

**DLF**  
**AVENUE**  
SAKET

# ABOUT SOCIOAR

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A Digital Marketing and Creative agency in New Delhi that provides turnkey marketing solutions. Aimed at enhancing brands' online presence, Socioar provides Branding, UX/UI Design and Development, Digital Marketing, Social Media Marketing, Content Marketing, Influencer Marketing and PR solutions.

Socioar focuses at providing your brand a much wider reach towards a much more engaging audience. Socioar believes in providing complete design and digital marketing solutions for brands to successfully achieve all their digital goals.

Up and running successfully for 5 years, Socioar has provided design and marketing solutions to over 150 brands that include both offline and digital marketing solutions to clients in India and outside India. While catering to varied industries, Socioar has serviced luxury home decor brands, luxury / bridge to luxury fashion brands, food festivals, cold brew coffee, food delivery setups, makeup artists, a jewellery brand, NGOs and many more.



# CLIENT LIST

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SATYA PAUL



Sotheby's



# ABOUT DLF AVENUE

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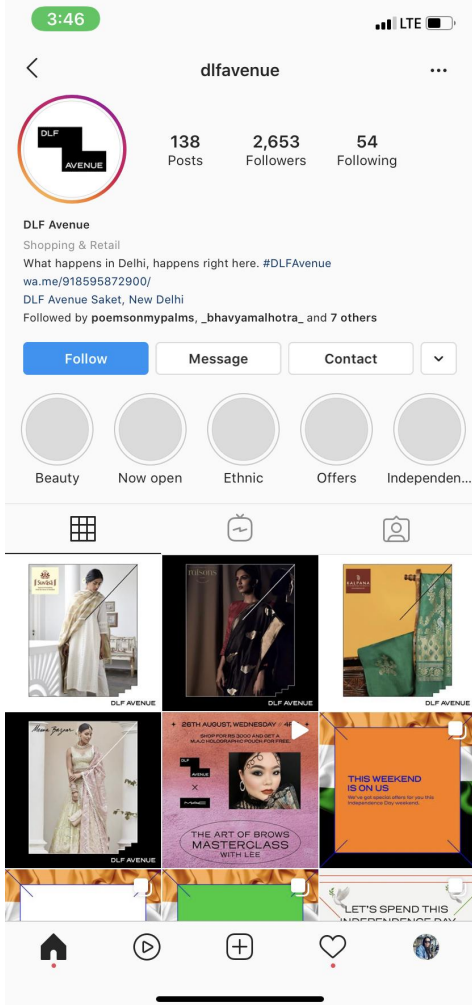
DLF Avenue is a distinctly different kind of mall—one that brings together shopping, dining and culture through a curated experience for the whole community.

DLF Avenue is designed to provide an exceptional lifestyle experience with an eclectic mix of brands ranging from high street fashion to fine dining, athleisure to beauty. All across 5,19,596 sq. ft in the heart of Delhi.

DLF Avenue has curated millennial oriented brands such as Under Armour, Go Sports, Superkicks, Nykaa Luxe and more. New marquee brands, such as Uniqlo and Marks & Spencer are opening their flagship stores along with many others. The expected footfall of DLF Avenue is 12 lakh per month.

Objective: To create an integrated experience of dining, events, and spaces for social interaction to complement the shopping experience, making it a destination to be in for Millennials and the discerning South Delhi consumers.

**Target Audience:** Age Group: 8 to 48 years  
Gen Z & Millennials



# DLF AVENUE

## ABOUT

- Location - Saket, South Delhi

## MARKETING STRATEGIES

- Positioned to be as the destination for all immersive shopping, dining and culture experiences.
- Offer services like shop assist on Whatsapp as well as home delivery
- Partnered with Talent Factory (Event Curators) for India Fashion Award
- Curated to cater to the demands of the millennial with 38 percent of space for food and beverages.
- Allocated some area to co-working space operator WeWork in order to give the millennial the convenience to work, play, shop, and dine under one roof
- Constant social media hashtag #DLFAvenue
- Content is focused more on the brand and describes the product on social media
- Posts topical content like Independence Day, Covid-19 essentials and contests like #SheDeservesIt

## WEBSITE

- WeCare initiative to practice sustainability and conservation, like horticulture, precautions against covid-19, greenery in the mall etc.
- Current brands in the mall as per the location in the mall
- Services
- DFL Avenue in the media

