

experientia|etc

Ad tech is the future's today!!



ExperientialEtc is a 4 year old ,360 degree activation agency which is disrupting the way traditional activations have been done by integrating latest, cutting edge & futuristic technology in its most simplest form to create jaw dropping experiences.

Having worked with more than 120 brands in the past 4 years, ExperientialEtc is creating a revolutionary landscape of gutsy and bold advertising experiences that leave the patrons stunned with magical results that have never been seen before.

the intent

We strive every second to make your brand presence felt in an environment where brand wars are an epidemic. The constant urge to ensure that you evolve above the rest with a significant difference is what drives us to constantly ideate and innovate.

Conceive

Execute

Disrupt

the race for space



ourwarehouse

Office

ourworkshop



ourstudio

Being a **360** degree agency, our need for space is ever growing. Shuffling between them is a routine for us

THE VERTICALS

ONGROUND ACTIVATIONS

On ground activations are our forte. Wrapping the consumer behavior around the technology and getting the required reactions is what we excel at. And yes, they go viral instantly!

PRODUCTION HOUSE

Conceptualization ,direction and editing. We ensure that every drop of creativity counts in our motion pictures.

DESIGN STUDIO

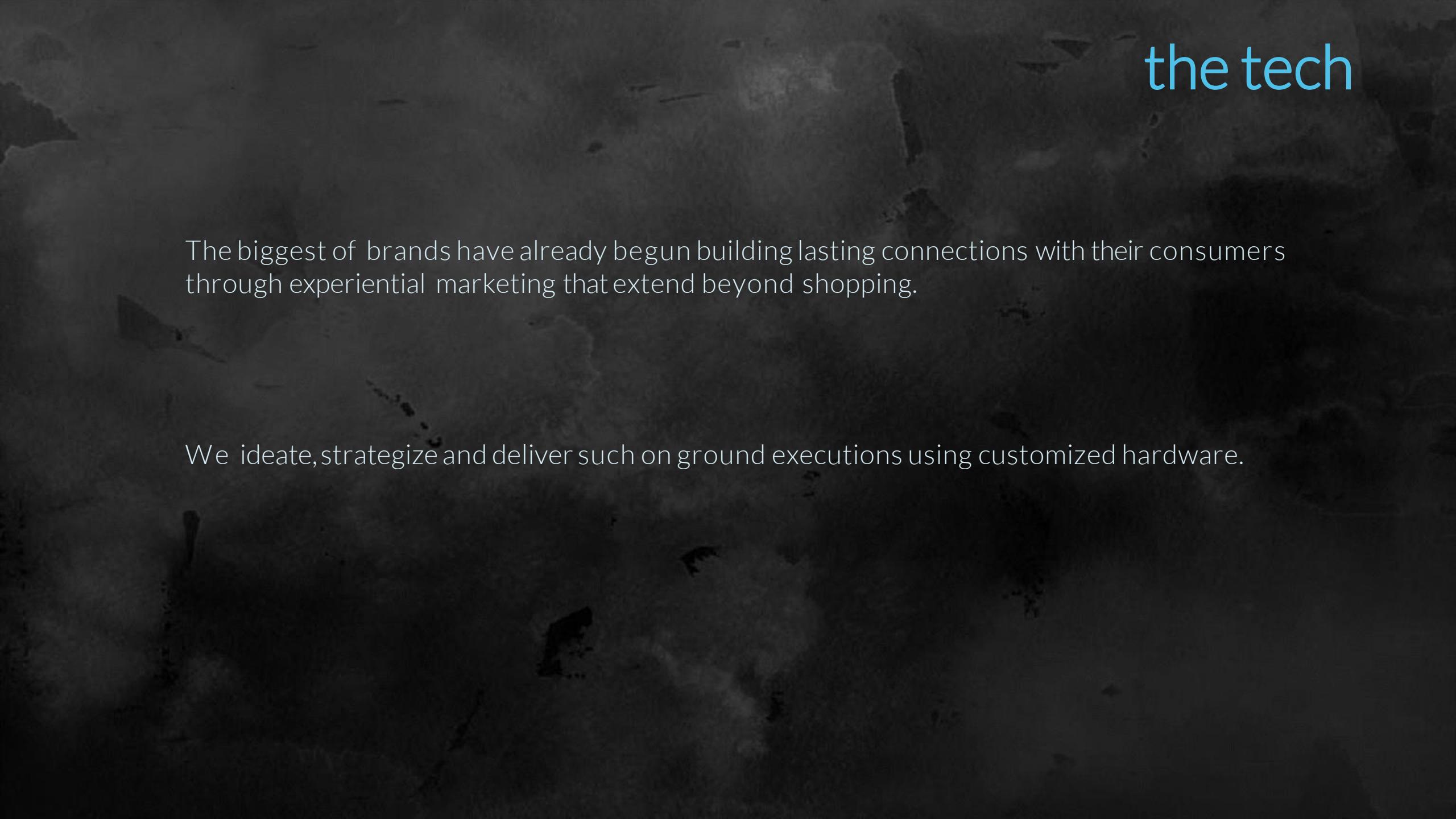
Creating Graphic templates for brands to get the communication across in the most artistic manner is what we looove

