

BTL Activation · Experiential · Live Brand Theatre

Where many *execute events*, we engineer *market entry*.

Fifteen years of on-ground capability - strategy, design, fabrication, production and city-scale execution, for some of India's most demanding brands.

” *An impression fades
by the next ad break.
An imprint stays
for the next purchase.*

Synergy MarCom — house principle

Inside this volume

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Opening Argument

We don't sell space. We sell *memory*.

Most agencies are paid to buy attention. We are paid to build a moment — one a customer can replay in their head when they're standing in a store, scrolling a feed, or telling a friend about the day a brand stopped being a logo.

That is the difference between an event and an imprint. Between an impression bought and a story earned. We build the second — at city scale, on a clock, to a finish that survives the photograph.

The Sentence

We don't run campaigns.
We engineer *market dominance*
on the ground.

15+

Years of integrated marketing

Strategy, design, fabrication, technology and on-ground execution under one roof.

25,000+

Schools in our contact network

India's deepest school-contact distribution for education-sector experiential.

15·city

Mega-BTL footprint in a single rollout

Demonstrated on Gulf Oil's Suraksha Bandhan — including remote remote terrain in Himachal Pradesh.

Scale of Work

A body of work, not a portfolio page.

A useful proxy for capability is the volume and variety a firm has carried — across categories, geographies, formats and crisis-grade timelines. The numbers below are not a brag; they are the floor.

400+

Activations Executed

Mall, street, RWA, school, college, retail, on-trade and high-net-worth formats.

60+

Cities Worked

Metros, Tier 2 / 3 and remote — Himachal, Andamans, North-East included.

120+

Brand Engagements

FMCG, auto, telecom, BFSI, beauty, broadcast, tech, tech, lubricants, retail.

25,000+

Schools On File

Direct distribution for education and edtech experiential.

42+ cities

In a single rollout

Gulf Oil Suraksha Bandhan, Aug 2023.

10,000+

Water Purifiers Gifted

In one Suraksha Bandhan rollout.

8 metro

Roadshow Coverage

Mumbai · Delhi · Kolkata · Bangalore.
Chennai. Hyderabad. Pune. Ahmedabad.

15+ venue

Mall & College IPs

Inorbit · Viviana · Oberoi · Xavier's · NM.

Inside a working year

What a year here looks like.

A representative twelve months — not the peak year, not the lean one. The point is the rhythm: simultaneous formats running in parallel, week on week, across India.

01	Mall & high-street activations Premium-mall lobbies, in-store, RWA gates, on-trade.	~ 70 / yr
02	School & college contact programmes Edtech, tech, FMCG sampling and assembly-led education.	~ 110 / yr
03	Door-to-door & RWA sampling drives Home demos, society-gate stalls, geo-targeted recruit.	~ 9 weekends
04	Roadshows & multi-city tours Vehicle wraps, mobile stages, simultaneous-city rollouts.	3 – 5 / yr
05	Custom fabricated assets shipped Booths, photo-pods, IP rigs, vehicle skins — built in-house.	200+ pieces

Our experiential remit

Nine formats. One *execution doctrine*.

01

Mall Activation

High-footfall consumer activations engineered to convert curiosity into trial.

02

Corporate Activation

Brand experiences inside enterprise floors, campuses and trading venues.

03

School Contact Program

Targeted reach into 25,000+ schools — workshops, sampling and category-category-building.

04

RWA Activation

Residential community programs that reach decision-makers in their own own context.

05

Roadshows & Mobile Tours

Branded canter, fan-bus and multi-city tour formats — designed as moving moving stages.

06

Channel Marketing

Dealer, distributor and partner engagement IPs that move the trade, not just the not just the brand.

07

Retail Branding

Standardised in-shop identity across metro and rural India.

08

Pop-ups & Launch Formats

Multi-city pop-ups built in days, not weeks (see: MyGlamm 7-city Karwa rollout). Karwa rollout).

09

Brand Promotion & Pub Crawl

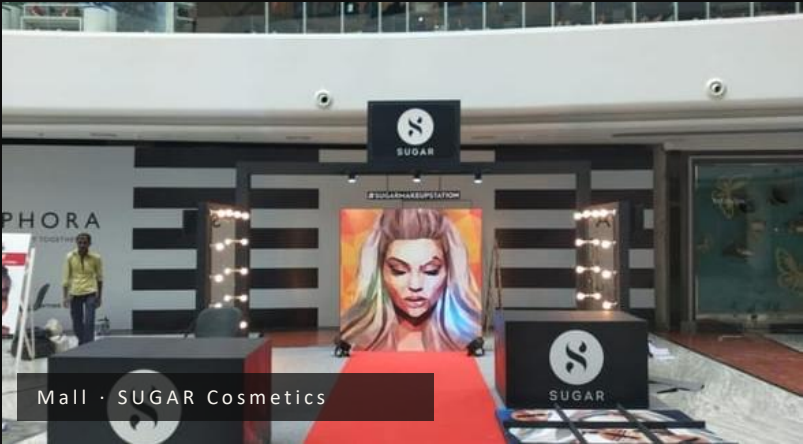
Influencer-led and venue-led formats for FMCG, beauty and lifestyle brands.

