



Responsible Branding

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ADDRESS

HQ: Indore, MP

Regional: Gujarat / Rajasthan



SERVICE KIT 2024

UPSHOT BRAND
MEDIA LLP

**We don't jump from heights.
Neither do we jump to conclusions.**

We take our homework seriously because being a brand agency is not a cakewalk but an arduous catwalk around eggshells of expectations and digital explosions. Understanding these small details of client expectations and market volatility is why we are here to handhold you through your brand journey.

01

ABOUT US

Since 2016, Upshot Brand Media, with its base venture has been giving exponentially curated and customized branding solutions for clients in Gujarat, Maharashtra, Rajasthan and MP & CG.

OUR TEAM

Our Team comprises of experienced experts who have traversed both the sides of branding ie. physical and digital. Phygital solutions therefore are our strong points.

02

03

OUR SERVICES

We offer all kinds of online and offline branding services that cover a range of solutions in Digital Marketing, Social Media Management, BTL activations, ATL /OTT Integrations, events and conclaves among others.

ACHIEVEMENT

- 15+ major awards and accolades
- Media mentions in major newspapers in all states
- Prestigious invitations to judge competitions and events

04



Responsible Branding

AUDIENCE IMPRESSIONS

800% AND ABOVE

REACH

1800 in single day

NEW LEADS

100 (minimum - varies from industry to industry)

Understanding the Indian Market:

A deep understanding of Indian consumer behavior, cultural nuances, and market trends is essential. UBM has had more than 18 years of experience in dealing with the people and understanding them.

ESPECIALLY FOR YOU

KEY FACTORS THAT
CAN INFLUENCE
THE SUCCESS OF
BRANDING
INCLUDE:

Rise of Digital Marketing:

As a brand agency, UBM has played a crucial role in helping brands leverage digital platforms to reach wider audiences and engage with consumers more effectively.

Focus on Cultural Relevance:

Many Indian brands have successfully connected with their target audience by incorporating cultural nuances and values into their branding strategies. UBM has always emphasised and incorporated this nuance all along.

Emphasis on Customer Experience:

UBM has helped businesses prioritize customer experience, leading to increased loyalty and advocacy. Events have had a powerful influence in this regard due to our customised event conduction.



Responsible Branding

AUTOMOBILE

BFSI

EDUCATION / TRAINING

F&B

IT / ITES

MEDIA & PUBLISHING

MANUFACTURING

ESPECIALLY FOR YOU

THE UBM XP

Brands that have got UBM Experience:

We have worked with top-notch corporate houses as well as startups.



35+ Clients

2L Outreach

Incremental ROI

WHAT UBM CAN GIVE YOU



Responsible Branding

SERVICES FOR YOU:

Upshot Brand Media offers a variety of services to help businesses improve their brand and reach their target audience. Here's a breakdown of our services:

Digital Marketing:

- **Website Content and Search Engine Optimization (SEO):** Capturing your brand/company essence in website content. Optimizing your website to rank higher in search engine results.
- **Social Media Marketing:** Developing and managing your social media presence to engage with your audience.
- **Social Media and Advertising:** Creating and managing social media posts and also integrating paid advertising campaigns across various channels.
- **Content Marketing:** Creating and distributing valuable content to attract and retain customers on digital sphere.
- **Email Marketing:** Building and nurturing your email list to send targeted campaigns.

Physical Activations:

- **R & R Meets:** Designing brand concept to execution through engagement.
- **RWA Activations:** Gaining permissions to proper lead generation.

ATL (Above-the-Line) Services:

- **TV advertising:** Upshot Brand Media can help create and place TV commercials on popular channels.
- **Print advertising:** Upshot Brand Media can design and place print ads in newspapers, magazines, and other publications.
- **Outdoor advertising:** We can help you create and place billboards, posters, and other outdoor advertising materials.

BTL (Below-the-Line) Services:

- **Events and activations:** Upshot Brand Media can help you plan and execute events and activations to promote your brand.
- **Public relations:** We can help you develop and implement public relations strategies to build brand awareness and reputation.
- **Content marketing:** We can help you create and distribute high-quality content to attract and engage your target audience.

MAXIMAL ROI
PHYGITAL MODE

MINIMAL INVESTMENT
DIGITAL MODE

CUSTOM BUILT
PHYSICAL BRAND
EXPERIENCE

ESPECIALLY FOR YOU



Responsible Branding

Upshot Brand Media has a team of experienced professionals who can help you develop and execute effective marketing campaigns across all channels. We are committed to delivering results and helping our clients achieve their business goals.

OTT (Over-the-Top) Integrations:

- **Video advertising:** Upshot Brand Media can help you create and place video ads on popular OTT platforms like Netflix, Amazon Prime Video, and Disney+.
- **Connected TV advertising:** We can also help you target specific audiences with ads on connected TVs.
- **Interactive advertising:** Upshot Brand Media can help you create interactive ads that engage viewers and drive conversions.

Branding:

- **Brand Identity:** Developing a strong and consistent brand identity, including logo, color palette, and typography.
- **Brand Strategy:** Creating a comprehensive brand strategy to guide the marketing efforts.

Branding Execution:

- Brand Story
- Brand Activations
- Brand measurement
- Brand Strategy

MAXIMAL ROI
PHYGITAL MODE

MINIMAL INVESTMENT
DIGITAL MODE

CUSTOM BUILT
PHYSICAL BRAND
EXPERIENCE

ESPECIALLY FOR YOU

SERVICES FOR
YOU:

01

SERVICES

Upshot Brand Media provides phygital experience for brands to cash into the best moments and experiences of both the worlds - physical and digital

DIGITAL

- Web Reach
- Social Media Kit (Package starts 25k onwards)
 - Content Creation
 - SM Management (Posts)

02

03

BTL ACTIVATIONS

- Lead Generation through Events / RWA Connect
 - Branding
 - TG Connect
 - PR and more
- Package starts 30k onwards

ATL/OTT INTEGRATION

Package starts at 1.5 lac onwards

04



Responsible Branding

ESPECIALLY FOR YOU

HERE ARE SOME
ADDITIONAL
BENEFITS OF
WORKING WITH
UPSHOT BRAND
MEDIA:

Comprehensive services: We offer a wide range of services to meet your marketing needs.

Experienced team: Our team has years of experience in the digital marketing industry.

Results-oriented: We are committed to delivering results for their clients.

Cost-effective: We offer competitive pricing and flexible packages.

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