

Creds Presentation



Who are we?

- A Marketing Communication Agency,
Solely focusing on strategizing & implementing Marketing
Initiatives which **generate sales.**
- We are media agnostic



Services



Below The Line (BTL)



EVENTS

→ Product/ Service Launches

→ Dealer Meets

→ Workshops

→ Award Ceremonies

→ Sales Meet

→ Annual Days etc.

RETAIL

→ In-Shop Demonstrators [ISD/ISP]

→ Retail Demo Design

→ Visual Merchandising

→ Customized Displays

→ Sampling/ Testing etc.

PROMOTIONS

→ Rural Activation

→ Mall Activation

→ Product Sampling

→ Pub Activation

→ Corporate Employee Motivation Campaigns



Few of Our Works



From the studio







Retail Fixtures





Fixtures for Grey Goose

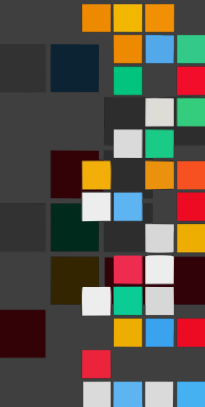




FSU for LAKME



FSU for Pears



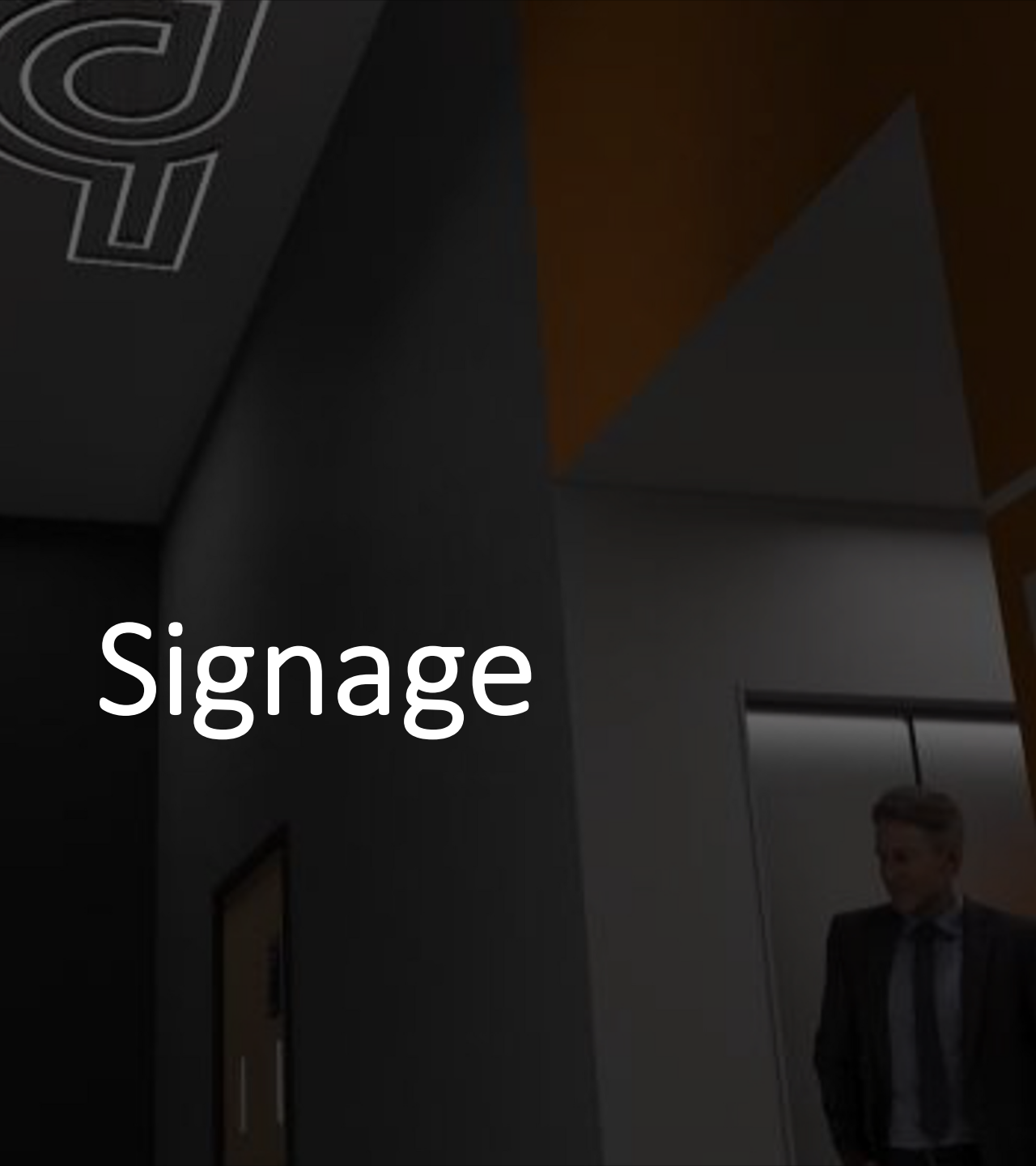


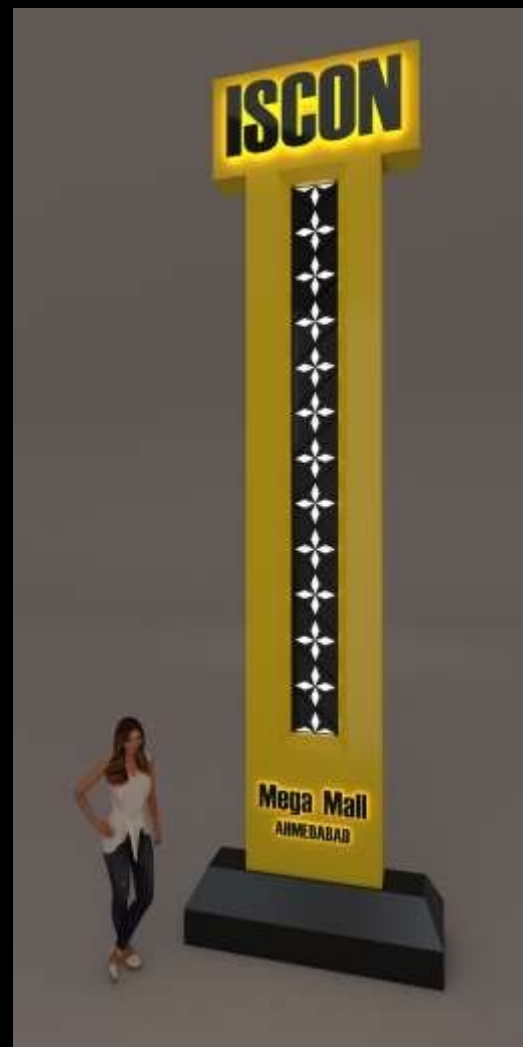
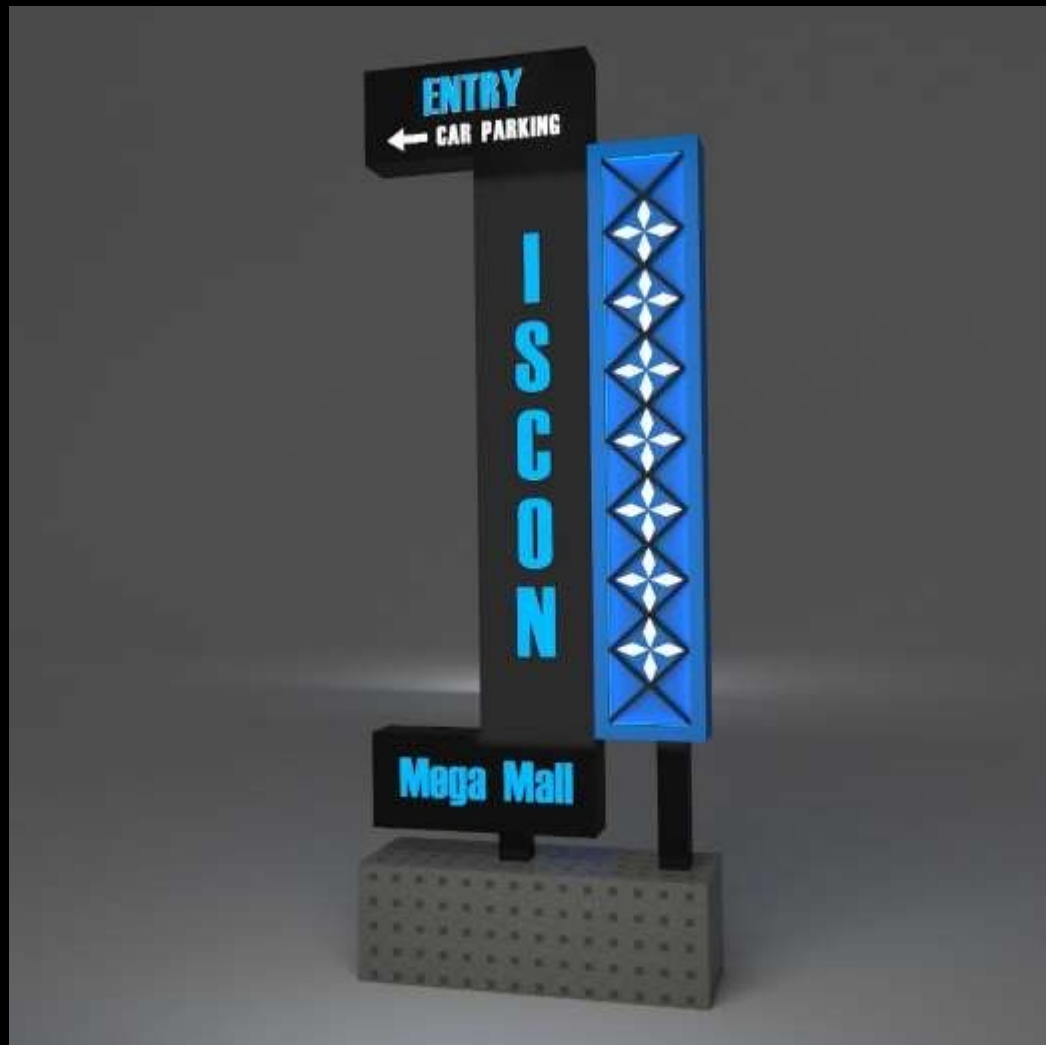
Signage