A glance at the body of work

Many frames. *One playbook.*



Roadshow · Kolhapur



Mall · SUGAR Cosmetics



Mobility · Vi x CSK



Ritual · Dalda Christmas



Public · RTO Mumbai



Mall IP · Mirchi Breaking Music



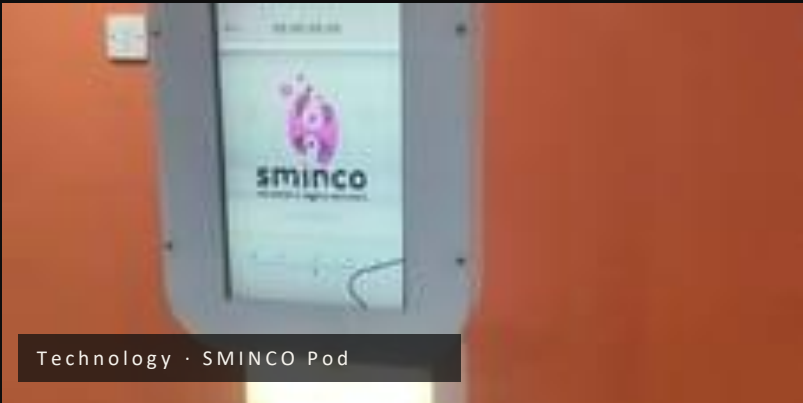
Tech · Asus Phoenix Kurla



Mall · MobiKwik x ISHQ



Saturation · Music Taxi



Technology · SMINCO Pod



RWA · Tata Tiago x Radio City



League IP · Radio City GPL

Why experiential

Digital builds *impressions*. The ground builds *imprinting*.

Brands need more than reach. They need a moment the audience can stand inside. Experiential is the only channel that lets a brand be felt, touched, shared and remembered in the same hour — and it remains the highest-conversion layer of any go-to-market.

What brands need on the ground

i.
Visual frequency over media frequency

Physical omnipresence — fascia, arches, transit, fabrication — that media buys can't replicate.

ii.
Cultural penetration, not generic reach

Tier-2 and rural markets respond to language, ritual and local authority — not banner not banner blindness.

iii.
Mobility beats venues

Branded vehicles, fan buses and roadshows take the venue to the audience instead of instead of the other way around.

iv.
Repetition until memory becomes instinct

The campaign is over when the brand is no longer announced — only accepted. accepted.

How we think before we build

Five non-negotiables.

I
Earn the moment.

No "engagement" if the consumer wouldn't tell a friend about it. We design for the story they'll repeat — not the photo we'll take.

II
Build, don't book.

Most "BTL" is media-buying with a stage. We start from a fabricated, branded, owned asset — the artefact the activation is built around.

III
One agency, not a chain.

Strategy, creative, fabrication, manpower, and and ops are one P&L. No subcontractor handovers between the brief and the brand on brand on the ground.

IV
Finish survives the camera.

We design assets that look as good in close-up as close-up as in wide. Edge-detailed vinyl, real real lighting, premium fabrication — not props props that fail in HD.

V
Show the numbers, twice.

Every brief leaves with a measurement plan plan and a debrief plan. What you couldn't couldn't count beforehand, we couldn't claim claim afterwards.

I.

Chapter one

Mobility.

*The audience doesn't always come to the venue.
So the venue learns to move.*

Fan buses, branded canters, music taxis, roadshow vans. We turn a vehicle into a moving stage and a city's traffic into a media plan.





Vi (Vodafone Idea) × Chennai Super Kings

The Fan Bus. *A moving stage* through CSK country.

For Vi, the official communications partner of CSK, the brief wasn't a hoarding — it was a fan experience that could travel through Chennai's traffic, culture and cricket madness.

Synergy MarCom™ adapted the creative for a 360° vehicle canvas, executed large-format vinyl with edge-detailed finish, secured permissions, planned the route, and ran the bus end-to-end with a zero-downtime mindset.

Format

Mobile
brand asset

Scope

Creative,
print, ops

Win

Zero
downtime

Inside the build

From a vehicle to a *brand asset*.

The Fan Bus was an operation, not a print job. Permissions, route planning, crowd flow, vinyl finish and on-bus brand experience were owned end-to-end — one team, one P&L, zero blame between vendors.



01 · Design

360° vehicle skin in CSK yellow + Vi red.

02 · Print

Wide-format vinyl, edge-detailed finish.

03 · Permits

Route & municipal clearances secured.

04 · Ops

Crew, security, fuel, contingency.

Zero

Downtime

100%

Route compliance

Chennai

Match-day saturation



Tata Tiago × Radio City

Bringing the showroom into the *customer's weekend*.

For a small-format car, the dealership has the wrong audience. The right one is at the mall on Sunday — with Sunday — with a family, a stroller, and time.

Co-branded with Radio City 91.1 FM under the "Bappa Aayenge, Gaadi Layenge" festive line, we built a multi-mall lobby experience — branded backdrop, the actual car, on-spot test-drive sign-up — and ran it city-to-city, with the same finish.



Format
Mall lobby
experience zone

Built
Branded backdrop +
car platform

Media partner
Radio City 91.1 FM
("Bappa Aayenge...")

Cities
Multi-city
mall circuit

Win
Test-drive sign-ups
at footfall venues

III.

Chapter two

Saturation.

Not visibility. Inevitability.

We engineer the moment a brand stops being announced.

Street arches, shop fascia, market lanes, transit, fabrication. Visual repetition density until the brand becomes subconscious — and then, accepted.



