THE EXPERIENTIAL EDIT™ PRESENTS

THE Experience EDIT

Designed to Distinguish

Concept. Direction. Experience.



A GIFT CAN BE PRODUCED.

AN EXPERIENCE HAS TO BE DESIGNED.

Most gifting briefs begin with a **product**.
But the strongest gifting experiences begin somewhere else:

What should this make the recipient feel?
What should it communicate?
Why should they remember it?

The Experience Edit exists to **answer** those questions before **production begins**.

WHEN YOU BRING ME IN

Not every brief needs an experience designer. But some do.

Bring me in when the opportunity is:

HIGH-STAKES

A senior audience, important client, leadership initiative or significant institutional moment.

HIGH-VALUE

When the investment behind the activity makes getting the concept right important.

HIGH-VISIBILITY

When the gift represents your brand, relationship or reputation.

LONG-TERM

When gifting needs to build lasting relationships or become a more consistent system across internal occasions.

COMPLEX

When the brief is clear, but the answer isn't.

The opportunity needs more than a product.
It needs a point of view, creative direction and a way to make the idea real.

WHERE THE EXPERIENCE EDIT FITS IN

THE MOMENTS WORTH DESIGNING, NOT JUST GIFTING.

01 — CUSTOMER / CLIENT JOURNEY

PRE-RELATIONSHIP
- Launch invites
- Pre-launch gifts
- Brand activation

ENGAGEMENT
- Event giveaways
- BTL activations
- Experience-led touchpoints

ONBOARDING
- Welcome gifts
- New-client experiences

RELATIONSHIP & RETENTION
- Milestones
- Service recovery & appreciation
- Loyalty
- High-value relationship moments
- Long-term client experiences

02 — INTERNAL / EMPLOYEE EXPERIENCE

Bring me in when gifting needs to become an ecosystem, and not just a one-off gift.

- Employee welcome kits
- Internal gifting systems
- Milestone & recognition programmes
- Curated employee experience stores / gifting ecosystems

03 — PRODUCT BRAND → B2B

Already have a product?
I help you design how it becomes a gifting-industry offering.

- Gifting collections
- Corporate-ready combinations
- Customisation / personalisation architecture
- Packaging & experience direction
- B2B offering structure

The opportunity isn't “What gift should we give?” It is “Where could the experience matter more?”

FROM BRIEF TO EXPERIENCE.

The Process

01 DISCOVER

We understand the brief, audience, occasion, constraints, budget and what the experience needs to achieve.

02 DEFINE

We establish the central opportunity — the idea, emotion, story or strategic direction the experience should be built around.

03 DESIGN

I develop the original concept and creative direction: the experience, product direction, materials, packaging, details and relevant touchpoints.

04 PRESENT

You receive a considered concept presentation showing how the experience comes together and why each element exists.

05 DEVELOP

Once a direction is approved, the concept can move into production through your chosen vendor or an appropriate fulfilment partner.

YOU ARE NOT PAYING FOR A PRODUCT LIST.

You are paying for the thinking that gets the product right.

Depending on the brief, the design engagement may include:

- Experience concept
- Creative direction
- Product / object direction
- Material and finish direction
- Packaging direction
- Storytelling / narrative
- Production considerations
- Personalisation direction
- Recipient journey
- Visual references
- Concept presentation

The exact scope is defined around the opportunity — not forced into a fixed package.

YOUR IP

AN IDEA DOESN'T BECOME LESS VALUABLE BECAUSE IT HASN'T BEEN MANUFACTURED YET.

Every concept developed through The Experience Edit is original creative work.

The concept, creative direction, visual language, experience architecture and original thinking developed for the brief are The Experiential Edit's intellectual property until the agreed rights are transferred under the engagement.

Production and procurement are separate from the design.

You can choose who builds it.
The thinking behind what gets built is the work you commissioned.

THE BRIEF MAY SAY -

“A Bank needs a Welcome gift for their UHNI customers

THE REAL QUESTION MAY BE:

- How do we make this feel worthy of an HNI relationship?
- How do we translate an institutional value into something tangible and memorable?
- How do we create an experience that feels distinct — not like another corporate gift?
- How do we turn the investment into something considered, meaningful — and executable at scale?

THAT´S WHERE THE WORK BEGINS....

WHO THIS IS FOR

THE EXPERIENCE EDIT IS BUILT FOR:

CORPORATES & INSTITUTIONS

For a significant client, leadership, onboarding, milestone or relationship-led gifting.



BRANDS

For brands that want to create distinctive B2B gifting experiences around their products or capabilities.