TURNKEY PROJECTS

Term and Tender based assignments on an executional and management basis are undertaken to be rendered on a contract.

DIGITAL SOLUTIONS

The novelty of BTL physical activations when combined with Digital platforms gives the brand that phygital edge, which surpasses all expectations of clients and gives advertising a revenue driven approach



the tech

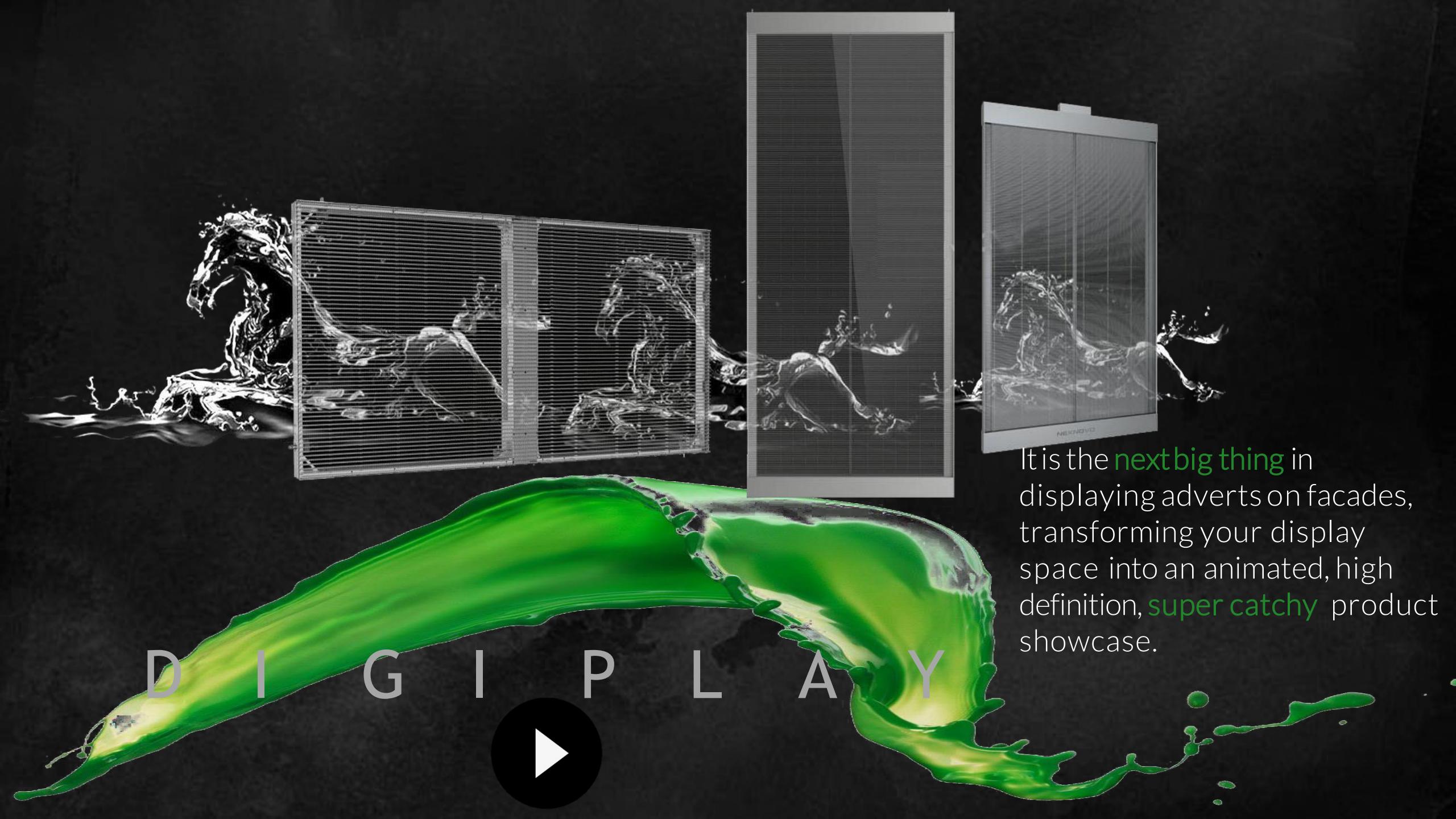
The biggest of brands have already begun building lasting connections with their consumers through experiential marketing that extend beyond shopping.