# SOCIAL MEDIA ANALYSIS

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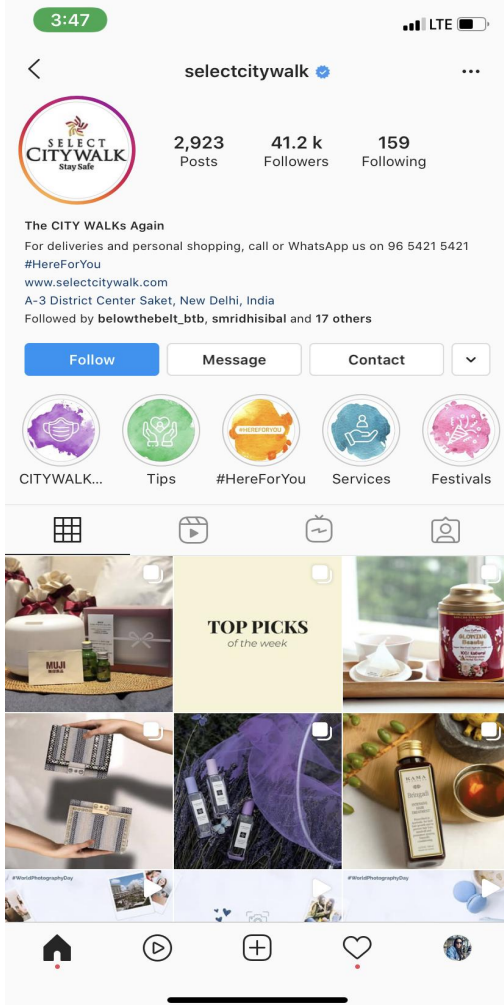
# DIGITAL PRESENCE

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PLATFORM	LIKES/FOLLOWERS	COMMUNICATION	ENGAGEMENT
Facebook	546,296 followers	Updates on the current offers, current brands, upcoming store and events at DLF Avenue Shoppers reviews on the safety measures taken by the mall. Uploads video based content like - 'how to do your hair', 'how to love your saree', 'maintaining shoes at home'.	4 likes Posts frequently
Instagram	2,620 followers	Hashtags: <b>#LockdownMusing</b> - what all you can do in the lockdown and after it <b>#StyledByAvenue</b> - promoting the products of Nykaa Luxe, Body Shop and Kama ayurveda.	137 posts Posts Frequently (2-3 times)
Twitter	79 followers	<b>#DLFAvenueCinepolis</b> - taking out clips from popular movies with a slogan by adding 'said our film critic' to it <b>#DLFAvenueClaymen</b> - using the brand Claymen as an object who is wondering about the current pandemic	Posts weekly with #DLFAvenue

# COMPETITION ANALYSIS

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# SELECT CITY WALK

## ABOUT

- Location - Saket, South Delhi

## MARKETING STRATEGIES

- Positioned to sell affordable luxury brands
- Current social media inbound campaign - #HereForYou, for urging people to sit back and take a break, and we will help.
- Mall reopening - #CITYWALKSAgain (City Walks Again)
- Shop from Home services
- Maintains consistency in their posts
- Talks directly to the audience along with interactive videos
- Content focuses on the marketing of the brands, the offers and topical posting

## WEBSITE

- Google Street View of the mall
- Blogs on Store openings, Home workouts and Sales.
- E-magazine named CityWalker
- Handbook on the safety measures
- Personal shopping and delivery options
- Current brands of Select City Walk

# DIGITAL PRESENCE

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PLATFORM	LIKES/FOLLOWERS	COMMUNICATION	ENGAGEMENT
Facebook	1,130,338 followers	Posts on topical content like Fathers Day & Independence Day, posts about sales, contests and mood for food images. Promote their brands, 'How-to cook' videos with the restaurant courtesy, Skin care tips, mental exercises during lockdown	Duplication of content in all platforms.  Posts frequently (1 - 2 times in a day)
Instagram	41.1 K followers	Hashtags: <b>#CITYWALKSAgain</b> - Reopening of the mall <b>#HereForYou</b> - Audience reviews on how you spend your day at the mall, first thing you are going to buy when you're back etc <b>#DilSeShukrana</b> - thanking all the doctors, police, guards for taking care of us during the pandemic. <b>#SelectStories</b> - creating stories by staying at home. <b>#HarZubaanParSalaam</b> - to remember the Kargil War Heroes <b>#SelectStories</b> - creating stories by staying at home <b>#12DaysOfChristmas</b> - Creating a christmas vibe for 12 days with various offers	2,919 Posts on Instagram, upto 15 comments and 3.8K likes on Facebook
Twitter	9,642 followers		

# ON-GROUND ANALYSIS

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# BRANDING OPPORTUNITIES

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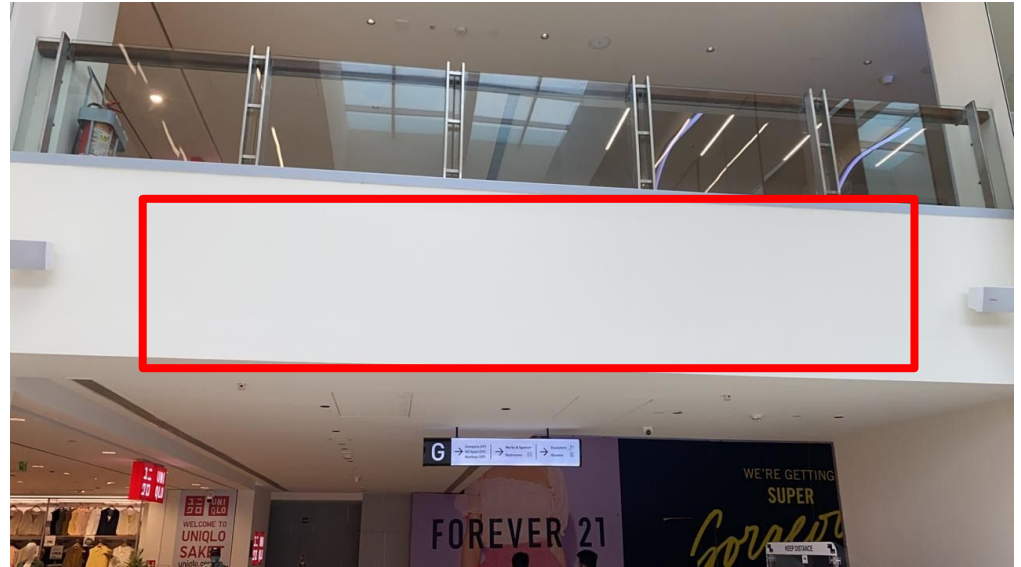
- **Backlit Boxes - Front of the mall**
  - The backlit boxes at the mall entry should be used to highlight what one can expect inside the mall
  - Mention of high demand brands, F&B outlets and entertainment features should be highlighted through this space (either through FOC support or through paid association)



