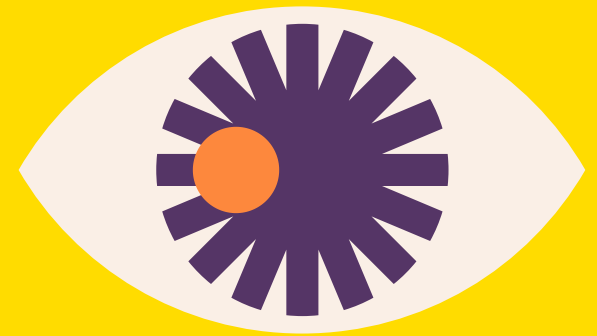


SURGE MEDIA

Elevating brands one campaign at a time

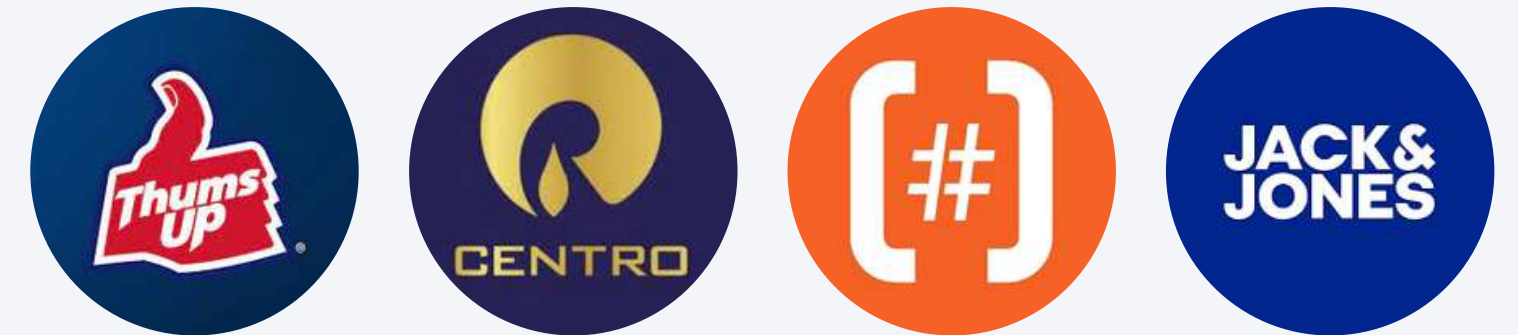


Executive Summary

Founded by Sajjad Khan, a **content creator** turned **entrepreneur** with **7+ years** of experience in the field of Marketing and Content Creation **providing structure** to an otherwise unstructured field.

A community of over 600+ Influencers across the country.

Nikita Dutta, Mohsin Khan, Simran Seth Bedi, Bhavya Monga, Angry Prash, Gareebo and many more leading influencers



Worked with 10+ Leading Brands

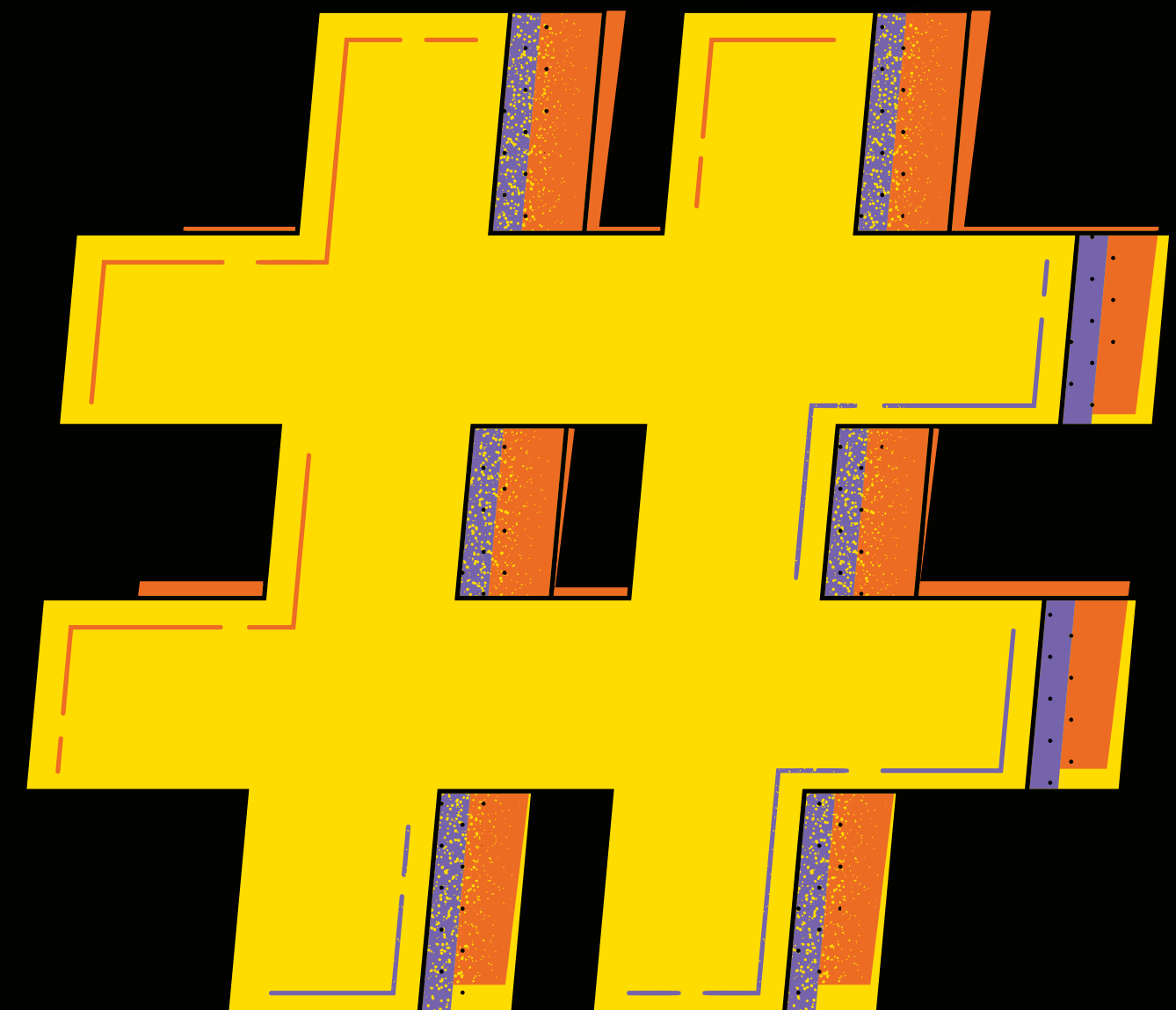
Thums Up, Reliance Centro, Social, Jack and Jones etc





Who are we?

At Surge Media, we turn trends into triumphs and followers into fanatics. We're not just another influencer marketing agency; we are the trailblazers, the trendsetters, and the ultimate matchmakers of the digital world.





OUR SERVICES

Bridge The Gap
Between

BRANDS

INFLUENCERS

- Digital Marketing
- Influencer Marketing
- Brand Consultation
- PR
- Event Hosting
- TVC/DVC production
- AI and VFX content Pieces

Meet our founder

Meet Sajjad Khan, a full time content creator and the visionary force behind Surge Media.

With over 7+ years of experience in both corporate and content creation, Sajjad possesses a unique blend of experience that sets him apart. Embracing his entrepreneurial spirit, he recognized the untapped potential in harnessing the power of social media influencers to elevate brands to new heights.

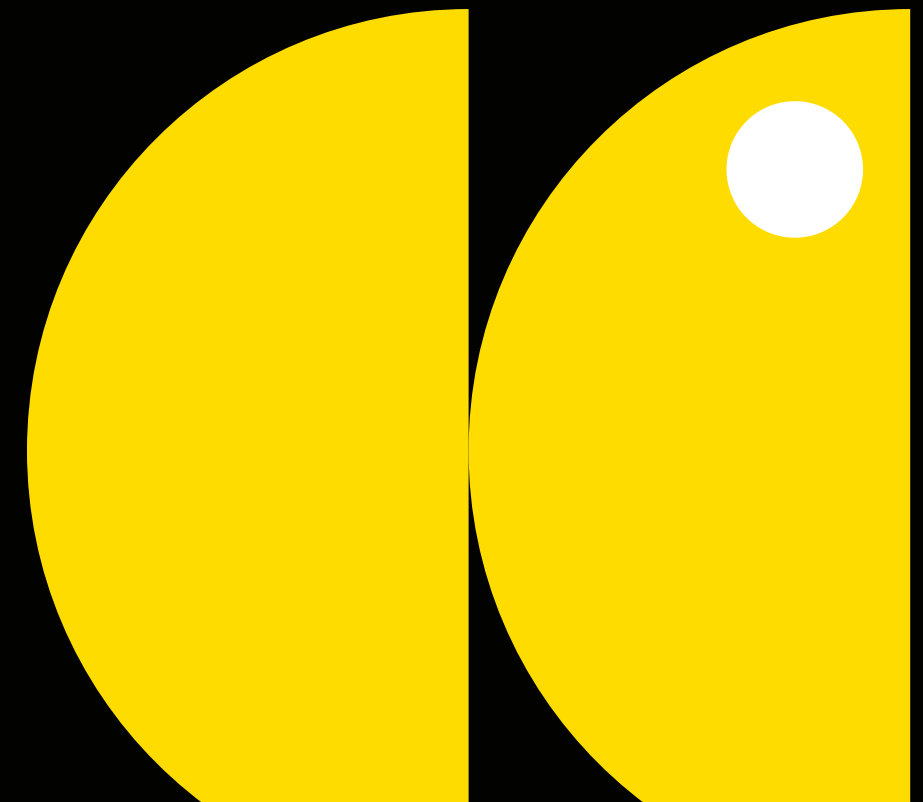


Why choose us?

