



Concept N' Creation

ONE STOP SHOP FOR EVENTS & PROMOTION

@ conceptncreation@vsnl.net

+91 9830029687

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



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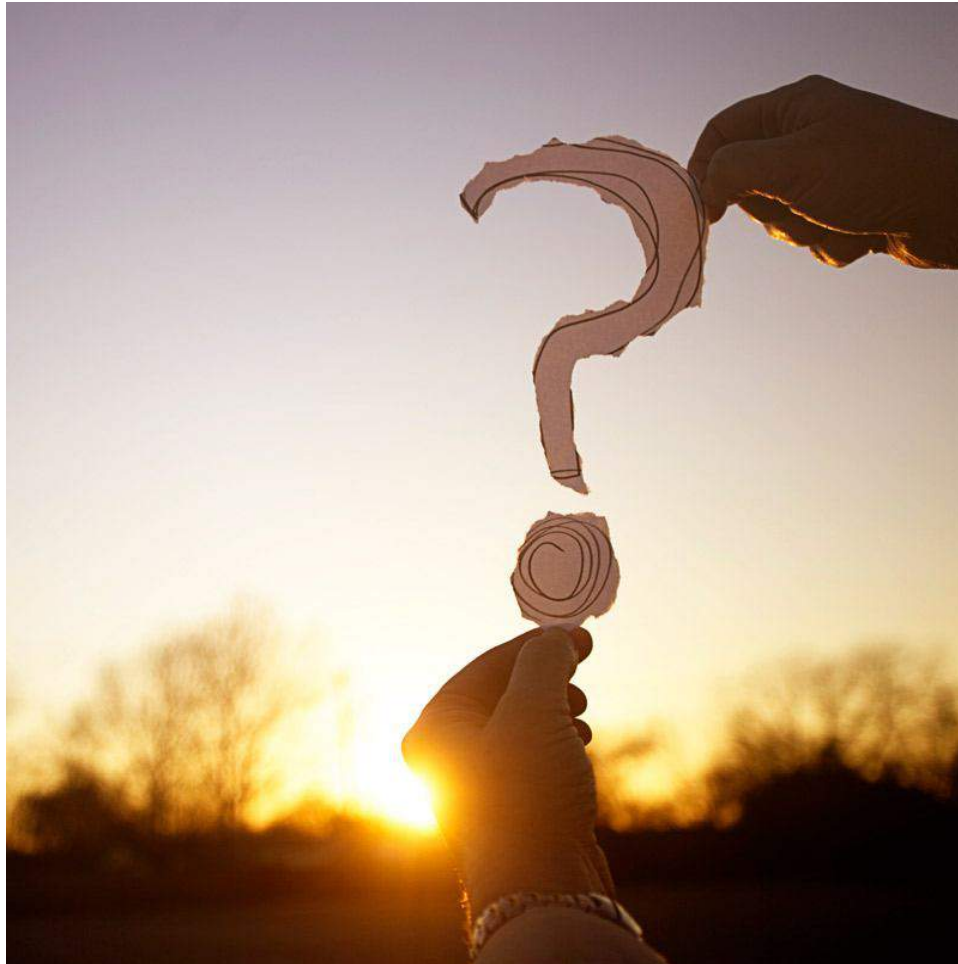
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THE TANGIBLE ORGANIZATION

- 25 fully trained in house promoters/sales trainees
- Vast inventory of multiple event resources
- Field implementation force equipped with local language & cultural sensitivities
- Events Specialization – Field Force to Execute
- Offices at Kolkata, Durgapur, Siliguri.
- Resident Officer at Ranchi, Cuttack
- Tie Ups at places where CNC don't have its own offices thus building a 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

- 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
- Pidilite DDL Brand exercise in WB & North East.
- 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



WORK SHOWCASE

- ING (EXIDE) Life Insurance - Activations
- MTS Dealers Meet Eastern India /Roadshows
- Airtel Mobility & DTH – Activations and Events.
- Makhteshim Agan India – Dealers Meet and Activations
- Mahindra & Mahindra – Test Drive Activations
- Seminar for Presidency University, Jadavpur University,
- Indian Navy – Navy Ball
- IDEA – Push And Pull Promotions, Events
- Bajaj Allianz – Events And Promotions
- GEOJIT BNP Paribas – Events and Promotions



MAKEMYTRIP – CORPORATE ACTIVITY

Objective : To promote and push the TG for Holiday Scheme

States : West Bengal, Orissa, NESA

Activities: Corporate Activity, One to One Interaction, On Spot Scheme

Achievement : Covered 20 Corporate, Reached TG through defined modus.



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MTS: Corporate Promotion

- **Objective:** To promote Mblaze and do activations across various corporate.
- **States:** West Bengal
- **No. of Corporate:** 50+
- **Activities:** Demo, Spot Sales
- **Achievement :** Activations done for more than 500 Numbers



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MTS: VAN Promotion

- **Objective:** To promote Mblaze and do activations across various town/cities.
- **States:** West Bengal
- **No. of Town/City Covered:** 200+
- **No. Of Vans:** 8Vans
- **Activities:** Demo, Spot Sales
- **Achievement :** Activations done for more than 1000 Numbers . Demo given to more than 15000 prospects.