# BRANDING OPPORTUNITIES

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- **Entry gate (From Select City Walk)**
  - While the LED is on the right side (on the mirror glass wall), a lot of people tend to miss looking at it
  - While people are walking in, heading straight to the atrium of the mall, this site should be utilised to interact with consumers using the space for the logo and a key branding communication (hashtag/tagline/slogan/quote)



# BRANDING OPPORTUNITIES

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- **Direction branding/promotion at landing areas**
  - Since the mall atrium has very few branding spaces, this medium should be used for smart directional signages to guide the mall walk-ins to various stores in the mall and at the same time promote these stores.
  - In front of South gate - to highlight direction towards Uniqlo, Anokhi, Cinepolis etc
  - In front of East gate - to guide them to the central atrium
  - On all the landings of various escalators





# BRANDING OPPORTUNITIES

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- **Backlit boxes - back of the mall**
  - Primarily to be used to drive people towards what's inside the mall
  - Shopping, events, entertainment should be driven through these branding sites



# PROBLEM STATEMENT

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- The name Avenue lacks awareness in the lives of potential visitors and people living in the vicinity. The mall once known as 'DLF Place' is now referred to as 'DLF mall' since the rebranding leaving different people calling the mall different names. However, in case of DLF Promenade and DLF Emporio, the malls have always been known, mentioned and spoken about more by their given names in general conversations and on social media.
- The time that the mall needed for remodeling which continued for more than six months to our knowledge, has made visitors fulfill their mall needs by visiting Citywalk.
- The traffic on the main street flows from the right of the mall making DLF Avenue the third mall on the street. Avenue has not been able to offer anything different in its marketing that depicts a clear difference between the offerings of Avenue versus the other two malls.
- Citywalk has premium brands like ethos, burberry, bobby brown, burma burma etc and MGF is known for its indie apparel and f&b brands which give the audience a clear understanding about Citywalk being a more premium mall and MGF being the mall where you visit to engage with a specific brand. Leaving the audience a little confused about DLF Avenue and what does it offer different from the other two malls.
- The missing touchpoints at the mall have not helped in bringing visitors' attention towards the mall and its new identity. The Pandemic can also be blamed for the new identity getting lost in communication.
- With the abstract nature of the new branding and that being portrayed via posters outside the mall premises, for a new brand to only promote abstract elements of the design and not the name in bold letters seems odd and the same might have resulted in the fact that even people who have visited the mall after the rebranding don't call the mall by its name.

# OUR SOLUTIONS

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- Visitors don't call the Dubai mall- Emaar Dubai Mall and same goes for Emporio and Promenade in New Delhi. In order to make the experience more personal and attain a sense of ownership, our mind subconsciously filters out the brand names and refers to a product/establishment by its given name. We notice this when we see ourselves calling our own cars by the name of the car and not the brand that made the car. A solution to this problem could be to use the word Avenue repeatedly in all marketing and PR communications while keeping 'DLF' limited to the Logo.
- Pursuant to the remodelling and then the lockdown, it is only natural that people are not able to reclaim the mall as their go-to place for shopping. It is important to promote the new brand but not a brand new establishment. To bring the visitors back it is important to market the destination along with what the brand has to offer different from what it offered as 'DLF Place'.
- In a city like New Delhi it will always be difficult to convince shoppers that expensive brands don't necessarily mean premium and exclusive products, however, by promoting our exclusive consumer brands, namely: UniQlo, Hamleys, Anokhi, Smoke House Delhi, Big Chill etc it might get easier to portray Avenue as a leader of its own league of exclusivity. Avenue should leverage the goodwill of these brands by promoting their new address i.e. DLF 'Avenue'. Saket.
- The mall is in dire need of a campaign that sets the mall apart from the competition, we suggest a 360 degree campaign on doing exactly that. In India- supply creates demand, maybe today most people relate to malls as a place to shop, eat or watch a film but if a mall like Avenue is willing to offer much more than that is exactly what should be promoted.
- We do not suggest a re-launch, we only suggest Avenue should along with its name promote what it has to offer different from its competition- it's brands, it's events, it's experiences.
- We reiterate, the name if the mall needs to be promoted within and outside the premises of the mall. The name DLF 'Avenue' needs to be promoted more than the abstract design elements in the new Z branding. The abstract designs can and should be highlighted once a brand recall has been established.

