



PRIME PIXEL MEDIA PVT. LTD.

SHOW OF THE VALUE OF YOUR BRAND



ABOUT US:

Hello there! Welcome to Primepixel Media, where vibrant ideas meet impactful execution. We're a passionate team headquartered in the heart of Kolkata, dedicated to propelling your brand forward and transforming your business vision into a tangible success story. Think of us as your strategic partners, your creative powerhouse, and your dedicated support system, all rolled into one. With years of collective experience navigating the dynamic landscapes of marketing, media, and event management, we've honed the art of connecting brands with their audiences in meaningful and memorable ways. We understand that in today's fast-paced world, making a genuine connection is everything.

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Our Mission

To be the catalyst for your brand's evolution. We empower businesses with integrated, results-oriented marketing, media, and operational solutions that amplify visibility, foster engagement, and drive measurable growth. We're here to help you not just reach, but captivate your audience.



Our Vision



To be Kolkata's leading and most innovative solutions partner, recognized for our creative excellence, strategic thinking, and unwavering commitment to delivering exceptional value. We aim to set new standards in client success and build lasting relationships founded on trust and mutual achievement.

What We Bring to Your Table:

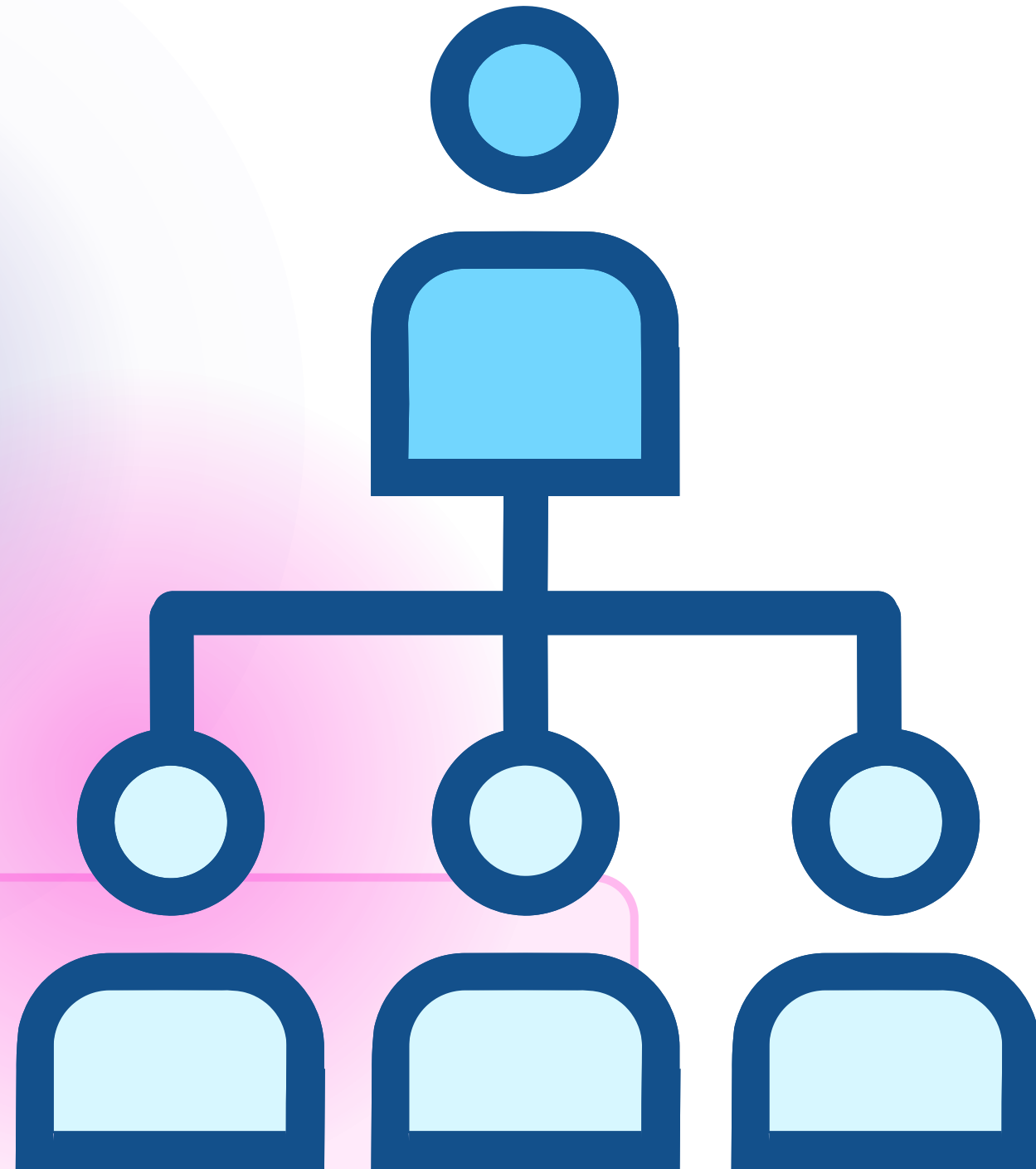
At Primepixel Media, we offer a comprehensive suite of services designed to cover every facet of your brand's journey and operational needs. Whether you're looking to make a splash with:

- **Marketing & Brand Activation:** From corporate and market activations to engaging mall promotions, dealer and RWA activations, and impactful social campaigns.
- **Advertising & Media Planning:** Crafting compelling brand identities and strategic media placements.
- **Corporate Events & Experiential Marketing:** Designing unforgettable corporate events, roadshows, roundtable discussions, and insightful mystery shopping experiences.
- **Business & Operational Services:** Streamlining your operations with manpower planning, real estate and property management, hotel & restaurant operations, and even fabrication for your infrastructure needs.
- **Bespoke Event & Interior Services:** Curating stunning weddings, social events, and transforming spaces with innovative interior designing.

We are passionate about creating strategies that resonate, activations that engage, and experiences that leave a lasting impression.



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Let's Connect!

Ready to take your brand to the next level? We'd love to hear your story and discuss how Primepixel Media can help you achieve your ambitious goals. Let's collaborate and create something truly remarkable together!

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ATL

Hoarding and Billboard Branding

Advertising on Hoardings and Billboards

These large-scale ads on hoardings and billboards have grown everywhere from the smallest towns to the greatest cities, offering a strong setting for brands and corporations to communicate with their target consumers. Even the most disinterested pedestrian may be drawn in by these kinds of advertising due to their vivid colours, big font sizes, and clear message delivery.

Hoardings are big outdoor boards that may be seen on buildings in busy places like highways, train stations, malls, and commercial centres. Billboards are another efficient form of advertising that is often positioned along major highways and roads. Both hoardings and billboards provide a powerful technique to reach your target audience as much as possible.

They are visible from a great distance, engaging even people who would not often be exposed to traditional types of advertising. Because of this, companies of all sizes are using their influence to promote their goods and services as far as possible.



Balloon Branding / Balloon Advertising

Balloon Branding or Balloon Advertising in India has emerged as an innovative and eye-catching form of Advertising. This unique strategy involves the use of giant, customized Balloons to promote brands and messages. Balloon Advertising in India has gained popularity due to its ability to capture attention, create a memorable experience, and effectively convey brand messages to a wide audience. The visual impact and uniqueness of Balloon Advertising make it an ideal choice for brands looking to make a lasting impression in a competitive Indian market.

Balloon Branding in India has witnessed significant growth and acceptance across various cities in India, making it a popular choice for both small and large businesses. The appeal of Balloon Advertising lies in its versatility and ability to create a visual spectacle that stands out from traditional Advertising methods. These Balloons can be strategically placed in high-traffic areas, outdoor events, or specific locations to maximize visibility. Additionally, they can be customized to reflect the brand's identity, ensuring consistency and reinforcing brand recognition.



Balloon Branding / Balloon Advertising

Balloon Branding is a form of Advertising that utilizes giant, customized Balloons which are typically made of durable materials and are available in various shapes, sizes, and colors. Balloon Advertising involves printing or painting the brand's logo, message, or artwork directly onto the Balloon's surface, creating a visually striking and attention-grabbing display. The larger-than-life size of these Balloons enhances their visibility, ensuring that the brand's message stands out in crowded environments. This helps in building brand recall and creating positive associations with the brand.

The major cities in India, such as Mumbai, Delhi, Kolkata, Chennai, Bengaluru, Hyderabad, Pune, Jaipur etc. have witnessed a surge in Balloon Branding Campaigns. From product launches and store openings to corporate events and festivals, Balloons have become a go-to choice for brands seeking to create a buzz and generate brand awareness. These giant Balloons, with colorful designs and logos, can be seen from a distance, attracting attention and piquing curiosity. Balloon Advertising has a way of drawing crowds, making it an excellent choice for brands aiming to create a memorable experience for their target audience.



Pole Boards Branding / Advertising on Pole Boards

Pole board branding in India provides a platform for marketers to advertise their brand's products and services and be more visible. It involves placing the advertisements back to back or in a sequence on the street poles to create brand awareness and a larger impact which can be very useful for the brand's success. Pole board advertising in India is often known as lamp-post board advertising.

Pole boards are a regular sight, whether commuting to work, a long distance on a highway or just going for a walk through a busy street. By placing your company's name, logo, and contact information on a board, you can create a powerful visual presence that will attract new customers and help grow your business. This type of advertising is especially effective in high-traffic areas, such as near busy intersections or along major roadways.

Pole board marketing in India is a great way to connect with customers in a desired area. It is an effective way for many companies across several sectors. These boards are one of the most efficient and cost-effective marketing tools available to small businesses.



