



**NEONICHE**  
IS A YOUNG & ENERGETIC,  
AWARD-WINNING  
**FULL SERVICES**  
**AGENCY.**

**WE OFFER  
INTEGRATED BRAND  
SOLUTIONS,  
THAT ALIGN WITH YOUR  
BUSINESS OBJECTIVES TO  
DELIVER MEASURABLE  
RESULTS.**



WHO WE ARE | WHAT WE DO | WHY WE DO IT?

# ABOUT US





# WHO WE ARE

**NEONICHE IS AN AWARD-WINNING  
FULL SERVICES AGENCY WITH  
A DIVERSE INDUSTRY EXPERIENCE OF 12+ YEARS.**

**WE STRENGTHEN THE RELATIONSHIP BETWEEN  
BRANDS AND THE PEOPLE WHO MATTER MOST  
TO THEM BY ENGAGING CUSTOMERS AND  
COMMUNITIES TO DRIVE ACQUISITIONS AND  
BRAND ADVOCACY.**

**WE CREATE REMARKABLE EXPERIENCES.**

# WHAT WE DO

**WE CONNECT BRANDS WITH THEIR  
TARGET AUDIENCES BY CREATING  
OMNI-CHANNEL STRATEGIES,  
EXCEPTIONAL CREATIVE CAMPAIGNS,  
MEASURABLE DIGITAL ENGAGEMENTS,  
AND IMMERSIVE ON-GROUND EXPERIENCES.**

**FORWARD LEANING AND FUTURE THINKING,  
WE WORK ACROSS DISCIPLINES,  
ACROSS CHANNELS AND ACROSS REGIONS.**



# WHY WE DO IT

**WE BELIEVE,  
IN TODAY'S CLUTTERED  
MARKETPLACE AND AGE OF DISTRACTION,  
AUTHENTIC BRAND ENGAGEMENTS ARE  
THE SINGLE MOST EFFECTIVE WAY TO BUILD  
RELATIONSHIPS, INFLUENCE BEHAVIOR,  
AND MOTIVATE ACTION.**

# NEONICHE BY THE NUMBERS...

**12+YEARS**

**360+**

**IN THE PAST YEAR,  
WE HAVE PRODUCED OVER  
360 BRAND EXPERIENCES.**



**36+**

**WE HAVE BEEN AWARDED THE FASTEST  
GROWING INDIAN COMPANY AND ARE ALSO  
RECOGNISED AT GLOBAL PLATFORMS**

**03+**

**ONLY INDIAN AGENCY TO BE ACCREDITED  
GLOBAL CERTIFICATIONS INCLUDING  
ISO/IEC 27001:2013, ISO 9001:2015,  
SOC 2 AND GDPR.**

**180+**

**TEAM MEMBERS WITH DIVERSE SKILLS.**

**27+**

**WE WORK WITH 27 OF THE TOP FORTUNE  
500 COMPANIES OF THE WORLD.**

**04+**

**WE HAVE OFFICES AT MUMBAI, DELHI,  
BANGALORE, SINGAPORE AND HAVE PROVEN  
EXECUTION CAPABILITIES TO BRING YOUR  
BRAND ALIVE IN ANY PART OF THE WORLD.**



# OUR FULL SERVICES SPECTRUM

**RIGHT FROM THE START,  
NEONICHE IS YOUR STRATEGIC PARTNER.  
OUR FULL SERVICE AGENCY MODEL  
EMPOWERS US TO APPROACH EACH PROJECT  
WITH A COMPREHENSIVE UNDERSTANDING  
OF YOUR GOALS AND OBJECTIVES.**

**WORKING AS AN EXTENSION TO YOUR TEAM,  
WE CREATE A PLATFORM TO DERIVE  
MEASURABLE OUTCOMES AND MAXIMIZE REACH.  
OUR PROCESS IS DESIGNED  
TO KEEP CUSTOMER EXCELLENCE  
AT THE HEART OF OUR WORK.**





# BRAND STRATEGY & MARKETING

NeoNiche's Brand Strategy & Marketing

offerings are forward leaning and future thinking. We work across disciplines, across channels and regions to create unique identity and positioning for your Brand, based on your objectives, demographics and geographies.