# CAMPAIGN & HASHTAG

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# #AvenueToExperiences

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**av·e·nue**

‘a way of access’

**ex·pe·ri·ence(s)**

‘(the process of getting) knowledge or skill from doing, seeing, or feeling things’

The above definitions of the two operative words in our hashtag bring together a journey, a journey that starts from a point of access and ends with a feeling that stays for months or years to come. In a world where Malls are directly referred to as a place to shop, in the recent years we have observed people have started to plan a day trip to the mall with friends or family for the complete experience, however, they end up shopping a little, maybe having a meal and at best catching a film. At the end, it's an experience they curate for themselves.

At DLF Avenue via #AvenueToExperiences we are not marketing the mall or a particular offering, we will market experiences curated by DLF Avenue exclusively for their visitors.

These experiences are an accumulation of the best of food options, premium brands for shopping, newly released films and the chance to participate in next level events at the mall - all in a single day. On the creatives we will explore varied styles and colours while maintaining aesthetic uniformity across social media, in-mall and OOH for better brand recall.

# SOCIAL MEDIA CREATIVES

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SAMPLE  
INSTAGRAM  
GRID

## Creative Copywriting & Tonicity

As a Mall that acts as a facilitator of curated experiences and a place where people come to enjoy with friends and family- we suggest to keep all social media captions conversational and friendly in tonality. All captions should be fun, polite and CTA driven.

## Colour Story

For our OOH creatives we have suggested brand colours- black and white, whereas for digital, a more colourful and dynamic route is advisable. Solid dark glossy colors can be explored

## Fonts

As we did not have access to brand font, we have improvised and suggested a bolder font to make a statement. Fonts should be uniform in nature through all creatives, yet we can explore a bolder option as secondary font.

## Imagery

For the purpose of pushing hygiene content and maintaining clean and uniform aesthetics across channels, it is advised to steer clear from very text heavy creatives while relying on good imagery and videos.



#AvenueToExperiences

EXPERIENCES  
EXPERIENCES  
EXPERIENCES  
EXPERIENCES  
EXPERIENCES  
EXPERIENCES  
EXPERIENCES

#AvenueToExperiences  
EVENTS



#AvenueToExperiences

EXPERIENCES  
EXPERIENCES

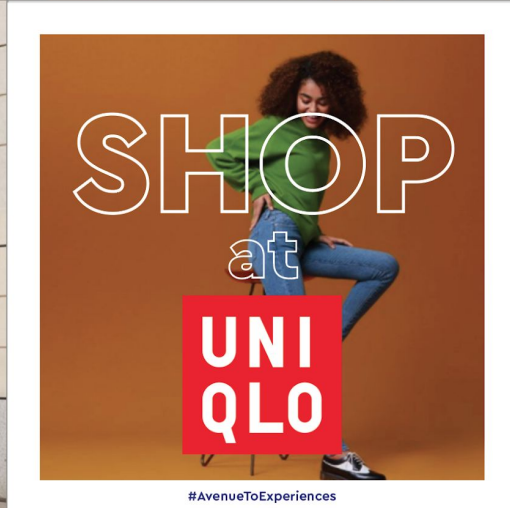
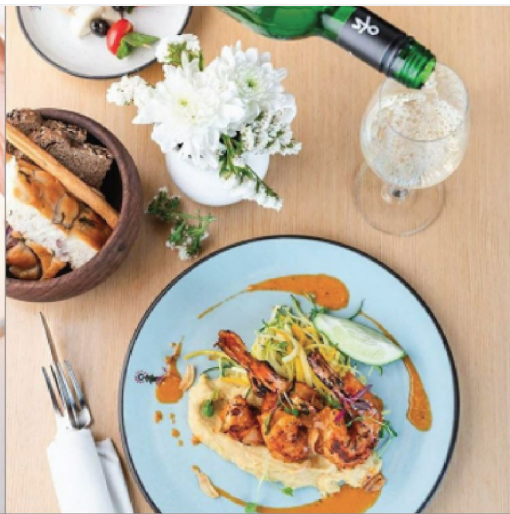
HAVE  
**EXPERIENCES**  
TO SHARE, NOT STUFF TO SHOW.

EXPERIENCES  
EXPERIENCES  
EXPERIENCES

SHOP



#AvenueToExperiences





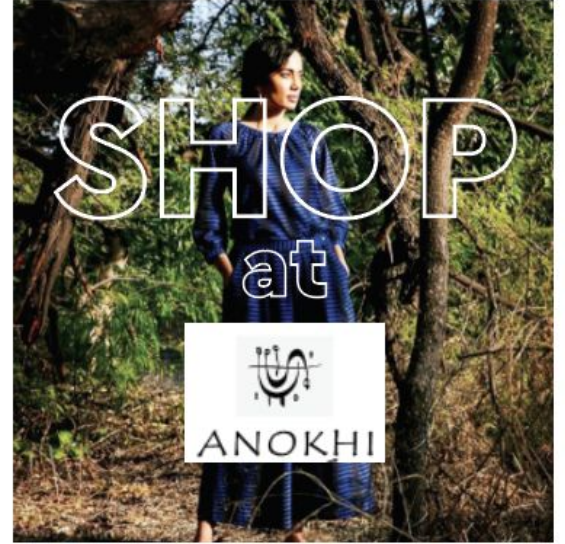
#AvenueToExperiences



# EVENTS



#AvenueToExperiences



#AvenueToExperiences

# INFLUENCERS (REELS)

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# Suggested Plan of Action With Influencers:

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## Idea

To collaborate with content creators from varying genres such as beauty, fashion, lifestyle, fitness, food and travel. This is to help increase traction on our suggested campaign hashtag: #AvenueToExperiences.

