



Strategic,
award-winning event management
& brand activation services

India's premier design & delivery company since 2011



Event & Activation Services

Live Events

- Concerts and live performances
- Product launches
- Corporate conferences
- Exhibitions and trade shows

Brand Activations

- Mall activations
- RWA community programs
- School contact programs
- Roadshows and pub crawls



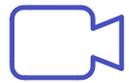
Experiential Marketing Excellence

Synergy MarCom specializes in experiential marketing, fabrication, and groundbreaking concepts. Founded in 2011, we deliver personalized, top-quality designs and marketing services that deliver real results.

Our team of creative professionals combines expertise in design, fabrication, branding, marketing, event management, and professional videography to create innovative and engaging solutions.



Digital & Creative Solutions



Video Production

Professional video content creation for commercials, social media, and corporate communications.



3D Modeling

Immersive 3D visualizations for product showcases and architectural presentations.



AR/VR Experiences

Augmented and virtual reality solutions to create engaging brand experiences.



App Development

Custom application development for iOS, Android, and web platforms.

Video Production



3D Modeling



AR & VR Experiences





Production & Fabrication

Extensive Warehouse

20,000 SQFT of production floor with metal and wooden fabrication capability

Multi Fabrication

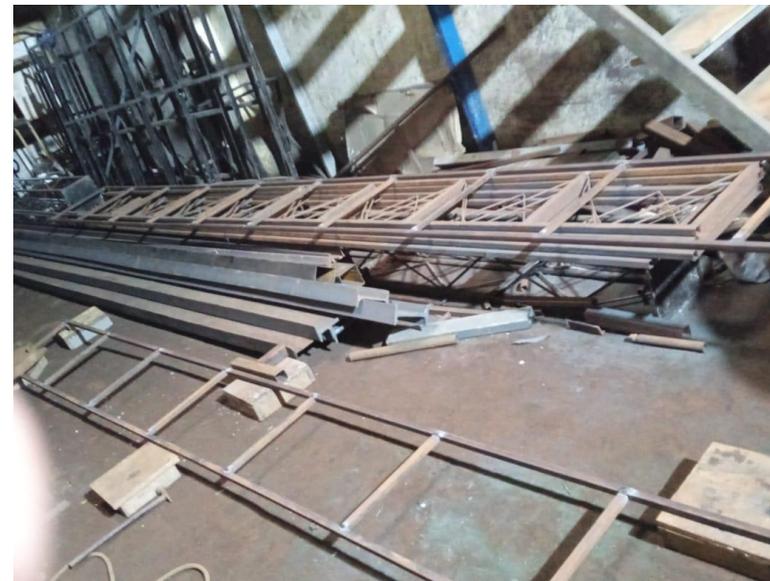
Premium wooden & metal fixtures and displays crafted for brand environments.



In-House Print Services

High-quality printing for brochures, banners, posters, and promotional materials.

Production & Fabrication



Technology & Streaming

Live Streaming

Professional live streaming services for events, conferences, and product launches with multi-camera setups and seamless broadcast quality.

Acoustic Consulting

Expert acoustic design and consulting for venues, studios, and event spaces to ensure optimal sound quality.



Channel Marketing



Retail Branding

Storefront and in-store branding solutions



Channel Partners

Marketing support for distribution networks



Performance Tracking

Monitoring and optimization of channel activities

Channel Marketing



Channel Marketing



Brand Activation Programs



Mall Activation

Engage shoppers in high-traffic retail environments with interactive brand experiences



RWA Activation

Connect with residential communities through targeted outreach programs



School Programs

Build brand awareness among students and parents through structured contact programs

Physical Branding Solutions

Custom Fabrication

Our in-house capabilities include metal and wooden fabrication for retail displays, exhibition booths, and permanent installations. We create durable, eye-catching structures that reinforce your brand identity.

- Custom signage and displays
- Exhibition booth construction
- Retail environment branding
- Architectural installations



Custom Signage & Display



Exhibition booth construction



Retail environment branding

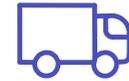


Specialized Event Types



Pub Crawls

Multi-venue nightlife experiences for brand launches and corporate entertainment



Roadshows

Mobile brand tours reaching multiple cities and target markets efficiently



Medico Events

Healthcare conferences, medical symposiums, and pharmaceutical product launches



Channel Marketing

Trade partner events, distributor conferences, and retail partner programs

Specialized Event Types

Pub Crawls



Roadshows



Medico Events



Channel Marketing



The Numbers Speak Volumes

500+

Exhibition Stalls

Designed and delivered, creating unforgettable brand presences at major trade shows and exhibitions, nationwide.

200+

Live Events

Orchestrated seamless and engaging experiences for diverse audiences, from corporate gatherings to large-scale activations.

Comprehensive Brand Solutions



300+ Branding Projects

Crafting strong identities and compelling brand narratives that resonate with target audiences and drive market impact.



1000+ Videos

Shot and created, bringing stories and products to life visually through high-quality production that captivates viewers.

Our Approach

01

Strategic Planning

Understanding your brand goals and target audience to develop a comprehensive strategy.

03

Execution Excellence

Flawless implementation with attention to every detail and quality control.

02

Creative Development

Designing compelling concepts and experiences that resonate with your audience.

04

Results Analysis

Measuring impact and providing insights for continuous improvement.

Why Choose Synergy MarCom

Comprehensive Services

One partner for all your event, activation, and production needs

Proven Expertise

Experienced team delivering results that exceed client expectations

End-to-End Solutions

From concept to execution, we handle every aspect of your brand activation



Committed to Excellence

Passionate about delivering results that exceed expectations through strategic planning and flawless execution.

Trusted by Industry Leaders

14+ years of expertise serving leading brands across diverse sectors



Comprehensive Service Portfolio



Events & Conferences

Meetings, live concerts, exhibitions, product launches



Brand Activations

Mall activations, RWA programs, corporate events, roadshows



Production Services

Video production, 3D modeling, augmented reality, virtual reality



Fabrication

Metal and wooden fabrication for custom installations

Why Choose Us

Comprehensive Services

One-stop solution for all your marketing, advertising, and event needs.

Proven Expertise

Experienced team passionate about delivering results that exceed expectations.

End-to-End Support

From concept to execution, we handle every aspect of your project.



Ready to Elevate Your Brand?

