



Empower Your Brand  
With Most Trusted  
Brand Empowerment  
Company

## ONLINE

## OFFLINE



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# About Us

**Veracious Creators** is equipped with a team of trained professionals and latest technology for Digital Marketing, Trade Marketing & Experiential Marketing Solutions for PAN India.

We have a team of experienced and trained professionals whose Brand Empowerment services in PAN India are best in the industries such as IT, HOSPITALITY, TOUR & TRAVEL, MEDIA, REAL ESTATE, FMCG and many more. We focus on providing the best branding solution to enhance your online & offline presence, and making the right positioning of your brand so as to generate the highest return on investment.

## WHAT WE DO

### Choose Veracious Creators as your Branding Partner

#### ● Specialised & Customised Service

We help you widen your customer base with targeted and cost effective marketing campaigns. Our Brand Empowerment services are highly acclaimed and our long list of clients who prove our ability to craft the right experiences for your customers.



#### ● Complete Digital Marketing Plan

Splitting your marketing needs across the different digital marketing firms is not only tedious and time consuming, We at **Veracious Creators**, offers a wide range of services designed to cater each and every aspect of your online presence.

## ● Complete Trade Marketing Plan

Veracious Creators provides one-stop solution for portable, reusable, economical set ups for Brand Promotion Activities.

Our dedicated team works in designing, developing so as to deliver premium quality of brand promotion activation setups, which are designed entirely for numerous BTL activities.

Be it Mall activations, Corporate activations, RWA branding, Dealer activations, or miscellaneous BTL marketing activities; our versatile activation setups will give your brand an ideal platform to communicate with and charm your target group.

Our multi-purpose brand promotion setups can be reused for various BTL marketing activities and innumerable times as well. They are flexible in size, which makes our brand activation setups adaptable. Despite their versatility, our brand activation setups are portable and user-friendly.



## ● Complete Experiential Marketing Plan

### Exhibition- An Important Part of Marketing

There are different ways of marketing and promoting your business. Some of the marketing ways are more traditional and some other have gone digital. Every strategy has its own benefits. One such marketing tool for promoting your business is exhibitions.

Exhibitions have become a great platform to directly interact with your existing and potential customers. It is one of the best ways to interact and form networks that will prove beneficial for your business. The exhibition is one such event that helps you to deal with your other businesses as well as your customers.



### WHY CHOOSE US

## Save Time & Effort With the Veracious Creators

### ● One Stop Solution

Digital solution provides a one-stop solution for all the online marketing techniques which include search engine marketing, social media marketing, online advertising and many more.

### ● Connect with us

We work not only to bring your brands to market their products and service, but also allows for online customer support from Morning 10:00 to Evening 6:30 to make customers feel supported and valued.

### ● Advertisement

Audience engagement will be calculated based on the total number of social interactions and the number of responses. This sheds light on how well your audience sees you and their ability to collaborate.

# Our Mission

We are on a mission; a very challenging mission.

Yes, you got it right.

We are on a mission to build a long-term relationship with you and become your branding partner. To make a relationship last long, a strong connection is the key. Knowing each other, building a consistent approach, understanding your offerings in-depth, and be an integral part of your Marketing team, will help synergize our efforts to launch a influential **Brand Empowerment Solution**.