## Execution

The content creators will be invited to the mall for a day spend with friends/ family. Here, Team DLF Avenue will escort the content creators around the mall, allowing them to enjoy and soak in the new normal experience in every nook and corner.

## Example

A beauty content creator will best enjoy his/her experience at a MAC Store or a Kiko Milano Store - a quick beauty session can be hosted at the respective stores for generating fun and engaging content.

A travel content creator would appreciate if he/she is allowed on the terrace for a drone shot of the mall.

Through the day, the content creators will create content that best fits the newly launched feature by Instagram - The Instagram Reels. Along with live posting of various Instagram Stories with the following mandates:

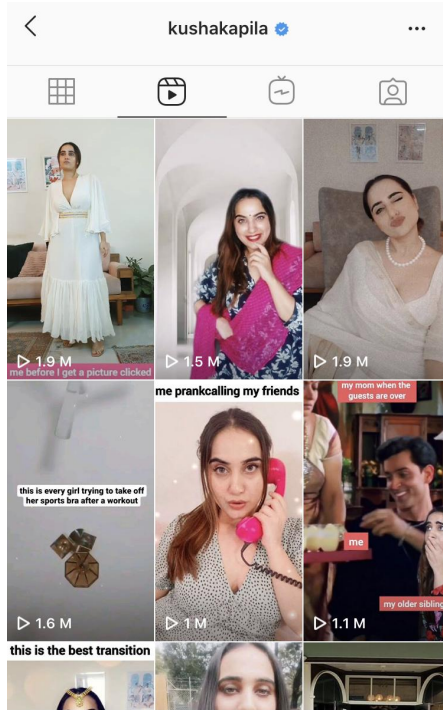
Use hashtag: **#AvenueToExperiences**

Use location tag: **DLF Avenue**

Showcase all the safety measures being taken at the mall, starting from the parking lot.

# Suggested Content Creators

Note: They are all active on Reels.



## Kusha Kapila & Dolly Singh - As A Duo

Humour Content Creators

1.3 M Followers | 1M Followers

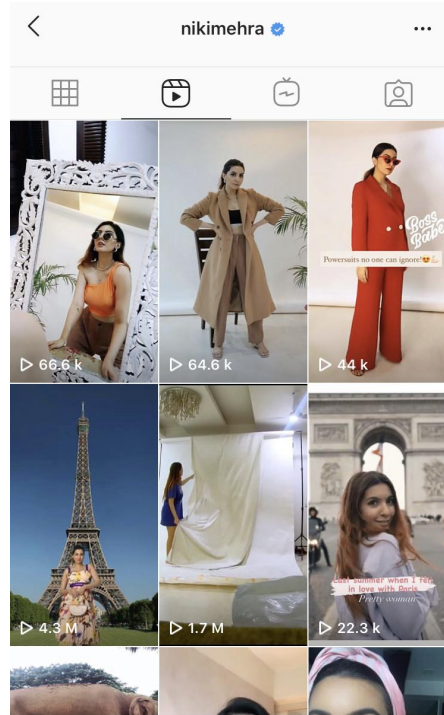
<https://www.instagram.com/reel/CD1C3rgBFEd/?igshid=ingtf8lsdfv8> | Kusha Kapila

<https://www.instagram.com/reel/CCiOVtWnR0H/?igshid=16dlujlq6k8k0> | Dolly Singh



# Suggested Content Creators

Note: They are all active on Reels.



**Niki Mehra**

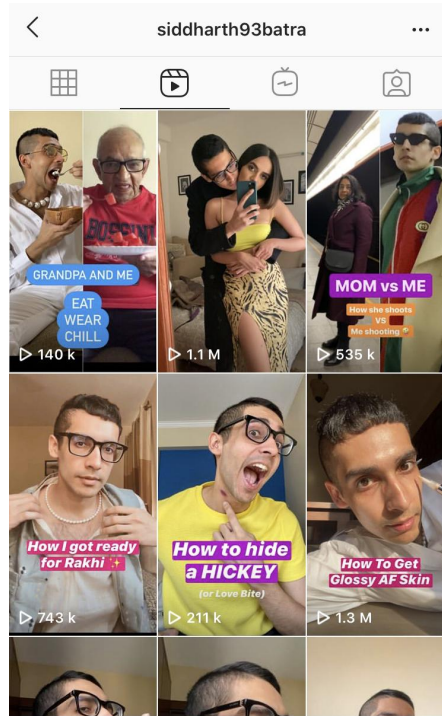
Fashion & Lifestyle Content Creator

322K Followers

<https://www.instagram.com/reel/CDUJSfgC62/?igshid=1y1zvvl871u41>

# Suggested Content Creators

Note: They are all active on Reels.