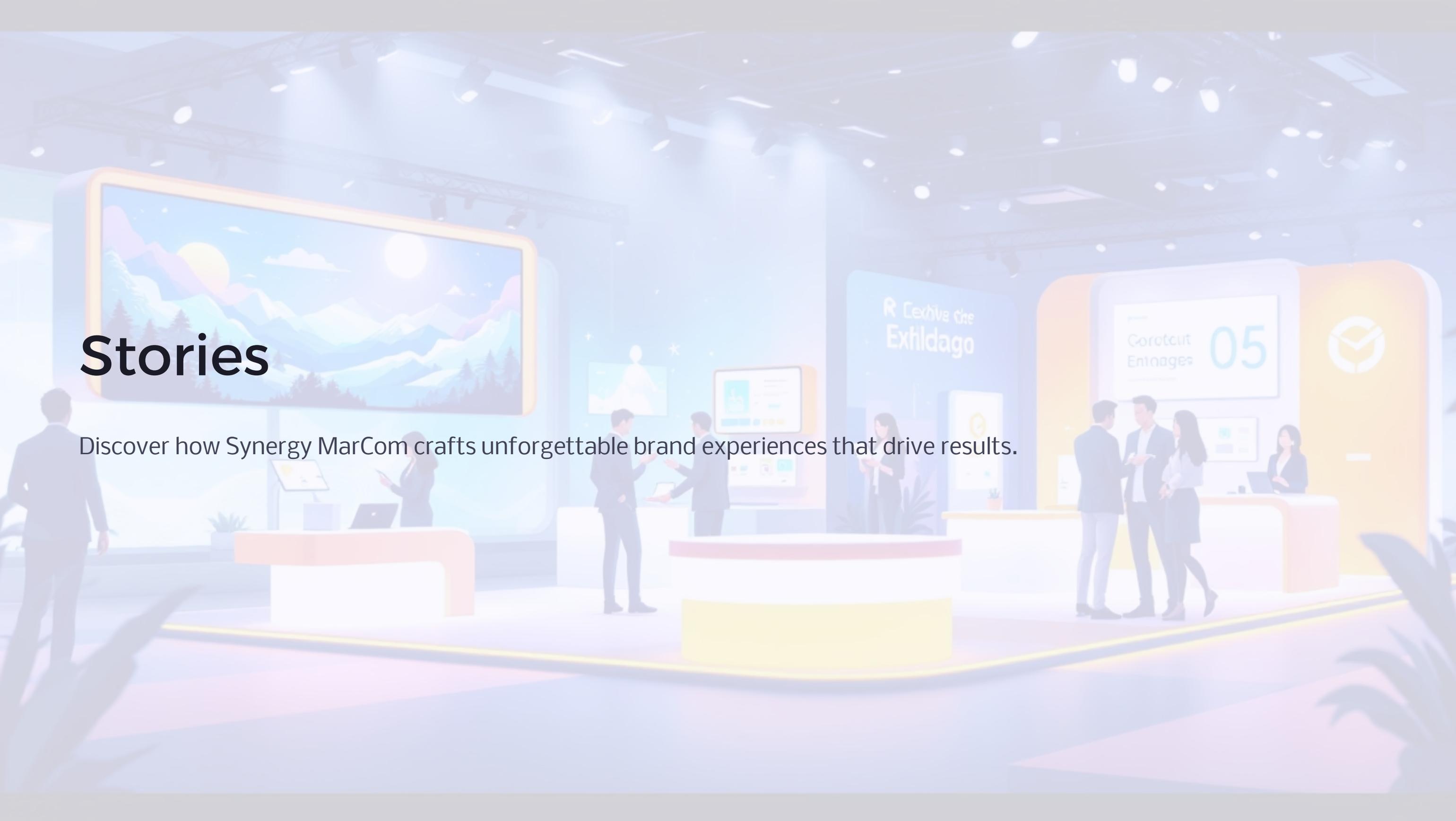
Whether you need help with branding, advertising, BTL marketing, or event management, our team is here to deliver results that exceed expectations.

Contact Us

Explore Services

Stories

Discover how Synergy MarCom crafts unforgettable brand experiences that drive results.





Curating Grandeur

Synergy MarCom at the Mirchi Music Awards

When music meets scale, presentation becomes everything. The Mirchi Music Awards is one of India's most celebrated entertainment properties, where artists, celebrities, industry leaders, and media converge under one spotlight.

The Challenge

For such a grand stage, execution is not a task, it is an orchestration. Synergy MarCom was entrusted with curating key experiential elements of the Mirchi Music Awards, from stage-aligned branding to red carpet architecture, and from visual storytelling to high-impact video integration.



Designing for Glamour, Delivering for Scale

Award nights demand a different design language. It must be glamorous without being overwhelming, bold without losing sophistication, and visually powerful on camera whilst remaining flawless on ground.



Camera-Ready

Every element designed for visual impact on screen



Lighting Integration

Balanced illumination for photography clarity



Premium Finish

High-quality materials and detailing throughout

Red Carpet Experience

The red carpet is where the story begins. It is where media interaction happens, where first impressions are captured, and where brand exposure multiplies across digital and broadcast platforms.

01

Structured Backdrop

High-visibility logo placement with precise framing

03

Sponsor Alignment

Strategic placement without visual clutter

02

Media Flow

Seamless movement for photographers and journalists



Key Deliverables



Stage-Aligned Branding

Integrated visual elements that complement the performance space



Video Content Display

High-impact integrated formats for enhanced storytelling



Backdrop Architecture

Step-and-repeat media walls and branded entry experiences



Sponsor Visibility Zones

Strategic placement ensuring maximum brand exposure

Attention to Detail at Every Level

Large entertainment properties involve multiple stakeholders, sponsors, production teams, lighting crews, and media partners. Synergy MarCom coordinated across functions to ensure seamless execution.

- Brand guidelines strictly followed
- Installation timelines met
- Premium finishes throughout
- Precise alignment maintained
- No last-minute inconsistencies



Beyond Fabrication: Curating Experience



Mirchi Music Awards is about celebration, recognition, and spectacle. Synergy MarCom's role was to ensure that the visual environment elevated that celebration.

1

Design with Intention

2

Execute with Precision

3

Deliver with Impact

The Result

When the cameras rolled, the lights came on, and the red carpet filled with icons, the environment stood seamless. That is the power of structured execution in a high-glamour, high-visibility environment.



100%

Seamless Execution

Every element performed under
spotlight

0

Retakes Needed

First-time perfection achieved



Our Approach

Concept to Installation

From initial sketches to final execution, maintaining consistent vision throughout

Multi-Stakeholder Coordination

Working seamlessly with production teams, sponsors, and media partners

Camera-First Design

Every structure designed keeping camera angles, lighting reflection, and celebrity flow in mind

Curating Experiences That Perform Under Spotlight

Synergy MarCom does not just build sets. We curate experiences that perform under spotlight, ensuring every visual element remains sharp, legible, and camera-ready.

From concept sketches to final installation, our approach remains consistent: design with intention, execute with precision, and deliver with impact.



📄 Ready to elevate your next event? Contact Synergy MarCom for experiential branding that performs under pressure.



Road Safety Drive: Toote & Foote Take Over Mumbai

A creative campaign transforming road safety awareness through entertainment, education, and engagement across Mumbai's busiest traffic zones.

The Challenge

Mumbai, the city that never sleeps, also never stops moving. With fast-paced traffic and ever-growing vehicle numbers, road safety became a pressing concern requiring innovative solutions.

Synergy MarCom partnered with the Regional Transport Office (RTO) to launch a unique campaign combining entertainment, education, and engagement to drive home responsible commuting messages.





Meet Toot & Foote

Two quirky mascots created to make road safety relatable and engaging through contrasting personalities.

Toote

Reckless driving, impatience, and ignorance of traffic rules

Foote

Safety, patience, and adherence to road norms

Road Safety Drive: Toot & Foote

Mumbai's fast-paced traffic demands urgent road safety awareness. Synergy MarCom partnered with Regional Transport Office to launch an impactful campaign addressing critical safety concerns in India's most dynamic city.

Strategic Partnership

Collaboration with Regional Transport Office

City-Wide Impact

Comprehensive road safety awareness campaign

Strategic Locations

Five days of performances across Mumbai's busiest traffic hubs to maximize commuter reach.