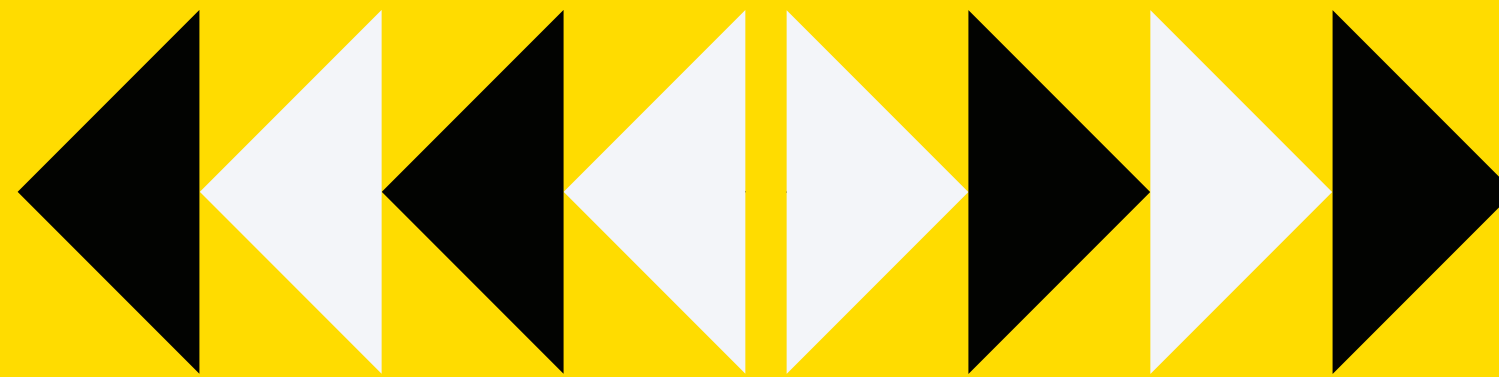


Because we don't just think outside the box; we've redefined the box altogether.

We'll analyze, strategize, and maximize your reach with surgical precision, ensuring that every campaign we craft lands right on target.

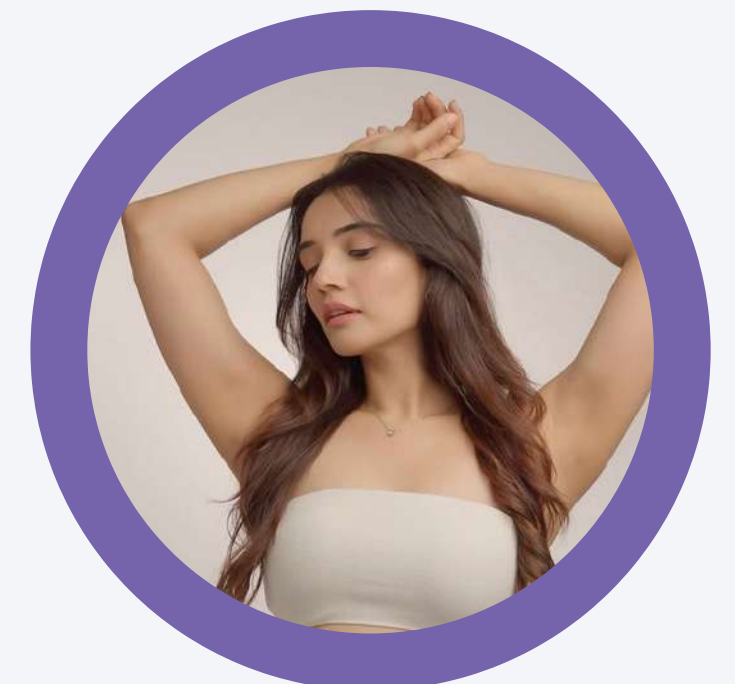
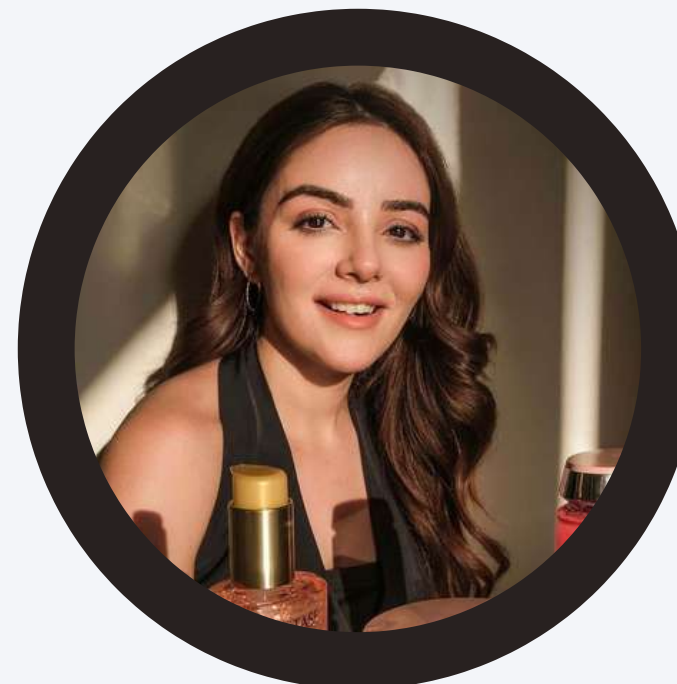
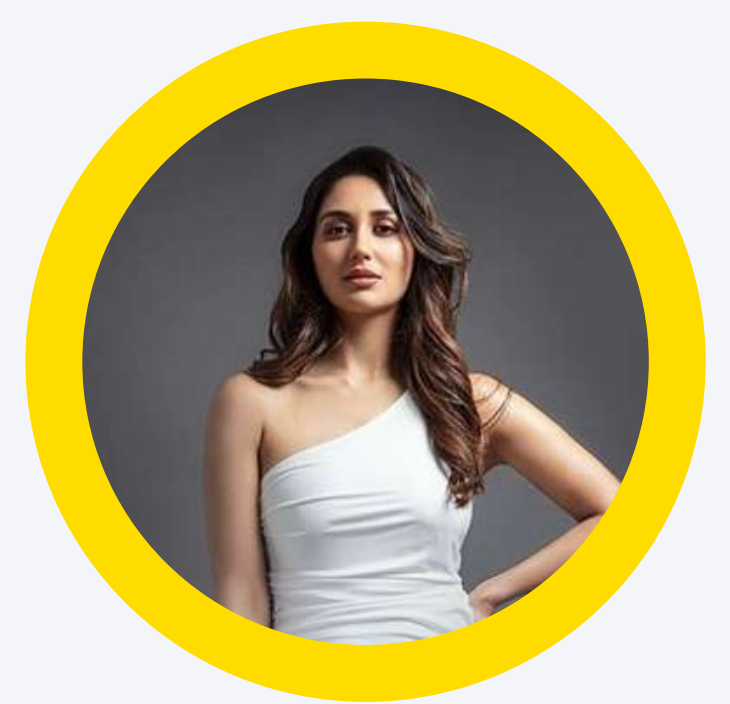


**A community of over 600+
Influencers across the country.**



We work with the best.

We forge genuine partnerships between brands and influencers, building a community of ambassadors who truly embody your values.



Our Clients

Our results speak for themselves. We've helped countless brands skyrocket their reach, engagement, and conversions through innovative influencer campaigns. From trendsetting startups to industry giants, our client roster boasts names that have left their digital footprints across the globe. And we're ready to add your brand to our hall of fame.

JACK & JONES®



GARNIER

S(#)CIAL

BAYROUTE

PERNIA'S POP-UP SHOP



**DELHI
COMIC CON**



S/MOOR
TRUE COUVERTURE CHOCOLATES



PR Work Experience

Key Account Management:

- Oversaw and enhanced strategies for prestigious clients including JACK&JONES, Selected Homme, The Collective, and Ralph Lauren.
- Managed key accounts, ensuring brand visibility, awareness, and recall.

Strategic Pitches and New Business Development:

- Actively contributed to new business developments through strategic pitches for brands like FitBit and Thomas Cook.
- Developed comprehensive PR plans for a diverse range of clients.

Media and Influencer Relations:

- Specialized in fostering relationships with media, stylists, and influencers for brands such as Adidas, Belvedere, and boAT.
- Ensured a commanding share of voice for clients across various platforms.

Diverse Client Portfolio:

- Worked on projects for KOOVS.com, Nike, Breitling, Uniqlo, United Colors of Benetton, and Kingfisher.
- Handled initiatives for renowned international and local brands, elevating their market presence.