Signage





Signage



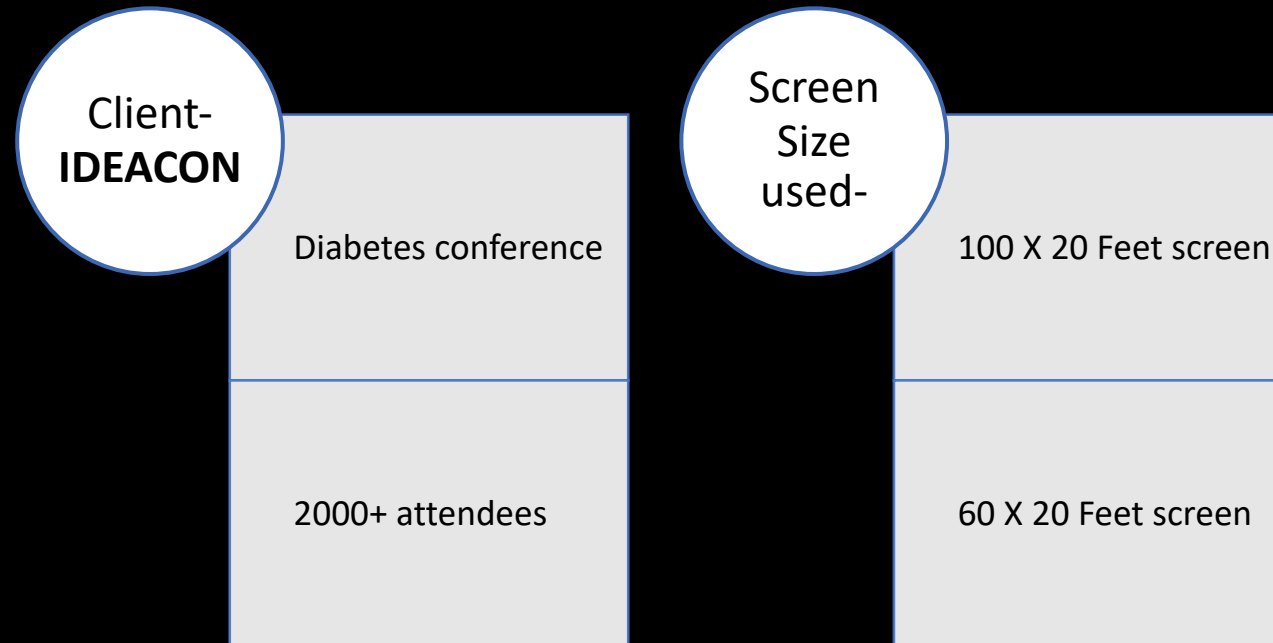
Events

- Sales Meet | Dealers Meet | Award Ceremony | Product Launches



Latest Technology

HD projectors 22000 lumens with Coolux technology









Experiential Marketing

- Mall/Rural Activation | School/College Contact Programs | Sampling/Door-to-door | Walkathon



Walkathon events

Novo Nordisk

- *World diabetes day walk (executing from past 10 years)*

Times of India

- *Beat Diabetes Walk (executed for 2 consecutive years)*

Max Bupa

- *Walkathon (executing from past 2 years)*



Responsibilities handled

- Start & finish Gate-arch
- Stage set-up
- Food counters
- Water counters
- Mobile toilets
- Mojo barricading
- AC VIP lounge
- Permissions (Traffic, commissioner office, local stations, BBMP, horticulture)
- ▶ Direction banners
- ▶ Sound & light
- ▶ Live band
- ▶ Outdoor catering
- ▶ Give-ways
- ▶ Ambulance
- ▶ Fire brigade
- ▶ Check-points food & water counters
- ▶ Registrations
- ▶ Pathway lightings
- ▶ Videographer/photographer
- ▶ Celebrity lounge
- ▶ Media room
- ▶ German Tent
- ▶ Pagodas
- ▶ Sponsors stalls









Kurl On Canter Activation





Retail

- Retail Branding
- Display Unit & Fixtures (FOD)
- Freestanding Scrolling Display
 - Innovative Signage
 - Digital & LED Signage's
 - ACP Signage
- Large Scale Media printing
- Laser cutting, diamond polishing for acrylic and CNC routing
 - Full design to prototype service
- Fabrication in acrylic, wood and metal



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Waterproofing

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Trading Company

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