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MTS: College Promotion

- **Objective:** To promote voice and data offers amongst various colleges in West Bengal.
- **States:** West Bengal
- **No. of Colleges Covered:** 200
- **No. Of Vans:** 8 Vans
- **Activities:** Demo, Spot Sales
- **Achievement :** Activations done for more than 1000 Numbers . Demo given to more than 10000 prospects.



MTS: RWA

- **Objective:** To create consumer awareness for the 1/2 Paisa/second promo.
- **States:** WB (Kolkata City)
- **Mode:** Launching through One to One interaction and Live Demo.
- **Activities:** Demonstration of mobile services at various residential complexes, one to one interaction, live demo.
- **Achievement :** Conducted activities in more than 100 RWAs and achieved more than 1000 on spot activations and another 1000 prospective leads.



AIRTEL: VAN Campaign

■ **Objective:** To create consumer awareness for 4G.

States: WB (Kolkata City)

■ **Mode:** On spot demo and sales

■ **Activities:** Demonstration of 4G services at various locations spread out across Kolkata covering sector-V, Rajarhat, Other commercial and residential areas. **Achievement :** Conducted activities in more than 100 locations and achieved more than 500 on spot activations and another 2000 prospective leads using 2 Van of promotions.



AIRTEL: Life Stage Campaign

- **Objective:** To create consumer awareness for various services of Airtel through a special “Nukkar Natak”
- **States:** WB (Kolkata City)
- **Mode:** On spot demo and sales
- **Activities:** Demonstration of various services at various locations spread out across Kolkata.
- **Achievement :** Conducted activities in more than 300 locations and achieved more than 1000 on spot activations and another 2000 prospective leads using 4 Van of promotions.



AIRTEL: Road Shows

- **Objective:** To create consumer awareness for various services of Airtel.
- **States:** WB (Kolkata City)
- **Mode:** On spot demo and sales
- **Activities:** Demonstration of various services at various locations spread out across Kolkata and West Bengal
- **Achievement :** Conducted activities in more than 500 locations and achieved more than 3000 on spot activations and another 5000 prospective leads using canopy and promo table.



NOKIA (MICROSOFT) :

- **Objective:** To launch NPD Store and to promote the brand store to generate footfalls.
- **States:** West Bengal/Bihar/Jharkhand/Orissa
- **No. of Stores Launched:** 28
- **Activities:** Store Décor with Flowers, Balloons, Fliers etc, pre-publicity , Merchandising, DTD activity.
- **Achievement :** Generation of Footfall and conversion as desired.



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AIRTEL: Money Road Shows

- **Objective:** To create consumer awareness for Airtel Money.
- **States:** WB (Kolkata City)
- **Mode:** On spot demo and sales
- **Activities:** Demonstration of Airtel Money services at various locations spread out across Kolkata.
- **Achievement :** Conducted activities in more than 10 locations.



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AIRTEL: DTH

- **Objective:** To create consumer awareness for the DTH Services through innovative promotion
- **States:** WB (Kolkata City) / ODISHA / JHARKHAND
- **Mode:** Launching through One to One interaction and Live Demo.
- **Activities:** Demonstration of DTH at various residential complexes, one to one interaction, Live Telecast (Demo), Road show, Exhibitions, Van Campaign etc.
- **Achievement :** Helped in promoting the DTH services at various level.



PHILIPS

- **Objective:** To create a consumer pull for the brand through innovative promotion
- **States:** West Bengal / NORTH EAST
No. of Activations: 100+
- **Activities:** Live Demo ,Loan Mela, Roadshow, Van Campaign, In shop Promotion, Mall Promotion etc.
- **Achievement :** Helped in increasing the customer base and sales conversion with every activity



IDEA: Van Activations

- **Objective:** To create consumer awareness for various services of IDEA.
- **States:** WB / Odisha
- **Mode:** On spot demo and sales
- **Activities:** Demonstration of various services at various locations spread out across Kolkata , West Bengal and Odisha.
- **Achievement :** Conducted activities in more than 500 locations on various occasions.



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IDEA: Rocks Auditions

- **Objective:** To increase participation by conducting auditions for Idea rocks India.
- **States:** West Bengal (Kolkata)
- **Mode:** Mall Promotion
- **Activities:** Live auditions.
- **Achievement :** More Than 200 auditions in 2 days.



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IDEA RWA

■ **Objective:** To create consumer awareness for Idea Services

States: WB (Kolkata City)

■ **Mode:** One to One interaction and live demo and spot booking.

■ **Activities:** Demonstration of mobile services at various residential complexes, one to one interaction, live demo.

■ **Achievement :** Conducted activities in more than 100 RWAs and achieved more than 1000 on spot activations and another 1000 prospective leads.



