



# BTL ACTIVATION

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CONCEPT BY - COCONUT EVENT



# ABOUT US

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Coconut Event has over decade of experience in building Go-to-Market approach in emerging markets. Our interventions help brands to tap into the latent consumer demands through our outreach, activation thereby connecting to the aspiring India.

We offer the intelligence to find or create valuable audiences, the power to engage them most effectively and efficiently, and the ability to create desired marketing outcomes.

Our key responsibilities are right from conception to completion. The diverse skill & considerable experience within the personnel is what really gives us ability to stand out from the crowd & we ensure that your events do the same.

And the legacy continues... We assure to deliver the high end and exclusive event management services to achieve complete customer satisfaction.

# ACTIVATION SECTOR

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## MOVIES

- When it comes to the movie industry, this marketing channel offers some of the most interactive and imaginative promotional strategies around.

## CONCERTS

- The primary purpose is to announce about what is an experience of an extravaganza concerts happening around your cities.

## CORPORATE

- Temporary methods to improve sales by attracting new customers and encouraging existing customers to purchase more

## MEDIA

- Channel serial promotion & cities tour. Great engagement activities to create buzz for the upcoming.



# MOVIES

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CANTER | AUTO BRANDING | STANDEES | POSTERS | BANNERS | LEAFLETS DISTRIBUTION  
TRICYCLE | NEWSPAPER INSERTS | T-SHIRT | CAR & BUS BRANDING

# CANTER



Movie promotion through canter and auto branding is the best way to reach maximum crowd. This promotion was executed for a month in every city of Gujarat.



# AUTO BRANDING





# STANDEE



Standees can be placed at different outlets while Posters can be stuck in market area or any crowded places. 15 days before movie release we start promotion.

# POSTER



# BANNER

# LEAFLET DISTRIBUTION

Outdoor banners are the perfect way to get movie recognition and expose your message to your target audience, same goes with leaflet distribution it's easy to distribute amongst local crowd. 15 days is enough to cover the entire area of all the cities.





# TRI-CYCLE

# NEWSPAPER INSERT

Tri-cycle is the cheap medium to cover the maximum area of target audience . Whereas the newspaper insert provide information at your doorstep. All such activities occurred 15 days prior to the release.





# T-SHIRT



T-shirt allow easy interaction with customer and crowd can easily spot them for any inquiry or ask for help. Using public transport or vehicle branding is eye catching as well as engaging . This activity is done prior to release.

# BUS & CAR BRANDING





# CONCERTS

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CANTER | AUTO BRANDING | STANDEES | LOOKWALKER | POSTERS | DANGLERS | PILLER  
VEHICLE TAGS | LEAFLETS DISTRIBUTION | TRICYCLE | BUS SHELTER | NEWSPAPER INSERTS  
T-SHIRT | STALLS | BIKE RALLY | CONTEST | DROP DOWN | SIGNAGE ACTIVITY

# CANTER

# AUTO BRANDING

Canter roam to all the areas of your target audience with basic PA system while Auto Branding includes the 4\*6 creative at the back. This Activity is run 30 days before your actual day event.





# STANDEE



Look walkers walks with the audiences to grab their attention. It is commonly used in European Countries and now it covers mainly the metro cities of India  
Standeers can be placed at different outlets in market area or any crowded places. 15 days before the concert we start promoting.

# LOOKWALKER





# DANGLERS

# POSTER



Danglers is a clever marketing ploy. Customers get news on offers and discounts at a glance, and businesses get to sell more tickets.

Posters can be stuck in market area or any crowded places. A month prior to concert these activities are executed.





# PILLAR



This movable backlit Pillar is 12\*2 in size and can be moved to different target areas to grip the attention.

Vehicle Tags is one of affordable marketing ideas which ensure maximum hand to hand publicity. We started these marketing 3 weeks before the event.