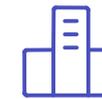
Andheri & Borivali

Busy business districts and residential hubs



Mumbai Central & Wadala

Key railway stations and transport depots



Thane & Kalyan

Densely populated cities with growing traffic



Vashi & Panvel

Major transit hubs in Navi Mumbai



Vasai

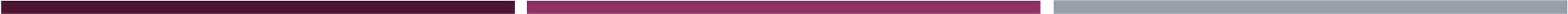
Fast-developing suburb with increasing traffic

Interactive Skits & Live Demonstrations

Professional performers delivered humorous, engaging skits depicting common road safety issues:

- Jaywalking vs. using zebra crossings
- Wearing helmets and seatbelts
- Honking and road rage management
- Drunk driving consequences
- Mobile phone distractions while driving





Specialized Manpower

1

Trained Educators

Professionals engaging audiences post-performances to reinforce key takeaways

2

Traffic Marshals

Personnel guiding commuters on proper road behavior through live demonstrations

3

Survey Teams

Individuals collecting public feedback and insights to measure campaign effectiveness

Radio Mirchi Partnership



Extending Reach Beyond Streets

Daily updates, live interactions, and special RJ mentions ensured the road safety message resonated with an even wider audience.

Commuters stuck in traffic tuned in to engaging road safety stories featuring Tootie & Foote, reinforcing their learnings from street performances.

Overwhelming Response

5

Days of Campaign

Continuous street performances

9

Strategic Locations

High-traffic zones covered

1000s

Commuters Reached

Thousands engaged with performances

The campaign witnessed overwhelming participation, with commuters stopping to watch, interact, and pledge safer road habits.

Many clicked pictures with Toote & Foote, sharing experiences on social media.

Visual Highlights



Transforming Road Safety Awareness

By combining creativity, strategic outreach, and professional execution, Synergy MarCom successfully transformed road safety awareness from a mundane lecture to an engaging and memorable experience.

With initiatives like these, Mumbai is on the path to becoming a safer city for every commuter.



Elevating ₹1500+ Cr: Salasar Techno at SCE 2025

When a ₹1500+ crore infrastructure leader steps onto a national platform, the expectation is not just participation, it is dominance. At Steel Construction Expo 2025, Salasar Techno Engineering Ltd. showcased engineering strength, industry leadership, and forward-thinking vision.



From Concept to Commanding Presence

For a brand of Salasar's stature, the design philosophy needed to reflect scale, stability, and sophistication. The objective was clear: reinforce industry authority, communicate structural excellence, and deliver a premium corporate presence.

Synergy MarCom conceptualized a modern, architectural booth structure inspired by strength and precision, mirroring the engineering DNA of Salasar itself.



Strategic Design Elements



Angular Framing

Clean vertical finishes and geometric shapes reflecting structural engineering precision



Illuminated Branding

Fascia illumination and LED highlights for maximum visibility from every angle



Structured Zoning

Strategic spatial planning to optimize visitor flow and business conversations

Attention to the Smallest Detail

True execution power lies in detail discipline. From millimeter-accurate fabrication to calibrated lighting alignment, every element was engineered with precision.

01

Fabrication Precision

Millimeter-accurate construction ensuring structural integrity

02

Lighting Calibration

Balanced brightness control across all display areas

03

Flow Optimization

Strategic placement of reception, displays, and hospitality zones

04

Quality Finish

Seamless transitions, concealed wiring, premium edge finishes

Premium Elements, Structured Execution

Louver Paneling

High-quality louver-style paneling for modern industrial aesthetic

Illuminated Logos

Precision-cut illuminated brand logos for maximum impact

Premium Flooring

Wood-finish flooring to enhance warmth and sophistication

Hospitality Zones

Structured meeting areas with coffee interaction space

AV Integration

Seamless display integration for project showcasing

Design to Delivery, Without Compromise

Large-format exhibition builds involve complex timelines, multiple vendor dependencies, and strict expo compliance requirements.

Synergy MarCom's integrated execution framework ensured flawless completion.

- On-time fabrication and installation
- Zero last-minute adjustments
- Structured site coordination
- Real-time production supervision
- Compliance with expo regulations
- Seamless handover before opening hours



Engineering Strength Meets Experiential Precision



Structural Engineering

Strong geometric framing
symbolized structural
excellence



Technical Precision

Clean lines reflected technical
accuracy and quality



Corporate Authority

Illuminated branding
communicated market
leadership



Business Conversations

Hospitality space enabled
comfortable client interactions

Beyond Construction, Building Perception



Market Positioning

Exhibitions are not about square meters, they are about market positioning



Industry Distinction

Salasar did not just participate, it stood distinguished



Brand Stature

Environment must reflect corporate stature and scale



Our Commitment to Excellence

Execution Without Compromise

Every detail engineered with precision and purpose

Detailing Without Oversight

Millimeter-accurate fabrication and quality control

Timelines Without Deviation

Structured planning ensuring on-time completion

Premium Treatment Without Excess

Curated elements elevating perception while maintaining discipline



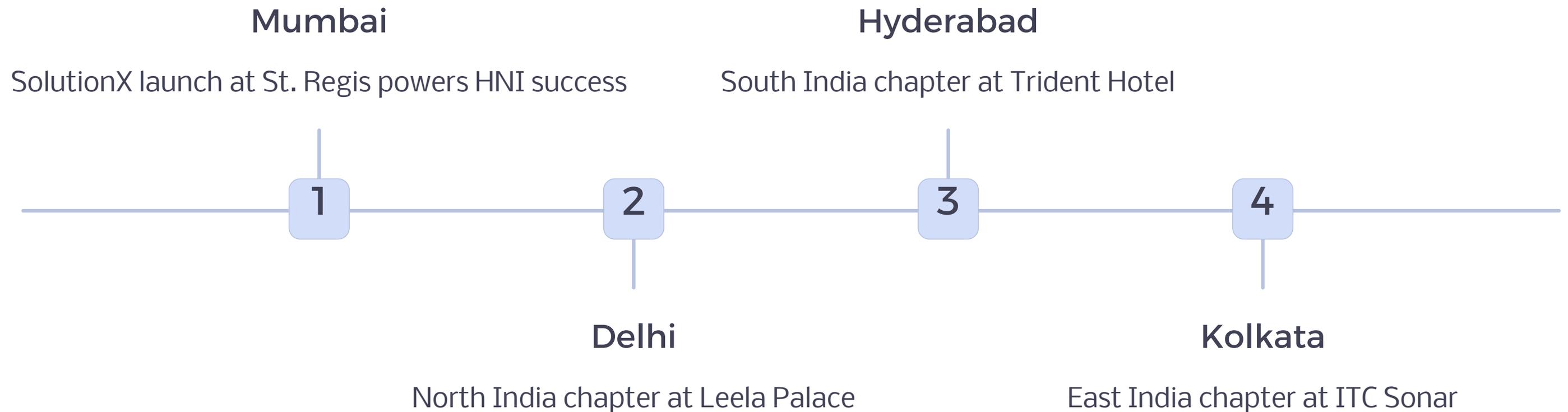
WHEN INDUSTRY LEADERS
STEP FORWARD, THEIR
ENVIRONMENT MUST
REFLECT THEIR STATURE.