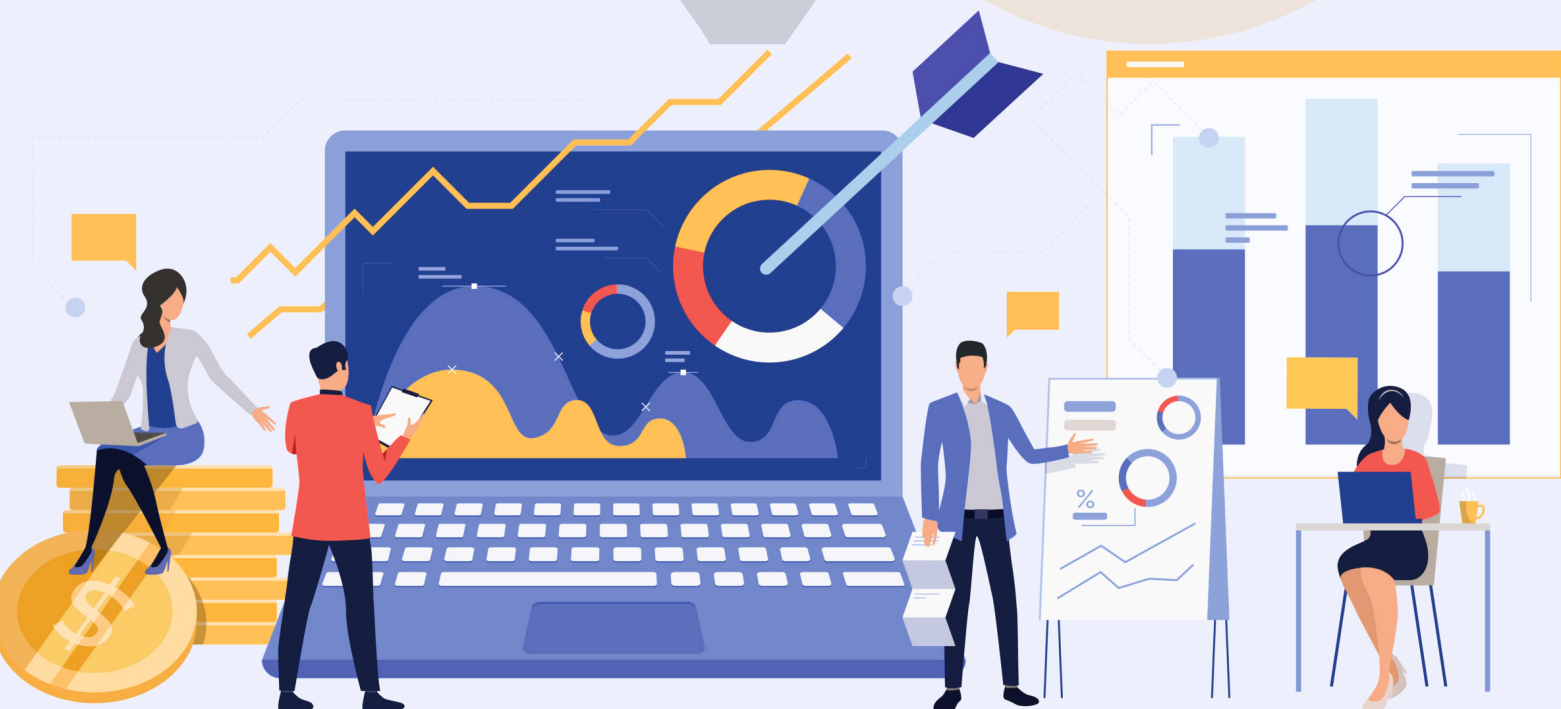


# Our Vision

To be the world's most trusted partner for Quality Assurance.

# Our Values

- We are a global family that values diversity.
- We always do the right thing. With precision, pace and passion.
- We trust each other and have fun winning together.
- We own and shape our future.
- We create sustainable growth. For All.





**Managing your  
brand is not**

**a singular event but a continuous process.**

**We at Veracious Creators make  
this possible for you.**

“ If you don't give the market the story to talk about, they'll define your brand's story for you. ”

-David Brier

“ Your brand is the single most important investment you can make in your business. ”

-Steve Forbes

- Strategic Alliance
- Design & Development
- Content Marketing
- Creative Team
- Digital Marketing
- Trade Marketing
- Video Editor
- R&D Team

# Website Designing & Development

## Base of every Digital Marketing Activity

- ✓ Micro Website
- ✓ Customized Website
- ✓ Static Website
- ✓ Dynamic Website
- ✓ E Commerce Website

### What You Get

- ✓ Mobile FRIENDLY Responsive Website
- ✓ Clean layout for easy navigation
- ✓ Enhanced HTML5 J-Query Interfaces
- ✓ SEO friendly design
- ✓ Ability to embed Video space & PDF files
- ✓ Ability to embed social media & sharing widgets
- ✓ Guaranteed W3C standard compliant
- ✓ Cross browser compatible



- + Core PHP
- + Wordpress (CMS)
- + Codeigniter (MVC)
- + Laravel (MVC)
- + Cake PHP (MVC)
- + Scripting Language
- + Wix (Customization)
- + Duda
- + HTML5
- + Graphic Designing
- + Animated Video

Angular JS, React JS,  
Node JS, Sass

## Website Maintenance | Redesigning | Hosting | Email Solutions

### What You Get

- ✓ Employee Management
- ✓ Attendance Monitoring
- ✓ Internet Mailbox
- ✓ Department Creation & Management
- ✓ Sales Management
- ✓ Performance Monitor
- ✓ Invoice Generation
- ✓ News Update & Notification
- ✓ Account Management
- ✓ Admin & Sub user Management
- ✓ Web Based Solution