## Siddharth Batra

Men's Fashion & Grooming Content Creator  
83.6K Followers

<https://www.instagram.com/reel/CCX8ATtBWNf/?igshid=1qjprqb2cnc3c>

THIRD PARTY COLLABORATION  
FoodTalkIndia

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# Suggested Plan of Action For 3rd Party Collaboration With FoodTalkIndia to Promote Mall Restaurants

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## Why FoodTalkIndia?

An exclusive dining and experiences club.

FoodTalkIndia is country's largest community of food lovers. They have been connecting millions of people to share their food experiences, indulge in gluttonous conversations and discover the best food and drink wherever they go.

Instagram: 299K Followers

Facebook: 258K Likes

FoodTalkIndia Audience:

Upper Middle Class

New Delhi

GenZ & Millennials

**Idea:** To collaborate with FoodTalkIndia to leverage our suggested campaign hashtag #AvenueToExperiences with their ongoing hashtag #TalkExperiences to help reach out to their audiences.

#TalkExperiences is all about immersive dining and cocktail events. It is shaking up the traditional food & drink space with one-of-a-kind curated experiences - FoodTalkIndia events are a melting pot of flavors, cocktails, great company and of course, creativity.

This will help increase traction on our digital platforms along with initiating chatter around DLF Avenue.

**Execution:** Tie-up with our chain of restaurants at DLF Avenue and have FoodTalkIndia take the lead in creating experiences both online and offline - Immersive Dining Experiences & Handcrafted Cocktail Experiences and Nightlife

## For example:

Tie-up with The Big Chill/Smoke House Deli and host a blindfolded Immersive Dining Experience. Have influencers, opinion leaders, and who's who of New Delhi come join the same-

This entire collaboration will be showcased on digital platforms of DLF Avenue, FoodTalkIndia, and Invitees.

Mandates to follow:

Use hashtag: **#AvenueToExperiences** and **#TalkExperiences**

Use location tag: **DLF Avenue**

# OFFLINE CREATIVES

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# OFFLINE MARKETING CREATIVES

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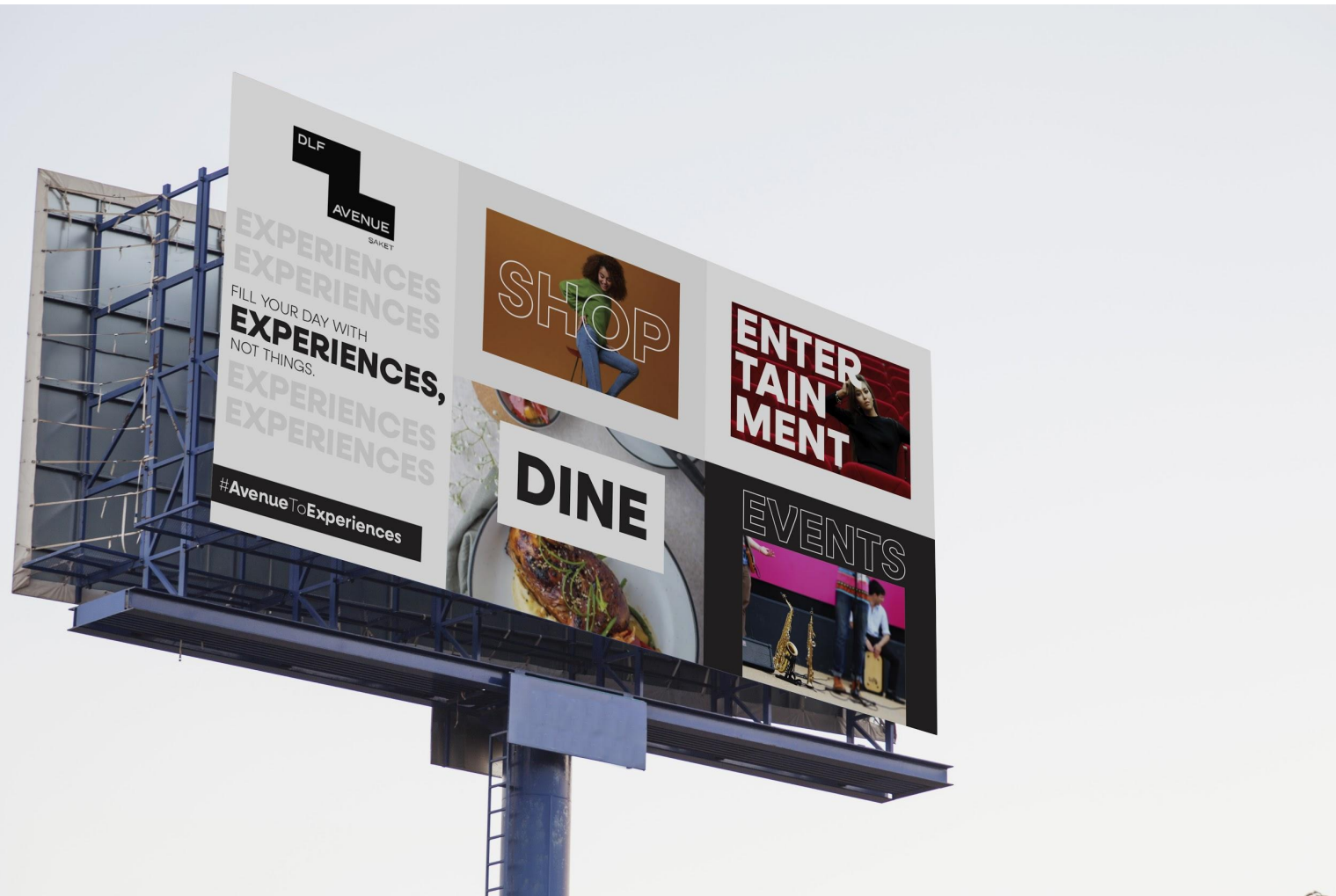
When implemented together, offline and online marketing techniques can support and amplify one another, creating a unified strategy.