We ideate, strategize and deliver such on ground executions using customized hardware.

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- Holovsn is an innovative technology that accentuates your brand by using its ingenious **holographic** hi-tech videos which create a **floating illusion** of 3D **visuals** in mid-air.



Holovsn is **cost-effective**, Provides high resolution 3D visuals and creates a '**Floating in mid-air**' effect



It is the **next big thing** in displaying adverts on facades, transforming your display space into an animated, high definition, **super catchy** product showcase.

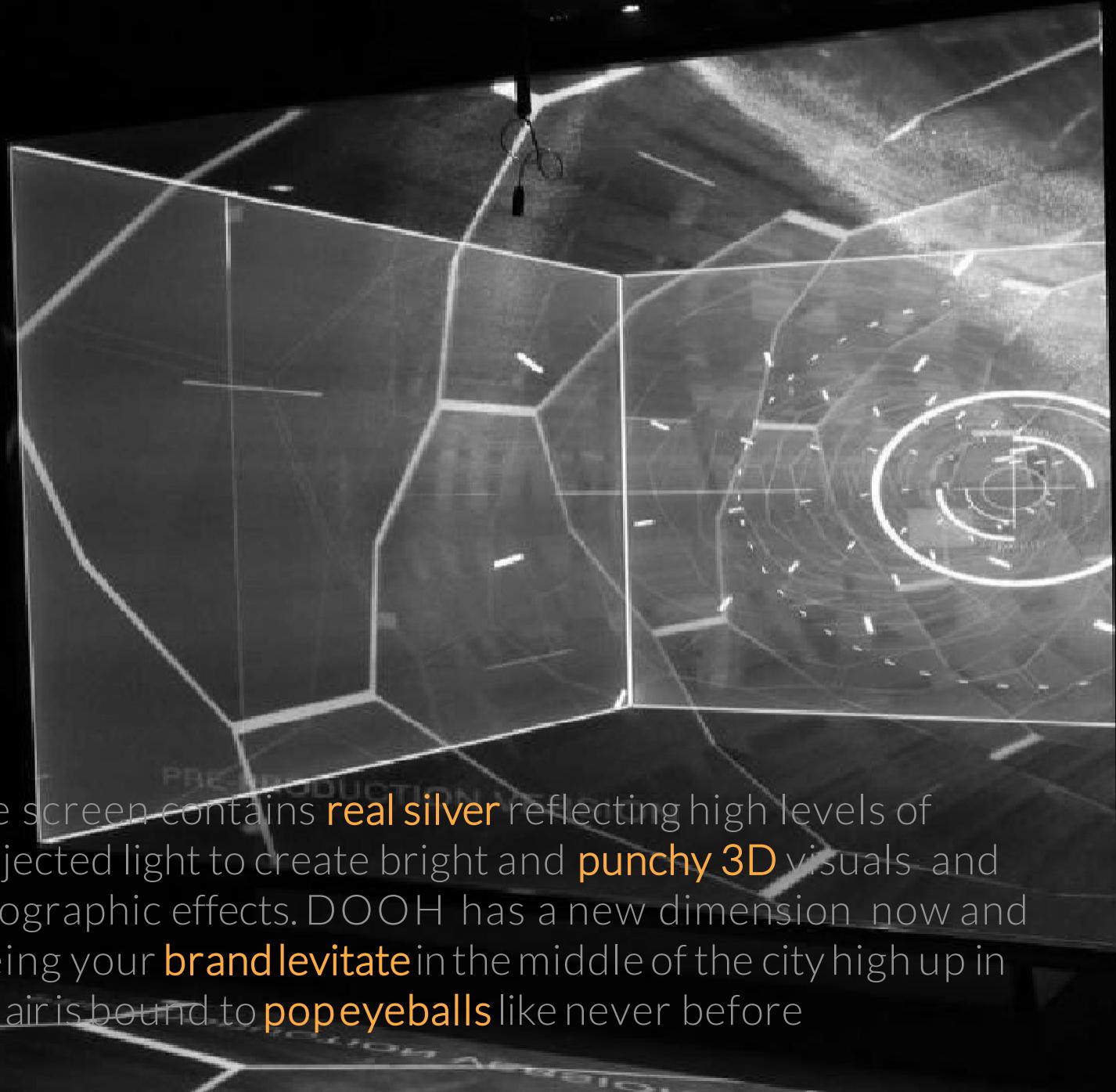
PEPPER'S GHOST



The Pepper's Ghost **optical illusion** is a skillful technique of making the viewer believe something that does not exist in real.

The solution is nearly as wonderful as the trick itself. A **strategically mounted projector**, the magic of flexi-glass ,holographic film and clever camera angles. **Voila !!**

H
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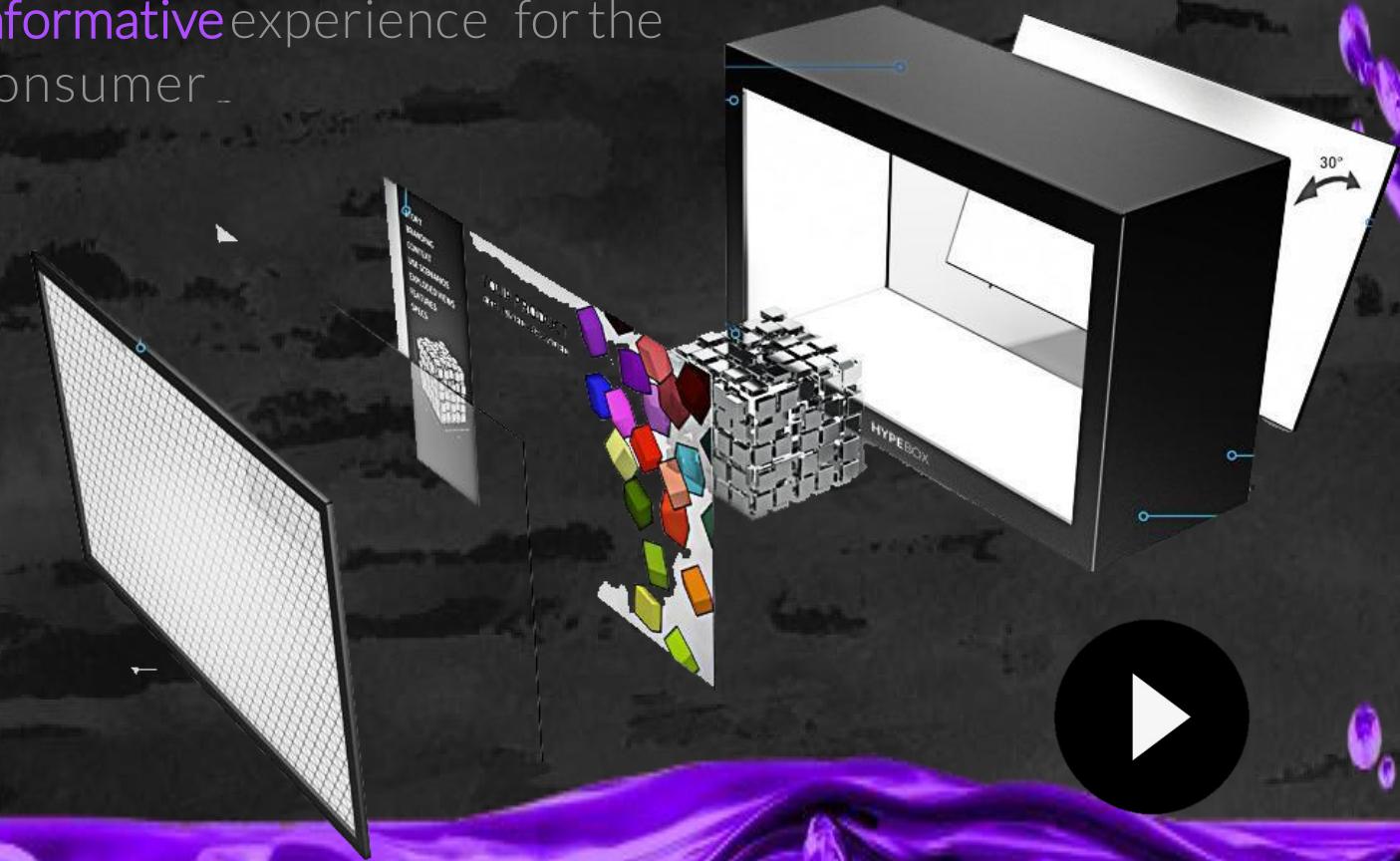


