

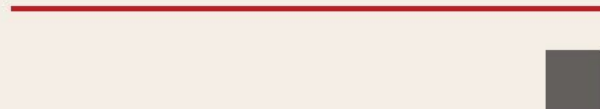


SUPPORT **ACT**

THE SUPPORT FOR YOUR BRAND



 **the
alternative
brand
communication**
P L A T F O R M





**Extending years
of hard experience, and**

R E - E N G E E R I N G

**them to a
contemporary
process.**





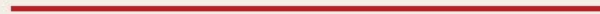
TRANSFORMING
KNOWLEDGE
**to deliver
what works
today.**





**what
works
for**

Y O U R B R A N D





S E R V I C E S

**Brand
Consultancy**

**Market
Research**

**Marketing
Consultancy**

**Digital
Solutions**

Events

**Audio-
Visual**



B R A N D C O N S U L T A N C Y

- Brand Strategy Development:**
Crafting a comprehensive brand strategy that aligns with the client's business goals and market positioning.
- Brand Identity Design:**
Creating visual elements, such as logos, color schemes, and typography that represent the brand's identity.
- Market Research and Analysis:**
Conducting research to understand market trends, customer preferences, and competitive landscape to inform branding decisions.
- Brand Messaging and Communication:**
Developing clear and consistent messaging that resonates with the target audience across various channels.
- Rebranding and Brand Refresh:**
Assisting businesses in updating or completely overhauling their brand to stay relevant and competitive.
- Brand Management and Monitoring:**
Providing ongoing support to ensure brand consistency and monitoring brand perception in the market.



MARKET
RESEARCH

**Feasability
Studies**

**Industry
Overview**

**Diversification
Study**

**Customer
Satisfaction
Studies**

Retail Census

**Social Sector
Studies**

**Consumer
Profiling**

**Focus Group
Discussions**



MARKET RESEARCH

 **Advertising Effectiveness
Study**

 **Hoarding/Outdoor Media
Audits**

 **Retail Monitoring**

 **Market Monitoring**

 **Multiplex Advertising
Audits**

 **Mystery Consumer
Retail Audits**



MARKETING CONSULTING

- **Study company profile and operations to understand its marketing needs**
- **Conduct market research to identify industry trends and commercial opportunities**
- **Develop and implement a marketing strategy according to objectives and budget**
- **Prepare detailed proposals and marketing plans**
- **Advise on branding, positioning, communications and other marketing issues**
- **Give direction to marketing efforts with the most effective methods and tools**
- **Liaise with marketing department and external vendors**
- **Monitor marketing projects and analyze results**
- **Write reports with suggestions for improvements and new ideas**



D I G I T A L S O L U T I O N S

 **Web Design
& Development**

 **Web Applications**

 **Mobile Applications (Apps)**

 **UI/UX**

 **Digital Marketing:
SEO/SEM/SMM**



A U D I O

V I S U A L S



Infographics



2D Animations



3D Animations



Commercials/Ad Films



Corporate Films



Video Edits



Digital/OTT/TV Content



Live Broadcasting with Overlays



Walk Throughs



P O I N T T O C O N S I D E R



We are heavily research based

We believe in developing a strategy

Our creative approach is based on being effective





O U R
strengths

Led by first generation professional,
with 27 years of experience.

Excellent relationship with press & media.

In-depth knowledge of marketing,
promotions, PR and Events.

Exhaustive planning and management skills.

We are creative, proactive and enthusiastic,
with a result-driven approach.





**glimpses
of some
pages from**

O U R S T O R Y





HERO HONDA
SAREGAMA PA

Extensive talent search, casting and music curation for Saregamapa involved celebrities and changed the viewership trend, enhancing the brand image.





A N D

Zee Bangla Sa Re Ga Ma Pa
Star Voice of India
NDTV imagine Junoon
9X Chak De Bacche
Sony Warr Parivarr
Zee and Star Antakshari
Star Jalsa
Sur Sangram in
Mahua Bhojpuri & Mahua Bangla
Dance Sangram in Mahua Bhojpuri
& M A N Y M O R E . . .





■ Online Production

A M U L S T A R

V O I C E O F I N D I A 1

Online production of the launch episodes and Talent casting helped increase viewership and establish the brand.





■ **Online Production**

AMUL STAR
VOICE OF INDIA 2

**Online Production
and Talent Casting.**





Online Production, Creative and Music Curation

ROYAL BENGAL
SUPERSTAR





setting up



TOTAL PRODUCTIONS

**for various
musical and
reality shows.**

**Managed more than
1200 musical shows
& reality show
ground events
like Zee Sa Re Ga Ma Pa,
Star Voice of India,
NDTV Imagine Junoon...**





managing
M E G A E V E N T S
with
mega stars.



LIVE WEBINAR

All you wanted to know about Hospitals and COVID

Hear it directly from
Dr Alok Roy, Chairman,
Medica Group of Hospitals

Share your questions at:
rotaryavyanna@gmail.com

01 AUG
Saturday

6:00
PM

Rotary Club of Calcutta Jayanta District 1291

Rotary Opens Opportunities

MEDICA Hospitals
caring for life

Registration Link: <https://zoom.us/j/91184928122> | Webinar ID: 911 8492 8122 | Password: Medica



webinars

A SOCIAL DISTANCING SHOW OF TOGETHERNESS

দূর থেকে কাছে
United in isolation

Amitesh Anand
CEO, Co-founder, 366Pi.

Alisha Pradhan
Founder & CEO at HerNet TV

Dr J Chakravorty
Speaker, Coach, Leadership, Strategist & Educator

Srabanee Chakraborty
Brand consultant and Creative Director

5 April 2020 | 4pm-5pm

#CoronaFightHerNet
#HerNetGlobal

Rotary CLUB KASBA

Arranges A Webinar on this Subject
WOMEN LEADERSHIP
On Sat, 25 July 2020 From 4 to 7 p.m
Inaugural @ 4 p.m

SPEAKERS OF THE PROGRAM

S&IB
Panel Discussion on Sharing Opportunities & Challenges by Women

+10



RURAL
MARKETING





GROUND EVENTS





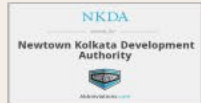
https://www.youtube.com/channel/UCiHp3u9TbxTUIf4Y_Zfb2OA


**corporate
and ad**
F I L M S 



SUPPORT ACT

Our CLIENTS



SAROJ GUPTA CANCER CENTRE & RESEARCH INSTITUTE





time to

T A L K





**Send a
WhatsApp to**

S R A B A N E E

C H A K R A B O R T Y

**at
+91 98302 20204.**





 **We set up
a Zoom call
to take this
discussion**

F O R W A R D 



SUPPORT **ACT**

