



SRM ntegrated

YOUR **EXTENDED**
MARKETING **TEAM**

Visit www.SRMintegrated.com

Our Proposition



Agency Partner to our Clients

- Integrated specialized skills and human assets
- Solutions, not just service
- We are not multiple profit centers, we are a single counter for multiple skills, assets and solution
- We Eliminate dilution of objective through layers of outsourcing
- Eliminate multiple vendor margins and ensure maximum utilization of client budget
- We deliver concept to completion

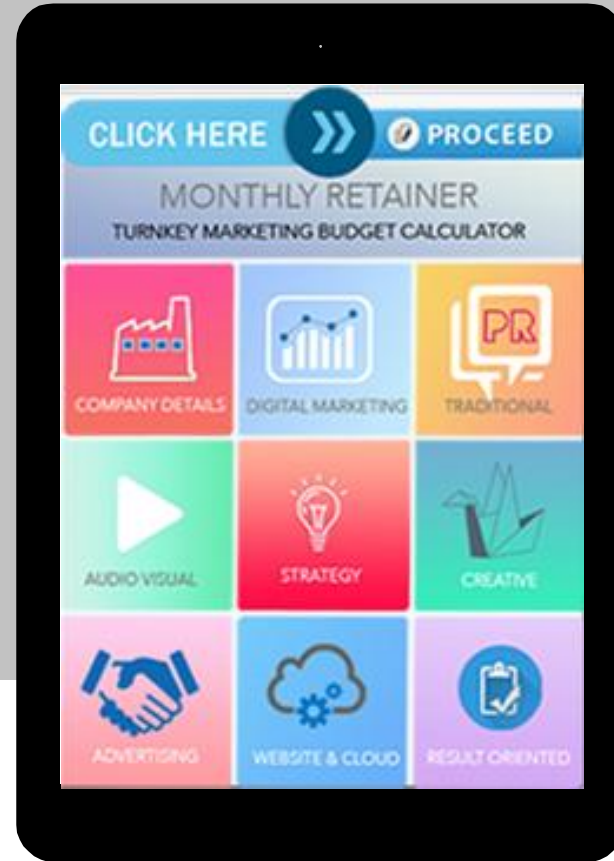


WANTED OUT OF THE
BOX SOLUTIONS?

Try our Turnkey Agency Retainer Calculator

Visit www.SRMintegrated.com
Click and get your Monthly
Retainer quotation

Please try it at your convenience.
We will be happy to meet to close
the deal!



“ Why we are
GOOD AT IT?



We Strive.

We are humble, hungry, restless and constantly striving to better our best.

We think speed.

Our commitment to in-house talent over outsourcing — gives us the flexibility to conceive, write and design concepts as fast as we can deploy them.

We've been there, done that, humbly so, after so many years!

With a heady mix of human instinct and tech prowess what we do is “OUR WAY OF LIFE”,

We don't have a choice.

But we chose integrated Marketing and Communication and we would not have it any other way.





Meet

THE TEAM



SHEKHAR GHOSH

27 years in creative
advertising &
communication



CHAANDREYEE DAAS

25 years in brand
management &
business enterprise



SHASHANKA GHOSH

33 years in creative
advertising &
communication



ANANDO DUTT

Art Director - Alumni of
NID
(Ahmedabad)

KEY TEAM



ANKUR PRAJAPATI
Operations



ANKIT RATHOD
Digital Marketer



SHANKHA GUHA
Client Service

Services



Every brand has a past, current and a future and need to be built to stand the test of time. We believe a brand should be timeless.

We follow a simple principal of connecting to human emotions to deliver brands with purpose and help our clients to drive long-term growth.

Brand Building entails integrating understanding of people's behavior to the vast landscape across media today and complex dynamics of marketing across demography, geography and culture. An architecture design that defines the brand, its ownership and clear positioning to break away from the clutter.

BRAND DEVELOPMENT

- Brand Strategy
- Positioning
- Customer Experience & Employee Engagement
- Vision & architecture
- Visual Identity & Naming
- Operational Integration



With the introduction of the internet, there came many changes to the way a company might carry out a particular marketing strategy. Developing an actionable marketing plan is critical to success.

Consumers and businesses alike are online today and you want to be able to reach them and observe their behaviour where they spend the most time.

A mixture of multi-channel marketing strategies with content strategy, editorial calendar, a social plan, engagement efforts, optimization, measuring conversions and more are essentially how we go about our integrated digital marketing approach.

INTEGRATED DIGITAL MARKETING

- SEO
- SEM
- SMM
- Email Marketing
- Mobile Marketing
- Website Development
- Reputation Management



Content is on every surface and the consumer is looking for information all the time to make his choice. We curate content to drive that decision in the favor of our clients businesses.