Brand Case Studies

Ananta Villa-Lonavala

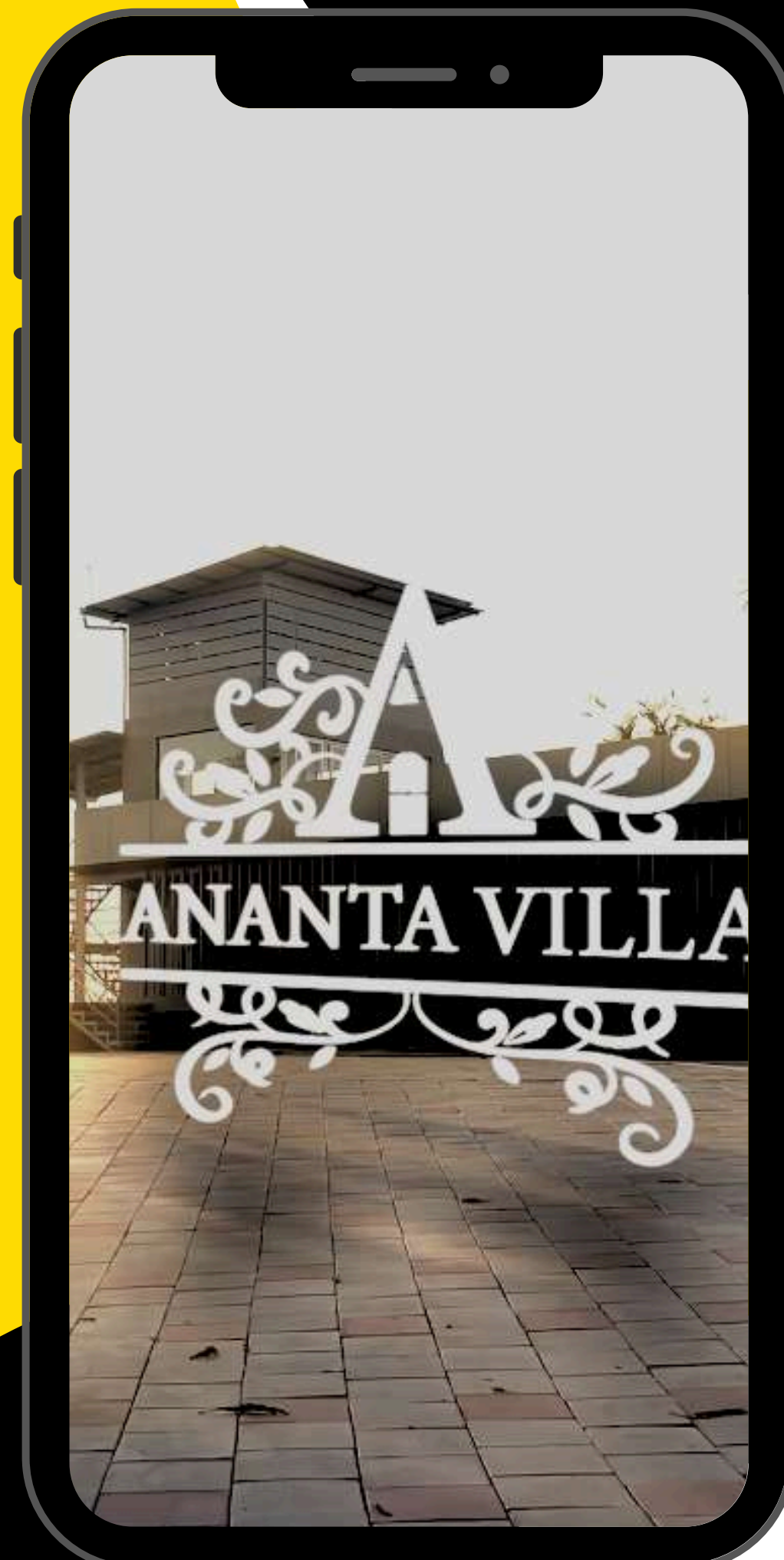
Brief

Ananta Villa partnered with us for comprehensive digital marketing services, including social media management, performance marketing, and influencer marketing.

Outcome

Our efforts greatly enhanced Ananta Villa's online presence, boosting engagement and conversions through targeted social media strategies, performance marketing, and influencer collaborations. In just five months, we grew their social media following from 50 to over 1,600+, establishing a solid foundation for continued visibility and strengthening their market position.

Ananta Villa Profile Metrics





 **41k+**
Engagement

 **62k+**
Content Views



 **6M+**
Engagement

 **13M+**
Content Views



 **77k+**
Engagement

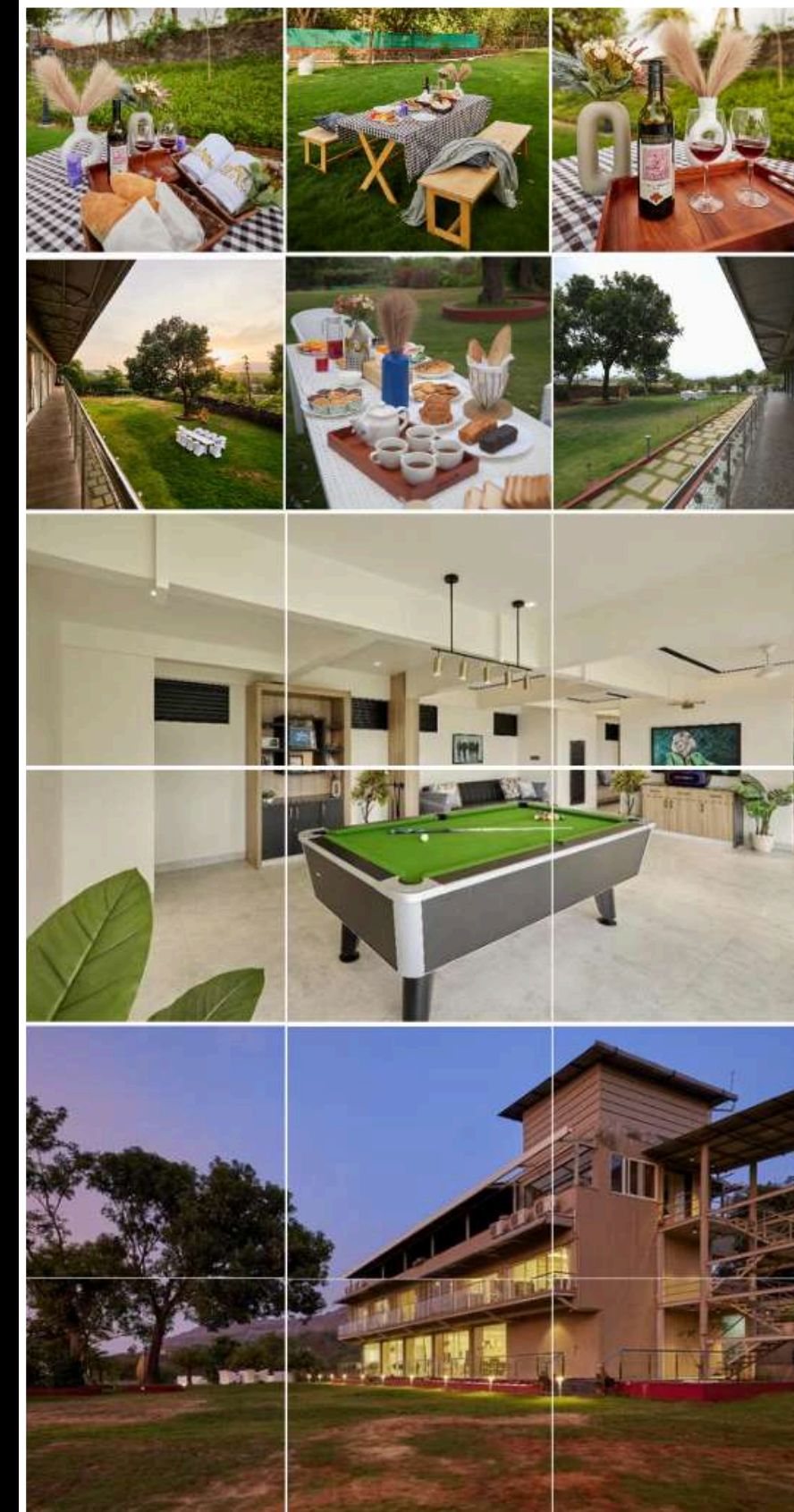
 **373k+**
Content Views



 **147k+**
Engagement

 **222k+**
Content Views

Ananta Villa-Instagram Feed



Performance Marketing Posts

ANANTA VILLA

READY FOR YOUR DREAM STAYCATION?

BOOK NOW

STARTING AT ₹45,000*

anantavilla.in
+91 99878 37899

ANANTA VILLA

READY FOR YOUR DREAM VACATION?

Ananta Villa is a luxurious haven near Lonavala, offering an exquisite blend of comfort and elegance. With a huge swimming pool, modern amenities, and breathtaking views, minutes from Tiger Point and Bhushi Dams.

BOOK YOUR STAYS NOW STARTING AT ₹45,000*

6 BHK VILLA	28000 SQFT LAWN AREA	PET FRIENDLY
CAR PARKING	8 FIGURE PRIVATE POOL WITH BABY POOL	HOME-COOKED MEALS

anantavilla.in / +91 99878 37899

*Terms & Conditions apply.

ANANTA VILLA

ESCAPE TO LUXURY

BUSHI DAM 04 MIN | TIGER POINT 14 MIN | LONAVALA STN - 10 MIN | LONAVALA MARKET - 7 MIN

6 BHK VILLA | 28000 SQFT LAWN AREA | CAR PARKING | 8 FIGURE PRIVATE POOL WITH BABY POOL | HOME-COOKED MEALS | PET FRIENDLY

Website: anantavilla.in | Contact Us: +91 99878 37899

*Terms & Conditions apply.

ANANTA VILLA

READY FOR YOUR DREAM VACATION?

ANANTA VILLA IS A LUXURIOUS HAVEN NEAR LONAVALA, OFFERING AN EXQUISITE BLEND OF COMFORT AND ELEGANCE. WITH A HUGE SWIMMING POOL, MODERN AMENITIES, AND BREATHTAKING VIEWS, MINUTES FROM TIGER POINT AND BHUSHI DAMS.

BOOK NOW, JOIN US FOR A GREAT TIME!

STARTING AT ₹45,000 ONLY!*

ANANTAVILLA.IN / +91 99878 37899

*Terms & Conditions apply.

ANANTA VILLA

READY FOR YOUR DREAM VACATION?

104/1, INS Shivaji Road, Khondagewadi, Bushi, Lonavala.