Radio City x Synergy MarCom — 95 FM Launch

The day a city *turned orange.*

To launch Radio City 95 FM, the brief wasn't visibility — it was dominance. Synergy engineered fabricated branding boards over shops, overhead arches, market lanes, a fully-wrapped studio, a branded studio, a branded canter van as a moving stage, celebrity integration with Sai Tamhankar, and traditional traditional drummers across every artery of Kolhapur.

Some say it was the largest roadshow in Asia at that time.

*"Kolhapur didn't discover Radio City.
It woke up to it."*

From the campaign archive

The infrastructure of inevitability

We didn't *advertise* in Kolhapur. We rebuilt it for a weekend.



Overhead arches · Rag Rag Mein Kolhapur City



Branded canter · the moving stage



Sculptural rig · 12-ft mic, speakers



Night canter · dholki on the flatbed · branded body

Fabricated arches over the busiest market lanes. A custom-built canter as a moving stage. A 12-foot sculptural rig of microphone & speakers. Every artery of the old city, rewired in orange.

A radio launch dressed as a festival

Forty drummers. *One city, one sound.*

Forty traditional Maharashtrian drummers in saffron pagdis and white kurtas — marched through Kolhapur's market lanes like a wedding procession the city couldn't ignore.

This wasn't a media buy. It was conscription — borrowing the visual grammar of festival, ritual and homecoming, then writing “Radio City 95 FM” on top.

*“You don't launch in a city like Kolhapur.
You arrive in it.”*

— Field note, day one



Parade · S.G. Collection lane · midday



The cultural army · Maharashtrian drummers, dholki, parade

When paid media becomes earned media

The launch became the *news cycle*.



95 FM brand ambassadors · “Rag Rag Mein Kolhapur City”



Press & cameras around Sai Tamhankar



Old-city market lanes · banner density · crowd swell

40

Drummers · cultural army

1 city

Saturated end-to-end in 72 hrs

Sai T.

Marathi cinema integration

No. 1

Roadshow scale in Asia at the time



Radio Mirchi — RJ Hunt

Finding the next *voice of the city.*

A national-scale on-ground recruitment IP for Mirchi 98.3. Synergy MarCom built the full activation — branded — branded contact desks at colleges and malls, audition booths, interview rooms, RJ-led on-stage talent filters and talent filters and final juries — moving the campaign physically through every host city.

Designed as a closed-loop funnel: hundreds queue for the booth, dozens make the audition table, a few make air. Every stage of the funnel a branded touchpoint.

Top of funnel

Street & mall
booths

Mid funnel

Audition rooms

Outcome

Live air slot

Mirchi 98.3 — A Studio On Wheels

A booth that lets the RJ *go on air from anywhere.*

The "Music Taxi" isn't a vehicle — it's a fully built, broadcast-ready RJ booth dropped into a mall, a high-street or a public event. A live mic, a live console, a live audience. The Radio Jockey steps out of the studio and onto the floor — and the show goes on air from the location, not from the basement of a building.

Listeners stop being listeners. They become the show — song requests, on-air dedications, live banter, walk-up shout-outs. A radio station's most expensive talent meets its audience at eye level, in real time, in the city it broadcasts to.



Radio Mirchi 98.3 FM · Breaking Music

An on-air format,
broken into *five live*
stages.

For a month-long FM property, we took the radio show off the dial and into the city: a Boombox-shaped Boombox-shaped fabricated stage that travelled three premium malls and two colleges — every weekend, a new venue, the same finish.

Stage build, RJ-led contests, prize integration, photo capture and a hand-off ritual to next week's venue — all run by one crew, no vendor relay.



Venue 01 · 24 Jul

Inorbit Mall

Venue 02 · 31 Jul – 1 Aug

Oberoi Mall

Venue 03 · 7 Aug

Viviana Mall

Venue 04 · Aug

St. Xavier's College

Venue 05 · Aug

NM College

III.

Chapter three

Ritual.

*Most brands talk past culture.
The best ones step into it.*

Christmas in Kerala supermarkets. Baisakhi in the heartland. SUGAR Cosmetics' beauty stages. We design brand moments around the moments people already care about.



Dalda Cooking Oil — Christmas Activation

A Santa in every *supermarket.*

For Dalda's 75-year heritage, we ran a 5-city Christmas activation across modern-trade outlets in Delhi, outlets in Delhi, Cochin, Calicut, Allepey and Thrissur — placing branded Santas at the entrance and entrance and aisle of Bismi Hypermart, City Centre, Lulu, Reliance Smart and partner stores.

Family photo opportunity. Bag of branded gifts handed by Santa to every kid. A 75-year heritage seal printed on the gift bag itself. The category benchmark for ritual-led FMCG activation.

Cities activated

Delhi · Cochin · Calicut · Allepey · Thrissur

Modern trade partners

Bismi Hypermart · City Centre · Lulu · Reliance Smart



Dalda × Baisakhi — Punjab Retail Programme

Where the harvest is the *conversation*.

In Punjab, Baisakhi is the calendar — the harvest, the new business year, and the week most cooking oil enters a household. Dalda asked for fifteen minutes inside that week. We gave it three days, across five districts, inside the kirana stores where the season is actually transacted.