Refreshed content help optimization and keeps it timeless. Relevant information delivered with ease of understanding ensures lingering consumption. Regular, timely content across medium ensures visibility all season. Entertaining ensures engagement of consumer emotion and retention. Designs without excess ensures clear message delivery without clutter.

We deliver content for the customers of our client and not for our client! Hence it is not just about getting our clients approval – but it is about getting the customers approval for our client's product.

CONTENT MARKETING

- Communication Strategy
- Lead nurturing & management
- Blog Writing & PR Content
- Copywriting
- Info graphics & Visual designs
- Content management
- Assets & collateral design
- Video Marketing



From conception to realization brand experiences must be bound by a clear marketing objective and linked to the brand proposition and values. Proactive, direct engagement and meaningful interactions with customers and stakeholders are an integral part of integrated marketing. Brand experiences offers our client's customers the authentic real – physical engagement. We integrate on-ground experiences with online and off-line platforms to deliver total brand experience and optimized reach from before the event and post event sharing.

Today brands are co-created and controlled by consumers. Consumers are demanding and expect much more from brands at various levels. Brand experiences hold the key to disarm all skeptics and cynics and win consumers over.

BRAND EXPERIENCES & EVENTS

- Meetings & Events
- Dealer / Distributor / Sales Conferences
- Brand Experiences & Promotions
- Brand & Product Launches
- Promotional Merchandise Production
- Trade Events
- HR : Training & Employee Engagement
- Media / Press Conferences



Our fully equipped, specialized in-house content studio and our ability to tell great stories is what reels in customers for our clients.

Key team members with over 25 years of experience in TVC & Feature direction and production, we are geared to cater to varied client needs irrespective of scale.

The full service agency capabilities give us an edge when producing content for campaigns, cause we produce content in-house and we offer additional competencies that maximize the effectiveness of your investment in video content. Geared to deliver smart and relevant strategic content that connects with the brand target audience to deliver results with our video SEO, social integration and distribution strategy are some of the value adds for our clients.

VIDEO & MEDIA PRODUCTION

- Brand Commercials
- Virals
- Corporate, Product & Demo AVs
- Branded Content
- Curtain Raisers / Brand Experience AV
- HR, Training AVs



With the rising influence of digital platforms, news cycles today are measured in seconds on any regular business day. We believe traditional PR has moved out of its silo and effect PR today is hybrid – a strategic blend of Digital & Traditional and this is how we do it:- Integrate traditional PR best practices with digital & social- Cross functional working to include and apply marketing learning & tactics- Active collaborating with other parts of the business including sales & after sales service, distribution, HR, IT- Use social media intelligence to plan strategic engagements with clear objectives and valuable outcomes- Listening to communities and cultures to chart out systematic audience connection- Connect directly with stakeholders and customers- Crisis Management: Observe trends, Predict and Pre-plan recovery steps- Leverage technology and visuals to deliver deeper and meaningful communications with measurability

HYBRID P.R

- PR Strategy & Plan : Digital & Traditional
- SEO
- Celebrity & Influencer Associations
- Blogs
- Reputation Management
- Social Media
- Crisis Management
- Press Release, Content Writing



How WE DO IT



| Our WORK





Brands

WE WORK WITH

QUALCOMM

NEROLAC
HEALTHY HOME PAINTS



Unilever

IL&FS | Maritime



TATA CONSULTANCY SERVICES

HCL

TATA MOTORS



ICICI Securities
Private Wealth Management



Mahindra
Rise.