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IDEA NEWSPAPER INSERT

- **Objective :** To create awareness and increase conversion
- **States :** West Bengal
- **Activities :** Kolkata, Siliguri
- **Mode:** Leaflet insert in major newspapers at kolkata and Siliguri namely Telegraph, ABP etc
- **Achievement :** Helped in promoting the postpaid offer



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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



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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.



BAJAJ ALLIANZ - ACTIVITY

- **Objective :** To promote and push the TG for various Insurance Scheme
- **States :** West Bengal, Orissa, Tripura, Chattisgarh, Bihar
- **Activities:** Roadshow, Van Activity, Skit , Joggers Park, Corporate Activity, Seminars
- **Achievement :** Generated 10k + Leads and Converted 100+ Advisors through the activity



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BIRLA LIFE INSURANCE

- **Objective :** To promote and push the TG for various Insurance Scheme
- **States :** West Bengal, Orissa, Tripura, Chattisgarh, Bihar
- **Activities:** Roadshow, Van Activity, Skit , Joggers Park, Corporate Activity, Seminars
- **Achievement :** Generated 10k + Leads and Converted 100+ Advisors through the activity



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GODREJ SECURITIES

- **Objective :** To promote and push the TG for various securities product
- **States :** West Bengal
- **Activities:** Roadshow, Joggers Park, Corporate Activity, Modern Trade Store Activity, Merchandising, Exhibitions
- **Achievement :** Generated 5k + Leads and Converted 100+ leads into activations



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DISH TV

- **Objective :** To promote and push the TG for various Dish TV Product
- **States :** West Bengal, Bihar, Jharkhand, Orissa, North East
- **Activities:** Roadshow, Joggers Park, Corporate Activity, Modern Trade Store Activity, Merchandising, Exhibitions
- **Achievement :** Help in building strong presence for the brand.



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EVENT PORTFOLIO



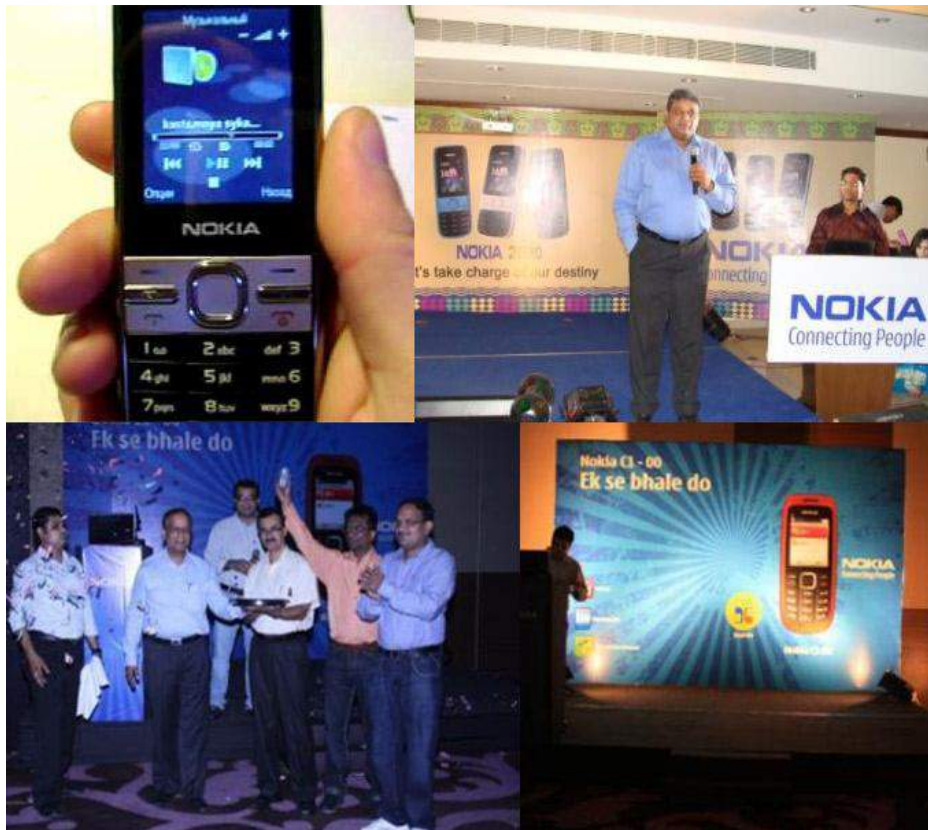
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NOKIA



MTS



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DISH TV



TATA HITACHI



AIRTEL



LAVA



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@conceptncreation@vsnl.net

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KOTAK



HAVELLS



VIMAL



MAI



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ZING



DALMIA CEMENT



BAJAJ ALLIANZ



SPENCER'S



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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**



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**LOOKING TO BE PART OF YOUR
MARKETING EFFORTS?**

thank you!

KOLKATA | DURGAPUR | SILIGURI | RANCHI | BHUBANESWAR



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CONCEPT N CREATION

Head Office:

18/1 M.D. Road, Suite No:96, 6th Floor, Kolkata-700 007

Email: info@conceptncreation.com

Mobile: +91 98300 29687 **Phone:** 033 2274 2286

www.conceptncreation.com