*"We didn't borrow the festival.
We earned a place at the counter."*

From the campaign archive

Retail-floor activation

The counter, *not the stage.*

Five hundred shops in Patiala, Bathinda, Ludhiana, Amritsar and Jalandhar — each — each one visited in person. A tilak from the shopkeeper. A sweet box and a Dalda 4- and a Dalda 4-pack from us. A photograph for the album, and a hand-shake that lasts a season.

The brand stopped being a label on a tin and started being the person who showed up on the festival's most respected morning.



5 *districts*

Punjab grid

Dalda · Punjab Retail Touch Programme

500+

Kirana shops touched

3 *days*

Inside the festival arc

1 *conversation*

Per shop, every shop



A four-beat encounter, repeated 500 times

The brand, *on first-name terms.*

- 01 · The shopkeeper applies a *tilak*. The brand becomes a guest, not a vendor.
- 02 · Our team presents a *sweet box and Dalda 4-pack*. Festival code, not a sample.
- 03 · One photograph for the shop's *own album* — not a brand reel.
- 04 · A *shelf check* and a re-stock conversation, before the rush.

"Hands meet, sweets pass, oil is restocked, and a shelf decision is renewed — all before the customer queue forms."

Programme principle · Synergy MarCom

SUGAR Cosmetics — #SUGARMakeUPStation

A mall lobby turned into a *beauty stage*.

SUGAR Cosmetics — a digital-native brand built online — needed to feel undeniable in the physical world. We built a flagship participation moment: a #SUGARMakeUPStation stage with a bulb-lit beauty console, a contest desk, a runway of brand ambassadors, and a queue plan that turned passers-by into registered guests.

*"There's a difference between a brand that advertises
and a brand that occupies space."*

From the campaign archive

The participation engine

The brand became *an activity.*

A registration desk in the heart of the floor. A signed entry, a wristband, a contest contest card — the formal handshake that turns footfall into a database. Behind it: a #SUGARMakeUPStation contest desk, sampling, a "Foundation Studio" backdrop, and a swag pickup at exit.

Every step is its own photograph. Every photograph is the campaign, running on the customer's phone.



i. Registration desk



ii. Contest alert · #SUGARMakeUPStation



iii. Queue plan · multi-station



iv. The made-over crowd — under the SUGAR mark

4 *zones*

Registration · Contest · Studio · Pickup
SUGAR Cosmetics · #SUGARMakeUPStation

1 *queue*

Engineered flow, no bottleneck

100% *branded*

Every surface a SUGAR surface

0 *downtime*

Lighting · staffing · stock



SUGAR Cosmetics #SUGARMakeUPStation — runway ensemble

The pay-off

The product becomes a *photograph*.

Models in SUGAR signature looks, lit on a custom stage, framed against the #SUGARMakeUPStation mark. The audience watches; the audience records. The runway turned the brand from a SKU into a souvenir — and the upper-floor crowd left with a mental address for SUGAR in their own city.

Every photograph that leaves the mall is, quietly, the campaign.

"A digital-native brand crossed into physical retail and walked out with a portfolio of memories that travelled on its customers' phones."

Programme outcome

IV.

Chapter four

Conversion.

A sample in the hand beats an impression on the feed.

Mall takeovers. Campus demos. School + college roadshows. Auditorium launches. Retail-store openings. RWA contact. The chapter where the activation is judged by what walks out of the shop after — not what was posted online during.



Asus India · A 15-year on-ground partnership

Fifteen years. One brand.

A country, built one setup at a time.

15yrs

Continuous client

Through product cycles, leadership changes and category shifts — netbooks to ZenBooks to ROG, ZenFone to ROG Phone.

50+

Malls activated

Premium tier-1 malls across Mumbai, Delhi, Pune, Bengaluru, Kolkata, Chennai, Hyderabad — repeat takeovers, not one-offs.

100+

Setups built

Schools, colleges, malls, exhibitions, high-streets, auditoriums auditoriums — designed, fabricated and run end-to-end.

1

Agency, end-to-end

Strategy → 3D design → in-house fabrication → on-ground ground crew → reporting. Same team wins the brief and and delivers the build.

Three formats follow

Mall takeover · Campus victory · Auditorium launch

Asus · Mall takeovers — premium atriums, repeat windows

Where the country's premium *audience* already walks past — we put the brief in their hands.

Phoenix Market City Kurla. Inorbit. Korum. Phoenix Lower Parel. Forum Bengaluru. Acropolis Kolkata. South City. Atria. R City. Across fifteen years we have built and run more than fifty Asus mall takeovers — illuminated atrium stages, anchor RJ engagement, live demo rails, and a stylist walk-through that brought the product's design language into the mall's premium footfall.

One playbook, repeated across cities. The store shelf, brought into the open.



Format

Mall atrium takeover

Cities

Mumbai · Pune ·
Delhi · Bengaluru ·
Kolkata · Chennai

Scope

End-to-end
50+ malls

Asus · Auditorium launches

A phone launch, run like a *flagship keynote*.

Asus needed its product reveals to feel inevitable — not borrowed. We took the launch into full-size auditoriums: a built keynote stage, large-format projection, a presenter walk-on, a flower-rail audience perimeter, and a "moment of reveal" lighting cue that turned a SKU into a story.

Pre-launch teaser, day-of activation, retailer enablement and post-event reporting — handled as one one engagement, one P&L.



