




[Home](#)[About Us](#)[India's No.1](#)[Clients & Case Studies](#)[In the press](#)[Network](#)[Contact us](#)

Please click  on the links above  
or press arrow keys   on your keyboard to explore.



**candid**<sup>TM</sup>  
M A R K E T I N G  

---

India's No.1 Strategic  
Brand Activation Agency  

---



# aboutus

Candid Marketing was launched on 15th August 1995 as a full function, national, Brand Activation Agency, offering clients a wide range of turnkey services.

Rated as India's No.1 Brand Promotion Agency in the Brand Equity Ad Agency Reckoner 2008, Candid has executed over 15000 Brand Activations and events across more than 100 cities and 30000 locations nationwide, and is known to be one of the most innovative and experienced Agency in the business.

At Candid, clients come to stay. Over 70% of the Agency's business is repeat business from satisfied clients, with numerous relationships, spanning many years. Widely regarded amongst clients as the 'execution' specialist, Candid boasts the highest quality activation execution and management in the industry. Having pioneered the marketing and event industry in India, Candid owns most resources and equipment, allowing economies of scale to translate into better value for clients.

In the last 14 years, we have worked with the best names in the Indian business including HUL, Castrol, Nokia, Pepsi, Cadbury, UB Group, Google, Lenovo, HP, Intel, Philips, ICICI Bank, Star TV, Mars Foods, Sony TV, ESPN Star Sports, etc.

Specialized service verticals :



Offering services in the area of Strategic Brand Activation



Offering services in the area of Trade and Retail Marketing

## ourservices



### Strategic Brand Activation Includes:

- ▶ Consumer Road shows & Contact Programs
- ▶ Sampling & Demonstration Programs
- ▶ Mall Promotions
- ▶ School Contact Programs
- ▶ HO RE CA Promotions
- ▶ In-Shop & RWA Activities
- ▶ Corporate Launch Events
- ▶ Press Conferences and Annual Meets
- ▶ Trade & Dealer Meets
- ▶ Consumer Marketing Events



### Trade & Retail Marketing Programs Include:

- ▶ Retail & Trade Audits
- ▶ Brand Shops (Designing & Implementation)
- ▶ Channel/Partner incentivisation & Loyalty Programs
- ▶ Mystery Shopper Programs
- ▶ In-Shop Promoter & In-Shop Demonstrator Programs
- ▶ Merchandising Programs (Soft & Hard)
- ▶ POS/POP Production (Soft & Hard)
- ▶ Shop-in-Shop (Designing & Implementation)
- ▶ Channel Sales
- ▶ Feet-On-Street



## ourvision

Stacy No. 1

To be India's Leading Strategic Brand  
Activation Partner for Our Clients.

## ourvalues

### Integrity

We are committed to conducting business ethically and demonstrating honesty & transparency.

### Excellence

We strive to excel in whatever we do, set aggressive goals and strive to beat them.

### Perseverance

We believe in achieving our goals through great determination and strong will, never giving up in the face of adversity.

### “Jugaad”

We believe in “getting the job done”. We work around our hurdles and obstacles by using resourcefulness and lateral thinking to come up with solutions & alternatives to optimize output.

### Passion

We work with heart & soul, in addition to our intelligence, to achieve our individual & collective goals.



**TOP 5**  
BRAND  
PROMOTION  
AGENCIES

Proud  
to be  
**No.1**

## AGENCIES

1. Candid Marketing
2. Solutions Integrated Marketing
3. Encompass events
4. 141 sercon
5. kidstuff promos & events

## SCORES

**100.0**  
96.92  
83.88  
81.16  
80.64

**BRANDEQUITY**  
AD AGENCY RECKONER 2008

No. 1 Brand Promotion Agency  
in the Brand Equity  
Ad Agency Reckoner 2008



Click on the thumbnail to read the full article online.

# client testimonials

Pages : [1](#) [2](#) [3](#)

**Harit Nagpal**  
Chief Marketing Officer

Many Congratulations. My inputs and support did not differentiate between our partners. Some, like Candid, responded and provoked us to give even more. Wish you and the team even greater heights of success and glory. Cheers!