Synergy MarCom, where engineering
precision meets experiential
excellence. From concept sketches to
final installation, ensuring brands
received an exhibition presence
worthy of its scale.



TP-Link's Regional Momentum

Strategic engagement across India's key markets, from Mumbai's premium HNI segment to Hyderabad's technology enterprise hub.



Four Strategic Objectives



Elevate Brand Perception

Position TP-Link as premium enterprise partner



Strengthen Confidence

Build stakeholder trust through immersive experience



Deepen Relationships

Reinforce regional partnerships



Leadership Position

Establish enterprise authority

Strategic Approach



Deep Brand Dive

Analyzed TP-Link's brand DNA and market objectives to inform every strategic decision



Audience Insight

Understood HNI values, aspirations, and lifestyle to craft resonant messaging



Bespoke IP

Created scalable event property that could evolve and adapt for future editions

Three Pillars of Success



Experience-Led Storytelling

Narrative arcs emphasized how TP-Link innovations contribute to smarter, more connected lifestyles



Thought Leadership

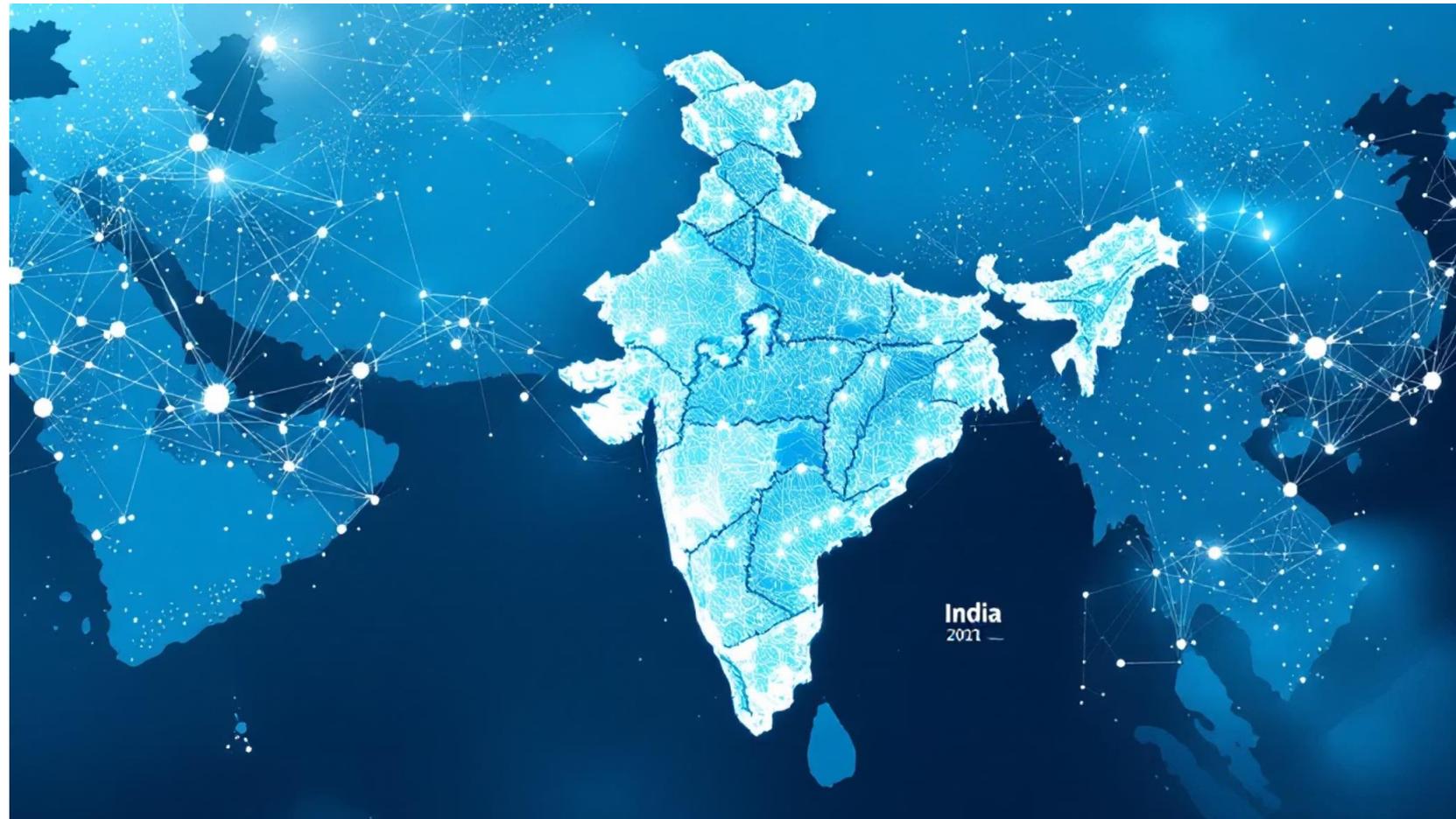
Keynotes and panels positioned TP-Link as industry thought leader, not just product provider



Interactivity & Immersion

State-of-the-art displays, live demos, and Tech Lounge enabled personalized engagement

Building Regional Strength, Sustaining National Alignment



From Mumbai to Delhi, Kolkata to Hyderabad, TP-Link's 2025 journey reflects structured national growth. Each city requires localized sensitivity, but the brand message must remain unified.

Synergy MarCom ensures that while geography changes, the brand narrative remains constant, authoritative, forward-thinking, and growth-focused.

Brand Custodians

Protecting perception in live environments

Trust Engineers

Creating experiences that convert dialogue into conviction

Execution Force

Ensuring every chapter builds stronger than the last

Future-Ready IP



Scalable

Can be replicated across geographies



Digital Formats

Extend into virtual experiences



Evolving

Refined with new content layers

SolutionX Powers TP- Link's HNI Success

St. Regis, Mumbai

Synergy MarCom crafts bespoke IP for premium networking engagement





The Venue: St. Regis Mumbai

The Regency Ballroom served as more than a location, it symbolized prestige, opulence, and exclusivity. The venue transformed into an immersive environment where technology met luxury through precision lighting, dynamic displays, and elegant décor.



Synergy MarCom Powers TP-Link's HNI Momentum in Delhi

Strategic premium engagement at The Leela Palace, New Delhi - Chapter 2 of TP-Link's 2025 growth journey

Strategic Growth Intervention

When brands aim to scale influence, they don't simply host events - they engineer strategic moments. The second chapter of TP-Link's 2025 premium engagement journey unfolded at The Leela Palace, New Delhi, a venue synonymous with authority and influence.

Behind the elegance stood months of structured planning, orchestration, and execution discipline led by Synergy MarCom.



TP-Link's East India Chapter

Synergy MarCom powers strategic partner engagement at ITC Sonar, Kolkata



Building Regional Momentum

After impactful chapters in Mumbai and Delhi, TP-Link's 2025 strategic engagement series advanced to Eastern India. Chapter 3 unfolded at the iconic ITC Sonar, engaging key channel partners, enterprise stakeholders, and regional growth drivers.

Eastern India represents legacy relationships, deep-rooted partner ecosystems, and long-term business trust. The approach balanced premium positioning with relationship warmth.