STARTING AT ₹45,000*

anantavilla.in / +91 99878 37899

*Terms & Conditions apply.

ANANTA VILLA

Your Ultimate Escape Awaits!

STARTING AT ₹45,000 ONLY*

ANANTAVILLA.IN | +91 99878 37899

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ANANTA VILLA

EXQUISITE GETAWAY

STARTING AT RS 45,000/-*

BOOK NOW

JOIN US FOR A GREAT TIME!

ANANTAVILLA.IN / +91 99878 37899

*Terms & Conditions apply.

ANANTA VILLA

104/1, INS Shivaji Road, Lonavala

- Serenity is just around the corner!
- Experience luxury like never before!

EXPERIENCE GRAND LIVING IN OUR 6 BHK VILLA!

28000 SQFT LAWN AREA	CAR PARKING	8 FIGURE PRIVATE POOL WITH BABY POOL	HOME-COOKED MEALS
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DON'T MISS OUT - BOOK NOW!



Bombay Times Fashion Week- House of Deepthi

Brief

House of Deepthi, in collaboration with Surge Media, presented its Kilim Edit on the runway, with Avneet Kaur as the showstopper. The event allowed attendees to network with industry influencers, facilitated by Surge Media.

Outcome

- The event significantly enhanced House of Deepthi's brand visibility and reputation within the fashion industry.
- The strategic partnership with Surge Media proved effective, facilitating valuable connections with key influencers such as Mohsin Khan, Aneri Vajani, Jainam Vora, Harsh Gandhi, Priyal Gor, Niharika Kaur, Sajjad Khan, and Shubhna Agarwal. This showcase not only celebrated a memorable milestone for House of Deepthi but strengthened its position in the fashion industry, setting the stage for future growth.



HOUSE OF DEEPTHI

X

BombayTimes
FASHION WEEK
AN INITIATIVE BY THE TIMES GROUP

Comic Con Delhi

Brief

Drive pre-event sales with the help of Influencer Marketing, Collaborating with key influencers to amplify excitement for Comic Con Delhi by leveraging their reach and resonance within the fan community. Forge strategic partnerships to authentically promote the event and brand, utilizing exclusive goodie bags to create genuine buzz.

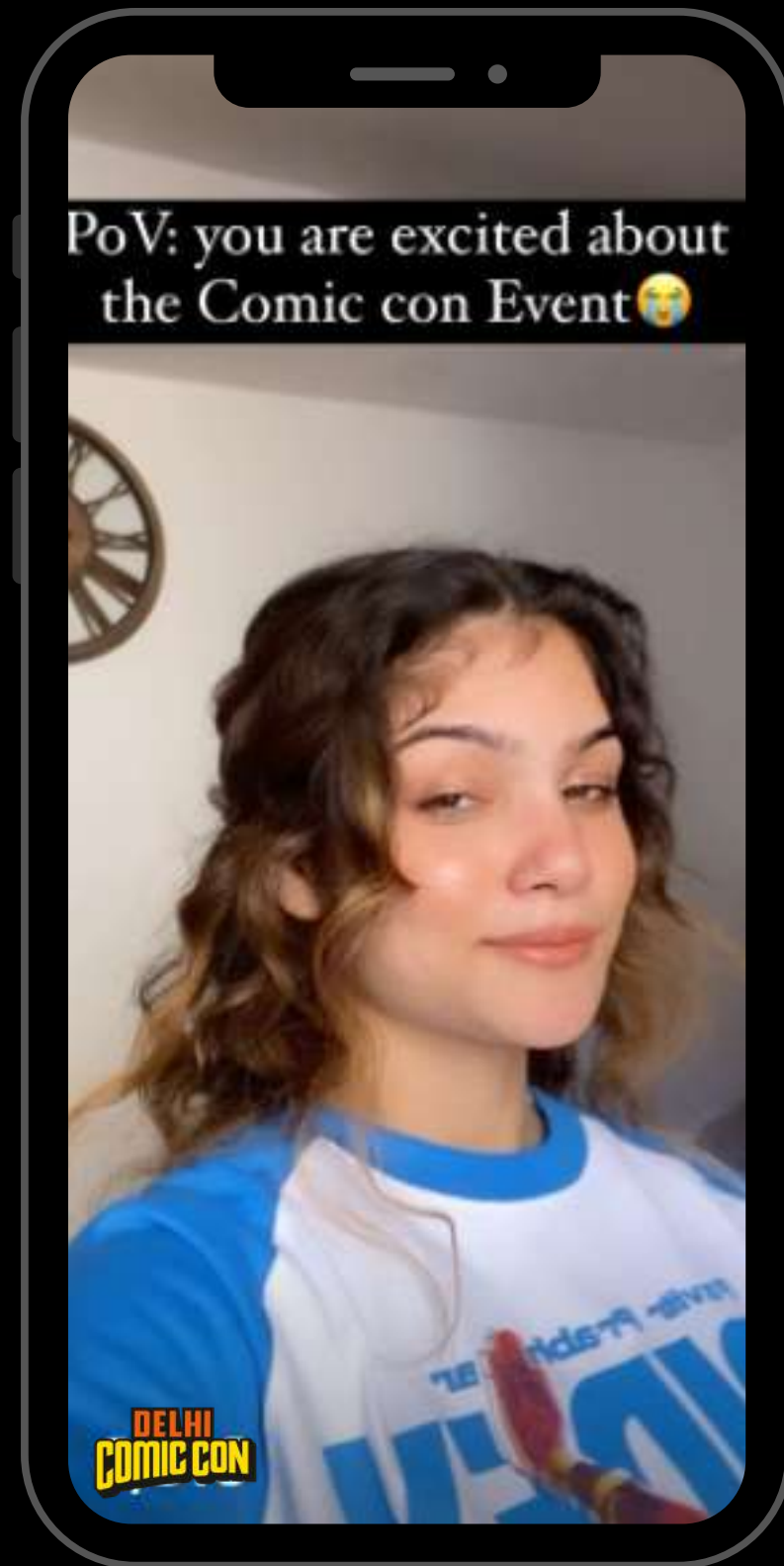
Execution

- Executed campaign with **80+** influencers who posted reels and multiple stories.
- Secured necessary information and contractual agreements, while facilitating content approval and posting to ensure alignment with brand guidelines and campaign objectives.

Outcome

Comic Con India, tailored for Marvel and DC fans, Was a successful campaign. Despite initial challenges and lack of timeline, we were able to pull the campaign off with an unprecedented outcome.





Results

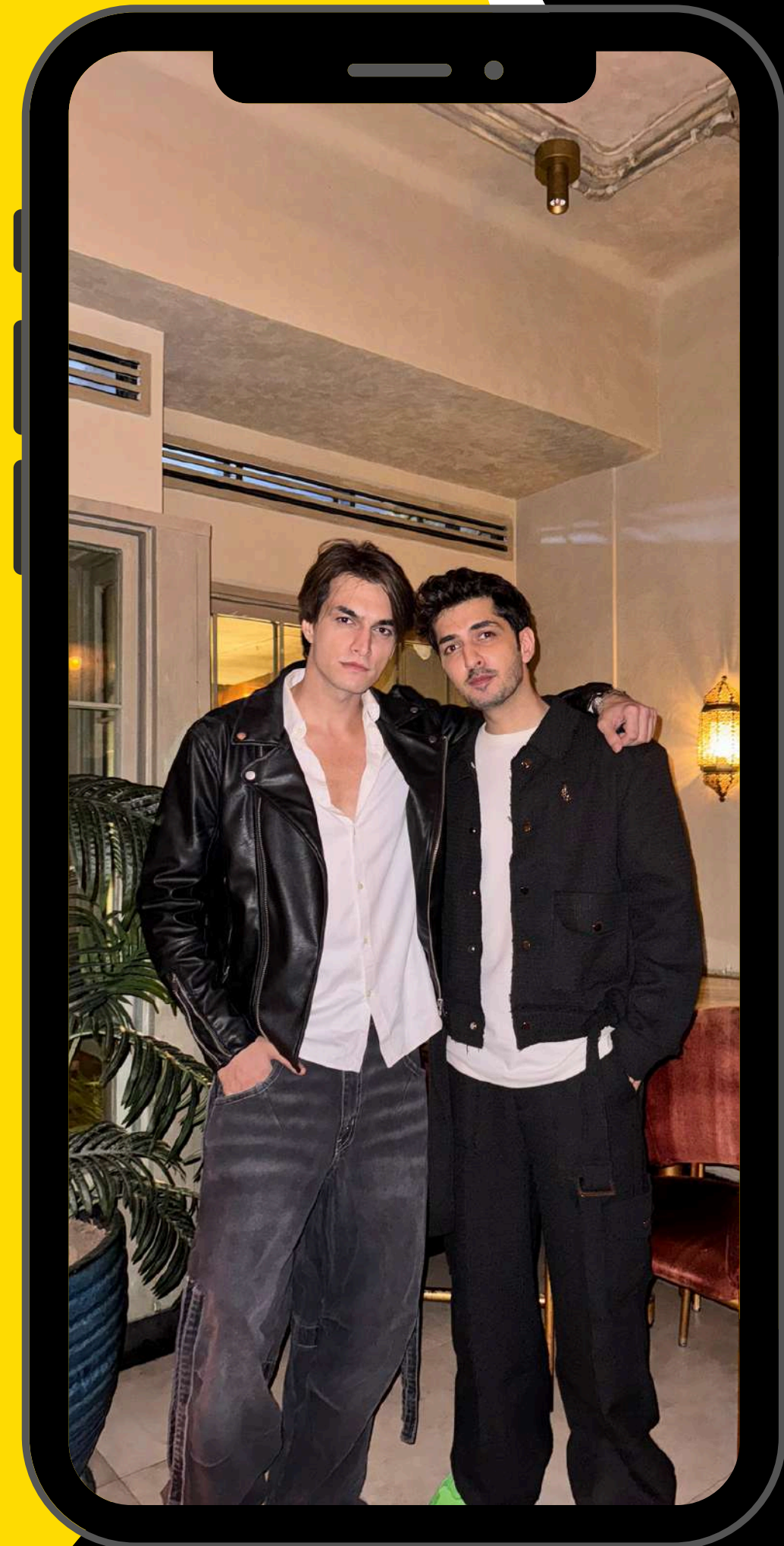
Bayroute

Brief

Bayroute's introduced a new menu and launched their IP “The Oud Soiree”, Aiming to transform alternate weekends into lively bar night experiences, celebrating Arabian cuisine and culture with a mix of their bespoke cocktails.

