



THE BRAND STREET

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TOP 10 GROWING EXPERIENTIAL MARKETING NETWORK IN INDIA

Silicon India



BSI understands the science and marketing involved between the heart and mind of consumers. We build consumer communities for brands driven by experiences.

VISION-

Our team is flexible, fast, adaptive, and reliable. With these qualities in hand, we wish to build a renowned name in the market. Our vision keeps us driving into expanding our clientele and building a stronger name in the market.

PEPSICO EMOJI CAMPAIGN



BSI Contributed By

Highlighting The Packaging Innovation at POS Activation Points.

First time in India Lighted Arches Used in Category Branding.



A MALL ACTIVATION CAMPAIGN TITLED 'BREAKFAST WITH CHAMPIONS FOR QUAKER OATS



BSI Conducted a Mall Activation Campaign Titled 'Breakfast With Champions' For Quaker Oats. A Football Ground Setup For Customer Engagement was Designed. FSU Execution For Increasing Trade Visibility Was Also Planned in Modern Trade Stores



TROPICANA FRUTZ LAUNCH



First Time in Indian Market BSI helped a Juice Brand in owning the Complete Trade Category with High Ends Visibility.



QUAKER OATS+MILK

Quaker A Popular Oats Brand Launched A New Product **Quaker Oats + Milk**. BSI Executed its Product Launch Conference At Delhi, Mumbai, Hyderabad, Bangalore, Kolkata And Chennai.



JSW CSR LEAD CAMPAIGN **JSW AAPKE SAATH HAI**



A CSR CAMPAIGN DURING **COVID -19**

JSW during the grim times of Covid -19, had taken a stop on the ongoing roadshow which is executed by Brand Street and took up the innovative way to help and curated the CSR Campaign called **“JSW AAPKE SAATH HAI”**.

Brand Street, did build on this campaign and had the privilege to implement this by converting the roadshow vans into health support vehicle. The vehicle had all required medical equipment's to help the patients to hospital in case of emergency. This was extended to their Distributors, Dealers and all associated with JSW family. Brand Street helped the brand cover the length and breadth of India in which the states including Maharashtra, Tamil Nadu, Karnataka, Andhra Pradesh, Telangana and Goa to name a few.





JSW NEOSTEEL & COLOURON

Visibility at its best to reach the TG. Brand Street implemented the IPL campaign for JSW Colouron and had enticed with exciting offers. Brand Street (BSI) had put up Arch Gates which had the icons of IPL players and communicated the offers via these visibility options done by BSI. This acted as a pull strategy and had witnessed good number of walkins.

Also as a add on had set up branded **Water dispenser** at strategic location which gave water and also acted as visibility and recall value for brand. BSI did not stop their they also executed the Health support vehicle, Vaccination drive etc. during these grim Covid times.



JSW PAINTS OOH CAMPAIGN ACROSS INDIA



JSW

JSW CONSUMER MARKETING PROGRAM ACROSS INDIA





PLANNING, DESIGNING & DEPLOYMENT TRADE VISIBILITY ACROSS INDIA



JSW PAINT - WALL PAINTING ACROSS INDIA

BSI's premium and annual retainership client JSW had launched its new product line and ventured into the paint industry segment and they decided to paint the city with JSW Paints. BSI did the digital wall painting PAN India covering 10 laksh sqft. The same was planned, designed and deployed by Brand Street. To know more about it please reach out to us



319, Ambedkar Ward, AT POST, Kardha, Maharashtra 441904, India

Kardha
Maharashtra
India

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TATA GLUCO PLUS



“BEAT THE HEAT” WITH TATA GLUCO PLUS

Experiential Marketing is all about giving experience of your product. True to its motto, **Brand Street** had the pleasure of implementing the yearly activity of sampling for **Tata Gluco Plus** with a twist and innovative way.

As summer hits **Brand Street**, with its evergreen relation with **Tata Gluco Plus**, facilitates in executing the “**Sampling Activity**” of the brand. The activity which had become the talk of the town only because of its unique concept curated by **Brand Street** made the passer by to walk towards the canter and be a part of the activity and grab a sample to experience it. The below numbers would speak for itself.

Sampled 9 Lakh Cups, please note it was served CHILLED. Was done at key strategic location Colleges, Markets, Mandi’s etc. This was again PAN India Andhra Pradesh, Telangana, Delhi-NCR & Karnataka, East and West UP.





TATA GLUCO PLUS - DIGITAL WALL PAINTING

BSI had executed the **Digital Wall Painting** for the leading beverage brand **Tata Gluco Plus**. It was planned, designed and executed by BSI. The digital wall painting which had the images of Tata Gluco+ which was done at strategic location where the TG of the brand can witness. This acted as a large visibility and brand recall and believe us it works. Please reach out to us for help your brand increase its visibility and recall.

LOCATION: AP, ORISSA, TELANGANA,
TAMILNADU



TATA FRUSKI - STREET KA MAJJALA



“STREET KA MAJJALA” WITH TATA FRUSKI

Yes, doesn't it sound great and exciting. The all new Tata Fruski launched under the banner of Tata Consumer Care is a tongue tickling range of refreshing beverage with 3 different flavours Mango, Jaljeera and Masala and these were inspired by the Streets of India.

