

**INXS CREATIONS**  
Ideate-Design-Build-Deliver



**CTIVE DEED**

BRAND  
ACTIVATION  
SERVICES

## ABOUT US

From a humble beginning in 2012, INXS Creations has grown into country's leading "Integrated Marketing and Communication Agency" that dare to be different and refuse to be average. Our passionate think tanks look into minute details for perfection and zero down on realistic strategies that deliver measurable success for brands. Realistic strategies that result in making your brand soar as high as it will. We are fresh breed of "Integrated Marketing Communication" professionals bundled together from varied industries with an average experience of over 15 years. Our team specialized on traditional, digital and experiential marketing services, offer forward thinking targeted & measurable integrated marketing communication ideas and execute them on time & in budget.

# BRAND ACTIVATION SERVICES

**S**pending lakhs on marketing yet can't get those stubborn sales figures up? It's time to invest in brand activation! We believe that brand activation is not a service. It is an art! And at INXS we have mastered it! The right activation strategy will blur the fine line between you and your target audience. It will help you connect with your customers more intimately on a personal level. Trust our experts to create a favourable environment where you can interact with your target audience and influence their purchase decision.

## Why Us?

We at INXS Creations understand that any brand activation strategy needs to be consistent, relevant & persistent. Let our experts use digital campaigns, experiential marketing, retail merchandising, sampling promotions and other advanced activation techniques so that you can explore the widespectrum of brand activation!

## Our Team

Seems like just a few steps, doesn't it? Well, the entire process is vast and inclusive of all the crucial aspects of branding. Wondering what could these elements be? You see, we have created our methodology, holistic, collaborative, streamlined with highly rigorous, multiple data sources. This helps in completing the work within the stipulated time, wisely as well as with certainty. Our planning approach in all these years has proven to manage each and every project with precision.



## SERVICES

- Channel Partner Activation
- Experiential Marketing Program
- Retail Activation
- Influencer Marketing Program
- Shop-in-Shop Activation
- Street Plays (Nukkad Natak)
- Road Show Programs
- Mall & Market Activation Program
- Live Sampling Activities





# Channel Partner Activation

We are a recognized entity, affianced in providing our clients with Channel Partner Activation. Recruitment of partners is only the first step in building a profitable partner channel. We provide this service as per the different requirements of various industries and individuals.





# Experiential Marketing Program



Experiential marketing allows a consumer to experience a brand. Rather than a commercial, an ad, or a Tweet, experiential marketing embodies messaging that you can touch, feel, or view in a physical space. It's an opportunity for consumers to interact with your brand in person, and while this tends to be event-centric, more traditional campaigns can also take an integrated approach that includes a tangible, offline experience. By adding experiential elements, a brand can enhance or complement their initiatives.



# Retail Activation



Rama Watch Boutique

With our highly trained field force we can truly become an extension of your brand. More than 300 WorkShop employees in different teams and countries are daily making sure each unique brand voice stays true in all consumer meetings. We help our clients create and maintain impactful retail experiences that lasts beyond the store visit.





# Influencer Marketing Program

A group of four people, three women and one man, are gathered in a modern office space with large windows. They are all looking at a tablet held by one of the women. The man is wearing a white shirt and a dark vest. The woman holding the tablet is wearing a black top and a plaid skirt. Another woman is wearing a striped shirt and jeans. The fourth person is partially visible in the background. The office has a bright, airy feel with natural light coming through the windows.

Influencer marketing is leveraging the reach of an existing influencer who has built a large following and strong brand reputation in a particular niche to support your brand, endorse your product, or co-create content, with the intent to increase brand awareness and drive sales.

# Shop-in-shop Activation

In Shop In Shop advertising, consumer experience is the most important factor to improve the bottom line. In-store branding includes, FSU unit, signage's, wall graphics, outdoor branding, In-house fabrication, etc.





# Mall & Market Activation Program



One of the best avenues to engage customers are shopping malls and markets. They offer the perfect ambient setting to undertake activations. People visiting malls are in a relaxed and leisurely frame of mind. They are more amenable to advertising communication and they have the propensity to spend. It is the perfect opportunity to engage the customers in a one-on-one communication.





# Live Sampling Activities



Live sampling activities may be the most effective sales promotion technique to get a consumer to try a new product. Sample delivery methods include special events, in-store or near store distribution, newspaper or magazine inserts, and direct mail.

# Street Plays (nukkad Natak)



We organize various events like Nukkad Natak, Mall Activity, Road Shows, School Activities, Advertising canopies, Brand Promotion etc.(everything under BTL activity).We have been conducting events consistently throughout the country. We believe in taking personal care to make the event a success.

# Road Shows Programs



Road shows are the best way to create a huge amount of awareness among the masses at a time of Product Launch, Brand Promotion Activities, Promotional Marketing and Sales Promotion Exercises. Our Road Show Services includes Planning, Conceptualization and Complete Execution of road shows



# CASE STUDIES



## Challenge Accepted:

- Namastey India wanted a structure in which they can store their product and can highlight their brand in market.
- They wanted to promote their brand at various places in the city.
- Product live sampling should grab more attention and be equipped.



## Engaged:

- INXS Creations geared Namastey India with the Tri-cycle trolley and portable canopy with Storage capacity and their product branding.
- The tri-cycle trolley moves around the city and had enough space capacity to store numerous products
- We put a canopy structure outside the general stores and supermarkets with live sampling activities.
- We put hoardings and banner at various places in the city like: Metro stations, Bus stands and outside general stores.
- Also we distribute the pamphlet at the rush areas

## Result:

- Namastey India Milk proved to be a durable product, and gets increase in sales.
- Client was happy with the Solution & its built quality

# CASE STUDIES



## Challenge Accepted:

- Diamond wants to promote their switches and lights in the market.
- They wanted a display panel through which they can show their products.
- Diamond also want to highlight their industry in the north east zone.



## Engaged:

- INXS Creations creates a display panel for diamond in which their products are fitted and installed in hardware showroom and stores.
- We start a channel partner activation in the across north east area.

## Result:

Our activations have pioneered the process, which enables our solutions to promote a brand, engage its consumers and deliver perfect experiential marketing in a measured manner, thus optimizing its ROI.



# OUR PRESENCE



Corporate Office -

Delhi - C 39, 3rd Floor, DDA Shed, Okhla Industrial Area,  
Phase 1, New Delhi 110020

Registered Office -

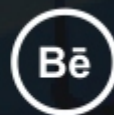
M-33, Lajpat Nagar -II, New Delhi - 110024

Mumbai - Khan Compound Near Jhabar pada  
Nalasopara (East) Express Highway. Gowdown no.4  
Maharashtra 401209

Bangalore - 7/4 Modi Garden New Shanti Nagar Near  
Aisha Masjid, Behind Police Camp R K Hedge Nagar  
Bangalore 560077



You can find us on



[www.inxsinternational.com](http://www.inxsinternational.com)

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