**Lloyd Mathias**  
Chief Marketing Officer

I saw the Brand Equity late last night. Congratulations...couldn't agree with them more on Candid's ranking. I really think you & the team at Candid have done an outstanding job over the past decade. I've personally experienced & benefitted for it. (Still remember - Hai Dum?, I get the goose flesh). I think it's a tribute to your leadership.



**A.Ravishankar**  
Head Non Procurement Item

Really good show. Congrats...



Congrats. Looking forward to a long association with your agency.

**Rajesh Kamat**  
Chief Executive Officer

**POND'S**

**Sandeep Tanwani**  
Sr. Brand Manager

Congratulations to Team Candid.  
Really well done....!!

**Ashish Bhushan**  
Vice President

Heartiest Congratulations to the entire Candid team for what is indeed a great moment of pride. We are so happy to be associated with your organisation and look forward to strengthening our relationship going forward.



# client testimonials

**Dhruv Kashyap**  
Marketing Manager - Ice Creams



Heartiest congratulations on the same, well done and well deserved !!!



**Sachin Bhatia**  
Founder

Congrats. Just read the news in Brand Equity.  
My regards to the rest of the team.

**Sanjay Purohit**  
Executive Director



I did read this edition of BE and was indeed extremely happy for the whole Candid team. It's a big recognition and many congratulations to all of you. Kucch meetha ho jaaye?

**Kedar Lele**  
Head - Sales & Marketing

My best wishes & hearty congratulations to the entire team at Candid. You guys have earned it through hard work, sheer determination & the ability to deliver time & again.

Celebrate the ranking.



**Narayan Sundararaman**  
Strategy Director



Congrats to the entire Candid team on this recognition!  
It's a fantastic achievement indeed. Having seen you & your team function up close for the last 9 years (never realised that it was so long ago till now!) or so, I am not surprised at this achievement. Most of all, congrats to you personally, because this has happened due to your fine leadership & dedication - great job indeed! I wish you all the best for the future & hope that Candid will keep raising the bar & maintain it's No.1 position.



# clienttestimonials

**Anil Viswanathan**  
**AVP - New Business & Strategy**



My heartfelt congratulations to the entire Candid Team for a really momentous achievement!!!!

I am really proud of you guys and it makes me glow to think that I have closely associated with you and your firm for so long now!

Candid has often been an example I've quoted to so many of these upstarts who keep meeting us for business - and this includes several of my close friends who have started off on their own!

All this has happened for the mega fight that you guys have put!! Also, kudos to you for having always put your best in keeping client relationships going!!

Here's wishing you all the best for the new year and for the future... and may you keep rising to greater heights as a firm and as individuals!!

Cheers!



## majorclients

Working closely with some of the leading brand management teams in the country, we have contributed, here in India, to the success of some of the world's best brands.



POND'S



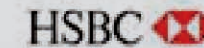
Google



lenovo



Cadbury



## case studies



Click on the case study thumbnails to see the details.

# casestudy



## BRIEF

To create hype and buzz around UEFA EURO 2008

To promote the Euro 2008 contests initiated by ESPN Star sports in partnership with Hyundai and PVR cinemas.

Increase awareness and drive viewer ship.

## STRATEGY

We conceptualized and designed a contest: CRAZY 4 EURO

The contest had 2 parts :

1) SMS contest: The participants had to type EURO and send it to a number followed by answering a few questions to win a Hyundai Verna and get gift hampers and UEFA Euro 2008 games

2) Contest forms were made available at the car dealership showrooms, which could be filled post the test drive to win tickets to watch Euro live in Austria/ Switzerland  
150 – 300 people could win passes to watch the final match screening at PVR cinemas.

The contest was also promoted through print and other media along with: A Hyundai Car Cavalcade and football jugglers

Football juggler did tricks with the football and people from the crowd were asked to try and emulate the skills. Promoters placed face masks on windscreens of cars parked around the area .

Football inflates were placed inside PVR cinemas.