Brand Street, had the honour of being selected by Tata Consumer Care to take this newly launched beverage product to the mass consumers and target audience of Tata Fruski. Need not to say that Brand Street had ensured that this campaign was implemented flawless and helped the brand achieve its objective by sampling and covered Telangana and Andhra Pradesh.



MOSAIC – SUGARCANE CAMPAIGN



SPREAD THE AWARENESS OF MOSAIC PRODUCT BY CONNECTING THE SUGARCANE FARMERS EMOTIONALLY .

The idea of the campaign is to move away from product centred Mosaic branding and connect with famers emotionally. The campaign theme "BANE APNE GAON KI SHAAN" guided each of the activities of the campaign. As part of the campaign Brand Street created an experience center for the farmers, where when any farmer enters the space – should be in “awe” of the surroundings. He/She should feel proud of using the Mosaic product and to be connected with global brand Mosiac.

Target Geography: Meerut, Baghpat, Muzaffarnagar, Shamli, Bijnor, Shahjahanpur, Bulandshahar & Saharanpur.



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A NEATLY PAINTED CLOSED SHUTTER COMMUNICATES THE BEST!

Brand Street, which handles series of campaigns of Nippon Paints had executed their dealer shops shutter painting by branding it with Nippon. The neatly painted closed shutter communicates the best. Try it to experience it as Visibility has its own value.

LOCATION: TAMILNADU



NIPPON – STORE ACTIVATION



NIPPON STORE ACTIVATION

A kiosk activity executed by Brand Street for Nippon Paints has created a great visibility and respect among the dealer network and retail network in Chennai of Nippon Paints. With the new launch of **NIPPON BODELAC ENAMEL PAINT**, Brand Street had implemented a simple yet an innovative way to grab the attention of painters, on lookers and buyers. This was executed at **77 locations** every day and is still ongoing.

Location : Chennai and shall move to other markets and increased outlets not less than 250 per city. Stay tuned



FAST & UP - SAMPLING AND SALE ACTIVITY

Fast & Up a health supplement which wanted to increase the sales and penetration. Brand Street had implemented the on-ground store sales via Store Activation. The same was done in Bangalore, Hyderabad and Mumbai. The same had a great response and they are looking at doing the second phase.

- 3 cities (Bangalore, Hyderabad & Mumbai)
- 16 Promoters
- 13 Outlets
- 175 Sampled Customers
- 235 Unit sold



SYMPHONY – VAN ACTIVATION



SYMPHONY VAN ACTIVATION DESIGNED & EXECUTED

Target places: Pharma companies, Hotels & Resorts,
Industrial area, Function halls,
Locations: Hyderabad, Patna, Ahmedabad



BISLERI – SAMPLING CAMPAIGN



A SAMPLING CAMPAIGN OF BISLERI OF THEIR 3 NEW VARIANTS OF BEVERAGE ACROSS CITIES.

Across India.





SUN PHARMA - TRADE VISIBILITY PROGRAM

Absorb – Prickly powder. The shelf branding was done for their brand **Abzorb**. The visibility campaign was done for increased brand visibility. This covered.

- 5 States
- 54 Cities
- 26 District
- 625 Outlets

Cities - Delhi NCR, U.P, Maharashtra, Karnataka, West Bengal.

VOLINI - SHELF BRANDING ACTIVITY

The shelf branding was done for their brand **Volini**. The visibility campaign was done for increased brand visibility. This was done across the states in the **Apollo Pharmacy & Medplus outlets** so that it can reach the direct TG.

Activity Location- Kolkata, Telangana, Tamil Nadu, Karnataka, AP.



BERGER - DIGITAL WALL PAINTING ACROSS INDIA

Digital Wall Painting Across India

Planning, Designing & Deployment

Location: Ap, Maharashtra, Karnataka, West Bengal, Orissa, Assam, Jharkhand



Badvel Rd, Vanampula, Andhra Pradesh 516502, India

Vanampula
Andhra Pradesh
India

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GALA - TRADE VISIBILITY PROGRAM