CORPORATE GIFTING COMPANIES

For teams that have the client and execution capability but need stronger conceptual thinking behind a significant brief.



AGENCIES & CONSULTANTS

For teams looking to bring specialist gifting experience design into a larger engagement.



THE DISCOVERY IS A CONVERSATION. THE DESIGN IS A PAID ENGAGEMENT.

The initial conversation is about understanding the opportunity, asking the right questions and establishing whether there is a fit. **Once you decide to take the concept forward, the design engagement begins.**

TEE IS VENDOR-AGNOSTIC

You don't need to use TEE as your vendor to work with TEE.

- **USE YOUR EXISTING PARTNERS**
  I'll create the direction; your vendor takes it forward.
- **BRING IN A SPECIALIST**
  I'll recommend or coordinate with an appropriate fulfilment partner where required.
- **LET TEE BUILD THE EXECUTION TEAM**
  Where the experience requires sourcing, production or coordination beyond the design, TEE can bring in the right fulfilment partners.

The thinking stays with TEE.
The execution can happen wherever it makes the most sense.

Ways to Work Together

Three distinct ways to bring The Experience Edit into your business.

01

EXPERIENCE DESIGN

Design a moment.

For a specific gifting opportunity that needs a stronger concept, creative direction and recipient experience.

₹1 lakh

Starting engagement

02

OFFERING DESIGN

Design what you offer.

For product brands shaping their products into a compelling corporate gifting or B2B offering.

₹1.5 lakh+

Scoped to the brief

03

INTERNAL GIFTING SYSTEM DESIGN

Design how you gift.

For organisations building or strengthening their internal gifting infrastructure and physical gifting experience.

₹1.5 lakh+

Scoped to the organisation

The investment reflects the scope and complexity of each engagement. Execution and production are separate where applicable.

WHICH KIND OF DESIGN DOES YOUR BUSINESS NEED?

Service	Experience Design	Offering Design	Internal Gifting System Design
The question	What should this gift make possible?	What should we offer, to whom and at what price?	How should we manage gifting across recurring occasions?
Designed for	A specific gifting moment, campaign or relationship.	A product brand entering or strengthening its B2B gifting business.	An organisation or gifting partner needing a more consistent internal gifting approach.
What it can include	Concept, creative direction, product and packaging direction, personalisation and recipient experience.	Assortment and SKU architecture, combinations, price tiers, narrative, packaging and sales presentation.	Gifting framework, recurring moments, standards, packaging language, components and fulfilment approach.
The outcome	A designed experience for a defined brief.	A commercially considered offering ready to present to buyers.	A repeatable system that makes internal gifting easier and more consistent.
Investment	**From ₹1 lakh**	**From ₹1.5 lakh**	**From ₹1.5 lakh**

Illustrative slide content. Exact scope, quantities and deliverables are defined for each engagement.

MODEL 01

EXPERIENCE DESIGN

For a specific gifting opportunity that needs a stronger concept, creative direction and recipient experience.

Thought · Direction · Experience

WHAT EXPERIENCE DESIGN CONSIDERS

THE GIVER

Who is giving this, and what should the experience say about them?

Company. Brand. Institution.
The giver sets the tone.

THE MOMENT

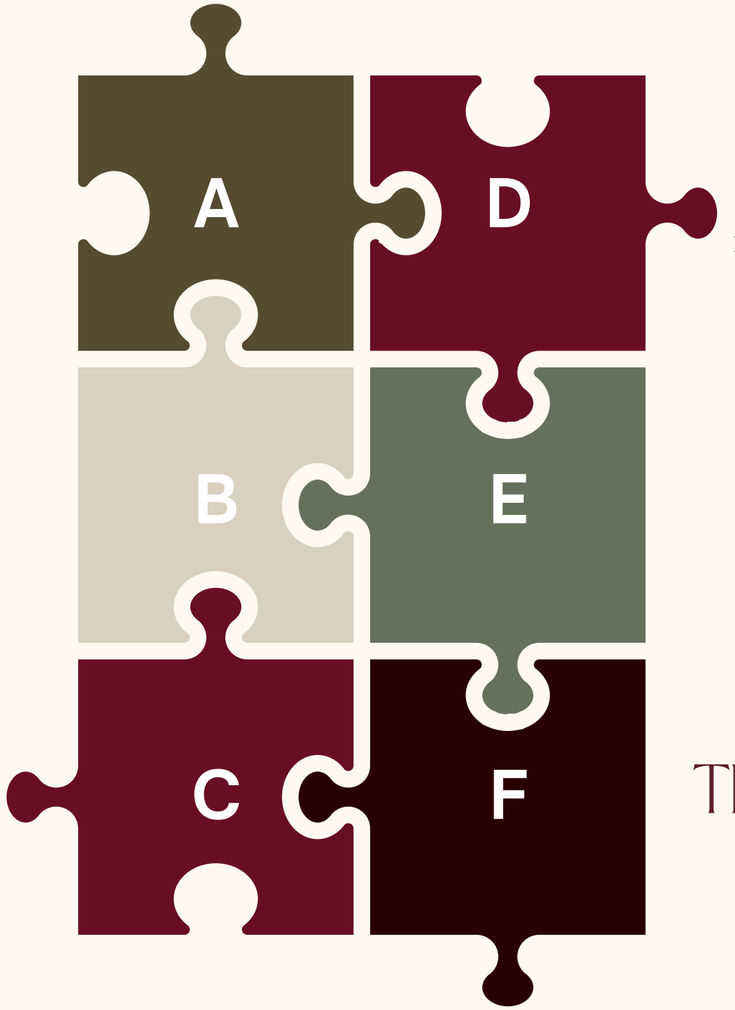
What is this experience marking, celebrating or initiating?