Our unrivalled creativity, deep strategy, collaborative partnerships and a keen focus on customer excellence, culminate in remarkable Brand Experience for your TG.



- **BRAND IDENTITY DEVELOPMENT**
- **MARKET RESEARCH & ANALYSIS**
- **COMPETITOR ANALYSIS**
- **POSITIONING STRATEGY**
- **MESSAGING STRATEGY**
- **BRAND TRACKING & ANALYTICS**





# EXPERIENTIAL MARKETING SERVICES

In today cluttered marketplace and age of distraction, authentic brand engagements are the single most effective way to build relationships, influence behavior and motivate action.

NeoNiche unites Brands with their target audiences by crafting immersive, memorable campaigns, through omni-channel engagements and touchpoints. Measurable outcomes through such engagements, drive actionable insights and matrices.



- **EVENT CONSULTING & MARKETING SERVICES**
- **BRAND LAUNCHES / BRAND ACTIVATIONS / PRODUCT & FACILITY LAUNCHES**
- **R & R AND STAKEHOLDER ENGAGEMENT**
- **GUERRILLA MARKETING**
- **SUPPLY CHAIN LOYALTY PROGRAMS**
- **SPONSORSHIP & EXPERIENTIAL PARTNERSHIP**
- **INFLUENCER MARKETING & AMBASSADOR PROGRAMS**
- **END-TO-END MICE & DESTINATION MANAGEMENT SERVICES**





# B2B DIGITAL MARKETING

NeoNiche specialises in crafting B2B Performance Marketing to build communities, employer branding, and high-value stakeholder engagement. By utilising our deep rooted insights and understanding of the digital medium.

We provide Digital Consulting and Ownership Management of your long-term Digital Objectives for your various stakeholders and develop programs for community building. This involves developing and implementing marketing strategies that drive lead generation, customer acquisition and brand awareness among businesses.



- **PERFORMANCE MARKETING**
- **COMMUNITY BUILDING**
- **EMPLOYER BRANDING**
- **ONLINE HACKATHONS**
- **CURATED DIGITAL IPS**
- **INFLUENCER MARKETING**
- **ANALYTICS AND MEASUREMENT**





# CONTENT STUDIO

Our Content Studio specialises in written content, visual assets, videos, animations, infographics and more.

Our team of storytellers, filmmakers, technologists work together to create high quality content that is both engaging and informative.



- **CONTENT IDEATION AND STRATEGY**
- **CORPORATE STORYTELLING**
- **MESSAGE AND CONTENT DEVELOPMENT**
- **VIDEO CREATION & DIRECTION**
- **EXPERIENTIAL DESIGN & GRAPHIC DESIGN**
- **ENGAGEMENT TACTICS**
- **THEME DEVELOPMENT/DESIGN,  
ON-SITE DIGITAL BRANDING  
MOTION GRAPHICS**
- **SOCIAL MEDIA CONTENT  
CREATION AND MANAGEMENT**





