

THE EXPERIENTIAL EDIT

Designed to Distinguish

Consultation Services

Bespoke strategy and creative direction for Brands,
PR agencies, and Corporate Gifting Companies.

When gifting opportunities
fall short, the gap is rarely
in products — but in
***clarity, direction, and
narrative.***

WHO THIS IS FOR



• CORPORATE GIFTING COMPANIES

Sales teams and founders navigating complex briefs, inconsistent positioning, low client conversion confidence, or seeking to elevate their approach through structured evaluation and team enablement.

• PR & MARKETING AGENCIES

Campaign teams looking for well-structured, on-brand gifting concepts that combine narrative, experiential thinking, and seamless vendor and fulfillment alignment.

• BRANDS

Companies looking to build, refine, or scale a gifting vertical with strategic clarity and strong execution.

I work with teams to transform scattered briefs into **structured, high-conviction offerings that sell.**

WAYS TO WORK TOGETHER

Four distinct engagement models, depending on depth and involvement:

1

THE BRIEF CLINIC

Focused, high-impact creative decoding

2

THE CREATIVE ALLY

In-room strategic presence for client-facing moments

3

THE STRATEGIC EDIT

Long-term transformation of gifting capability

4

THE ELEVATION EDIT

Positioning and growth for next-level access

THE BRIEF CLINIC

FIRST MODEL

THE BRIEF CLINIC

Creative Brief Decoding

WHAT IT IS

A focused engagement designed to bring clarity, structure, and direction to complex or unclear briefs — before they reach the client.

WHEN YOU NEED THIS

- The brief feels vague, layered, or difficult to interpret
- Your team is stuck between multiple directions
- You want stronger conviction before presenting to a client
- You need expert input without long-term involvement

ENGAGEMENT FLOW

01 EXPLORATION CALL

30–60 mins — understand brief, constraints, and expectations

02 STRATEGIC DECODE

Break down the brief into opportunity, gaps, and direction

03 SOLUTION DESIGN

2–3 curated directions: product, packaging, and positioning

04 REFINEMENT

One structured iteration based on your feedback

THE BRIEF CLINIC

Creative Brief Decoding

INVESTMENT

₹10,000 per brief

Additional iteration: ₹5,000 per round. Turnaround: 2–4 working days

ENGAGEMENT MODEL

Single-brief engagement

Lightweight but high-impact

Fast turnaround

WHAT YOU GET

- 2–3 gifting directions with clear rationale
- Product alternatives where relevant
- Vendor recommendations
- Messaging, USP, and presentation guidance
- WhatsApp access throughout the engagement
- Fast turnaround — 2 to 4 working days

THE CREATIVE ALLY

SECOND MODEL

THE CREATIVE ALLY

Live Client Collaboration

WHAT IT IS

A structured, end-to-end engagement where I work alongside you during key client interactions — helping decode, build, and present the offering with clarity and conviction.

WHEN YOU NEED THIS

- High-value or high-visibility client meetings
- Complex briefs requiring real-time structuring
- When internal teams need stronger presentation structure
- When perception, confidence, and narrative matter

ENGAGEMENT FLOW

01 EXPLORATION CALL

15–20 mins — understand context and opportunity

02 PRE-MEETING ALIGNMENT

Define direction, narrative, and approach together

03 MEETING 1 — LIVE DECODE

Joining the client conversation to structure and decode the brief

04 SOLUTION DEVELOPMENT

Building a clear, structured offering with positioning

05 MEETING 2 — PRESENTATION

Supporting you in presenting the solution with clarity and narrative

THE CREATIVE ALLY

Live Client Collaboration

INVESTMENT

₹30,000 per engagement

Additional solution round:

₹10,000

ENGAGEMENT MODEL

- Per opportunity engagement (2-meeting structure)
- High involvement across thinking and presentation
- Focused on creation and clarity, not negotiation

WHAT YOU GET

- Strategic participation in key client discussions
- Real-time brief decoding and structured thinking
- Solution development with clear positioning and narrative
- Post-meeting clarity and direction
- Support during presentation and client walkthrough
- WhatsApp support through the engagement

THE STRATEGIC EDIT

THIRD MODEL

THE STRATEGIC EDIT

B2B Gifting Vertical Development for Brands

WHAT IT IS

A retainer-led engagement designed to help brands build or strengthen a structured B2B gifting vertical — from offering design to sales approach and execution systems.

