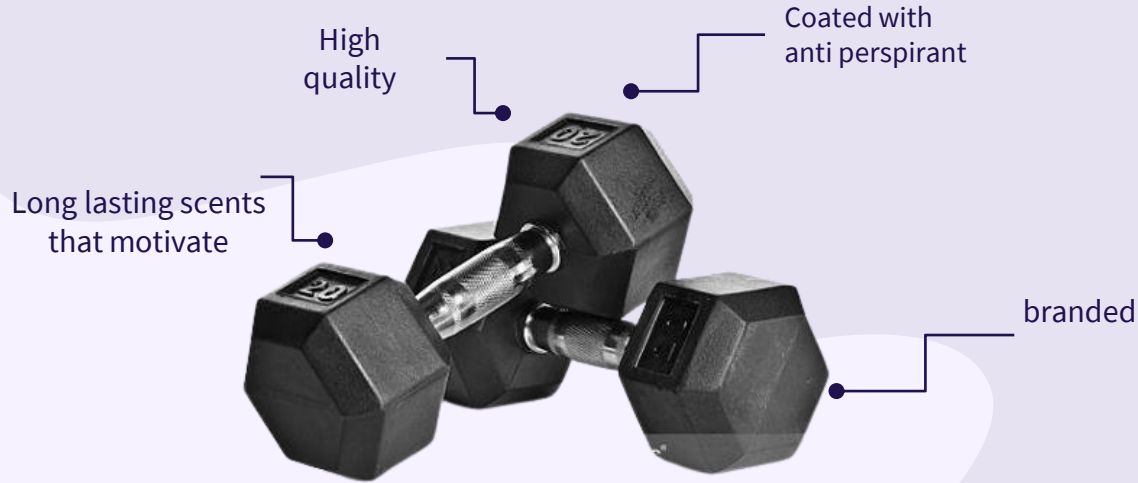


MORE THAN

HUGO BOSS X Old Spice



PRODUCT LINE



#SPICEUPTOBOSSUP

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SEGMENTATION

TARGETING

POSITIONING



PRE LAUNCH

Tumbling Towers
Go Grab
Drone parade



LAUNCH

Show time
Boss up
#smellingpossibilities



POST LAUNCH

Mob moves
sportfluenza

#SPICEUPTOBOSSUP

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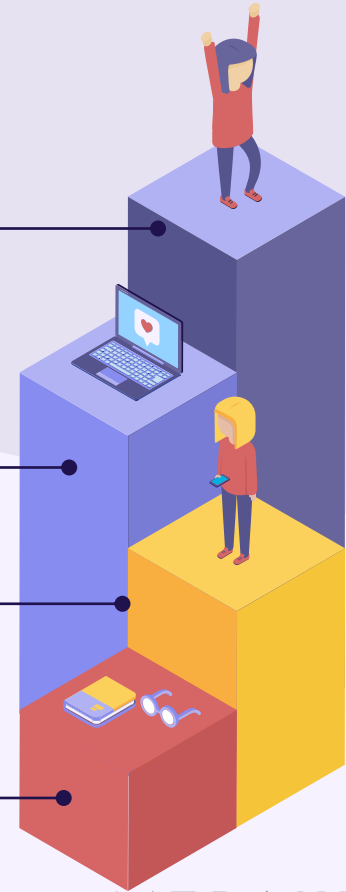
NEW STRENGTHS

Hold and
experience on the
existing market

Good social media
presence

Goodwill share

Strong brand
portfolio



01 BIRTHDAYS

02 THE EXTRA PEOPLE

03 REAL PEOPLE,
REAL JOURNEYS

04 STAYING ON
TOES



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THANK YOU!

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Kalyani Dinesh
Dhriti Jain

+91 8164888299
+91 9878982314

meraki15mktfirm@gmail.com

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