TP-Link South India Chapter

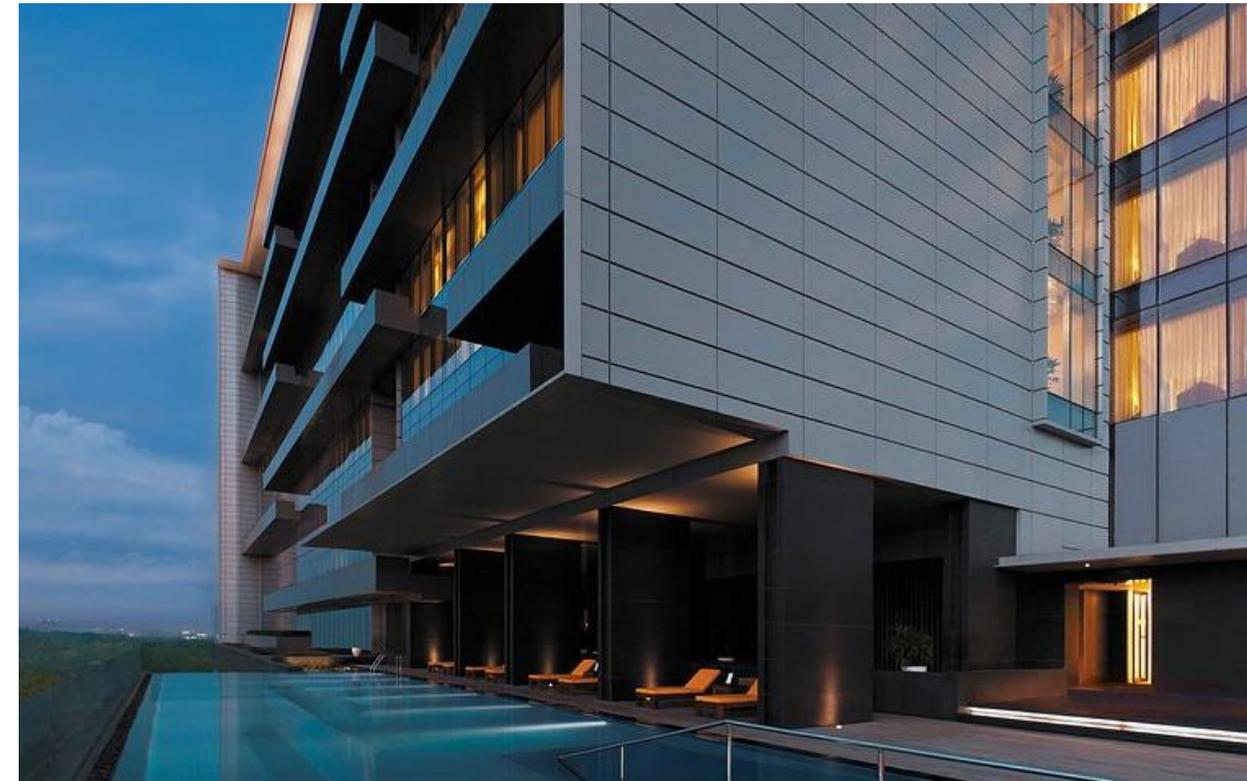
Synergy MarCom powers strategic partner engagement at Trident
Hyderabad



Venue Meets Vision

The Trident Hyderabad provided the ideal setting, modern, refined, and aligned with the city's corporate character. Premium venues alone do not create impact. It is how the space is transformed that defines influence.

Synergy MarCom engineered the venue into a structured brand environment that balanced sophistication with strategic messaging.



The Power Behind the Experience

01

Strategic Concept Development

Aligned with TP-Link's growth roadmap

02

Venue Transformation

Tailored to premium stakeholder sensibilities

03

Guest Journey Mapping

Structured immersive engagement

04

Integrated AV & Staging

Engineered for clarity and impact

05

Hospitality Coordination

High-touch on-ground execution

Centralized Orchestration Model

The Challenge

Events of this scale involve dozens of moving parts: fabrication teams, AV technicians, logistics coordinators, branding units, hospitality managers, and vendor networks.

Our Solution

Bring all production dependencies under one unified operational platform, eliminating friction and maintaining constant brand messaging.

Faster Decision-Making

Zero Brand Dilution

Controlled Quality

Full Accountability



Effort Beyond Visibility

- Multiple Design Iterations**
Align brand aesthetics with luxury venue architecture
- Technical Rehearsals**
Ensure AV precision and flawless execution
- Stakeholder Coordination**
Curate meaningful interactions and conversations
- On-Site Supervision**
Maintain premium precision at every detail

Strategic Brand Stewardship

Protect Brand Integrity

Maintain consistent messaging
across all touchpoints

Amplify Perception

Engineer environments that convert
conversations into confidence

Lead, Not Participate

When concept and capability move
together, brands lead

Our commitment to TP-Link is not transactional - it's strategic. Each engagement is a chapter in a larger brand-building journey.

From Concept to Installation



1

Strategic Planning

Months of structured development

2

Orchestration

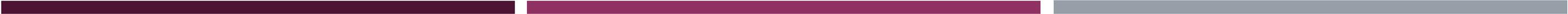
Centralized production control

3

Flawless Execution

Premium precision delivered

When brands engineer strategic moments, they don't just participate - they lead.