# VIRTUAL & HYBRID EVENT SERVICES

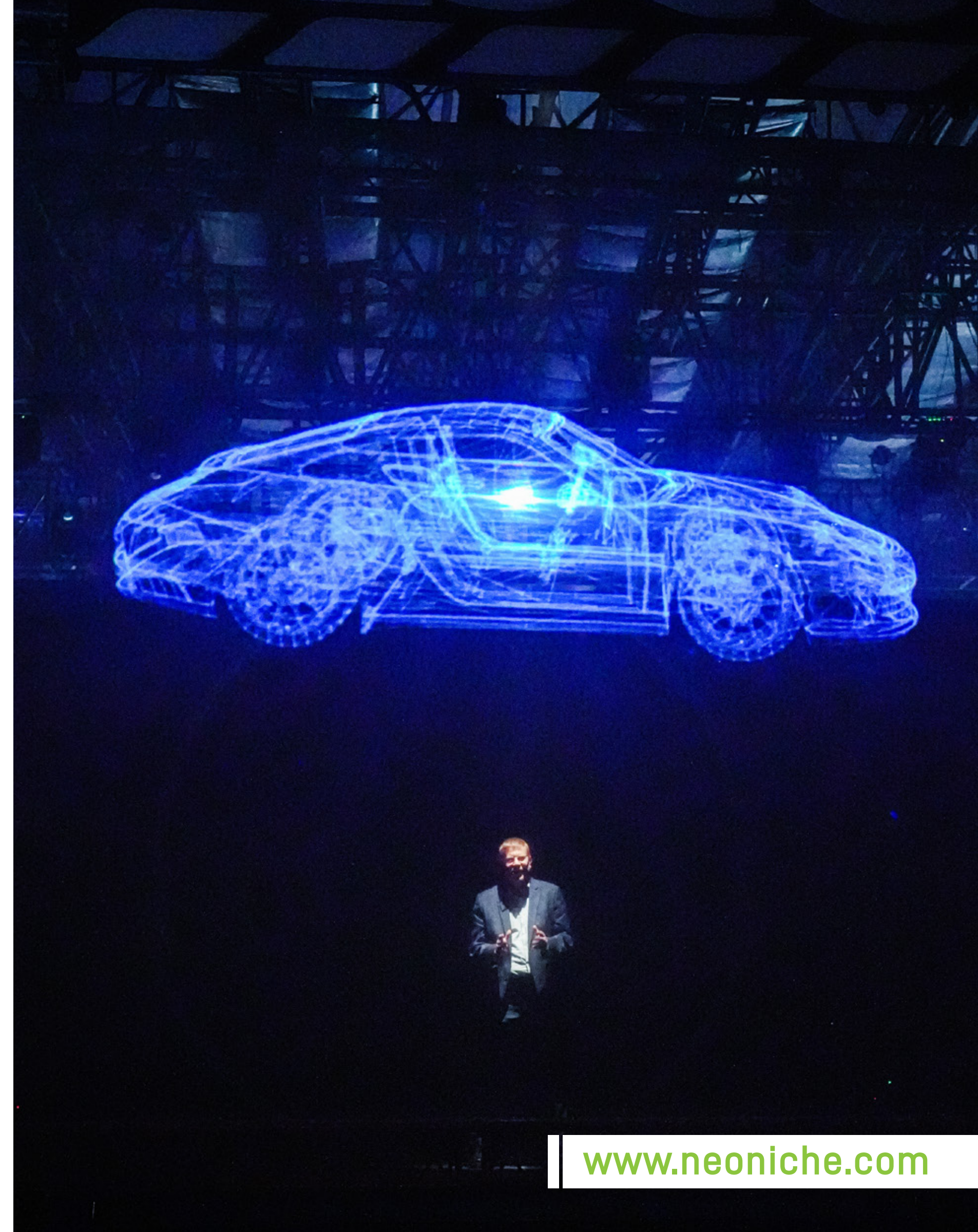
Virtual & Hybrid Events must be thought of as opportunities to curate value-added, engagement-driven experiences. And not just as another medium to drive small one-off presentations.

At NeoNiche, we can create impactful events that extend well-beyond a computer screen. Virtual engagements created with NeoNiche, provide opportunities to create shared human experiences across screens.

We consider hybrid events as those events that allow fully immersive experiences for attendees, organizers, and sponsors, who want to attend the event virtually or in-person. Our proprietary Platform solution is built on the most robust, scalable, globally reliable & secure cloud hosting infrastructure.



- **VIRTUAL ENVIRONMENT DESIGN**
- **PROGRAMMING CONTENT**
- **AUDIENCE ENGAGEMENT**
- **MARKETING & COMMUNICATION STRATEGY DEPLOYMENT**
- **SCALABLE AND INTUITIVE PROPRIETARY PLATFORM SOLUTION**
- **BROADCAST STRATEGY & EXECUTION (AR, VR, MR, XR)**





# MANAGED MARKETING SERVICES

Managed Marketing is a more cost-effective and efficient approach to running your marketing department. It takes the combination of talent and technology to create, execute and manage the numerous elements of a marketing plan and our Managed Marketing Services offers just that. Thereby, allowing your internal team to focus on its core competencies.