A relationship, milestone, welcome, launch, recognition or occasion.

THE RECIPIENT

Who is receiving it — and what will feel meaningful to them?

Their expectations, context, preferences and relationship with the giver.



THE INTENT

What should this experience make the recipient feel, understand or remember?

The thought behind the gesture.

THE CONTEXT

Where and how will the experience live?

The setting, occasion, relationship, scale and practical realities around it.

THE CREATIVE DIRECTION

How do we turn all of this into an experience?

The idea, story, object, details, packaging, reveal and execution — brought together intentionally.

DESIGN ONLY – ₹1 Lakh

WHAT'S INCLUDED

- 2–3 initial creative directions
- 2 shortlisted directions developed into 2 gift options each
- 2 iteration rounds on the final concept
- Experience, product, packaging, personalisation & recipient journey direction
- Visual references + concept presentation
- Production-ready design guidance

PAYMENT

- 75% — ₹75,000 at booking
- 25% — ₹25,000 on design-concept delivery

DESIGN PHASE

5 weeks — from brief download, subject to timely client feedback, approvals and collaborative inputs.

EXTENSION

If client-side approvals, feedback or decisions delay the project beyond the initial 5-week period, a 2-week extension is charged at 25% of the design fee — ₹25,000.

ADDITIONAL

- Additional substantial design round — ₹50,000
- Prototypes / samples — charged separately, case-by-case
- A change in direction, narrative, customer profile, scale, quantity, budget, logistics or timeline constitutes a new paid brief / round.

DESIGN + EXECUTION OVERSIGHT – ₹l. Lakh + EXECUTION

DESIGN-ONLY ENGAGEMENT APPLIES IN FULL

All scope, payment terms, design-phase timelines, revisions and extension terms remain as outlined in the Design Only engagement.

THEN, TEE STAYS INVOLVED THROUGH TO EXECUTION

WHAT THIS ADDS

- TEE fulfilment-partner coordination
- Sourcing & material coordination
- Production oversight
- Sampling & refinement
- Packaging & personalisation coordination
- Quality & finish checks
- Fulfilment oversight

EXECUTION COMMERCIALS

- Execution costs are quoted separately based on the approved scope — 60% advance to initiate production + 40% on delivery.
- No credit period.

PROTOTYPES / SAMPLES

Charged separately, case-by-case, as required.

The thinking stays with TEE. Execution is carried through TEE's fulfilment partners.

THROUGH THE LENS

RBI International Seminar 2026 - Concept Development

THE BRIEF

A commemorative gift for senior international delegates of the Reserve Bank of India, designed to reflect its institutional legacy while being distinctive, display-worthy and travel-compatible.

THE DESIGN INTENT

Inspired by the precision and intricate detailing found in Indian currency, Through the Lens turns observation into the experience itself.

THE EXPERIENCE

At first glance, the recipient sees an intricately engraved commemorative artwork. A magnifying lens invites them to look closer, revealing the finer details within the composition — transforming a display object into a moment of discovery.

CONCEPT STATUS

Concept designed and submitted as part of the RBI gifting brief. Not commissioned or executed.

THE RESULT / THOUGHT

A commemorative object designed not just to be displayed, but discovered.



MODEL 02

OFFERING DESIGN

For product brands shaping their products into a compelling corporate gifting or B2B offering.