WHEN YOU NEED THIS

- You want to build a gifting vertical from scratch
- Current processes are inconsistent or unstructured
- Your team lacks a clear framework for sales and execution
- You want long-term strategic involvement

ENGAGEMENT FLOW

01 BUSINESS DEEP DIVE

Understanding your current products, B2B presence, goals, and constraints

02 STRUCTURAL AUDIT

Evaluating your existing offerings, positioning, and sales approach

03 VERTICAL DESIGN

Building a structured B2B gifting approach including: Offering architecture, Packaging and bundling logic, Vendor and fulfilment alignment (if required)

04 IMPLEMENTATION SUPPORT

Structuring how the vertical is presented, sold, and executed

THE STRATEGIC EDIT

Vertical & Process Development

INVESTMENT

Final investment dependent on scope and requirements

ENGAGEMENT MODEL

- Retainer-based engagement
- Integrated into your team's working process

WHAT YOU GET

- Clear B2B gifting vertical strategy
- Structured product-to-offering transformation
- Bundling, pricing, and positioning clarity
- Sales approach and narrative for B2B clients
- Ongoing strategic input during build and rollout
- Continuous access during build phase

THE ELEVATION EDIT

FOURTH MODEL

THE ELEVATION EDIT

Positioning & Growth Strategy

WHAT IT IS

A strategic engagement focused on repositioning your business to attract higher-value clients, improve sales approach, and operate at a more premium level.

WHEN YOU NEED THIS

- You are doing well but feel stuck at a certain level
- Your client base does not reflect your potential
- Your offerings feel interchangeable in the market
- Your sales approach isn't opening larger opportunities

ENGAGEMENT FLOW

01 BUSINESS & POSITIONING AUDIT

Understanding your current products, B2B presence, goals, and constraints

02 STRUCTURAL DIAGNOSIS

Identifying what is limiting growth — positioning, structure, or access

03 STRATEGY DESIGN

Refining:

- Offerings
- Positioning
- Sales narrative
- Lead generation direction

04 EXECUTION GUIDANCE

Supporting implementation and key decision-making

THE ELEVATION EDIT

Positioning & Growth Strategy

INVESTMENT

One-Time -

Starting at ₹75,000

Retainer:

Starting at ₹90,000 per month

Final scope based on level of involvement

ENGAGEMENT MODEL

- One-time strategic engagement OR retainer
- Focused on growth and positioning (not operations)
- Hands-on advisory with selective involvement

WHAT YOU GET

- Positioning to access higher-value clients and opportunities
- Clear repositioning strategy
- Refined offerings and differentiation
- Sales narrative and pitch direction
- Lead generation approach
- Access to TEE frameworks and systems

HOW THIS IS *DIFFERENT*

✦ BUILT ON REAL SALES ENVIRONMENTS

Every framework is shaped by live client interactions — where stakes, constraints, and decisions are real, not theoretical.

✦ DESIGNED FOR DECISION-MAKING

This is not exploratory thinking.

You leave with clear direction, structured options, and the confidence to move forward.

✦ INTEGRATED INTO YOUR WORKFLOW

The thinking doesn't sit outside your business — it becomes part of how your team approaches briefs, clients, and decisions.

✦ POSITIONING-FIRST APPROACH

We don't start with products.

We start with how you need to be perceived — and build everything else around it.

✦ BALANCES CREATIVE THINKING WITH PRACTICAL EXECUTION

Ideas are grounded in what can actually be built, sourced, and delivered — ensuring direction translates into real outcomes.

ABOUT SHRIYA



13+ years across gifting, events, and client strategy.

- Founder across events and gifting ventures
- Former VP – Business Development at Tag8
- Built, sold, and scaled gifting solutions across categories
- Experience across corporate, luxury, and campaign-led gifting

Known for:

Pattern recognition, strategic clarity, and structured thinking in an otherwise unstructured industry.

LET'S BEGIN

Every engagement starts with a conversation.

If you're evaluating how this could fit into your current workflow, the first step is a short discovery call.

<https://calendar.app.google/zod73acXfjxK6zKQ6>



THE
Experiential
EDIT



Clarity builds confidence.
Confidence closes business.