Outcome

- The Bayroute event hosted by Sajjad Khan was a resounding success, Spotlighting the venue's dynamic allure through influencers' skilled portrayal.
- This success solidifies Bayroute's prominent position in Mumbai's nightlife scene, With over 35 creators adding to the event's grandeur alongside notable figures like Ravi Dubey, Mohsin Khan, Reem Sameer, Roshni Walia, and others.





Smoke House Deli

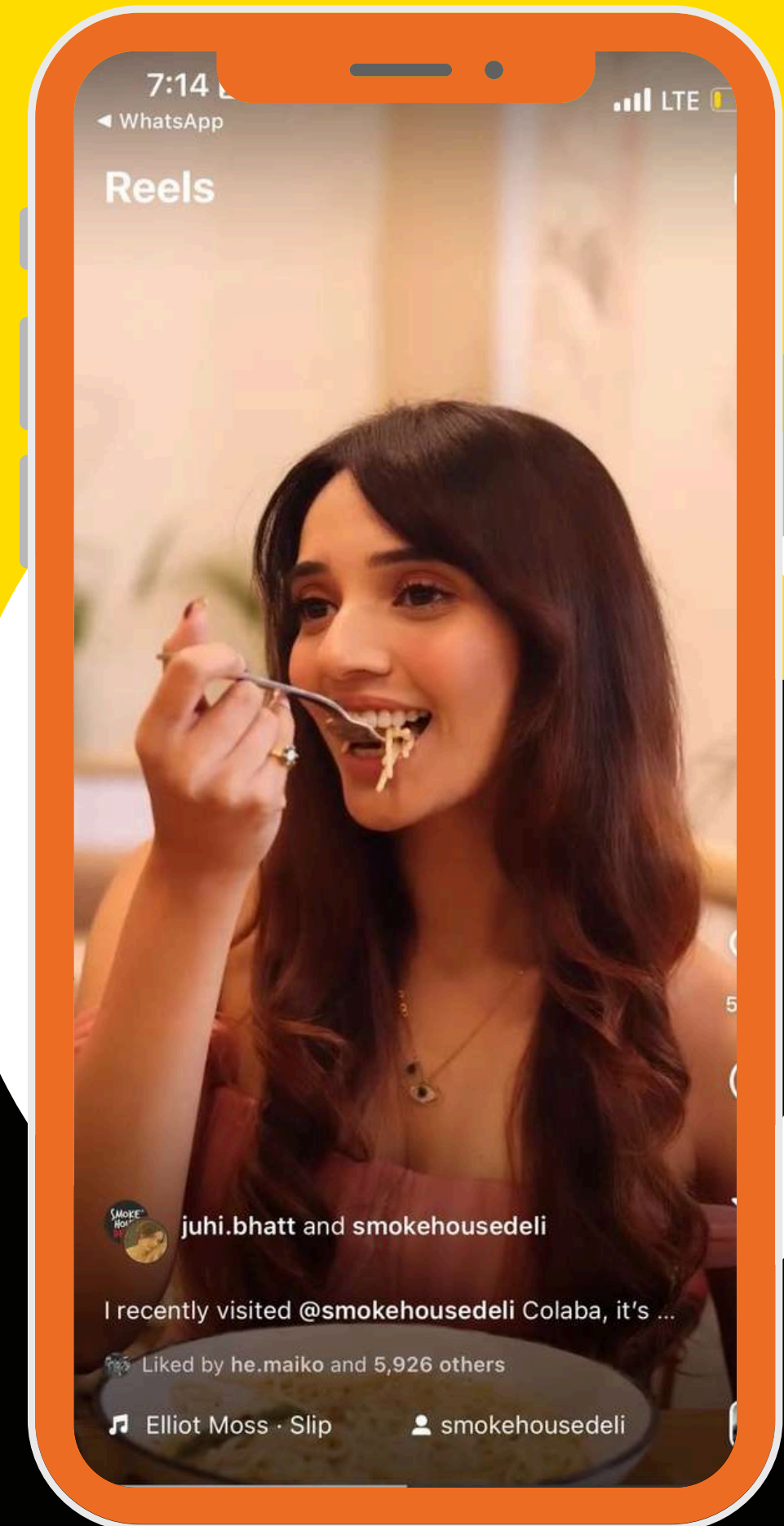
Brief

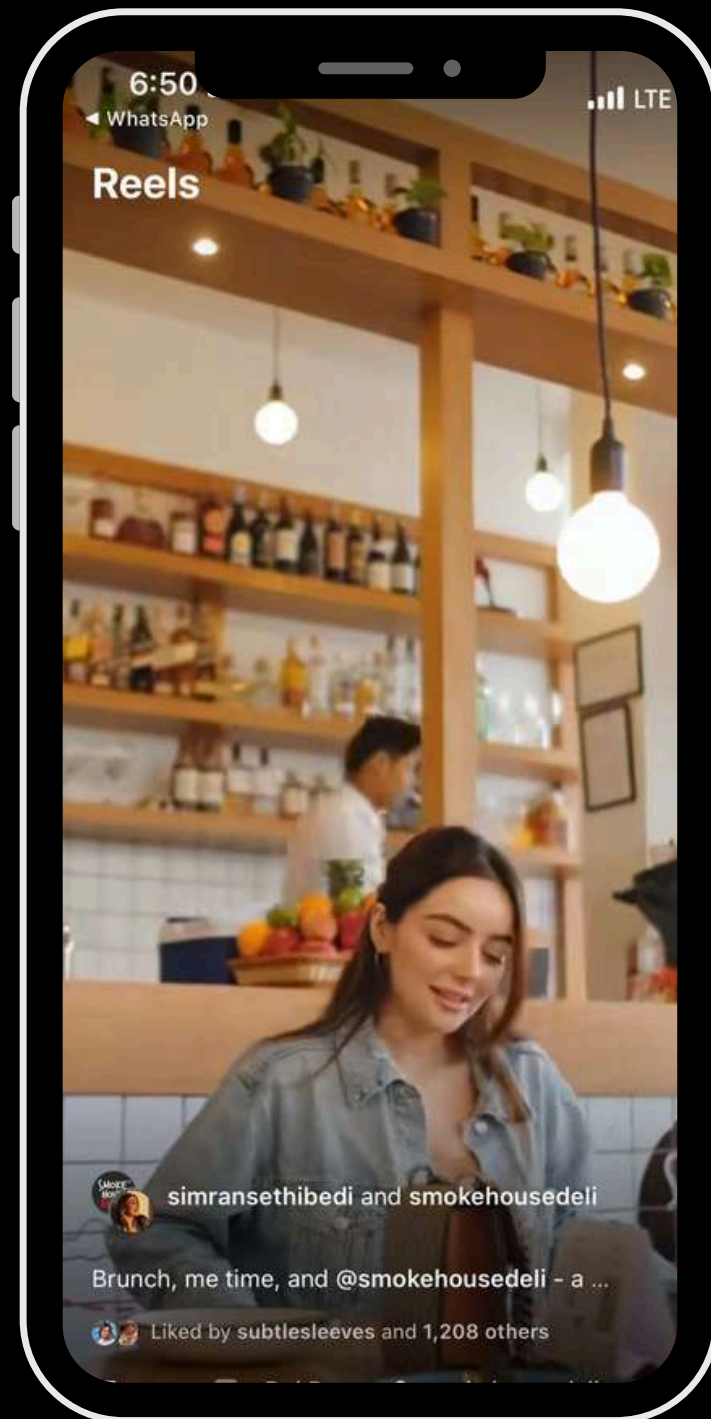
To create a campaign that generates buzz and excitement around the opening of our new restaurant branches in Mumbai and Delhi. The campaign should effectively reach and engage our target audience, which consists of individuals aged 14-35, and ultimately drive footfall and increase brand awareness.

What We Did?

To match the TG of the brand, we curated a campaign with lifestyle influencers and food bloggers. The entire campaign should be synonymous with brand's guidelines keeping in mind the creator's style and niche.

Our in-house production team made sure we provide top notch high quality content to engage the audience.





Results



1.8M+

Accounts Reached



50k+

Engagement



2M+

Content Views

Reliance Centro

Brief

To captivate the audience and stimulate purchases of our latest festive apparel line, tailored specifically for the celebratory season. Use the expertise of fashion creators to imbue their innovative touch into this collection.

