

# CONCEPT DOCUMENT

**TITLE :** Brandlicious - Brand , Marketing , Sales

## OVERVIEW

Brandlicious: One-Stop Solution for Marketing and Image Creation

Brandlicious is a marketing automation software designed to streamline marketing activities across various channels, accelerating business growth.

## PROBLEM STATEMENT :

In the dynamic landscape of the business world, brands and companies face the constant challenge of establishing a strong presence, creating a positive image, and effectively reaching their target audience due to the diverse skill sets and resources required. To overcome these hurdles, they often require a dedicated team of professionals adept at marketing and image creation.

## SOLUTION:

Brandlicious transforms into a 360° creative digital media organization:

A one-stop shop for all marketing and image creation needs.

Offering integrated services including:

- Talent Management
- Video Production
- Social Media Management
- Influencer Marketing

## ABSTRACT :

It is envisioned as a comprehensive 360° creative digital media organization, positioned as a one-stop destination for all the needs related to Talent Management, Video Production, Social Media Management, and Influencer Marketing. By integrating these crucial aspects under a single umbrella, we aim to provide seamless and synergistic solutions to our clients, enabling them to navigate the complex digital terrain and leave a lasting, impactful legacy.

**OBJECTIVE :**

The primary objective of “Brandlicious” is to serve as the go-to partner for brands seeking a complete and seamless solution for their marketing and image creation needs. Our goal is to alleviate the burden on brands by offering an integrated platform that caters to all aspects of brand development. By assembling a skilled team of professionals, implementing strategic marketing campaigns, and leveraging the power of influencers and digital platforms, we aim to guide brands from infancy to prominence.

**RESEARCH POINT:**

Some of the existing solutions are:

1. **Monk-E:** Monk-E is a comprehensive creative digital media agency that brings together Talent Management, Video Production, Social Media Management, and Influencer Marketing all in one place. Founded by Viraj Sheth and Ranveer Allahbadia, we are a dynamic team of young creators specializing in all aspects of the digital realm.
2. **Tinuiti:** Tinuiti is a data-driven digital marketing agency specializing in full-service online marketing. It is the largest independent full-funnel performance marketing agency in the US across the media that matters most.