Posters, danglers and standees to be placed inside PVR for branding

## SCOPE

Delhi, Mumbai, Kolkata, Hyderabad, Chennai, Cochin and Bangalore



# casestudy



## BRIEF

Create on-ground concepts which connects and complements the ATL: 'Jab Hunger Bajaaye Chaar...toh Snickers Khol Yaar' -

Sample Snickers to the TG: Boys in the age group of 16-24

- To ensure that interaction with the TG encompassed the main brand characteristics a) Sporty/Physical b) Humor

## STRATEGY

Various challenges were conceptualized to bring alive the brand proposition. These were carried out at Malls, Colleges, Corporate Parks/BPOs and at favorite hang-out areas as a roadshow.

a. Snickers Kick Centre: A set-up, which looked very similar to a football goal post (Penalty Shoot out Situation), was created. In malls the TG was told to stop the ball which was fired in by the promoters towards the goal. In Colleges & BPOs due to the space constrain a goalie cut out was placed in front of the goal post & the TG was to hit a goal through the spaces available. The winners were gratified with merchandise and the participants who failed in the task were held back and told "Tere to Chaar Baj Gaye Hain" and given a bar of Snickers

b. Foosball: A set-up similar to a football ground was created keeping the space constraints in BPO's and colleges in mind. The TG had to try and score goals with a foosball player and win goodies, while the losers were held back and given the chocolate bar and reminded of the slogan.

c. Hunger Emergency: Dr. Fullpetwala, a hunger expert character with some signature moves was created. He was made to move and identify people stricken with hunger. Post the hunger diagnosis, the TG was given a Snickers Bar and told : 'Tere toh chaar baj gaye hain, you need to have Snickers to get rid of your hunger apatite... 'Jab Hunger Bajaaye Chaar to Snickers Khol Yaar'

SCOPE: Bangalore, Chennai, Hyderabad, Mumbai, Pune, Delhi, Chandigarh.





# casestudy



## BRIEF

National Sales Conference for Google, their largest event for Google India where the sales teams (approx. 1400 pax) from all across the country meet to discuss & sketch new plans.

## CONCEPT

The theme for the conference was 'Be the Change' and this theme was brought alive through various mediums. The larger than life sets with huge screens and changing color backdrops, Dr. A P J Kalam as guest speaker, a contest called 'Google Balle't', power packed performance by international artists, Atif Aslam and DJ Nasha.

VENUE: Hyderabad International Convention Centre (HICC)

## RESULTS

The Google India & Global team were hugely impressed with the fantastic production and seamless technical flow of the event. This was their largest event in India, and was greatly appreciated by all who attended.



# casestudy



## BRIEF

To create brand awareness for the product and connect the TG with the brand's visual metaphor.

## STRATEGY

How witty is your idea?

An Idea Meter was created that decided the wittiest person in the leading malls of the metros.

Ideapad contest cards with witty questions were distributed to the participants and the wittiest answers won branded merchandise items.

## SCOPE

Bangalore, Delhi, Mumbai, Chennai, Hyderabad and Kolkata.



## BRIEF

To activate the brand on-ground and establish a connect with the on-going ATL campaign "Darr Ke Aage Jeet Hai".

To initiate paid/free sampling at the activity venues

## STRATEGY

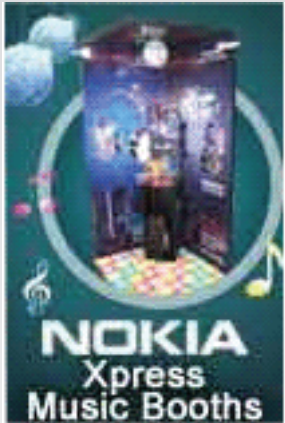
A "Darr Ke Aage Jeet Hai Challenge" module created in the leading malls and multiplexes of the country. The audience were challenged to perform some daring activities like : Rappelling, Bridge your fear (Burma bridge), Bully the Bull (Motorized Bull).

## SCOPE

Cities Covered- Gurgaon, Ludhiana, Lucknow, Varanasi, Kolkata, Jalandhar, Kanpur



# casestudy



## BRIEF

An activation design to promote the upgraded version of Xpress Music Phones' 5320 and 5220. The program aimed at promoting the product at the point-of-sale to generate maximum trials and conversions.