Precision in Planning

01

Strategic Spatial Planning

Aligned with partner engagement goals

02

Premium Stage Design

Visual storytelling environments

03

Product Display Zones

Engineered for interactive dialogue

04

Integrated AV Systems

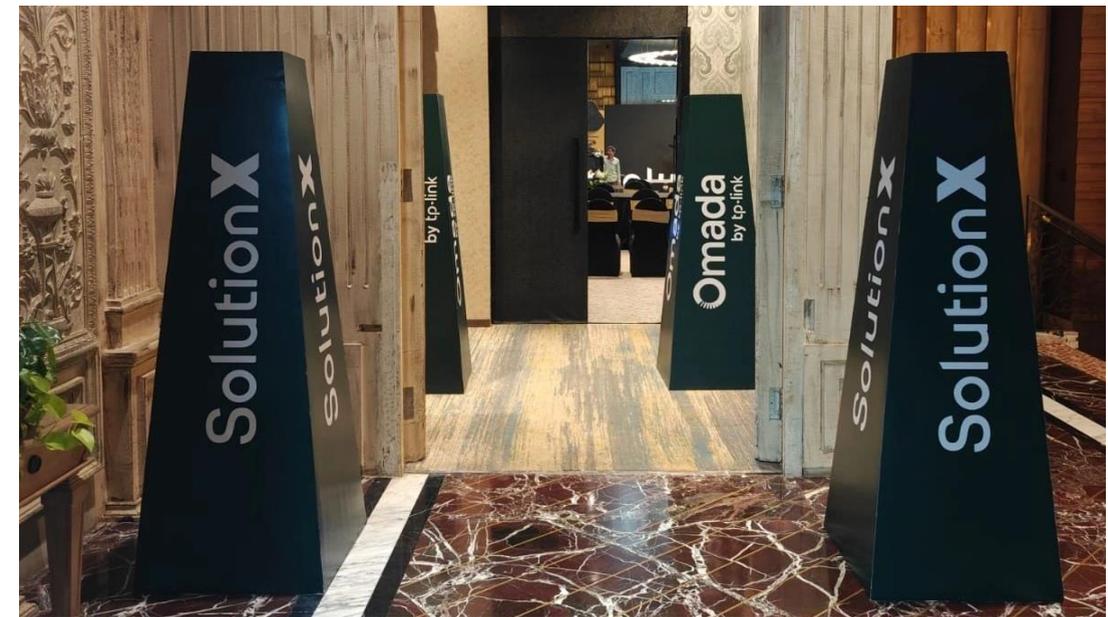
Impactful presentations

05

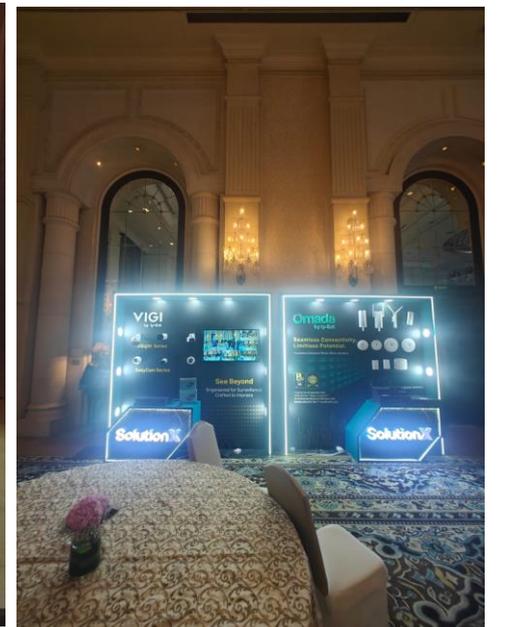
Hospitality Flow

Partner networking touchpoints

Visual Journey



Visual Journey



When Integration Meets Intention

Brands don't just expand, they dominate.

Synergy MarCom ensures every chapter builds stronger than the last, delivering strategic execution that transforms regional engagements into national momentum.





Suraksha Bandhan: Hope & Health for India's Truck Drivers

A transformative CSR campaign delivering 20,000 portable water purifiers to truck drivers across 14 states, ensuring access to clean drinking water on India's roads.



The Challenge: Reaching India's Backbone

The Reality

Truck drivers are the backbone of India's supply chain, driving tirelessly across rugged terrains and unpredictable weather. Yet their access to clean drinking water remains a critical challenge.

The Impact

Water scarcity leads to severe health issues like diarrhea and waterborne illnesses, making an already grueling job even tougher for thousands of drivers.

The Mission



20,000 Purifiers

Distribute portable water purifiers to truck drivers across India



14 States

Reach drivers in the length and breadth of the country



Unreachable Areas

Access remote locations like Baddi in Himachal Pradesh

Gulf Oil entrusted Synergy MarCom with this ambitious CSR initiative, transforming a noble idea into a lifeline for thousands.



Execution: BTL Excellence

01

Strategic Planning

Leveraged 15 years of BTL expertise to identify truck terminals and driver gathering points

02

Ground Operations

Teams traveled to far-flung areas, working relentlessly at terminals in extreme heat

03

Systematic Distribution

Five days of intensive work ensuring no driver was left behind

Technology Meets Human Touch

Comprehensive Tracking System

Synergy MarCom developed a meticulous system that tracked every purifier handout, driver details, and routes traveled. This ensured efficient distribution without overlap or missed drivers.

The systematic approach gave Gulf Oil real-time data to measure CSR success while creating meaningful connections with individual drivers.





A Campaign Endorsed by Leadership

"Krishna Pal Gujjar, the Hon. Minister of State of Power and Heavy Industries, personally endorsed the initiative, recognizing the importance of this lifeline for the nation's truckers."

The minister's appreciation further fueled our sense of accomplishment, knowing we had played a role in a campaign that would leave a lasting, positive impact.

Impact Beyond Distribution



Health & Well-being

Thousands of drivers now have access to clean water during long trips



Dignity & Care

Drivers carry a sense of dignity knowing their health matters



Community Impact

Creating meaningful experiences that resonate with communities

Visual Journey



15 Years of BTL Excellence

Our Commitment

At Synergy MarCom, we don't just execute campaigns, we create meaningful experiences that resonate with communities.

- 15 years of BTL expertise
- Passion for impactful narratives
- Comprehensive campaign execution
- Measurable community impact



IT'S NOT JUST ABOUT THE CAMPAIGN, IT'S ABOUT THE IMPACT

Suraksha Bandhan was a milestone, but it's just one chapter in our ongoing journey to create campaigns that matter. We remain committed to empowering communities, telling stories that make a difference, and executing campaigns that leave a legacy.





When a City Runs, Synergy MarCom Makes It Roar

The Tata Mumbai Marathon is not just a race, it's a city-scale celebration of endurance, emotion, and energy. When Synergy MarCom was entrusted with curating the entertainment stage, the responsibility was clear: this was not a typical corporate event.

The Mandate



Live Entertainment Stage

Curate and manage a high-energy stage for massive outdoor crowds



Sound Engineering

Deliver world-class outdoor audio engineering across open-air zones



Artist Coordination

Execute seamless technical coordination for performers and brands



Production Ecosystem

Build a technically sound and scalable production infrastructure

Outdoor Production Challenges



Not Just Aesthetics

The marathon stage must withstand unpredictable weather, massive open-air acoustics, high-decibel crowd energy, strict safety compliance, and tight performance windows.

Indoor events forgive. Outdoor events expose.



When Praveer Took the Stage

1

Dynamic Hosting

Praveer led crowd engagement with precision and energy

2

Brand Amplification

Presence amplified across the marathon experience

3

Controlled Impact

Engineered, not improvised, precision execution

Outdoor Sound Engineering Is a Different Game

Advanced Line-Array Design

Professional sound systems engineered for massive outdoor spaces

Wind-Load Calculated Trussing

Structures designed to withstand environmental forces

Backup Power Redundancy

Fail-safe systems ensuring uninterrupted performance

Signal Delay Towers

Long-distance clarity across expansive venues

RF Frequency Management

Technical coordination preventing signal interference

Technical Rider Compliance

Expert interpretation and execution of artist requirements

The Science Behind the Spectacle

Technical Rider Expertise

Every serious artist and brand comes with a technical rider. Understanding it requires audio mapping knowledge, stage plot design capability, power load calculations, patch list interpretation, and monitor coordination.

Synergy MarCom does not just execute events, we interpret, engineer, and optimize technical ecosystems.



The Outcome

- Flawless Live Stage Execution**
Precision performance under high-pressure conditions
- Electrified Crowd Engagement**
Energy that transformed celebration into explosion
- Seamless Brand Amplification**
Visibility at peak city-level exposure
- Technical Rider Compliance**
Zero disruption in execution
- High-Decibel Clarity**
Crystal-clear audio across all open-air zones



The Synergy MarCom Edge



Years of Technical Exposure

Ground-level execution discipline



Tech Rider Fluency

Expert interpretation capability



Live Sound Physics

Deep understanding of acoustics



Engineering, Not Decoration



Large-Format Entertainment

Anyone can build a stage. Few can engineer an concert spectacle.

Mega sound production requires structure, discipline, and experience.

When stakes are city-level and brand visibility is at peak, experience becomes the difference between noise and impact.





Turning Technology into Radio Engagement Gold

How Synergy MarCom transformed Radio City 98.3 FM's Breaking Music into an immersive, motion-sensor-powered experience that redefined youth engagement in 2015.