Format

Auditorium keynote
+ retail launch

Built

Stage, projection,
flower-rail perimeter

Audience

Press · retailers ·
distributors · fans

Win

A reveal that feels
worth filming

Asus · The student layer

The brand, learned on a *campus*, remembered for a career.

For Asus, the buyer is often a student before they are a professional. We've engineered the student layer for fifteen years — high-street back-to-school booths in Pimple Saudagar, hands-on demo tables at engineering colleges, "In Search of Incredible" IP rollouts, and victory-pose moments that turn a launch into a campus memory.

Asus + Intel co-branded booths. Parents, students, families. Sampling, demos, on-spot conversions.



i. Engineering college · victory moment



ii. Hands-on demo table · campus



iii. Asus + Intel · back-to-school booth



iv. School engagement · ZenBook Flip stage

Format

School + college
multi-day booth

Window

Back-to-school
+ campus fests

Built

Asus + Intel
co-branded booth

IP

"In Search of
Incredible"

Audience

Students, parents,
young professionals

Win

Hands-on demos +
on-spot conversions

MobiKwik × ISHQ 104.8 — "Suno ISHQ 104.8, Rome Mein Karo Date"

A wallet app, an FM station, and a mall full of *pedal scooters*.

A fintech brand needed installs. A radio station needed live listeners. We built one stage where both came to life — a Colosseum-themed lobby, four yellow pedal-scooters as a contest mechanic, ISHQ 104.8 RJs running the crowd, and an on-spot app-install desk attached to the prize.

*"If a queue forms for the photograph,
a download follows on its own."*

From the campaign archive

The arena

An Italian set, *an Indian mall.*

A full Colosseum-themed backdrop wall. A red-carpet stage with a low riser so onlookers were already in the audience. Four custom-painted yellow pedal-yellow pedal-scooters with Roman script and MobiKwik livery. A pair of life-size life-size Roman-statue cut-outs flanking the platform.

Built so an RJ could turn a Saturday afternoon mall lobby into a live game show — and an installed wallet into a souvenir.



4 *scooters*

Custom-fabricated
MobiKwik × ISHQ 104.8 · Romance in Rome

1 *red carpet*

Low-riser stage

2 *statues*

Roman lockup cut-outs

∞ *photographs*

The earned campaign



The mechanic that converts

RJ first. Wallet, *on the way out*.

01 · The ISHQ 104.8 RJ pulls the crowd with *live banter*, not a pitch.

02 · A couple plays the *pedal-scooter date* — three minutes, on a red carpet.

03 · Prize is unlocked only via *an on-spot MobiKwik install*.

04 · A photograph of the winning couple at the *Roman-statue wall*.

05 · The recording goes back on *ISHQ 104.8* — the same audience hears it twice.

"Two media properties, one stage. Radio audience comes for the show, mall audience comes for the photograph, fintech walks away with the install."

Programme principle

Shopo — App-led Retailer Activation, Pune

An app installed on the *shopkeeper's* phone.

For Shopo's Pune launch, we sent a feet-on-street team into general-trade kirana shops and consumer electronics outlets across the city — onboarding shopkeepers onto the app one app one counter at a time.

Each visit a fully-scripted conversation: introduce the app, demo the key flows on the retailer's own device, hand-deliver branded collateral, log the install. The unglamorous heart of channel marketing — done with discipline, geography by geography.