## Animated Video

- ✓ Less Costly as compared to real video
- ✓ Easily conveys the message

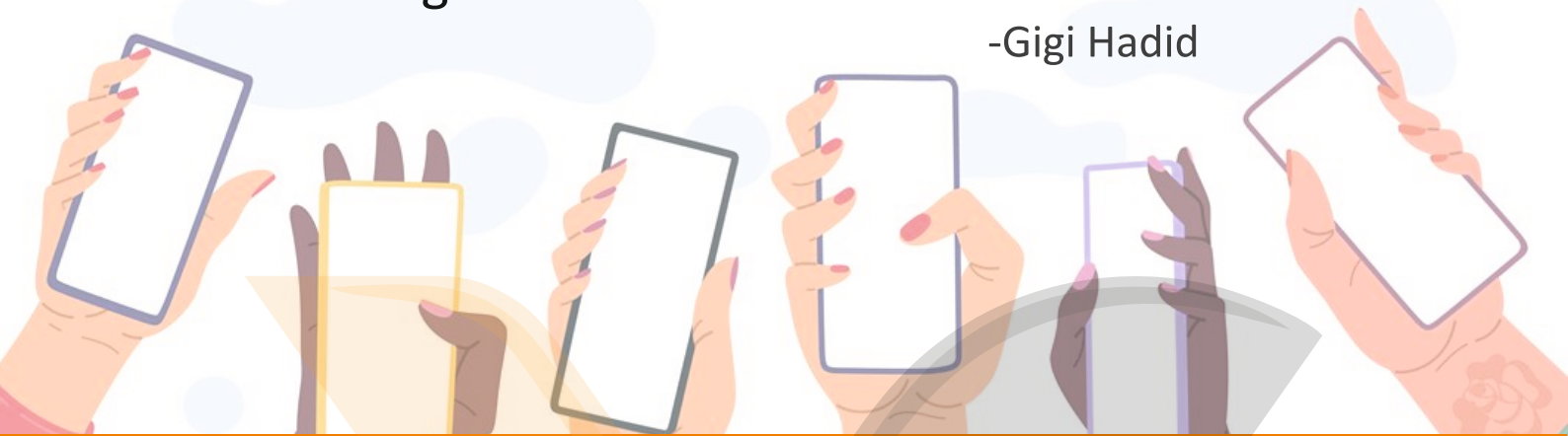
Corporate Video  
Sales Video  
Promotional Video  
Animated typography videos

# The Rise of Social Media

With the increasing percentage of internet users the world has crossed 4.55 billions of active social media users.

“We get to live in a time that we get to use social media as a tool.

-Gigi Hadid



6.4 billion people using smart phones.

92.1% of social media accessed via mobile devices.

4.55 billion  
active social media users.



Over 8.1 billion active internet users.

 = 10,000,000 people

Over 2 billion  
people visit YouTube each month.

# SOCIAL MEDIA MANAGEMENT

We aim at creating brand awareness, initiate & encourage consumer interactions & also look after the reputation management.

Social Media Management means managing your all social media profile like Facebook, Twitter, Instagram etc in an integrated manner. It includes continuous updates about your brand.

## What's included in SOCIAL MEDIA MANAGEMENT

- ✓ **SOCIAL ACCOUNT SETUP**  
*Developing business pages on different social media platforms.*
- ✓ **SOCIAL MEDIA STRATEGY**  
*Positioning and targeting on social media*
- ✓ **SOCIAL MEDIA PLAN**  
*Social Media Calender in accordance with strategy*
- ✓ **CONTENT CREATION**  
*Copy, image, GIF, video, slideshow and canvas*
- ✓ **POSTING**  
*Tracking the best time to post through software*
- ✓ **SOCIAL MEDIA LISTENING**  
*Tracking the brand mention and responding to them*
- ✓ **BUSINESS PAGE OPTIMIZATION**  
*Optimizing the page to get higher rank in relevant categories*
- ✓ **INCREASE NETWORK POPULARITY**  
*Increasing fan base in targeted audience*
- ✓ **KEY PERFORMANCE METRICS REPORTING**  
*Visual report showing analytics to make easy strategic decision*
- ✓ **SPAM MONITORING & REPUTATION MANAGEMENT**  
*Removing abusive comments and decreasing spam & War-room facility when brand faces any challenging situation.*
- ✓ **FACEBOOK APPS DEVELOPMENT**  
*Apps development to integrate other social media accounts, contact us form, feedback form on fb*
- ✓ **INDUSTRY AND KEYWORD RESEARCH**  
*To create relevant ads and specific targeting*
- ✓ **CREATIVES DEVELOPMENT**  
*Creatives that are catchy and follow norms of advertisement on SM*
- ✓ **CAMPAIGN MANAGEMENT**  
*Creating Ads set and campaign*
- ✓ **MEDIA BUYING**  
*Improving ROI*
- ✓ **REMARKETING PIXEL DEPLOYMENT**  
*To increase conversion*



# SEARCH ENGINE MARKETING

Apart from specialized social media management, we offer integrated campaigns that includes digital media tools to maximize the impact & generate more ROI to the clients.

## Content Marketing

Through content marketing we aim to create, publish & distribute the content for a specific targeted audience. This service focuses on attracting and generating leads for a business & creating brand awareness.