The Bold Ambition

The Challenge

In 2015, Radio City 98.3 FM launched "Breaking Music" – a disruptive show playing only songs newer than six months. No old hits, no nostalgia. Just fresh music.

Marketing Head Mr. Jay Tanna needed an out-of-the-box idea to position Radio City as Mumbai's ultimate destination for new-age music.



From Insight to Innovation



01

Strategic Brief

Create relevance, not noise.
Connect with Mumbai's youth
beyond radio waves.

03

Immersive Solution

Proposed gamification that brought the show's core belief to life through
experience.

02

Technology Showcase

Demonstrated augmented reality
capabilities and motion-sensor
integration.

The 98.3 Second Challenge



98.3 Seconds

Direct alignment with Radio City 98.3 FM frequency. Countdown timer created urgency.



Motion Sensor

Participants swiped, reacted, selected, and dumped tracks using physical gestures.



New Songs Only

Only tracks newer than six months could remain. Older songs had to be "dumped."

The concept was brilliantly simple: a motion-sensor-powered digital jukebox that made participants experience the philosophy of freshness through play.

Gamification Before It Became a Trend

Interactive Interface

Fully interactive motion-sensor system with real-time gesture tracking.

Competitive Mechanics

Time-bound challenges created energy and competition among participants.

Visual Narrative

Interface aligned with show's USP, reinforcing brand philosophy through play.

In 2015, motion-sensor-based experiential activations were rare in India. This campaign redefined engagement beyond traditional mall kiosks and call-in contests.



Taking the Movement to the Streets

Deployment Strategy

- Youth hubs across Mumbai
- Colleges and universities
- Cultural pockets and high-footfall areas
- Weeks of ground activation

Teams drove participation and amplified awareness.

The energy was electric. Physical interaction created spectacle.

The 98.3-second timer created drama.



Recognition Beyond Borders

2015

Year of Innovation

When experiential gamification was still emerging in India

The campaign created history. At a time when experiential gamification was still emerging in India, this recognition validated Synergy MarCom's early adoption of technology-led brand engagement.

1

Major Award

"Best Use of Technology" at All Asia forum



Impact Beyond the Event



Brand Strengthening

Breaking Music became synonymous with new music credibility



Talent Amplification

RJ Suren emerged as youth-facing voice of freshness and innovation



Career Growth

Today, RJ Suren commands larger platform, hosting major live properties and anchoring cricket coverage

This is the power of experiential marketing when aligned with personality branding. The campaign strengthened more than listenership – it amplified identities.

Ahead of Its Time

2015 Reality

- Pioneering motion-sensor gamification
- Rare AR-driven activations in India
- Translated frequency into physical engagement
- Turned music into movement

Today's Norm

- Commonplace motion-sensor experiences
- AR/VR activations now standard
- Experiential marketing mainstream
- Technology embedded in strategy



When Brands Dare to Break Norms

Synergy MarCom builds the platform that makes it unforgettable.

Frequency to Experience

Transformed radio into physical engagement

Innovation to Recognition

Built property that strengthened brand equity

Technology to Impact

Turned disruption into lasting credibility



Synergy MarCom x SUGAR Cosmetics

Creating Visual Dominance in Retail Beauty



The Challenge

When SUGAR Cosmetics scaled rapidly across India, the challenge wasn't awareness, it was **experience**.

Retail beauty is tactile, trial-driven, visual, and social. Every touchpoint must feel premium.



Store Launch: Experience Over Footfall

When SUGAR expanded, the objective wasn't just opening shutters, it was creating visual magnetism, social media moments, and youth recall.



Vanity Mirror Lighting

Banks for accurate product trials



Balloon Ceilings

Spatial drama for visual impact



Camera-Ready Zones

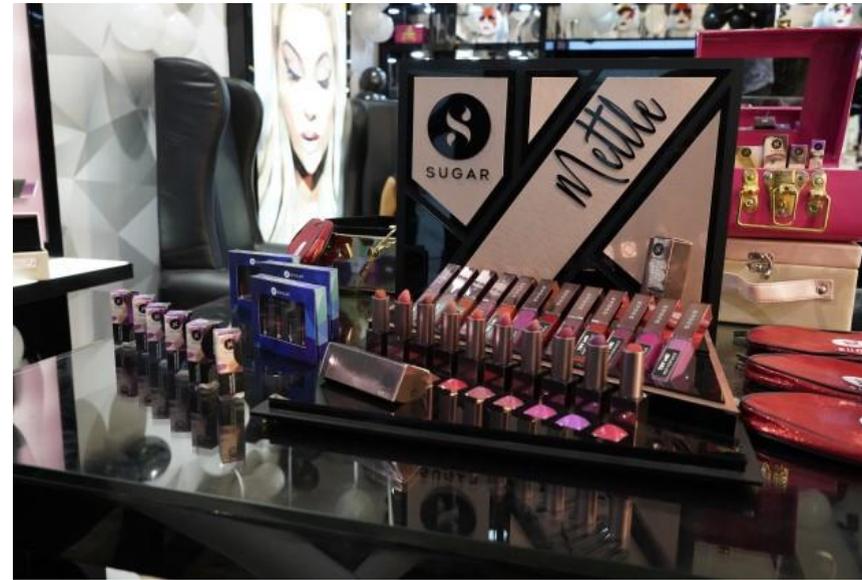
Instagrammable moments built-in



Engagement Counters

Contest-based interaction mechanics

The Visual Journey



Expo Environments: Beauty Theatre

At exhibitions, we turned booths into beauty theatres with illuminated vanity mirrors, stage-ready demo areas, and influencer interaction spaces.