The screen contains **real silver** reflecting high levels of projected light to create bright and **punchy 3D** visuals and holographic effects. DOOH has a new dimension now and seeing your **brand levitate** in the middle of the city high up in the air is bound to **popeyeballs** like never before



LIVE GLASS

Tell your tale through this **transparent** display unit that uses real products and blends it with **augmented** and interactive content to create an **engaging and informative** experience for the consumer.



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A novel means to **express** your creativity
and create your own masterpiece.
Make your sets, stage, paintings, products
and mannequins alive. A **revolution** in retail.



SUMMER OF AKUSOU FALL

DIGI POSTER



The magic unveils as the **pixel pitch** get smaller to reveal a seamless and slim layer of digital content . Bright, stunning and **customizable**. This little gem is here to stay

H O L O M I S T



Step into **awe inspiring layer** of thin smoke and let your customers own your brand like never before.

Holomist displays holographic creative on a **canvas offog** allowing consumers to engage with the content and subsequently etch the brand in their **minds forever**



digital experiences

An art that is amplified by the integrating science which yields results in commerce for brands. The best way to describe what AR, AI and immersive experiences bring to brands with lesser spends and maximum reach.

We simply add the extra glitz by making brand communication simpler and yet engaging!

A large, stylized white icon resembling a hexagonal prism or a series of nested geometric shapes, centered on a dark background.

AR Surface Filters

Leveraging on the Internet Generation

Surface filters find planes in the real world, like a floor to a table and customized animations or effects that are set as triggers on the plane tracker create the magic. Surface filters help in creating a world effect, placing 3D objects in the user's environment.

AR Face Filters

For The Social Media Junkie

Face filters work by detecting a face and superimposing virtual elements onto that face via AR. Various head movements or different facial expressions activate the AR experience.



WebAR is a part of the immersive web, that is accessed via a web browser instead of Instagram, FB or Snapchat. It breaks barriers and creates interactive 3D models one can access through QR-code or a link. WebAR supports image targeting.