Execution

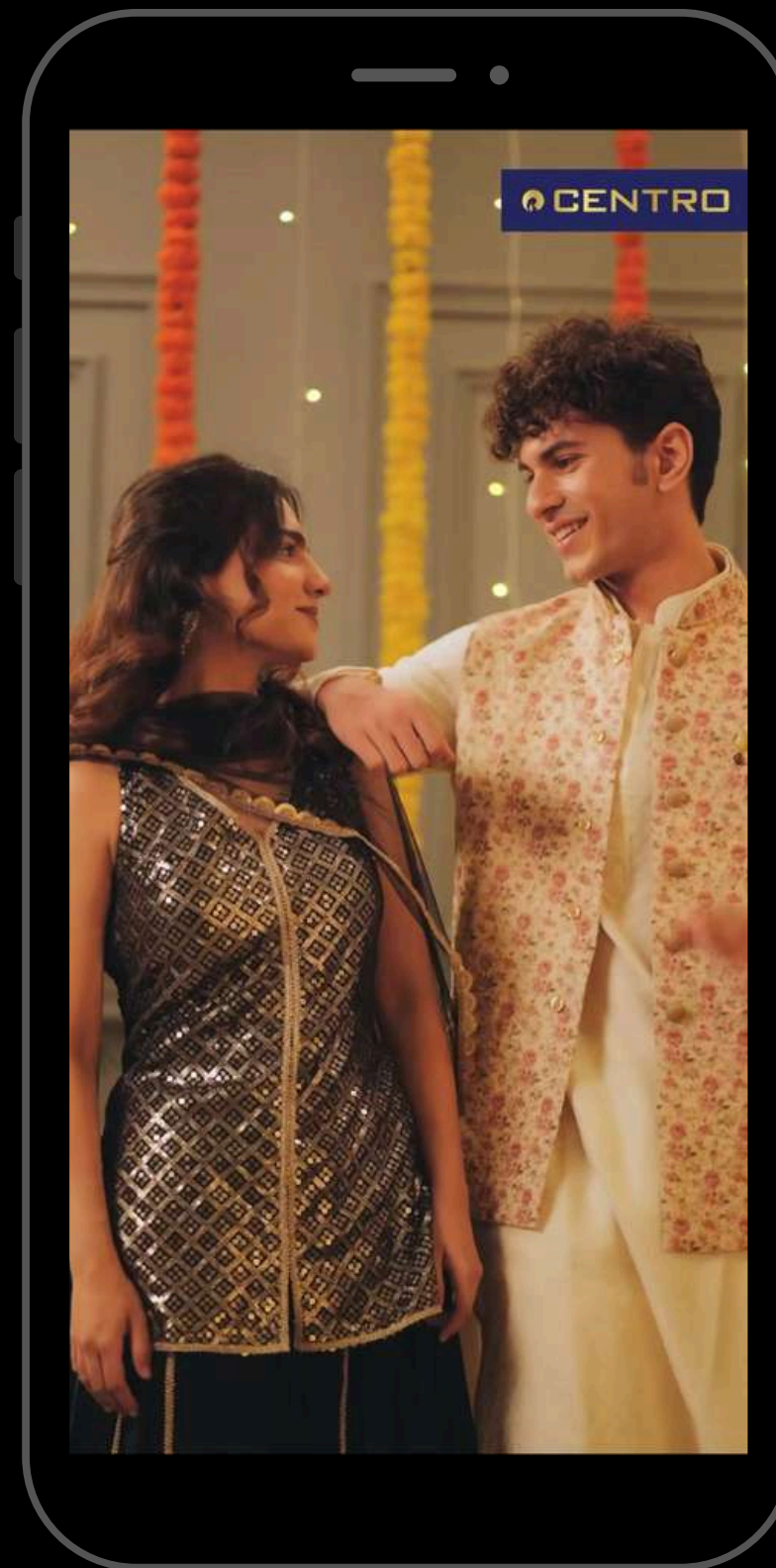
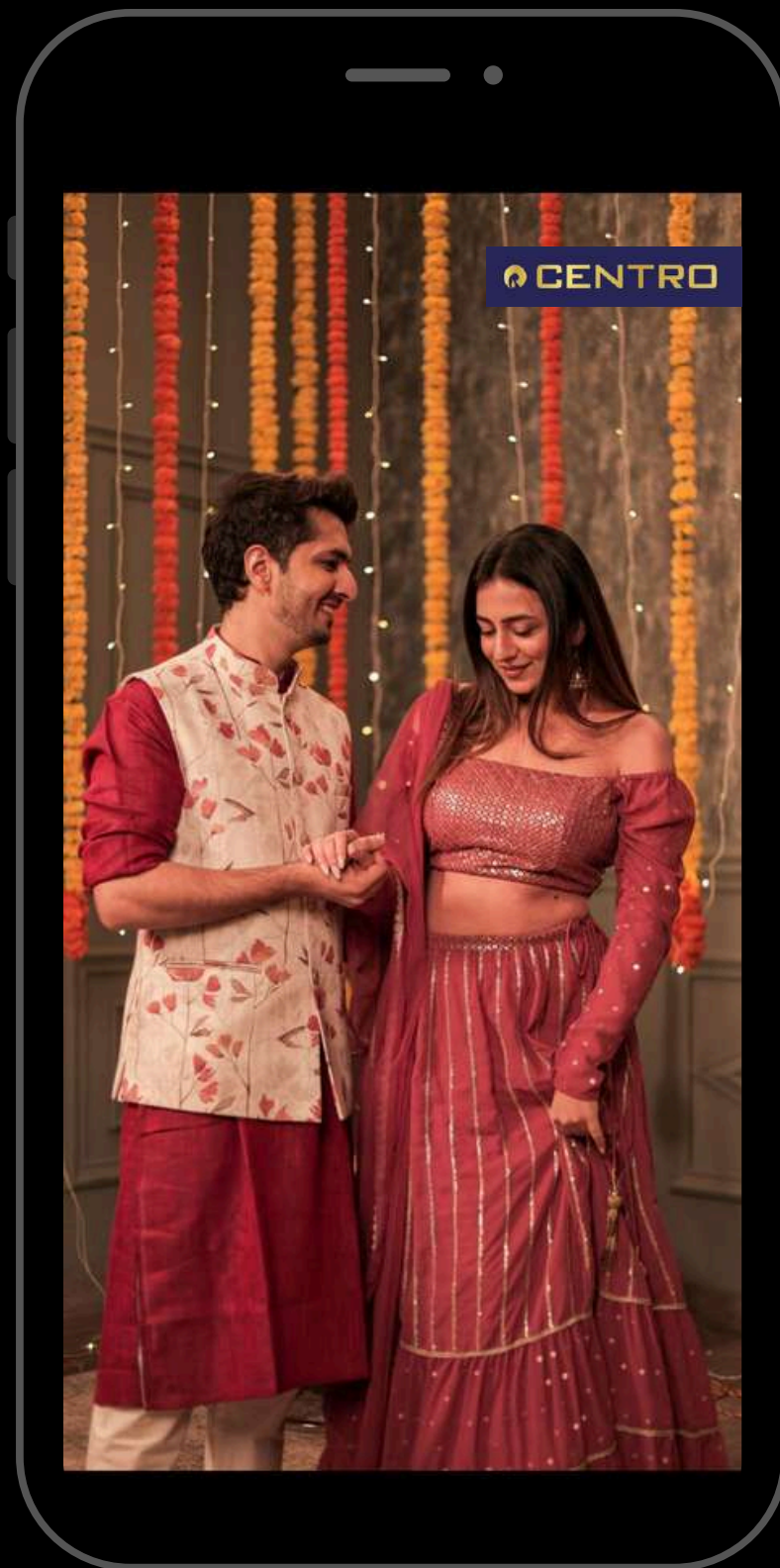
We crafted lively reels set to festive tunes, encompassing a range of content, from group scenes to couple moments.

By harnessing the power of young influencers, we elevated Reliance Centro's brand visibility, seamlessly integrating their exquisite clothing with the celebratory ambiance.

Outcome

The outcome: a visually captivating campaign that embodies the festive spirit.