What's included in CONTENT MARKETING

**BLOGS  
WRITING**

**VIDEO  
CREATIONS**

*ProductPresentation/RealCharacters  
2D&3DAnimation/Cinematography*

**INFLUENCER  
MARKETING**

## PLATFORMS ON WHICH WE HAVE EXPERTISE

WE CONNECT YOUR BUSINESS WITH ALL MAJOR SOCIAL MEDIA PLATFORMS



Facebook



Twitter



Google My  
Business



You Tube



Pinterest



Instagram



Linkedin



PointsOnly

ALONG WITH ABOVE, OTHER DIGITAL PLATFORMS WHERE WE HAVE EXPERTISE  
IN MEDIA BUYING AND PLANNING



SEARCH ENGINE



MARKETING



TARGET GROUP



CONTENT



LINKS



RANKING

# Trade Marketing & BTL Designing

Our Trade Marketing & BTL stall designs combine the creativity of a unique space concept that is aligned to your marketing strategy with Trade Marketing & BTL features.

## Trade Marketing

Our complete solutions for Trade Marketing and rich experience helps deliver the right choice of Trade Marketing design at the right place, time and a competitive budget. You can be rest assured to have the best show ever. Our in-house team of Trade Marketing designer in Delhi understands specific needs of different industries and following a detailed briefing from you will create concepts to cater to your show objective.

### Advantages of Trade marketing

- ✓ Increase the market presence of your product.
- ✓ Competitive edge.
- ✓ Secured future for your business.
- ✓ Improved reachability.
- ✓ Suitable for both small and big business.
- ✓ Consistent profitability.
- ✓ Trade marketing is the best option for products which don't require upgradation.

## BTL Designing

**Veracious Creators** Brand Activation designs develop and deliver premium brand activation setups designed categorically for numerous BTL activities. Be it Mall activations, Corporate activations, RWA branding, Dealer activations, or miscellaneous BTL marketing activities; our versatile activation setups will give your brand an ideal platform to communicate with and charm your target group.

**Whether you are promoting indoor or outdoors, there is an BTL Design for every need! Some of its key features include:**

- ✓ Designs customized to your needs
- ✓ Reusable - scale up to multiple locations
- ✓ DIY set up - required no technical skill
- ✓ Compact packaging - saves transit cost

## Best Trade marketing strategies



## Effective Brand Promotion Activities



- ✓ Spares and service available
- ✓ Transparent pricing - No incidental costs
- ✓ Quick set up - Ideal for last minute installations
- ✓ 100% Prebuild promise

# Experiential Marketing

## Experiential Marketing: Taking Your Business to the Next Level

### Experiential Marketing

**Veracious Creators** is an independent, award winning Experiential Marketing Agency. A boutique agency with larger agency resources combined to deliver amazing customer service and creativity with seamless execution. We host in-house Creative, Event Technology, Sponsorship and Staffing departments. A start in on-site customer acquisition programs and data capture has laid the groundwork for us to deliver measurement and ROI.

Experiential Marketing is a marketing discipline aimed at immersing consumers in a brand through a memorable, sensory experience. Most often Experiential Marketing campaigns exist in a live footprint, but the industry has evolved to include digital brand engagements. Similar terms include Event Marketing, Sponsorship Activation, Live Marketing, Special Events, Field Marketing and Brand Activation.



### The Evolution of Experiential Marketing



### Experiential Marketing, Defined - and Examples to Inspire You

*At its core, experiential marketing is all about immersing consumers in live experiences.*

*Events can be part of a larger experiential campaign, like the grand opening of a pop-up shop. Smaller brand activations can exist in individual experiential activations like on-site art installations.*

*To better define experiential marketing and understand when you should - and should not - use the strategy. There are several, but here are just a few benefits of experiential marketing:*

- 1. Personalized engagement**
- 2. Stronger connection between product and emotion**
- 3. Creation of a positive touchpoint**
- 4. Social shareability**

## Head Office:

H-17/254 3rd floor  
above Peter England Showroom  
Rohini Sector 7 Opposite Metro Pillar no 423  
Near By Rohini West Metro Station  
New Delhi 110085

## Manufacturing Plant:

74, DSIIDC Sheds, Scheme-1  
Okhla Industrial Area Phase-II  
Delhi 110020

## Canada Office:

Apt# 307, 150 Dorval Ave., Dorval,  
Quebec, H9S 3H1.  
Ph. +1 (514) 582-1549

Lets Meet up for a

# Coffee

and Talk about  
your brand positioning.



— BRANDING WITH INNOVATION —  
ОБЪЕДИНЕНИЕ СЪЗДАТОРС

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We believe in

# DELIVERING

the best  
Brand

# Empowerment Solution