Channel

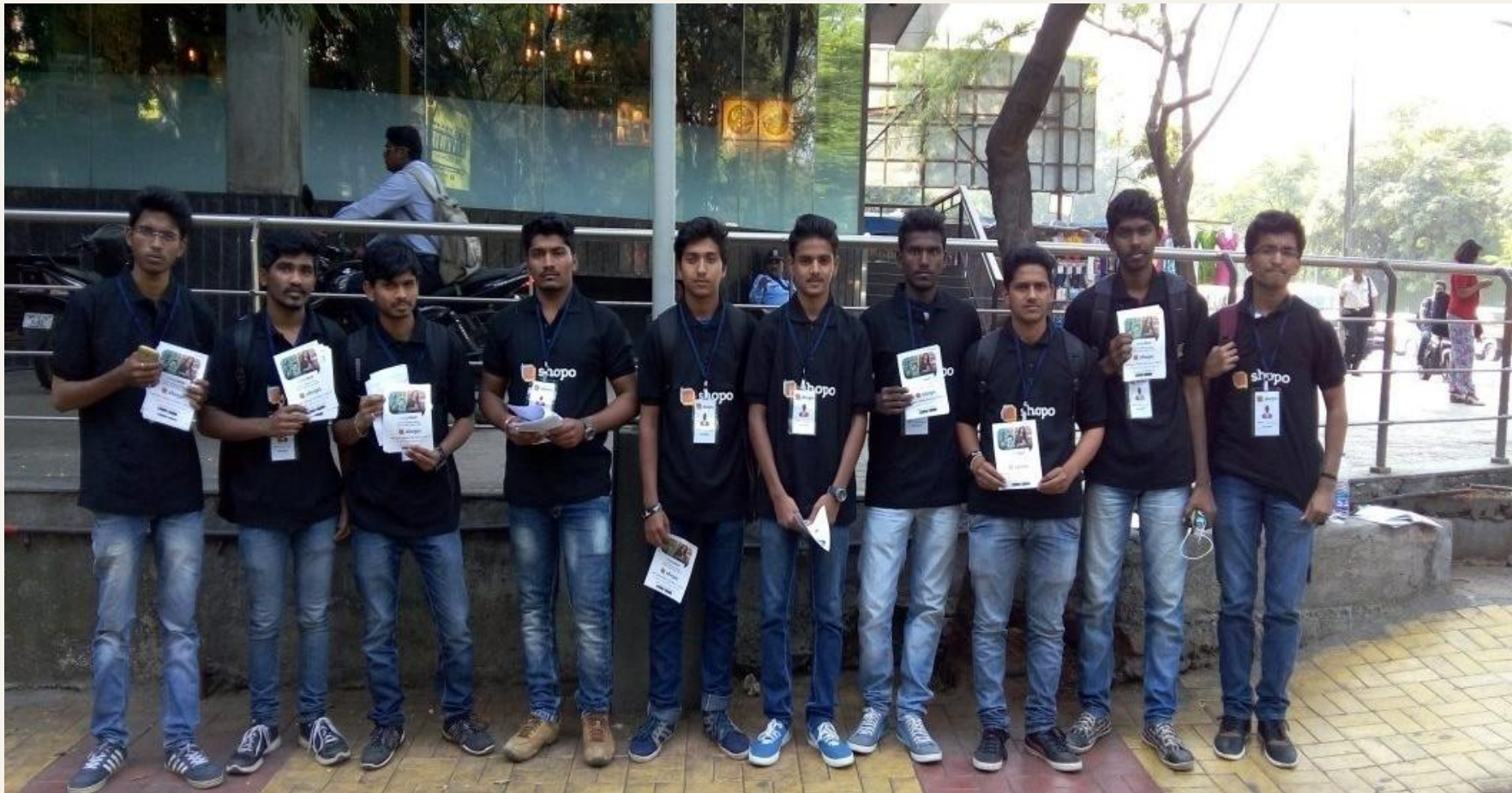
General trade

Touch

Counter-to-counter

Outcome

Verified installs



Eureka Forbes · Aquaguard

Selling water at the *customer's door*.

For a direct-sales legacy brand, the mall is the wrong battleground. We built a multi-weekend, door-to-door programme across Kolkata — branded society-gate stalls, home demos, and in-residence sales conversations.

Co-branded with Radio Mirchi 98.3, geo-mapped, weekend by weekend, in a city where trust travels building-travels building-to-building before brand-to-brand.



Format

D2D + RWA stalls,
multi-weekend

City

Kolkata · phased
weekend rollout

Media

Co-branded with
Mirchi 98.3 FM

Crew

Uniformed sales reps,
in-home demos

Win

Door-step trial
+ sales conversion

V.

Chapter five

Purpose.

Experiential is the only channel that can deliver a promise in person.

CSR commitments, road safety, public health, community outreach. When the message has to land in the hands of the people it's about, the ground is the only channel that can do it.



Gulf Superfleet — Suraksha Bandhan

Clean water to India's truckers, *one purifier at a time.*

For Gulf Oil India's flagship CSR programme, we run Suraksha Bandhan — a multi-city, multi-season multi-season truck-driver welfare campaign that meets the workforce of long-haul India where they where they actually are: at petrol pumps, transport nagars and highway halts.

Branded Suraksha Bandhan halt-zones, a fabricated truck-cab installation, health and hygiene engagement, and the centrepiece — a clean-water purifier handed directly to the driver. The promise is made and kept in the same frame.

Synergy MarCom runs it end-to-end: route planning, fabrication, on-ground crew, beneficiary engagement, photo-and-video documentation and post-event reporting. Single agency. Multiple seasons. Real, named beneficiaries.



15 cities

10,000+ purifiers

5 seasons

1 agency, end-to-end

The fabricated halt-zone, the truck-cab installation, the campaign skin

The campaign is the build. The build *is the campaign.*



01 · The cab installation

A fabricated, full-scale Gulf-branded truck-cab as the centrepiece — the driver sees himself, his vehicle, his world.



02 · The halt-zone

A walkable Gulf Superfleet enclosure — branded panels, demo stations, on-ground officers, and the Suraksha Bandhan call-to-action.



03 · The crew

Uniformed, city-trained, on-message field crew — the brand's voice on the highway, every shift, every halt.

Designed, fabricated, transported, erected and dismantled by a single in-house team — repeatable across the highway network, not custom-built every city.

The moment the campaign was built for

A box of clean water, *handed across a counter.*



Each Gulf Suraksha Bandhan purifier is handed over in person — a senior Gulf officer, the on-ground crew, and the driver who keeps long-haul India moving. The CSR commitment is not a press release. It is a face, a name, a household.

Documented, photographed, reported. The promise leaves a footprint — at the petrol pump, in the driver's cabin, and on the cabin, and on the brand's annual report.

"Experiential is the only channel that can deliver a CSR commitment in person — and prove it, frame by frame."

RTO Mumbai · Radio Mirchi

Toote & Foote take over Mumbai.

In partnership with the Regional Transport Office, Synergy MarCom built two mascots — Tootie, the reckless commuter, and Foote, the responsible one — and took them through Mumbai's busiest junctions over five days.

Skits, cosplayers, traffic marshals and surveys ran across Andheri, Borivali, Wadala, Mumbai Central, Thane, Central, Thane, Kalyan, Vashi, Panvel and Vasai — with Radio Mirchi amplifying the message daily.