Results



Smoor

Brief

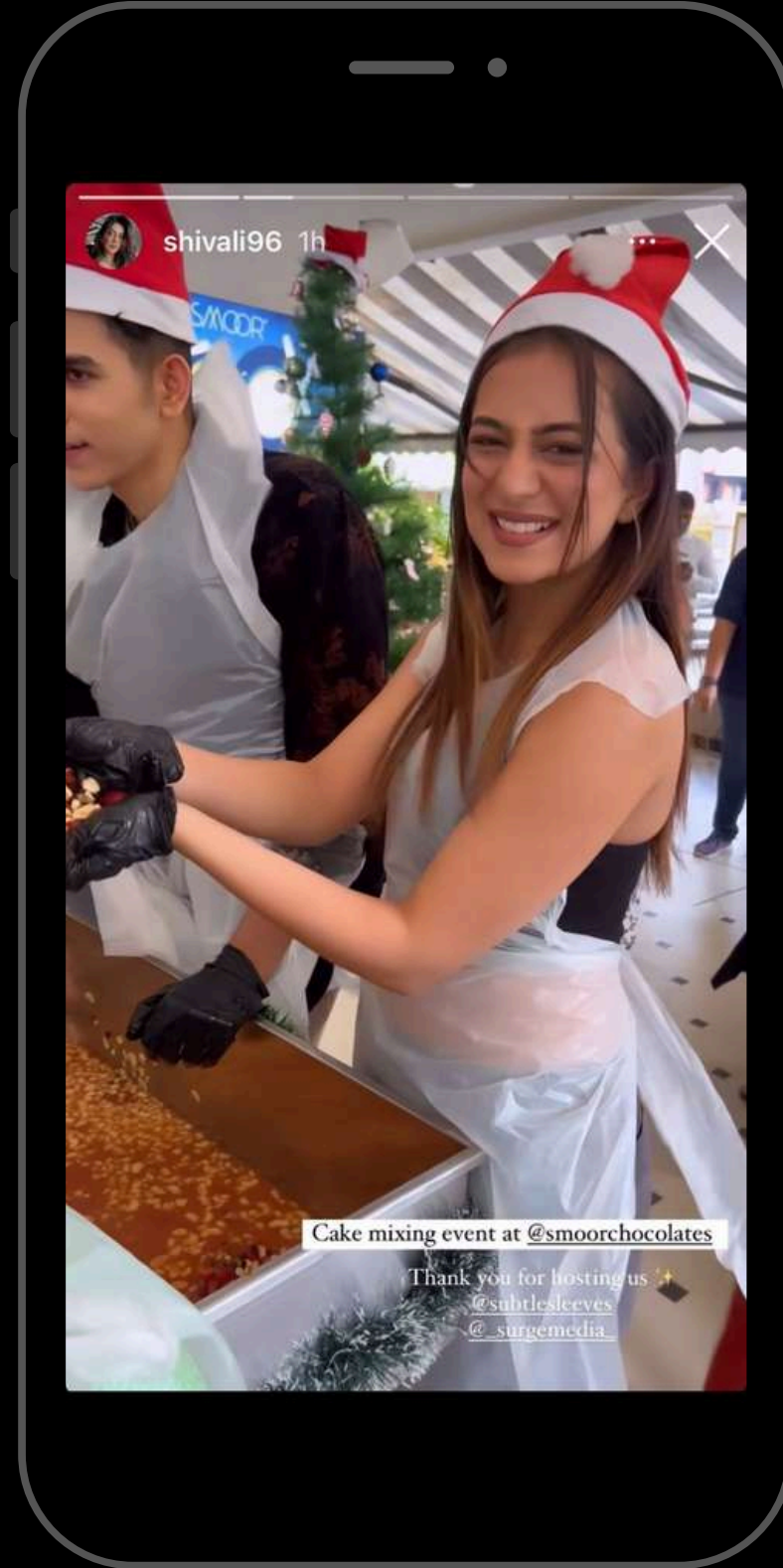
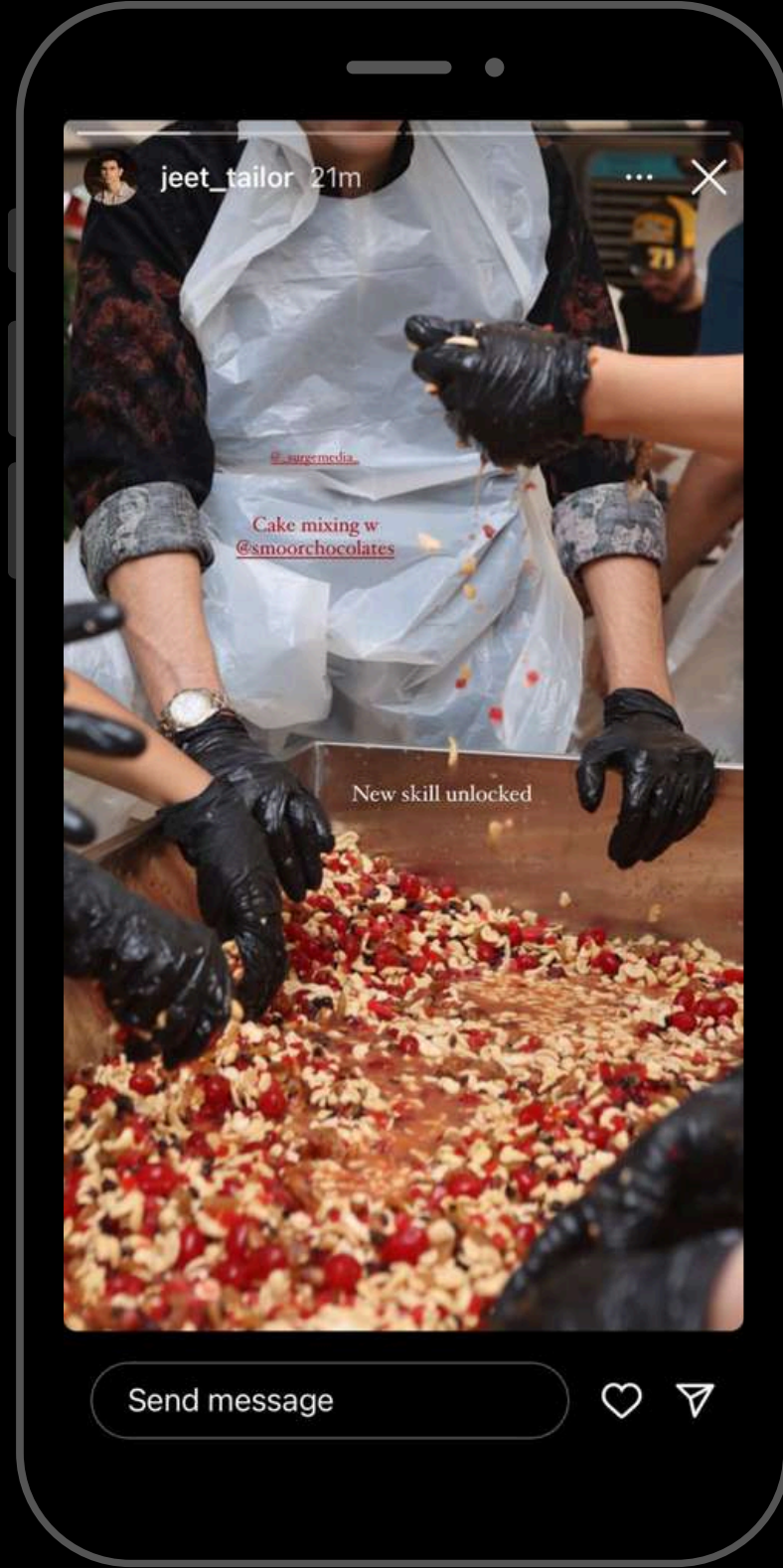
To engage customers in an intimate gathering for cake mixing, creating a festive and interactive experience. This aimed at building anticipation and excitement for the upcoming holiday season while promoting the brand's premium chocolate products.

What We Did?

The engaging event focused on blending various holiday cake ingredients, including Smoor's premium chocolate products, with the influencers and creators

involvement adding an extra layer of excitement and influence to the occasion. Influencers were meticulously selected for their affinity with Smoor's brand ethos, ensuring a genuine connection with the audience and a meaningful partnership.



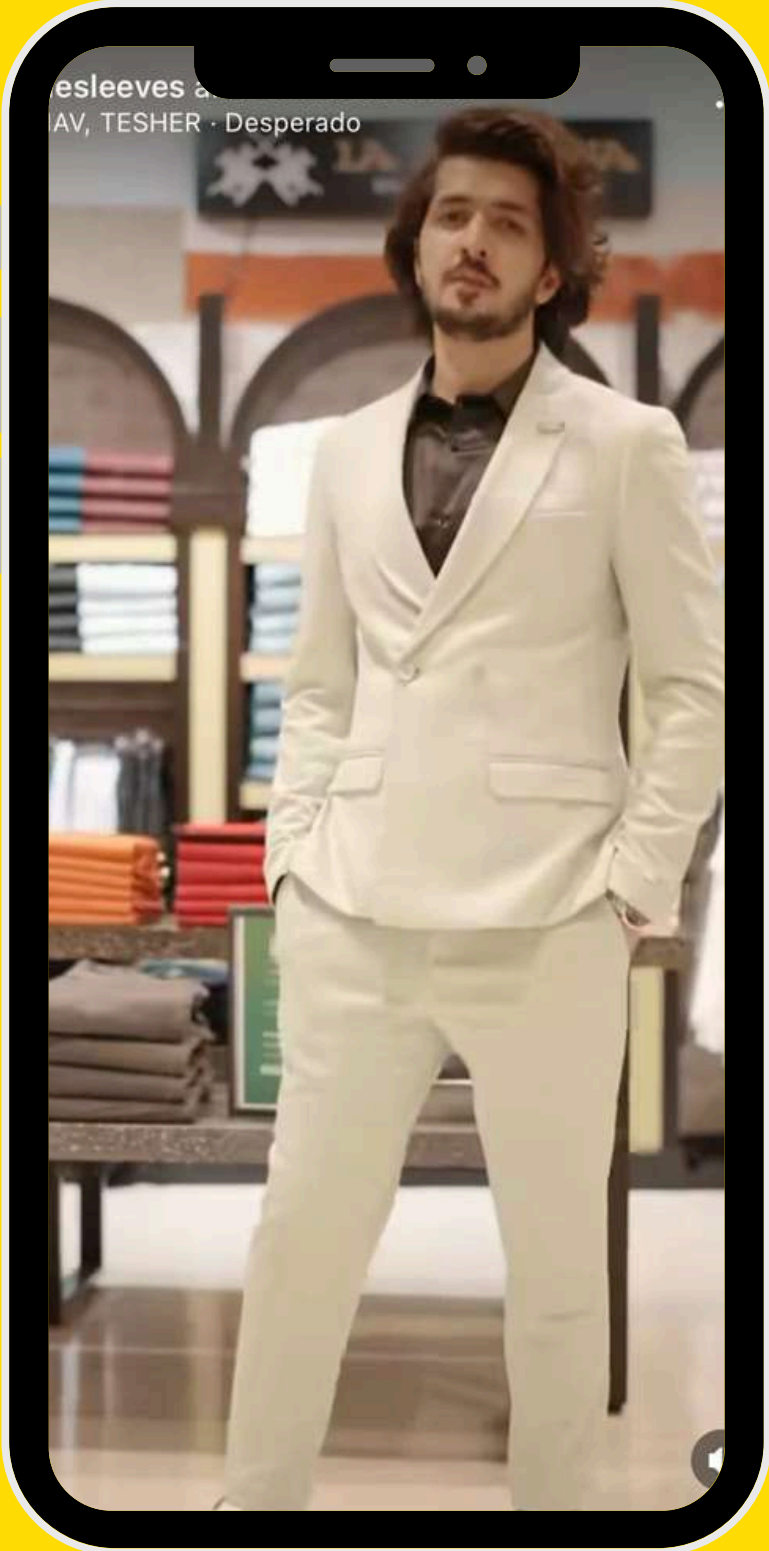


Results

 **100k+**
Accounts Reached

 **70k+**
Engagement

Reliance Centro



 30k+

 5k+

 50k+

Daawat Rice



 2M+

 300k+

 2.5M+

ThumsUp



 15k+

 2.5K+

 30k+



Reliance Centro

Brief

To leverage creators from Maharashtra to showcase the newly revamped Reliance Centro as the ultimate destination for all your fashion needs.