01

Live Demos

Product handling and trials

02

Crowd Formation

Contest-based lead capture

03

Content Creation

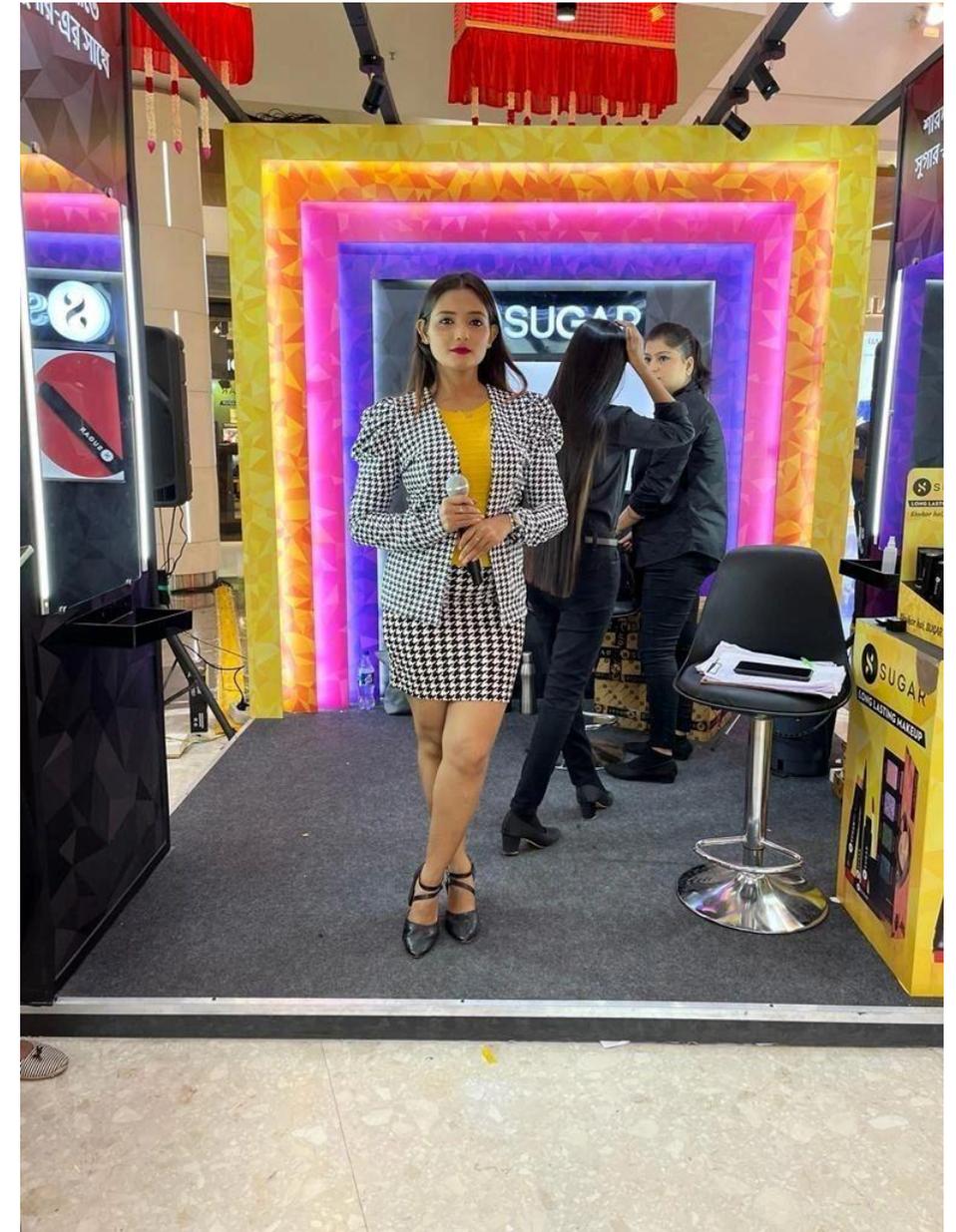
Hashtag positioning #SUGARMAKEUPSTATION



College Fests: Where Brand Loyalty Is Born

Beauty brands are built in campuses. At college festivals, we engineered interactive game mechanics, photo booth activations, on-spot trials, and sampling funnels.

Youth marketing requires participation. We made SUGAR visible, approachable, Instagrammable, and shareable.



The Technical Backbone

What looks glamorous is actually structured engineering. Behind every activation:

Footfall Flow Planning

Strategic crowd clustering control

Lighting Calibration

Skin tone accuracy for trials

Product Merchandising

Structured segmentation logic

Staff Training

Engagement scripting modules

Lead Capture

Contest fulfilment mapping

Why It Mattered

SUGAR was building presence city by city. Every store, activation, and impression mattered. This was the stage where the brand was being built brick by brick.

- Visual Uniformity**
Consistent brand identity
- Execution Precision**
Flawless delivery
- Crowd Conversion**
Measurable engagement



The Synergy Philosophy



Retail Magnetism

Creating spaces that attract and retain customers



Experience Ecosystems

Integrated touchpoints that build brand affinity



Engagement Funnels

Structured pathways to conversion



Visual Authority

Disciplined visibility that commands attention

Creating a Music Movement that lasted for decades

How Synergy MarCom Curated Radio City 91.1 FM's Flagship Talent Platform in Mumbai



The Visionary Brief

The Challenge

Radio City 91.1 FM wanted to create a flagship property, not just another event, but a movement that would resonate with millions.

The Mandate

A platform where undiscovered singing talent from Mumbai could perform on a grand stage in front of music maestros like Kailash Kher and Sukhwinder Singh.

The Trust

Mr. Sanat Mishra, Vice President of Marketing, entrusted Synergy MarCom to design and deliver a decade of 360-degree excellence.



More Than a Contest, A Cultural Initiative

The Core Philosophy

This was never about competition. It was about creating opportunity for the masses, a cultural movement that would give authentic voices a platform to shine.

Synergy MarCom understood immediately that this could not be handled as a single-day event. It required groundwork, presence, and relentless search across 30 continuous days throughout nation's diverse neighborhoods.

30 Days, Countless Corners, One Voice

01

Mobile Recording Studios

Branded car wraps and canter activations transformed into mobile recording stations

02

Strategic Scouting

Colleges, street junctions, local pockets, and cultural hubs across the city

03

Human Scouting

Identifying raw talent through authentic voice discovery, not forms

04

Talent Filtration

Structured pathway from thousands to the grand stage



Brand Integration Mastery

What made this property truly powerful was intelligent brand integration. Each season brought new sponsors with unique visibility expectations, from premium bike brands to leading chocolate companies, youth-centric lifestyle partners to mass FMCG brands.

Contextual Presence

Brand visibility was never forced. It was woven seamlessly into the talent journey through story-led integration.

Experiential Alignment

Bike brands integrated into mobility-driven youth narratives. Chocolate brands aligned with celebration moments.

Authentic Engagement

Lifestyle sponsors became part of engagement zones, creating genuine connections without diluting authenticity.



Designing the Culmination

Infiniti Mall, Malad Atrium

One of Mumbai's high-footfall venues transformed into a concert stage. The Synergy MarCom creative team refined stage designs through multiple briefs to create impact from every angle.

The stage commanded attention, elevated performers, impressed maestros, and energized thousands in attendance.



Sound and Light Engineering

Music events are acoustic experiences. Synergy MarCom deployed precise sound engineering and lighting technology to match the scale of the finale.



Professional Audio Systems

Grade-A audio systems ensuring vocal clarity and balanced acoustics within the atrium environment



Dramatic Lighting Design

Stage lighting engineered to dramatize performance moments with cue-based transitions



Emotional Peaks

Every sound check and lighting angle meticulously planned to elevate emotional peaks

Decades of Thousands Watching, One Voice Rising

11

Years

Seasons after seasons,
creating a legacy not
just an event

30

Days of Search

Continuous ground
operations across
Mumbai

1000s

Attendees

Thousands in
attendance at the finale

1

Emerging Talent

One voice rising above
thousands

The culmination saw an electric atmosphere as maestros listened, crowds cheered, and a single talent emerged. What looked effortless was built on multiple creative iterations, detailed technical planning, and flawless execution discipline.



A Movement, Not Just an Event



Created Aspiration

Gave unknown voices a chance to stand before musical icons



Strengthened Connection

Brought Radio City closer to the masses through real stories



Brand Engagement

Strengthened brand through authentic human experiences





Cultural Curation, Not Just Event Management

"Synergy MarCom does not simply build stages. We build platforms where opportunity meets spotlight."

This was always more than event management, it was cultural curation. A decade of 360-degree excellence, creating a movement that gave authentic voices a platform to shine.





Ready to Create Dominance?

When a brand is growing, it doesn't need noise. It needs disciplined visibility.

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Let's Create Something Remarkable

Ready to elevate your brand with strategic event management and activation? Our team is here to help you achieve your goals.

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