Strategy · Structure · Positioning

OFFERING DESIGN

TURNING A PRODUCT PORTFOLIO INTO A CORPORATE GIFTING BUSINESS.

Many product brands **approach corporate gifting as a bulk-sales opportunity: offer existing products at volume-based prices, add a logo to the product or packaging, and fulfil the order.**
While that can work, it is only one part of the opportunity.

Building a revenue-driving corporate gifting vertical requires more than making retail products available in bulk. It **requires understanding where the products fit, which industries and occasions they are suited to, how the offering should be structured, and how to create greater perceived value** without unnecessarily increasing costs.

The Offering Design model helps brands build that bridge between their existing product portfolio and the corporate gifting market.

THE WORK CAN INCLUDE

- **Market and opportunity mapping** — identifying relevant industries, buyer groups and gifting occasions for the brand's products.
- **Offering and assortment strategy** — designing gifting collections, product combinations, customisation options and differentiated tiers instead of relying solely on the existing retail lineup.
- **Commercial architecture** — shaping price points and offering tiers, with detailed pricing support scoped to the engagement.
- **Perceived value and creative direction** — exploring packaging, presentation, personalisation and narrative to make the offering feel more considered without relying on higher product costs alone.
- **Corporate gifting catalogue** — structuring the offering into a buyer-facing catalogue that supports sales conversations and makes it easier for prospective clients to understand, evaluate and select from the range.
- **Strategic route to market** — creating a clearer basis for approaching suitable corporate buyers and developing relevant partnerships.

The products may already exist. The corporate gifting business around them may still need to be designed.

PRODUCT BRAND → B2B OFFERING

If you already have a product and want to enter corporate gifting, the Experience Edit helps you shape it into an offering designed around how the gifting industry actually works

FOR EXAMPLE: A tea brand doesn't necessarily need new products.
It may need to rethink how the same product becomes a gifting experience.

TEE CONCEPT - Tea Traditions Around the World
4 teas. 4 places. 4 stories.
English Tea · Chinese Tea · Kashmiri Kahwa · Japanese Herbal Tea

THE IDEA
Turn four existing teas into four distinct experiences, each rooted in the culture and story of its place.

THE EXPERIENCE
Each tea invites the recipient to discover, understand and enjoy its story — through its origin, recipe, pairings and a QR-linked soundscape that sets the mood for the ritual.

The product already existed. The experience was designed.





THE EXPERIENTIAL EDIT - IP

MODEL 03

INTERNAL GIFTING SYSTEM DESIGN

For organisations building or strengthening their internal gifting infrastructure and physical gifting experience.

Framework · Standards · Systems

INTERNAL GIFTING SYSTEM DESIGN

Large organisations often have established processes for major gifting programmes. **The gap can appear in the smaller, less predictable moments — where teams need to gift a handful of people, recognise a milestone or respond to an internal occasion without wanting to create a new gifting exercise each time.**

For organisations without a centralised system, **we build the infrastructure** that makes these moments **easier to manage.**

And where a system already exists — including a brand store — we can **work within it to strengthen the physical gifting experience.**

01 — INTERNAL GIFTING INFRASTRUCTURE

For organisations managing gifting largely on a case-by-case basis.

Define the gifting framework, recurring moments, standards, packaging language, components and fulfilment approach — creating a base that HR, People and Procurement teams can work from throughout the year.

02 — PACKAGING & EXPERIENCE SYSTEM

For organisations that already have gifting programmes or brand stores.

Create a consistent physical gifting language through custom packaging, branded wrapping, ribbons, bags, boxes, tags, cards and inserts — so even a product selected or redeemed through an existing system arrives as an experience that belongs to the organisation.

03 — EXPERIENCE DESIGN FOR GIFTING PARTNERS

For corporate gifting companies managing internal gifting programmes.

We work alongside your existing fulfilment and brand-store capabilities to develop more considered gifting concepts, packaging systems and physical experiences for your corporate clients. You retain the client and fulfilment relationship. We strengthen the experience.

THE COMMON THREAD

The moment may change.
The product may change.
The business challenge may change.

What needs to be designed is what connects them.

Whether you're designing a gifting experience around a specific objective, shaping a product portfolio into a compelling corporate gifting offering, or building a system for how an organization gifts internally, The Experience Edit helps bring strategy, creativity and structure to the opportunity.

Three ways to design what comes next.

A gift is what you give.

The experience is what it leaves behind.



The Experience Edit™

Experience design for gifting moments that matter.

THE EXPERIENTIAL EDIT™

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