The dealer outlets were selected as a preferred platform to conduct this activity in-order to increase the walk-ins and get higher conversions.

## STRATEGY

We created swanky Music Booths and used the phone as a juke-box for the TG to listen to their favorite tunes.

The booth was thematically designed keeping the space constraints in mind and was manned by trained resources to give the audience a customized product demo. The music quality was enhanced using various music accessories, further helping to draw consumer attention.

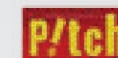
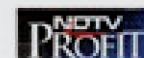
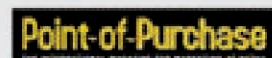
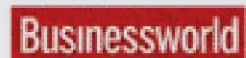
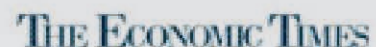
Post product demo, the TG was taken through the existing price points and the running offers.

## SCOPE

Delhi (South, east, north, west, central), NCR (Faridabad, Gurgaon), Punjab ( Ludhiana, Chandigarh, Ludhiana, Patiala) Rajasthan (Jaipur, Kota, Jodhpur), UP ( Dehradun, Agra, Bareilly, Moradabad, Aligarh, Noida)



## Inthe**press**



[Click on the logos to read the news coverage.](#)

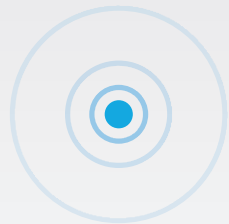
Links will open online. Internet Connection Required.







# candidnetwork

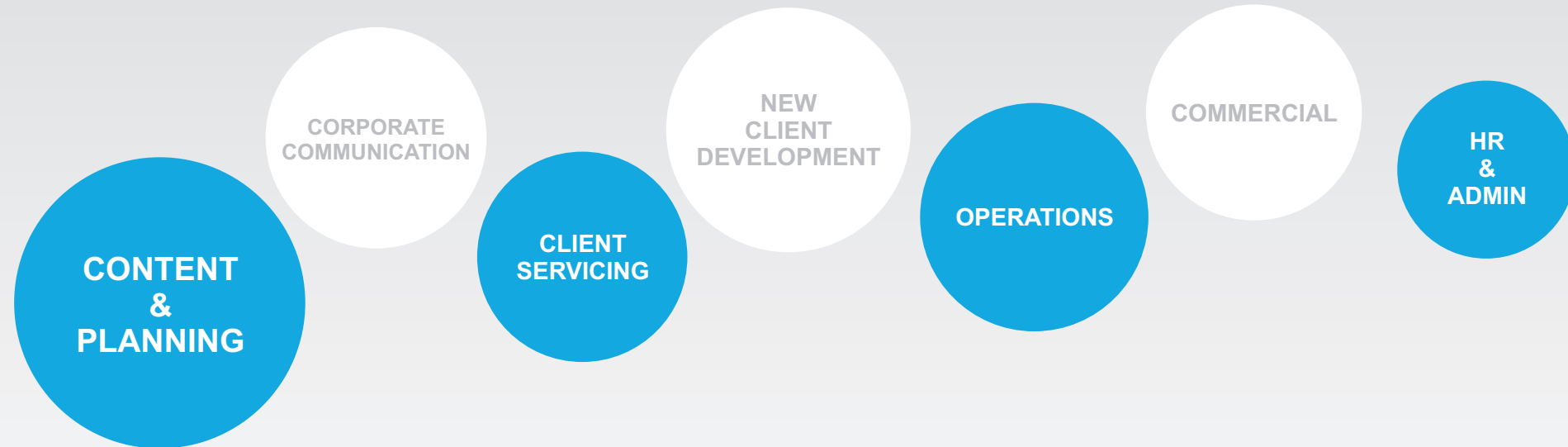


Candid Presence





# candiddepartments



## Contact us



for any business enquiry,  
Kindly e-mail us at

**[candid@candidmarketing.com](mailto:candid@candidmarketing.com)**

**[ubiq@ubiqmarketing.com](mailto:ubiq@ubiqmarketing.com)**