Routes activated

*Andheri · Borivali · Wadala · Mumbai Central · Thane ·
Kalyan · Vashi · Panvel · Vasai*



Chapter

VII. Entertainment.

The brief from a broadcaster or a music IP is unforgiving — it must feel like culture, not like a banner. Lighting, stage, talent and crowd talent and crowd choreography are non-negotiable.



Star Jalsha · Corporate Presentation Tour

A broadcaster's case, brought to every *buying* *desk.*

Star Jalsha's audience case had to be made to India's largest media-buying houses — in their boardroom, on their schedule.

We ran a four-city briefing tour — Mumbai, Delhi, Bangalore, Kolkata — for Mediacom, Lodestar, Carat, Fulcrum and Mindshare. Every venue: branded set-up, leave-behind, refreshments, AV, ushering and an account-team escort.

Cities · in sequence

Mumbai · Delhi · Bangalore · Kolkata

Buying houses · briefed

Mediacom · Lodestar · Carat · Fulcrum · Mindshare

BBMA · Delhi · 2017

A music awards night, built like a *premiere*.

The Bill Boards Music Awards arrived in Delhi — and the room needed to read awards-night first, music-festival second. We staged the property across 20 pubs like The Junkyard, Rajouri Garden — a red carpet, a wing-feather backdrop, perimeter velvet ropes and arrival choreography.

Lighting, sound, talent management, security, ushering and step-and-repeat — every guest's first 90 seconds first 90 seconds went exactly to script.



Venue

The Junkyard,
Rajouri Garden

Built

Red carpet + wing
backdrop + ropes

Run

Stage, sound, light
+ talent management

Choreography

Ushering, security,
step-and-repeat

Win

Press-ready set,
award-grade arrival

VI.

Chapter six

Technology.

*Tech is welcome on the ground —
when it earns its place.*

AR / VR, AI-powered selfie pods, gamified booths, live streaming. Built in-house, used only where it multiplies the moment — never where it replaces the human presence.



SMINCO × Synergy MarCom — Technology Vertical

An AI-powered Selfie Pod that *monetises a moment.*

For SMINCO — the world's largest social-media influencer platform — Synergy MarCom's in-house Technology team designed and built an AI-driven Selfie Pod. It detects the user, suggests filters, captures stills and reels, and surfaces live brand-collaboration prompts that match the influencer's content theme.

Built in-house. Engineered for activations. Designed to turn an event impression into a monetisable, shareable, brand-integrated piece of content.

Built by
In-house tech vertical

Stack
AI · imaging · share

Outcome
On-the-spot brand collabs





Mirchi Music Awards × Royal Stag — Selfie Booth IP

The red carpet, *auto-shared*.

A custom-fabricated, AI-equipped selfie booth designed for the Mirchi Music Awards red carpet. Detects the user, frames the shot, drops in branded #RSMMA filters, and pushes the result directly to the celebrity's own social handle — capturing the press-pen moment that journalists used to own.

Engineered and built by Synergy MarCom's in-house Technology Technology vertical. Sister IP to the SMINCO Pod.



Built

In-house

Use case

Awards · red carpet

A select roster, sector by sector

The names *behind the cases.*

i.

Telecom & Media

Vodafone Idea (Vi)
Radio Mirchi 98.3
Radio City 91.1 FM
ISHQ FM 104.8
Star Jalsha

ii.

FMCG & Beauty

Dalda Cooking Oil
SUGAR Cosmetics
MyGlamm
Eureka Forbes
Lakmé Salon
Goldline

iii.

Tech & Auto

Asus
TP-Link
Tata Motors
Panasonic
SMINCO
Shopo

iv.

BFSI & Fintech

CAMS
Kotak
Moneycontrol
MobiKwik
Delta Exchange
Wegofin

v.

Health, CSR & Public

Gulf Oil India
RTO Mumbai
Mankind / DocFlix
Redcliffe Diagnostics
Dhaksha Drones
Salasar Techno

A cross-section, not a directory. Indicative of the categories the agency has worked across over 15+ years.

By sector, briefly

Eight sectors, one operating standard.

Telecom & Sports

Vodafone Idea (Vi)
Chennai Super Kings
BCCI partners

FMCG · Foods & Oils

Dalda
Britannia
Bunge / Edible oils

Auto · Lubricants

Tata Motors (Tiago)
Gulf Oil
Toote & Foote

Beauty & Lifestyle

SUGAR Cosmetics
MyGlamm
Lifestyle retail

Tech & Devices

Asus · Intel
MobiKwik
SMINCO

Media · Broadcast · Radio

Star Jalsha
Radio Mirchi 98.3 FM
Radio City · ISHQ 104.8

Consumer Durables

Eureka Forbes
Aquaguard
Home appliances

Retail · Trade

Shopo
Snap Order
Modern trade chains

Why brands move from vendor to partner

Strategy, design, fabrication, production and ground — under *one mandate.*

01 · Strategy

Briefs that build a market entry, not a campaign deck.

02 · Design

In-house 3D, 2D, graphic and spatial design teams.

03 · Fabrication

Metal, wood, print, soft & acoustic — owned, not outsourced.

04 · Production

Video, content, live broadcast and studio capability.

05 · Ground

Permissions, manpower, route & crowd control across India.