**PRINT ADS** - Newspaper ads, Newspaper inserts

**OOH** - Hoardings, Metro pillars, Walkover bridge and other branding sites

**POINT OF SALE** - Standee, poster, etc.





HORIZONTAL  
HOARDING

DLF

AVENUE

SAKET

EXPERIENCES  
EXPERIENCES  
EXPERIENCES  
EXPERIENCES

FILL YOUR DAY WITH  
**EXPERIENCES,**  
NOT THINGS.

#AvenueToExperiences



VERTICAL  
HOARDING





METRO  
PILLARS

THE TIMES OF INDIA

DLF  
AVENUE  
SAVET

EXPERIENCES  
EXPERIENCES  
EXPERIENCES

FILL YOUR DAY WITH  
**EXPERIENCES,**  
NOT THINGS.

EXPERIENCES  
EXPERIENCES  
EXPERIENCES  
EXPERIENCES

#AvenueToExperiences

@dlfavenue

SHOP

ENTERTAINMENT

#AvenueToExperiences

DINE

EVENTS

TTC CITIZEN REPORTER

DOWNLOAD APP  
OR GOOGLE PLAY  
OR STORE

Times City  
Times City  
Times City  
Times City

FACE OF GOVERNANCE IN MAHARASHTRA

Raut prepares to pitch Pawar for Prez in 2022

'Cong leaders didn't assert themselves'

Day after 'resignation' drama, Sena minister meets Uddhav

Railway cops rescued 3,200 kids in 2019, reunited over 50% with kin

For its finale, IITB Techfest gives students a chance to interact with Einstein humanoid

ST MANU KISHI ESCORTED HOME

NEWSPAPER AD

# SOCIAL MEDIA ADS

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# Suggested Plan of Social Media Ads

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## Idea

To create awareness about DLF Avenue and reach potential audience via Social Media Ads.

This will help increase traction on our suggested campaign hashtag: #AvenueToExperiences along with our Social Media Handles - Facebook & Instagram

## Execution

Step 1:

Boost all posts, posted on the feed with CTA - Get Directions on Facebook, Visit Profile on Instagram, and Learn More for Brand Awareness and Website Traffic

Step 2:

Create ad sets from the backend and promote content such as:

- Brands At DLF Avenue via a Carousel Post
- Special Offers At DLF Avenue via a Video Post
- A Walk Through Video of DLF Avenue via a Video Post
- New Openings/Launches Via a Static Post
- Shop Assist

As mandated all backend ads will include::

Hashtag: #AvenueToExperiences

# Suggested Plan of Social Media Ads

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## DLF Avenue | Brand Awareness

Location: India: Khan Market (+2 km), Swagath Defence Colony (+2 km), Jor Bagh Road, New Delhi (+5 km) Delhi; Golf Course Road Gurgaon (+2 km) ; Punjabi Bagh Delhi, Noida Sector 31 Uttar Pradesh, Connaught Place Delhi

Age: 21-45

People who match: Interests: POPxo, Skechers, Spotify, Cosmopolitan (magazine), Mall of the Emirates, Meena Bazaar, Marks & Spencer, Shopping and fashion, Uniqlo, Local food, Shopping, Food, Elle (magazine), Fashion accessories, Netflix, Dinner, Shopping centres, BuzzFeed, Restaurants, Select Citywalk, Vogue (magazine), Superdry., The Dubai Mall, Hamleys India or Apple Music, Behaviours: Engaged shoppers

Edit

Here, we are geo targeting locations in Delhi-NCR from the age group of 21-45, along with interests pertaining to shopping, brands, magazines, food, and behaviours such as watching Netflix.

## DLF Avenue | Brand Awareness

Location: India: Delhi

Age: 18-50

People who match: Interests: LBB, Delhi, Nykaa, POPxo, JBL, Skechers, Spotify, Cosmopolitan (magazine), iTunes, Forever 21, Anokhi, Bestseller, Under Armour, Meena Bazaar, Sunglass Hut, Marks & Spencer, Shopping and fashion, Cinépolis, cinema, Uniqlo, GQ India, Shopping, Food, Elle (magazine), Biba, The Body Shop, Fashion accessories, Entertainment, Netflix, Dinner, Shopping centres, BuzzFeed, Restaurants, MAC Cosmetics, Sportswear (fashion), Yum cha, Select Citywalk, Sportswear (activewear), Vogue (magazine), Superdry., Tanishq, Forever 21 India, Fossil, Luxury vehicle, Eyewear, Luxury goods, DLF Promenade, Arrow 1851, KIKO Cosmetics Italia, Hamleys India or Apple Music, Behaviours: Frequent international travellers or Engaged shoppers

Edit

Here, we are targeting Delhi as a whole, from the age group of 18-50, along with interests pertaining to brands present at the mall, luxury likings, other malls in Delhi-NCR, and magazines.