SIEMENS

IL&FS



Triumph

Johnson & Johnson



Reebok

OSOeasy

SONATA
A TATA Product

Standard
Chartered

ŠKODA



SANOFI



FRENCH CONNECTION



Sheer
Driving Pleasure

QAI



Brand
Commercials



Viral Films



Brand
Campaigns



Brand
Corporate AV



Social Media
Marketing



Brand Experience



Brand
Commercials



Viral Films



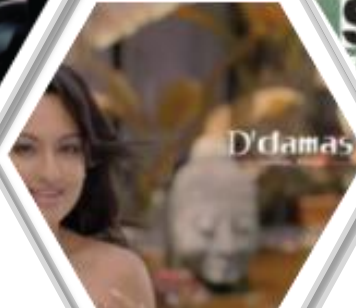
Brand
Campaigns



Brand
Corporate AV



Social Media
Marketing



Brand Experience

Brand
Commercials



Viral Films



Brand
Campaigns



Brand
Corporate AV



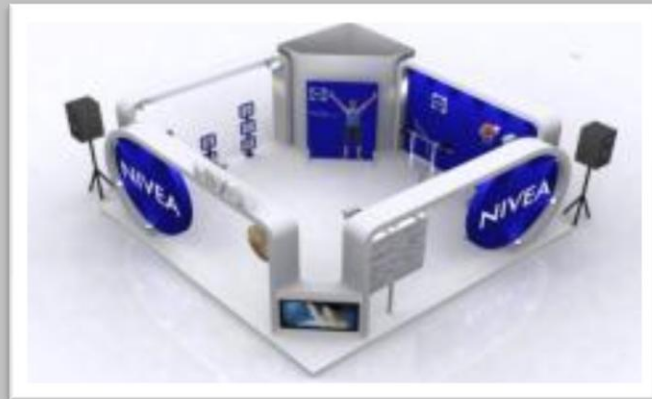
Social Media
Marketing



Brand Experience



3D
Design



On Ground
Execution

3D
Design



On Ground
Execution









A FEW

CASE STUDIES

CASE STUDY 1:

KANSAI NEROLAC PAINTS

DECORATIVE PAINTS, EASTERN REGION

GOAL (Brief June 2015):

To regain positioning in the eastern region.

The brand had over the years slid from its 2nd position to the 5th position

CHALLENGES :

No brand recall

Sales channel partners & Sales ground team – lack of energy and enthusiasm

Robust distribution channel of competition

Aggressive marketing and long standing presence in the region of competition

Home ground for Berger paints

COMPETITION :

ASIAN PAINTS (1ST POSITION), BERGER (2ND POSITION)

COMMUNICATION STRATEGY: As suggested by Silk Route Media

“SPEAK TO THE PEOPLE – BENGALI, AND NOT THE GEOGRAPHY!”

CASE STUDY 1:

KANSAI NEROLAC PAINTS DECORATIVE PAINTS, EASTERN REGION

CAMPAIGN 1 : Out of the box solution!

- The brand needed to immediately strengthen the sales channel and induce renewed energy to see through its final objective.
- The initial campaign was also to set the mood and reintroduce the brand
- A brand that is communicating to a Bengali and not just Bengal.
- Touch the chord with the People of Bengal.

“RUPOSHI BANGLA”

(BEAUTIFUL BENGAL)

A COFFEE TABLE BOOK BY NEROLAC

Shot across 90 days covering the rich heritage – culture, architecture, the day to day life of a Bengali.

The coffee table book was targeted to serenade the pride of a Bengali, and associate their interest with the brand.



CASE STUDY 1:

KANSAI NEROLAC PAINTS DECORATIVE PAINTS, EASTERN REGION

“RUPOSHI BANGLA” : The next big bang came with the launch of the coffee table book by Shahrukh Khan in Kolkata in the presence of media and channel partners (distributors, dealers and retailers). Strategic publicity was garnered through write ups and advertorials subsequently.

The book was later distributed through the retail sales channels to retail customers, bulk customers - interior designers, builders. Autographed books were used as a part of sales incentive – performers awards.

OBJECTIVE ACHIEVED:

Re-energized & renewed enthusiasm – sales channel partners and sales team on ground.

Consumers stirred through the brand's new approach – clearly skewed to titillate the intellectual side of a Bengali.



CASE STUDY 1:

KANSAI NEROLAC PAINTS DECORATIVE PAINTS, EASTERN REGION

CAMPAIGN 2: Reaching out the customer

Communicate and interact with the target audience, the retail customer. Reach out to them in their neighborhood, participate in their festivities. Experiential activity to ensure interaction with the brand. Involve the Sales Channel Partners and the Sales Team. Build the dealer network.

NEROLAC SHERA PARA SHERA PUJO

A campaign that calls out the Bengali people to participate in a mural competition and create murals on the walls of their neighborhood using Nerolac Paints. Culminating with a Durga Puja Competition between the neighborhoods – the biggest festival for every Bengali.

YEAR ONE : 110 MURALS + 334 PUJA (Year 2015)

YEAR TWO : 144 MURALS + 440 PUJA (Year 2016)

YEAR THREE : 215 MURALS + 661 PUJA (Year 2017)

Till date the highest registrations & participation ever!



CASE STUDY 1:

KANSAI NEROLAC PAINTS DECORATIVE PAINTS,
EASTERN REGION

CAMPAIGN 2: NEROLAC SHERA PARA SHERA PUJO

Print Ads: 5 – 6 releases, Ananda Bazar Patrika,
Ebala

Radio: Friends FM, Red FM

OOH: Across city to ensure coverage incl. traffic for the
outskirts, given the ambition to widen the geography
coverage each year.

Website: www.nerolacsheraparasherapujo.com

Registration listing for Mural & Puja Associations,
Voting, Images & Video Album – total coverage of
each season.

