



EVENTS | ACTIVATIONS | RETAIL | NON TRADITIONAL MEDIA | DIGITAL

What we do ?

Our Events Specialised unit undertakes end to end management of Corporate Events and we have the experience and expertise to organise full scale corporate events at any key location in the country - Press Conference, Dealer Meets, Product Launch, Conferences, Seminars, Live Concerts and Exhibitions etc.

Events

Urban Activation : Urban Activation team specializes in providing customized and measurable solutions to address specific brand marketing objectives via experience driven consumer connect modules.

Rural Activation : Activating emerging Indian markets, is a specialized field. Our team with over 18 years of field experience in Rural India, possesses an in-depth understanding of emerging Indian markets and consumers, powered with a strong execution capability and reach to the village level on ground.

Activations

Our retail team specializes in outlet mapping, branding, product display, stock and branding audits, sales support, POS display, monitoring, and channel engagement programs Signages & facades, Retail Arch's, Display standees, Kiosks, MDF standees, ACP Signages with acrylic & Neon etc.

Retail

Our non traditional media team specialises in conducting engagement activities / Branding in Airlines, Indian Railways / Metros / Newspaper Inserts / Utility Bill branding / Branding and enagement activities at Doctors & Pharmacies etc.

Non Traditional Media

Social media marketing like facebook, twitter, instagram, SEO & SEM etc

Digital Marketing



Garnier New Variant Launch



hike Messenger new service launch at The Lalit, New Delhi



GOINEE A1 Mobile Launch



VIVO – New Mobile Launch



Samsung Note 8 Launch



Iphone 8 Launch in Delhi – NCR & MP



ALIVA New Flavor Launch

BMD Horlicks Activation at Major Cities



Event

Objective:

To provide the ambience which gives satisfaction & confidence

Activity Flow

- Production of set-up as per the design approved by client
- Providing all technical support to make the meet a grand success

Employee Meet for Carlsberg



Distributor Meet for HERO



Hero Dealer Meet

Distributor meet for Coke



Retailer Meet for Jubilant & Zee



Quakers's Employee Meet



College Activation

Objective

To engage with students of all Premier Institutes of India such as IITs, IIMs and other famous institutions such as XLRI, XIB, MICA etc. (IIT Mumbai – Mood Indigo)

Activity Flow

- Attractive set-up
- Different but attractive way of engagement – Drop the Wrap, Chess game, Havell's Salon, GAJ (LinkedIn)



Rang Manch Concert at Noida 2018



Mela

KUMBH - Allahabad



We have executed complete Allahabad Kumbh Entire strategy along with concept was designed by us.
We have done a strategic tie ups with Coke and other companies for complete brand visibility experience
Excitement was created in terms of brand recall for entire kumbh

KUMBH -Nasik



Mysore Dasshera 2017



Branding of Maaza and Coke at Flower Show, Aahar Mela, KRS, Yuva Mahotsav, srirangapatna which is crowd puller during the Dasara Festival

Used different consumer touch points to interact & engage with the help of games and Selfie zone

Van Campaign

Emami Van Activation



Emami Van Activation - UP



8 Districts of UP

Intex Van Campaign



Vodafone Van Campaign



Van campaign to increase the customer base in Punjab & HP

TAFE Van Promotion



Pan India Presence



Offices in 7 major cities

Team size of 80 Professionals
& it's growing

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