WebAR

Beyond Spark
AR and
Lenstudio



Interactive Games

Engage and Gratify

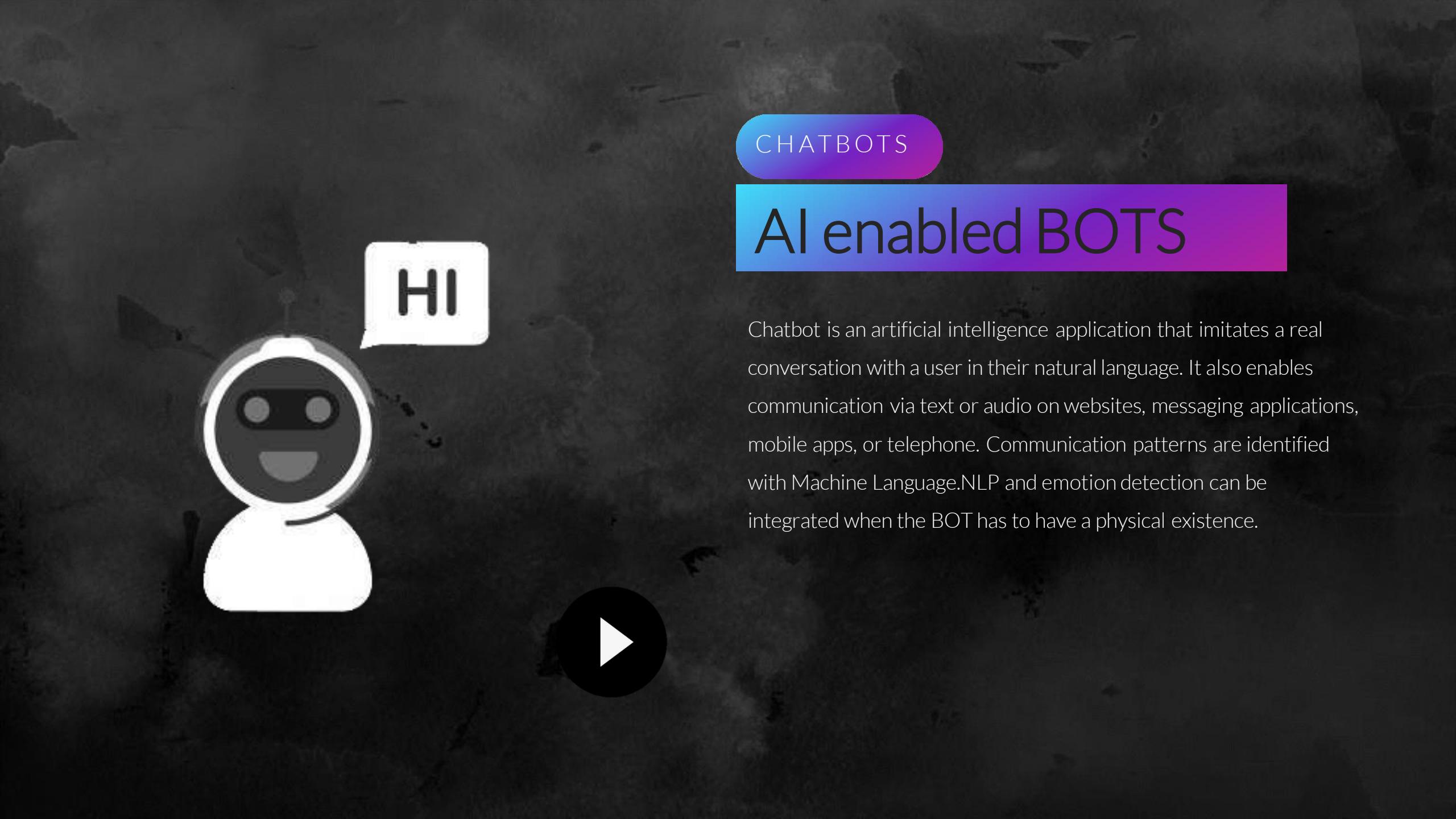
Interactive games are web-based platforms which when integrated with social media, gives a competitive edge and a reason to the patron to post and share amongst their social circles. Games can be branded and customized according to the campaigns requirement.



Interactive Videos

Interactive Videos are a media system enabling user interaction. The media file features hotspots or annotations which gives the control to the users to direct their own story. Interactive Videos enable the users to make decisions for the protagonist, each decision leading to different consequences. A brand story told in the most unique way ever!





CHATBOTS

AI enabled BOTS

Chatbot is an artificial intelligence application that imitates a real conversation with a user in their natural language. It also enables communication via text or audio on websites, messaging applications, mobile apps, or telephone. Communication patterns are identified with Machine Language.NLP and emotion detection can be integrated when the BOT has to have a physical existence.

Cuz its Native

Smart apps are applications that incorporate data-driven, actionable insights into the user experience. Insights are delivered in context as features in applications that enable users to more efficiently complete a desired task or action. They often take the form of recommendations, estimates, and suggested next actions.

Smart Apps



Virtual Spaces

Powered by intellect to increase virtual footfall



Virtual Spaces are immersive 360° experiences that connect the shoppers by conveying the true realities in augmented space. It allows the audience to not just watch, but experience the content/campaign. Virtual Spaces can be integrated with Websites, Applications, and VR headsets. E-commerce integration just takes the experience to another level altogether!

Emotion capturing

Artificial intelligence refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions. The term may also be applied to any machine that exhibits traits associated with a human mind such as learning and problem-solving.





BLACKBERRYS

PLATINUM
BY MOVIE TIME SPA CINEMAS

zwende

FRANCHISE INDIA
Ideas For Tomorrow®



SUN

PHARMA

IRCTC

VIACOM 18

**HYPER
LOCAL**

ZEE MEDIA
 cromā
The Electronics Megastore

NOVOTEL
HOTELS & RESORTS

TVS TYRES™

TATA
TATA MOTORS

**FUTURE
GENERALI**
TOTAL INSURANCE SOLUTIONS

CARNIVAL
CINEMAS

WM

cromā
The Electronics Megastore

Four Fountains™
—DE-STRESS SPA—

Cargill™

**food
memories**
bite into nostalgia

**HDFC
Life**
Sar utha ke jiyo!
 SOLIS

nickelodeon

**DEEPA LI
DESIGNS & EXHIBITS**

Disney

**20TH
CENTURY
FOX**
HOME ENTERTAINMENT

**LEADERS
PLUS**
لبيرون جلاس لاستثمارات
 JSW

MI

Clients who trust us!

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