We provide Marketing Consultancy & Resource Management, which helps you save time and costs, gain access to expertise and get an objective perspective, thereby magnifying your success.



- **MARKETING CONSULTANCY**
- **RESOURCE PLANNING**
- **PROJECT MANAGEMENT**
- **OUTSOURCED CMO SERVICE**
- **ACCOUNT-BASED MARKETING**
- **MIGRATION SERVICES**
- **REPORTING & ANALYTICS**





**THROUGH OUR BRAND  
STRATEGY & MARKETING  
EXPERTISE,  
WE CREATE UNIQUE  
BRAND IDENTITIES,  
CONDUCT MARKET  
RESEARCH AND  
DEVELOP COMPELLING  
MESSAGING STRATEGIES.**





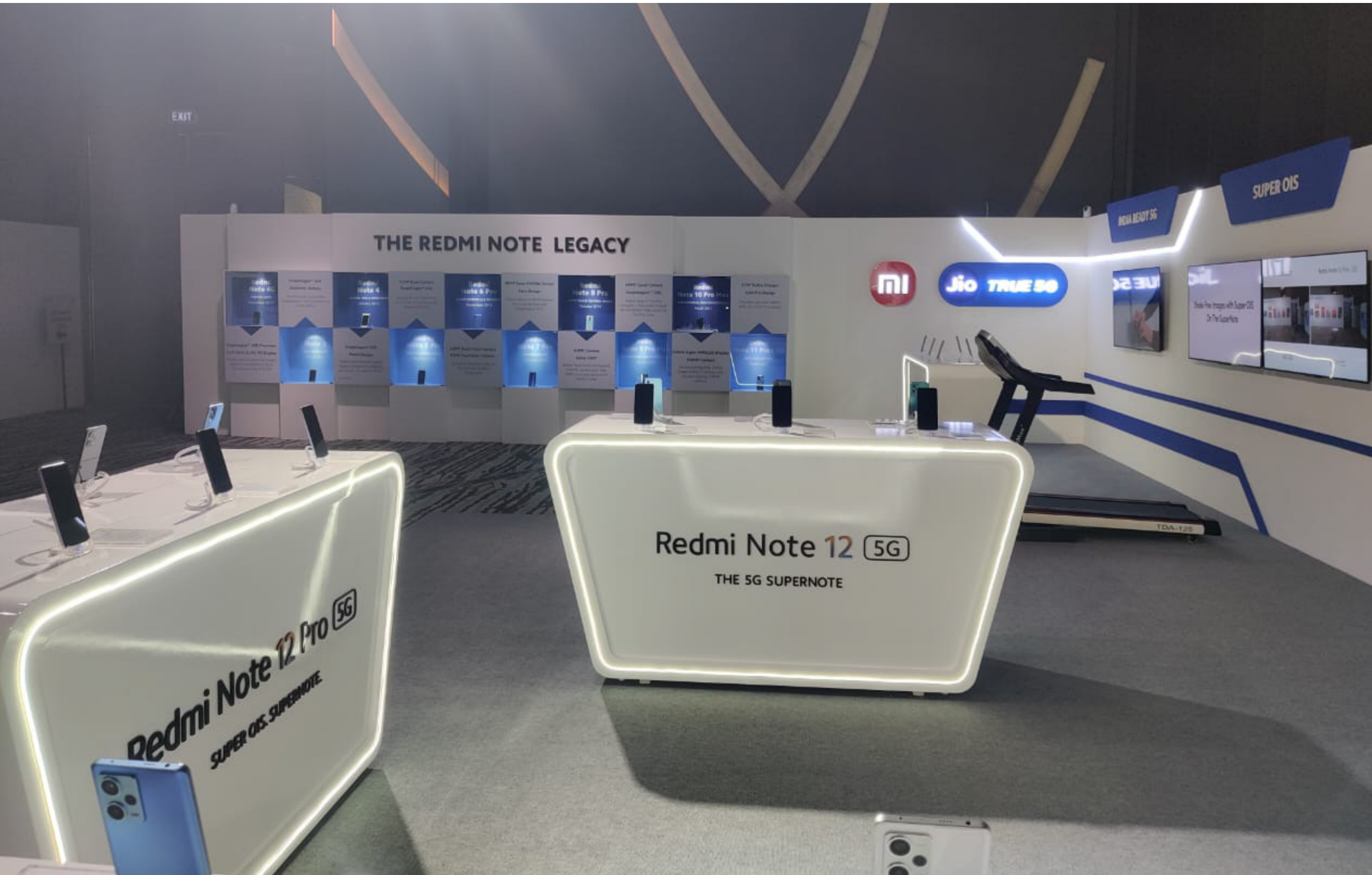




**OUR EXPERIENTIAL  
MARKETING SERVICES  
FORGE AUTHENTIC  
CONNECTIONS, WHILE  
B2B DIGITAL MARKETING  
DRIVES PERFORMANCE  
MARKETING AND BRAND  
AMPLIFICATION.**









**OUR CONTENT  
STUDIO SPECIALISES  
IN WRITTEN CONTENT,  
VISUAL ASSETS,  
VIDEOS, ANIMATIONS,  
INFOGRAPHICS  
AND MORE.**









**AT NEONICHE,  
WE BRING TOGETHER  
STRATEGY, CREATIVITY,  
INNOVATION AND  
OPERATIONAL  
EXCELLENCE TO DELIVER  
EXCEPTIONAL RESULTS.**



[www.neoniche.com](http://www.neoniche.com)







# OUR CLIENT ROSTER





## CLIENT SPEAK

It's been great working with the team, very accommodating to our changes including the last minute ones. This helps us believe in your work and makes us more confident of this partnership.

**APAC Marketing Team,**



NeoNiche brought our brand story to life, delivering captivating content that helped us stand out. We're thrilled with the results and look forward to future collaborations.

**India Sales Head**





## CLIENT SPEAK

Working with NeoNiche is always a pleasure. Your innovative ideas and flawless execution elevated our brand presence, helping us connect with our audience at a deeper level.

**Brand manager**

**CoinDCX**

NeoNiche is committed to excellence and their passion for storytelling sets them apart. They skilfully captured our brand's essence, achieving remarkable results.