What We Did

We chose a leading fashion and lifestyle influencer to showcase his style at the new store. We kept it engaging with trending audio and transitions catering to all kinds of style enthusiasts.

Daawat Rice

Brief

To establish Daawat Rice as the leading brand for biryani rice during the Eid season. Through influencer partnerships and engaging content, our goal is to increase brand awareness, build trust among our target audience, and drive purchase intent for Daawat Biryani Rice.

What We Did

To embark the festival of Eid, we chose a Muslim creator with a large following and reach to connect to the right audience. We wanted to create an aspirational yet home-ly connection to the brand.

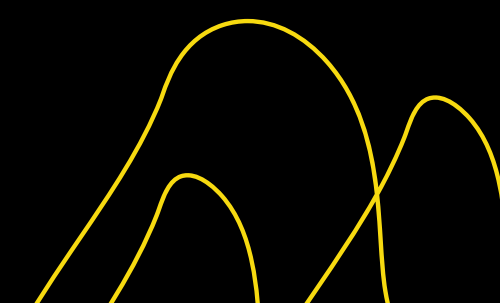
ThumsUp

Brief

To engage with the audience in a quirky way and encourage them to participate in their giveaway competition. It shouldn't look like an ad, instead should be an instant connect with the creator's audience.

What We Did

We chose a leading lifestyle influencer and created visually compelling content for their niche by adding fun and humor along with an organic plugin of the brand to keep the audience engaged throughout.



Boss Burger

Brief

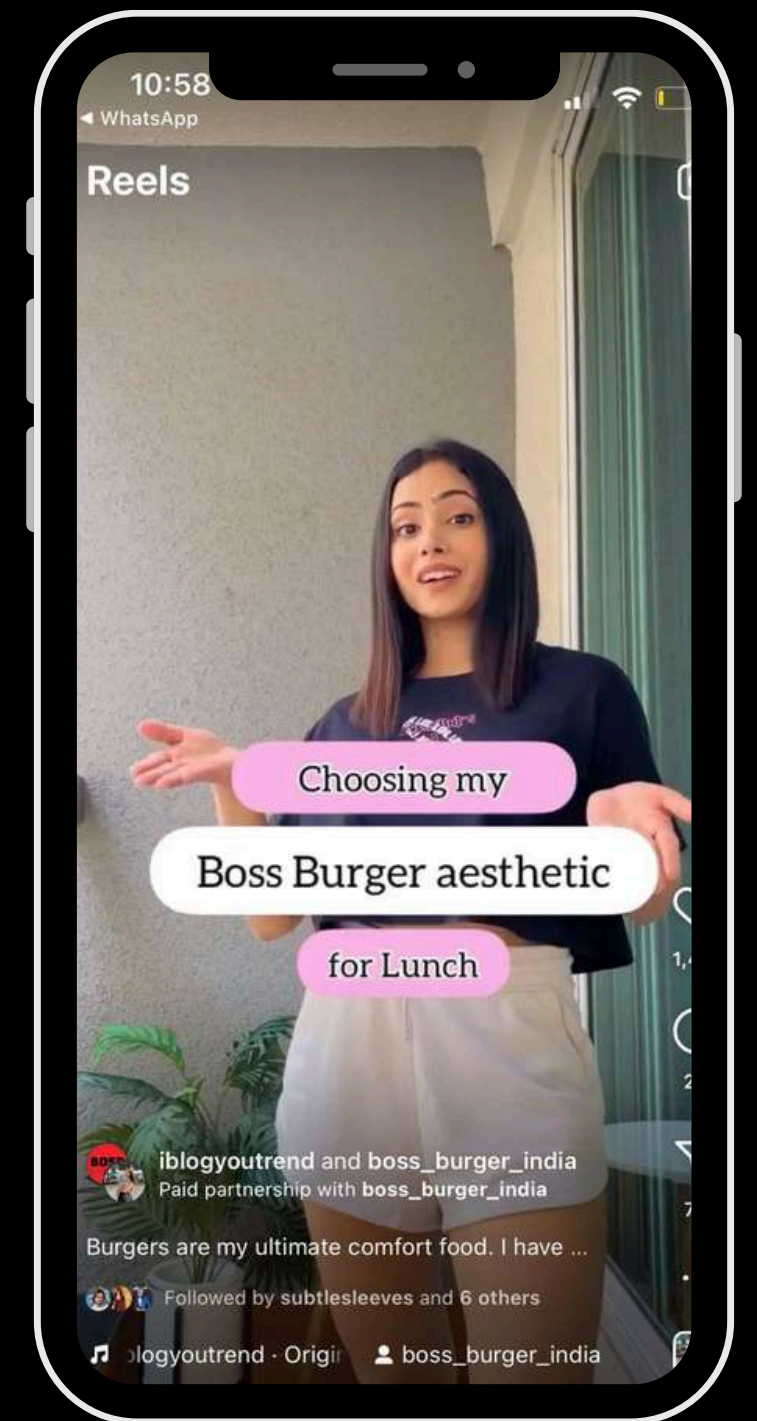
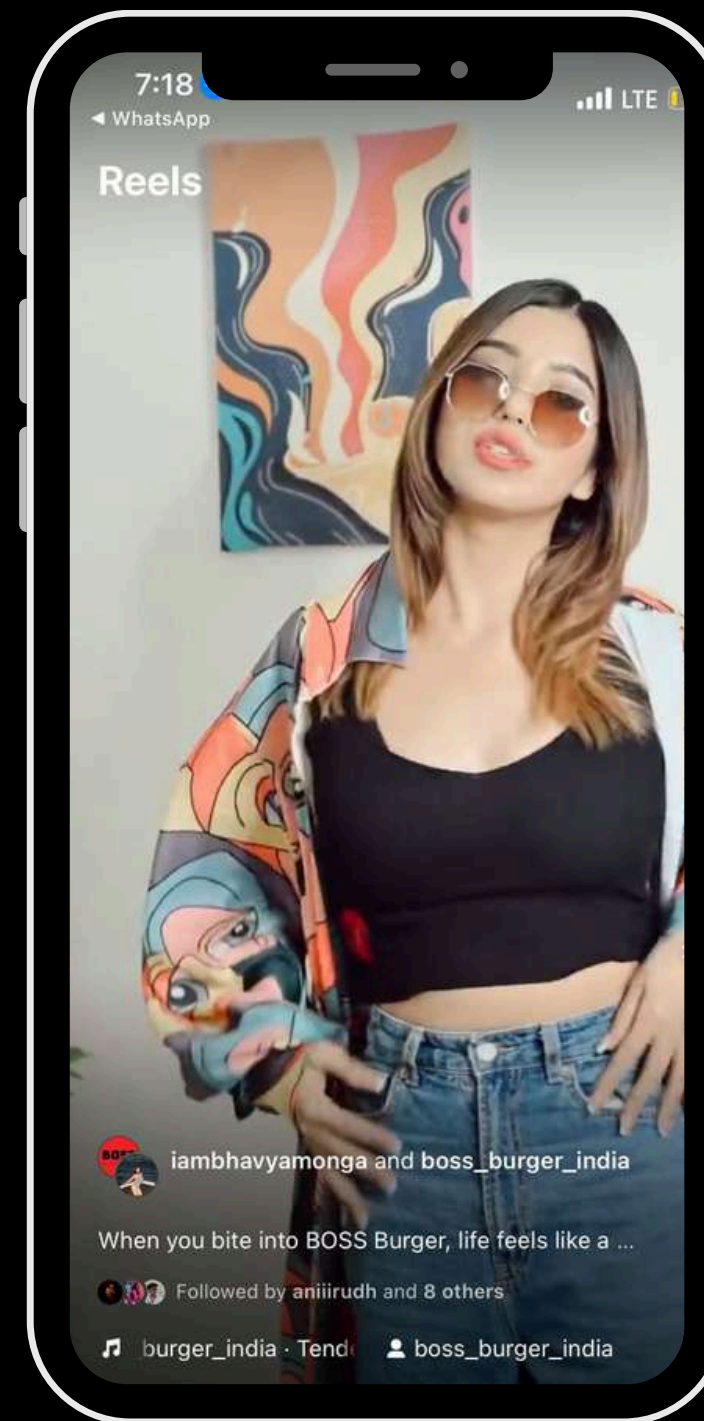
To create awareness and generate excitement around our burger brand, Boss Burgers. The main idea we want to convey is that by indulging in Boss Burgers, individuals can unleash their inner boss and experience the ultimate satisfaction and empowerment.

What We Did?

The brand wanted to connect to the filmy side of their audience and hence, we perfectly curated a campaign with actors and comedy creators with a large and loyal following.

We used the creator's niche to curate content accordingly which their audience will connect to. We also used their viral audio in a quirky way to create a recall with the audience.





Results



1.5M+
Accounts Reached



200k +
Engagement



2M+
Content Views

SURGE**MEDIA**



Email: info@surgemedia.co.in