodley
Depression is
treatable. Treatment
is out there. Act
for help!


Ancharaz vedavrutji
Depression is becoming
more frequent in the youth
in Mauritius specially
with the competitive
system of Education.
many depressive patients
are taking synthetic drugs


Sagar Garag
All sadness is not Depression
You are not alone.


Nishmita
There is no health
without mental health.

Digital Magazine Photo booth

- Magazine Photo booth
- Come click a picture and it gives you feel like you are a magazine cover model
- Instant printing and social media sharing option
- Link:



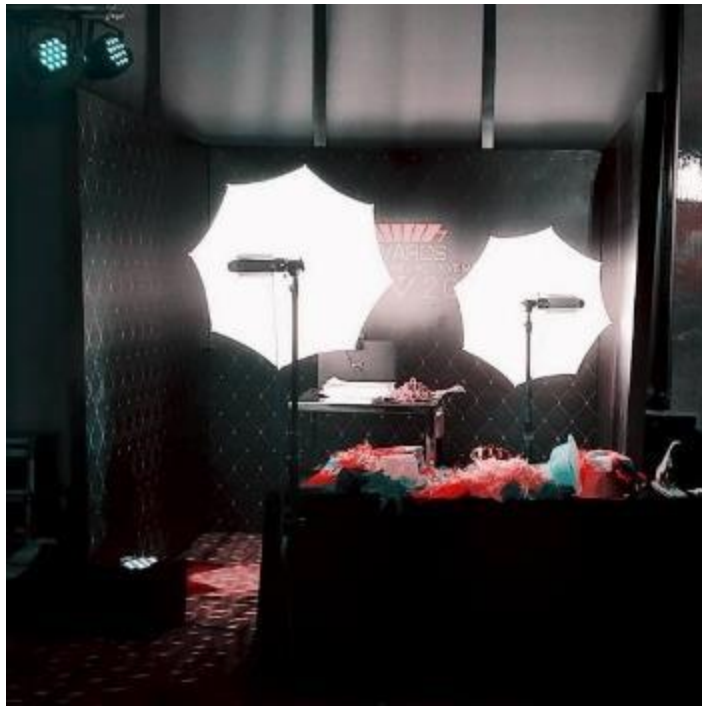
DIGITAL GIF Booth

Click a multiple pictures with in few seconds and get collage of all these pics as well as branded GIFs.
You can share these GIFs on all social platforms and you can get a printout of all collage pictures as well.



Digital Story Book (Flipbook)

Experiential Marketing Product is glad to introduce "FLIPBOOK" for the very first time in India. We are the first and only company in India that creates instant Digital photo Flipbook, Upload a video or record a video and it would be convert in to a digital flipbook



Link: <https://www.youtube.com/watch?v=YuHrKPCaxgE>

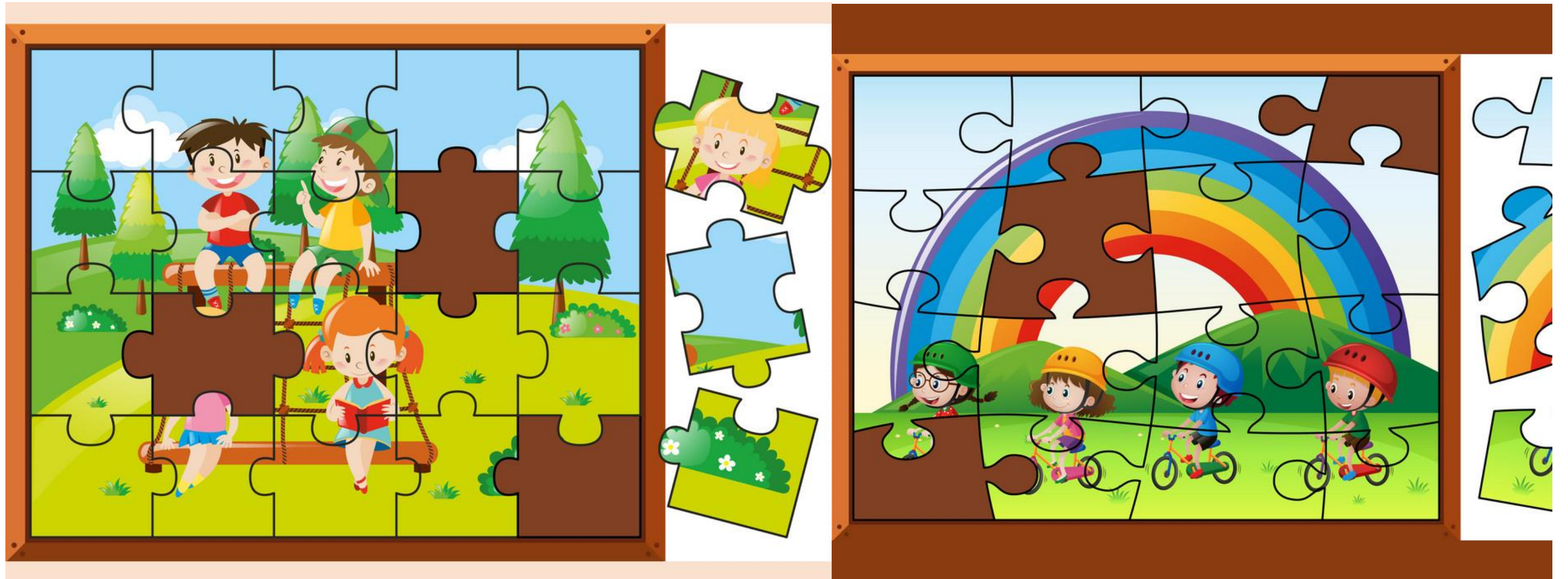


Digital Sudoku

²³ ₆ 7	⁴ ₆	¹ ₅₆	⁵ ₆	⁵ ₆	⁵ ₆	² ₅	^{1 2} _{5 8}	9
5	1	⁹	4	2	^{7 3 9}	6	⁸ ₃	³
² ₆ 8	⁴ ₆ ₉	3	⁵ ₆ ₉	⁵ ₆ ₉	7	^{1 2} ₅	^{1 2} _{4 5}	
⁶ ₅ ₉ 8	⁵ ₆	⁴ ₅ ₆	1	3	7	² ₅		
¹ ₆ 2	3	⁵ ₄ ₇	8	⁵ ₆ ₇	⁵ ₉	4	⁵	
4	⁵ ₇	⁵ ₆ ₇	9	³ ₅ ₆ ₇	² ₅ ₆ ₇	1	² ₅ ₆ ₈	² ₅ ₈
9	6	2	8	⁴ ₅ ₇	⁴ ₅ ₇	⁵	3	¹ ₅ ₇
³ ₃	³ _{7 5}	⁵ ₇	⁵ ₆ ₇	1	⁵ ₆ _{7 9}	4	² ₅ ₈	² ₅ _{7 8}
7	⁴ ₅	¹ _{4 5}	2	⁴ ₅	3	⁵ ₈	9	6



Digital picture puzzle





MARKET MEN

CONSUMER CONNECT & EVENTS PVT.LTD

We Look Forward To Working With You