The above ad sets, will be optimised every three days from initiating the campaign to see which combination works the best for us.



# Content Buckets for Social Media

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1. Festivals - #AvenueToCelebrate
2. International Days' like Valentines day, Coffee Day, Yoga Day, World Environment Day, etc
3. Candid Mall Pictures - People - #AvenueToSmiles
4. Event throwbacks - #AvenueToMemories
5. On-Going Event Coverage - #AvenueToExperiences
6. Pop culture
7. New Delhi City Content (Repost) - #AvenueToNewDelhi
8. Brands' Content
9. Food/Restaurants In The Mall
10. Kids Content (To Attract Families)
11. Fashion/Styling Series In Collaboration With Content Creators: #AvenueToCreate  
and more...

# SCOPE OF WORK

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# SCOPE OF WORK

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DLF AVENUE

## SOCIAL MEDIA

<b>SOCIAL MEDIA SCOPE OF WORK   Posts By Socioar</b>	
<b>Platform</b>	<b>Scope Per Month</b>
<b>POSTS</b>	
Facebook	60 posts per month   30 original posts (20 static and 10 videos)   30 brand posts/reposts
Instagram	60 posts per month   30 original posts (20 static and 10 videos)   30 brand posts/reposts
Instagram Stories	40 stories per month   20 original posts (15 static and 5 videos)   20 brand posts/reposts
Twitter	16 posts per month   8 original posts + 8 retweets
<b>COVER PHOTO</b>	
Twitter Cover Photo	1 cover photo per month
Facebook Cover Photo	1 cover photo per month



# SCOPE OF WORK

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DLF AVENUE

## Email Marketing

<b>Email Marketing</b>		
<b>Deliverables</b>	<b>Scope Per Month</b>	<b>Scope Per Month</b>
Emailers	2 Newsletters per month	Emailers can be sent out through MailChimp or a pdf/html can be shared

# SCOPE OF WORK

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DLF AVENUE

## **ORM & Reporting**

<b>PERFORMANCE REPORTING AND GROWTH ANALYTICS</b>
<i><b>SOCIAL MEDIA AUDIENCE INTERACTION</b></i>
Daily Replying To Queries We Receive On Social Media Platforms With An Approved Template
<i><b>SOCIAL MEDIA PERFORMANCE REPORTING</b></i>
Monthly Performance Reporting- Shared on 7th Day of Every Month For The Previous Month

# SCOPE OF WORK

## **SOCIAL MEDIA:** Summary

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Platforms - Facebook, Instagram & Twitter

- 60 posts a Month on all platforms - (30 coriginal posts + 30 brand posts/reposts)
- 10 creative stories a week - 40 stories a Month (20 original posts + 20 brand posts/reposts)
- New media creatives in the form of images, gifs, grids and videos along with appropriate captions and discovery hashtags
- Email Marketing - 2 newsletters a month
- Dynamic posts creation - Gifs/Videos
- Post promotion of posts across platforms
- Includes ideation and creation of creatives and copy
- Develop ongoing content support to drive engagement
- Recommend new digital opportunities as appropriate, such as new platforms, tools, trends, etc.
- Monitoring social media conversations and responding to the same
- Monthly detailed analytics report to outline performance metrics, targets, benchmarks, way forward etc.
- Managing Ad campaigns on both the platforms
- Influencer marketing support

**Fixed Digital Retainer: INR 1,75,000 + GST Per Month**  
**+ 20% of Digital Ad Spends, Influencers' Fee Per Month**

# SCOPE OF WORK

## OFFLINE MARKETING COLLATERALS: Summary

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### ADVERTISING

1. Colour / B&W Newspaper/Press
  - Full Page
  - Half Page
  - Quarter Page
  - 60cc Ads
2. Magazine Ads
  - Double Spread
  - Full Page
  - Half Page

### POINT OF SALE

1. A3 Poster
  - Dangler
  - Standee
  - Glow Sign
  - Banner
  - Sticker
  - Tent Card
  - TV Slide Design
  - Brochure/Product
2. Catalogue - Per Page
  - Leaflet (A4 Single Fold)
  - Leaflet (A4 One Side)
  - Voucher

### OOH

1. Hoarding (Vertical or Horizontal)
2. Metro/Parking Pillars
3. Walk-over Bridge Panel
4. Mall Backlit Boxes
5. Wall Wraps
6. Dropdowns
7. LED screens

### OFFLINE MARKETING COLLATERALS (OOH)

**Upto 30 creatives for INR 2,75,000 + GST Per Month**

Printing Jobs: At Actuals

# OUR OTHER SERVICES

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- **Branding & Design**
  - Corporate Presentation Design
  - Annual/Quarterly Reports' Design
  - Stationary
  - Rebranding
- **Production**
  - Product Photoshoots
  - Videography
  - Concept Videos
  - Post Production
- **UI/UX**
  - Website Design & Development
  - App Design & Development
  - Website Maintenance
- **Offline Events Activation**
  - Product Launches
  - Product Placements
  - Installations
  - Event, Ideation, Planning and Execution

THANK YOU



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