**CEO**

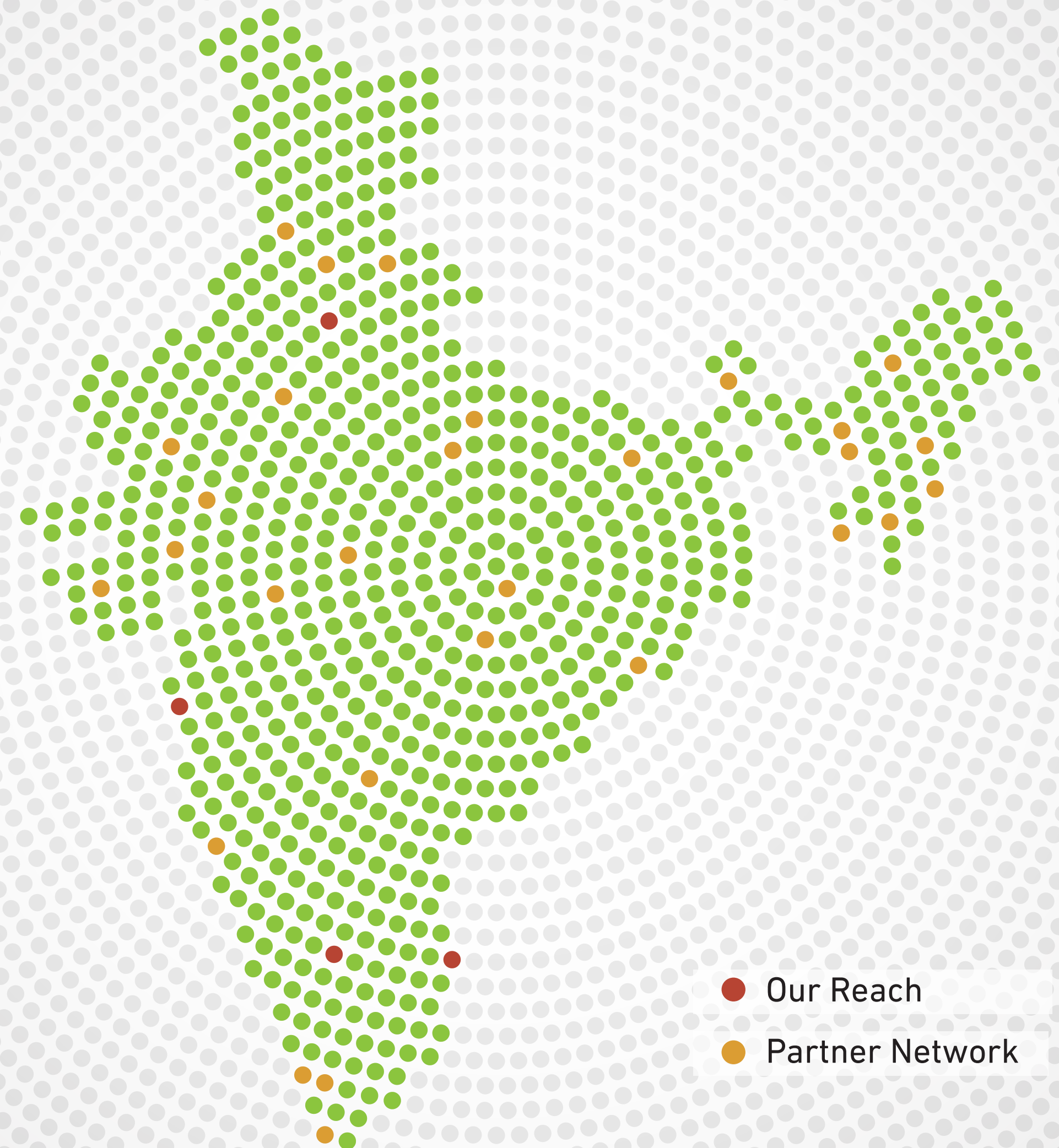
**TESCO**





# OUR REACH & NETWORK

**DISCOVER OUR OFFICES  
IN BENGALURU, DELHI  
AND MUMBAI, STRATEGICALLY  
POSITIONED TO SERVE  
OUR CLIENTS WITH UTMOST  
DEDICATION AND PROXIMITY.**



# NEONICHE OFFICES



## MUMBAI

101A, 1st floor, DTC Building,  
Sitaram Mills Compound,  
N. M. Joshi Marg, Lower Parel,  
MUMBAI - 400 011, India.



## DELHI

C 585, LGF,  
Defence Colony,  
NEW DELHI -  
110 024, India.



## BENGALURU

467/468, Shri. Krishna  
Temple Rd, Indiranagar,  
1st Stage, BENGALURU -  
560 038, India.



# EXTENSIVE PARTNER NETWORK

Our Extensive Network of Offices in India ensures effective cost optimization along with maintaining a standardized quality. Our Partner Network spans 30+ locations from

LUDHIANA | CHANDIGARH | DEHRADUN |  
JAIPUR | UDAIPUR | JODHPUR | LUCKNOW |  
KANPUR | PATNA | RANCHI | KOLKATA |  
GUWAHATI | BHUBANESWAR | BILASPUR |  
RAIPUR | INDORE | BHOPAL | AHMEDABAD |  
RAJKOT | SURAT | NASHIK | PUNE | NAGPUR |  
GOA | HYDERABAD | KOCHI | COIMBATORE |  
TRIVANDRUM | GANGTOK | SHILONG |  
KOHIMA | IMPHAL | AGARTALA | PUNE |  
NAGPUR | GOA | HYDERABAD



# GLOBAL PARTNER NETWORK

Strategic Global Alliances across strategic locations to provide world-wide coverage.

NeoNiche has established a robust global partner network, enabling us to seamlessly deliver uniform experiences

NEW JERSEY | SAN FRANCISCO | NEW YORK | LONDON |  
JOHANNESBURG | DUBAI | COLOMBO | DHAKA | HONG  
KONG | SHANGHAI | BEIJING | TAIPEI | KUALA LUMPUR |  
SINGAPORE | SYDNEY







**CREATING REMARKABLE EXPERIENCES**