Store Board & In-store Branding

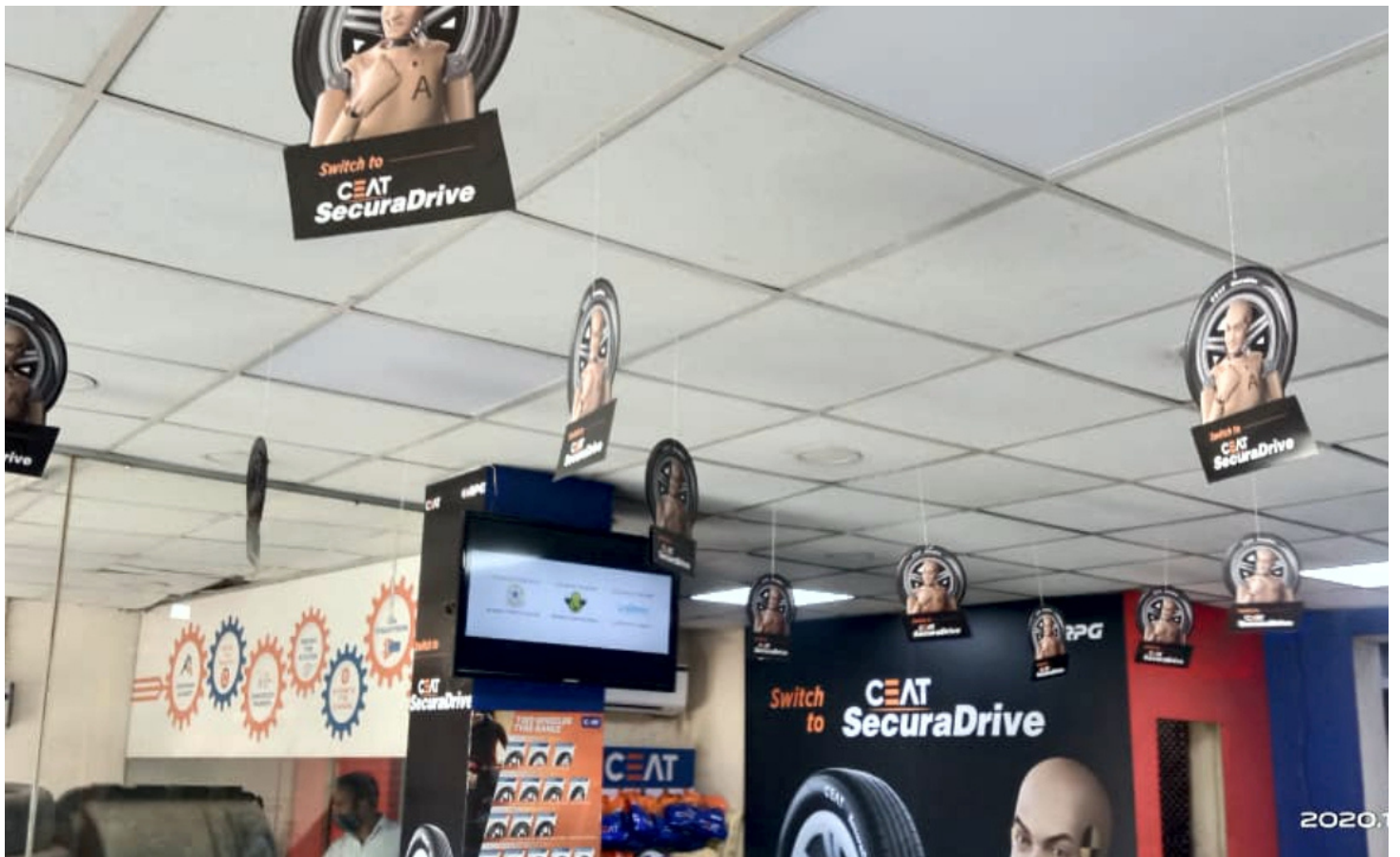
Cities - Delhi NCR, Chennai & Hyderabad



CEAT - INSHOP BRANDING

Ceat Tyre Shops (CS, SIS, MBO)

Inshop Branding - North India



GOELD - CAMPAIGN

A Campaign To Showcase the All

Veg Frozen Foods category of Goeld.

These were done in all Modern Trade

Outlets Across Cities



DCB BANK - TRADE VISIBILITY PROGRAM

Trade Visibility Program

Cities- Karnataka, Rajasthan, Gujrat, Odisha, Tamilnadu



DCB BANK – CONSUMER ENGAGEMENT

Brief : Capturing the very conservative market like Kolkata Objectives of the campaign to generate the leads & convert them.

Task in hand (BSI) : Creating a concept which will have minimum 2 / 4 mins consumer engagements before selling the banking products

Idea : Created the tactical brand personality called BACHAT MANTRI a catalyst who will help consumer to understands about the value of savings & how to increase it





OUR COMPANY IS GROWING!

OUR ASSOCIATION WITH

Email us at
surendra@thebrandstreet.co



HERE'S WHAT OUR CLIENTS HAVE BEEN SAYING ABOUT US

There are many things that can set **Brand Street** apart – cost effectiveness, innovativeness of ideas, executional excellence to name a few- but I would recommend them foremost for superior client service. They are very prompt, efficient and always meet the committed timelines. They have been very reliable partners for us. We have delivered some good projects together, and I hope that we continue doing so.



BY RICHA OJHA
BRAND MANAGER
SHELL RIMULA



BY ONKAR NATH
MARKETING MANAGER
MOSAIC INDIA PVT LTD.

We at Mosaic believe in reaching the core of customer needs. Our agency partner Brand Street aligned with our thought process and came up with the concept of 'Ek Khat'. The idea was to get the customer insights personally. 'Ek Khat' campaign helped us get registered in the minds of farmers as a brand which gives due importance to their advices and issues. The response was overwhelming with the letters, and we will continue to build such campaigns that spark a personal connect with our customers.