06 · Technology

AR, VR, AI selfie-pods, apps & live streaming, where they earn their place.

How a Synergy mandate runs

Military precision, dressed as *festival energy*.

<i>i.</i>	<i>ii.</i>	<i>iii.</i>	<i>iv.</i>	<i>v.</i>
Decode	Design	Fabricate & Print	Permission & Logistics	Execute & Report
Brand goal, audience, geography, win-condition.	Concept, 3D, dimensioning, material spec, brand fit.	In-house production, QA at source, no vendor drift.	Authority sign-off, route mapping, kit movement.	Zero-downtime ops, photo doc, post-mortem.

"I have worked with many agencies, but the tenacity Synergy MarCom brings is unmatched."

— Abe Thomas, then CEO, Radio City

What the firm does, end-to-end

Twelve disciplines. One floor.

01 Strategy & Brief-shaping Brand and consumer reads, format selection, KPI design.	02 Creative & Design Activation IP, visual identity, environmental graphics, retail design.	03 Fabrication & Build Booths, photo-pods, vehicle skins, custom rigs, stage builds.	04 Print & Vinyl Production Wide-format, edge-detail, durable finishes for outdoor use.
05 On-ground Ops Permits, logistics, deployment, crowd flow, contingency.	06 Manpower & Talent Trained promoters, hostesses, emcees, RJ/talent management.	07 Stage · Sound · Lighting Awards-night-grade AV, IP-show production, technical direction.	08 Photography & Capture Stills, video, GPS-stamped proof-of-execution.
09 Technology IP AI selfie pods, photo automation, app-led journeys, gamification.	10 Sampling & Distribution Door-to-door, RWA stalls, in-store, college and school programmes. programmes.	11 Roadshow & Mobility Multi-city tours, vehicle activations, simultaneous-city deploys.	12 Reporting & Debrief Daily & final reports, photo books, vendor & spend reconciliation.

Where the booth gets built

We don't just brief vendors. *We are the vendor.*

Most "BTL agencies" are middlemen — they sketch a booth, then push it to a contractor contractor across town, lose 15% in transit and another 5% in misunderstanding. We make We make ours. The work doesn't leave the building until it has to leave the city.



In-house

Booth & rig
fabrication

In-house

Wide-format
print & vinyl

In-house

Vehicle wrap
application

In-house

Tech-pod assembly
& QA

What we hand back to the client

A closure pack, not a clean-up.

i.
Artwork

☐ Brand-approved master files (open + flat)

☐ Pantone / CMYK match verified

☐ Bleed, safe-zone, scale checked

☐ Asset list signed-off by brand custodian

ii.
Print & Finishing

☐ Substrate match against brief

☐ Lamination / edge finish inspected

☐ Vinyl application — no bubbling / seam drift

☐ Outdoor durability verified

iii.
Kit & Installation

☐ Final kit list reconciled vs BoQ

☐ Install team briefed, safety briefed

☐ On-site permission documents filed

☐ Photo documentation captured (pre, live, post)

The team behind the work

Experts on the floor, not just in the deck.

Every client at Synergy MarCom is run by a partner-level lead — not a junior junior account handler. The same person who pitches the brief is the person on-site person on-site on launch day.

Strategy

The Account Lead

15+ yrs · Strategy, account leadership

Personally, owns every brief above ₹50L. Briefs the creative, signs off the build, attends launch day.

Director · Ops & Build

The Build Lead

Production, fabrication, permits

Runs the fabrication floor, the print line, the vehicle yard. If it gets built or driven, it goes through this desk.

Director · Creative

The Creative Lead

IP, design, environmental graphics

Owns the visual standard — set, signage, photography, post. Holds the line between "brand-correct" and "merely on-brand".

A note from the founder

Why this is a deck, not a pitch.



"Fifteen years ago we made a small choice — to be the people who actually build the work, not the people who only present it."

"Every case in this book is a brand we lived with on the ground — through permits, weather, vendor failures and the photograph nobody saw being earned."

"If you would like the next case to be yours, we would be honoured to come and meet."

— Suman, Founder · Synergy MarCom



The work speaks. The clients confirm.

We don't ask for testimonials.

We ask for the next brief.

The honest measure of an experiential agency isn't a curated quote on a slide — it's whether the brand calls you back for the next city, the next next city, the next season, the next launch. By that measure, these three relationships speak loudest.

Reference 01 · Telecom

Vi (Vodafone Idea)

CSK Fan Bus, Chennai — branded mobility build, fan engagement, city-route activation across IPL season.

Returned for repeat seasons

Reference 02 · Lubricants

Gulf Oil Lubricants

Suraksha Bandhan — 15-city water-purifier handover programme for programme for trucker community, single-operation reporting trail.

Multi-edition CSR mandate

Reference 03 · Consumer Tech

Asus India

15-year retained relationship — mall activations, school contact, product launches, multi-format on-ground execution.

Continuous since 2011

In closing

Where others chase impressions,
we build *imprints*.
Where others execute events,
we engineer *market dominance*.

One craft. One team. Everything else is just a brief away.

Let's engineer your next market entry



Synergy MarComTM

CONNECT

Experiential Marketing | Activations | Brand Engagement

Entity

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Operating brand: Synergy MarComTM

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*Where others chase impressions, we build imprinting.
Where others execute events, we engineer market entry.*