Digital Marketing : Contests & Trivia, Posts & updates,
result announcements

Result over the 3 year campaign:

Nerolac today is at neck to neck with Berger at No. 2.
The resounding success of the campaign has led
Nerolac to expand the project to cover entire Bengal
this year.

Silk Route Media, now handles the 360°
communication for the same.



CASE STUDY 2: SWASTH FOUNDATION

Background:

A non profit organization supported by US AID and TATA Trusts, catering to the cause of “health for the under-privileged “.

9 years old – 15 clinics... growing to 50 clinics in 2017 in Mumbai and 20 clinics in Gujarat.

CSR partner with the likes of Tata Trust, US Aid, Arvind Mills, Asian Paints, Birla Soft, Oracle, GMSP

Objective:

To become self sustaining – to last the cause irrespective of support / partners.

To go national and achieve greater coverage

To reach out to the Urban Poor and achieve critical mass enrolment for health care and thus creating a revenue model based on mass.

Donor – accountability

Fund raising

Challenges :

Growing number of similar organizations – needs better representation of self to draw more CSR partners.

Perception between the Patient Target Audience – Cheaper healthcare does not deprive treatment.

Draw more talents – Doctors / Dentists / medical professionals + Support Professionals

CASE STUDY 2: SWASTH FOUNDATION

Our Responsibility:

Complete re-branding / identity creation

Communication: Donor, HR, Corporate, Clinic (In-shop)

Experiences: Fundraiser, Free Health Workshops

Online: Identity management, Social Media, etc

Result :

- 6 months of design and execution.
- Swasth has today 34 clinics with new donors, both Individuals and corporates with increased footfall of patients.
- Swasth is now planning to go national with clinics in the North and South as well.



Before

After

CASE STUDY 3:

OSOEasy

The Brief:

The client wanted to create a B to C mass digital product / application targeting the growing urban areas and the future trends in the housing segment.

Our Concept:

An app that can make urban living easy.

Solution :

A singular APP which has functions of 40 apps rolled into 1. A Digital butler who can take care of every aspect of urban living.

A unique marketing solution was suggested, to start with on-ground move to digital and finally go to the ATL segment.

CASE STUDY 2: OSOEasy

The Result:

Product was launched in exactly 9 months from the day it was conceived, post which within the test phase with lean test team of 3 the product has 25000 paid subscribers.

Silk Route Media is now managing the product and taking care of the National launch.



| WHAT OUR CLIENTS SAY

“ TESTIMONIALS ”



The challenge we were facing was to create a separate brand with IL&FS Maritime while remaining an integral part of the group. Silk Route Media came up with a unique branding solution which they translated across all surfaces. I was specially impressed with the creative renditions. The campaign led the group companies to also follow a similar path. We are now looking forward to Silk Route Media do the same for the group flagship company.

SHRUTI ARORA (VP – BUSINESS DEVELOPMENT)
IL&FS – MARITIME



My association with Shekhar has now spanned over 17 years and countless campaigns. Silk Route is one of the few truly integrated agencies where they justify the idea and execution. At times I feel they are an internal team since they delve deep into the product they work with. My best wishes to team SRM for all their future endeavors.

RAGHAVENDRA SHENOY (Managing Director - TAIWAN)
JOHNSON & JOHNSON



My experience with Silk Route Media is from Berger Paints when I gave them a simple project. At that point I had never imagined what started as a one off will end up becoming a National Campaign which then continued with Nerolac Paints where I subsequently joined. They are one of the hardest working team that I have worked with and end up pushing my team to the hilt. They think for their client.

RAJA BANERJEE (GM – SALES & MARKETING)
NEROLAC PAINTS



Congratulations Silk Route , on your project engagement with us ... Your multi-layered approach was extremely effective given the short span of time in which the brand needed to be established across a vast spectrum of our client. Thank you for the your efforts.

JONU RANA (VP – GLOBAL BUSINESS)
QAI GLOBAL



It has been a brilliant experience working with Silk Route Media. Their entire approach towards translating ATL communication to On-ground consumer programs is noteworthy. They have each time managed to maintained the synergy of the creative, Brand CIS while applying them on-ground despite various limitations and challenges. Their planning and execution capabilities made “Skoda Yeti Performance Drive” a brilliant success. Till date the same is even applauded by our Channel Partners / Dealerships.

VIKRAM SWAROOP
MARKETING HEAD – DEALER NETWORK
SKODA AUTO INDIA



A team that adapts and evolves with each challenge. Silk Route Media always seems to come up with very innovative solutions which seem difficult to achieve but by the end of it they make it seem easy. As an agency they are understated but definitely deliver the goods. Cheers to them.

AJAY MISHRA (DIRECTOR SALES)
QUALCOMM

Visit www.SRMintegrated.com



Thanks

Connect with us

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