# VEHICLE TAGS



# TRI-CYCLE



Tri-cycle is the affordable medium to cover the maximum area of target audience . Whereas Leaflet distribution is an easy method to distribute amongst local crowd. 15 days is enough to cover the entire area of all the cities.



# LEAFLET DISTRIBUTION





# BUS SHELTER

# NEWSPAPER INSERT

Bus Shelter Ads are a great local campaigning tool. They are on the ground and speak to a local audience – with the added benefit of being affordable enough to alter (and increase relevance) for different locations.

Whereas the newspaper insert provide information at your doorstep..





# T-SHIRT



T-shirt allow easy interaction with customer and crowd can easily spot them for any inquiry or ask for help.  
A market stall is a great way to connect with people on a personal level.  
These branding techniques can be done 2 weeks before the event.



# STALL



# BIKE RALLY



Bike Rally and Contests are run hand in hand before one week of the concert. These activity not only inform people about the event but also create buzz amongst them.



# CONTEST





# DROP DOWNS

Drop Downs placed in malls can be tailored to suit the tastes, preferences and buying pattern of shoppers of that region. This is one more application of hyper local marketing through shopping malls. Whereas, Signage attract more people and inform about the event happening.



# SIGNAGE ACTIVITY





# CORPORATES

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CLIENTS – REAL ESTATE | CONSUMER GOODS | FINANCE | PHARMA | AUTOMOBILE



# REAL ESTATE – MALL ACTIVITY



NEW HAVEN TATA VALUE HOMES - Advertisements in malls are positioned at just the correct level to provide excellent view for maximum visibility and awareness. Innovative mall advertising ideas can add to the overall appeal. We had an amazing responses from the customers.



# REAL ESTATE – STALL INSTALLATION

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# CONSUMER GOODS – STALL INSTALLATION



SANDOITCHI & THE BUN BISTRO - The main advantage of a stall is that customers can pick and choose exactly the varieties and amounts they want. This means that you are more likely to appeal to a wider range of customers and can supply a much wider range of foods



# FINANCE – CANTER ACTIVITY

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JANA BANK - Effectively to build brand and brand loyalty through various TA specific activities; Create Interest, Creating brand loyalty to ensure that the service provided to them are of their benefits. Stimulate Demand - The right promotion can drive people attention to services. Reinforce the Brand to use promotion to help build a strong relationship that can lead to becoming a loyal customer



# PHARMA - STALL FABRICATION

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ZOETIC & PFIZER - In B2C exhibition provide a wide range of interaction with their targeted audiences. Creative stall installation catches the eye and interest of people. With different size and frame these stalls are built .

# AUTOMOBILE – CAR DISPLAY

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VITANA BREEZA CREATA - Canopy setup at Corporate Buildings. Display cars with Registration desk and promoters to explain about the Brand.



# AUTOMOBILE – CANTER ACTIVITY

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MARUTI - Canter activity for one month all over Goa. Car was mounted on Canter to roam in given routes. Sales team and promoters were assigned to execute the whole activity.





# MEDIA

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CHANNEL | SERIAL PROMOTION | CANTER

# MEDIA – SERIAL PROMOTION

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COLORS – Dil se dil tak serial promotion in Rajkot City. Celebrity visit - Rashmi Desai the starring of the TV Series was present for the promotion.

# MEDIA – MELA ACTIVITY

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COLORS – Colors ki rangeen duniya was a promotional activity from channel side to promote all serials of the channel in one platform. Dancing, singing, magicians and emcee to host the show. It also included health Check up for the people.



# MEDIA – CANTER ACTIVITY



COLORS – Ishq mein marjawan & Tu Aashiqui Canter activities in societies all over Gujarat city for 15days. Games were played in between like Aunty boli lagao boli, Tic-tak-toe, Alternative seating arrangement to watch the event etc.





# CONTACT US

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YouTube - <https://www.youtube.com/channel/UCj3l2XVwLFksl6OpVBhOYjw>



**THANK YOU !!**

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