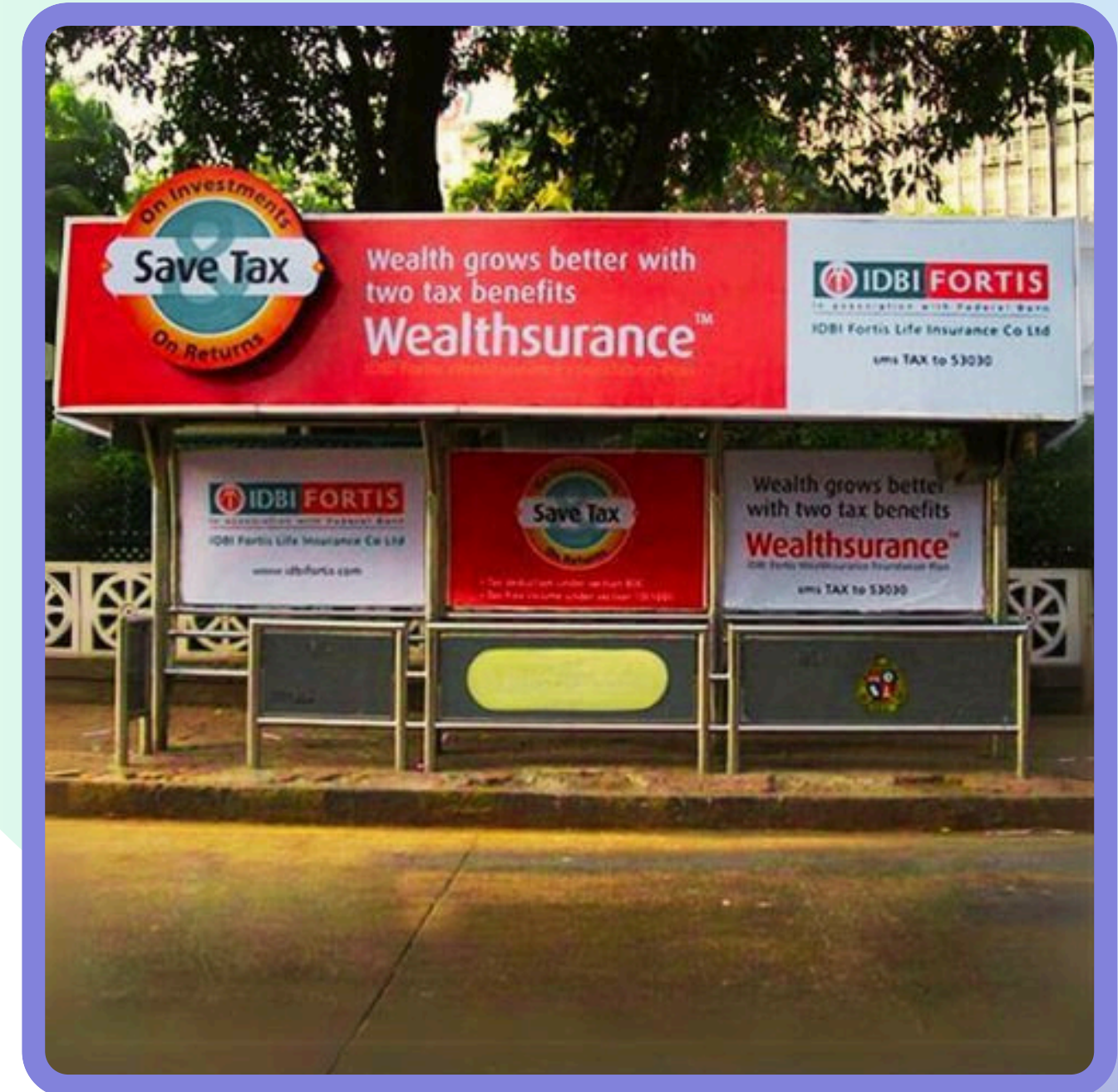
BTL

Bus Shelter Advertising

India's bus shelter advertising proves to be beneficial in large-scale situations!

Bus shelter displays are extremely advantageous at times more so than large hoardings. Metro and semiurban residential sectors, which rely on buses for regular transportation, make excellent use of bus shelter advertisements. We have a robust distribution and promoter network and strong tie-ups that can easily help you do bus stop branding in India. Bus shelter branding generally helps in

- **High reach**
- **Grabs the attention of the people on the streets**
- **High conversion rates**
- **This method is very cost-effective**



No Parking Sign Boards

Grabbing people's attention who are bystanders or simply people who are passing by through No parking advertising boards!

The sign boards that say No Parking is probably placed in front of the gates of your colony or society, as well as on bungalow gates and other buildings. These Boards, which are installed on roadways and in public spaces, are intended to transmit essential information to the general population. Our services of placing No Parking boards provide;

- Better visibility
- Easy installation facilities
- Brand Recognition
- Tangible and waterproof boards
- Grabs immediate attention



Look Walker Advertising

This a pathbreaking form of advertising that will definitely catch the attention of your audience!

Also referred to as human billboards, in this form of advertising, individuals or groups of individuals carry LED bulletins on both front and rear sides and move around places where a brand's target audience is present. Look walkers are very effective during evenings because the LED lighting attracts people in the dark.

- **The promotional message is conveyed to the audience directly**
- **They can be viewed at any angle and from a distance**
- **Can be positioned at malls, high-traffic marketplaces and high streets**
- **High-density exposure of a client's advertisement**
- **Innovative OOH ad that leaves an everlasting impact on the crowd**

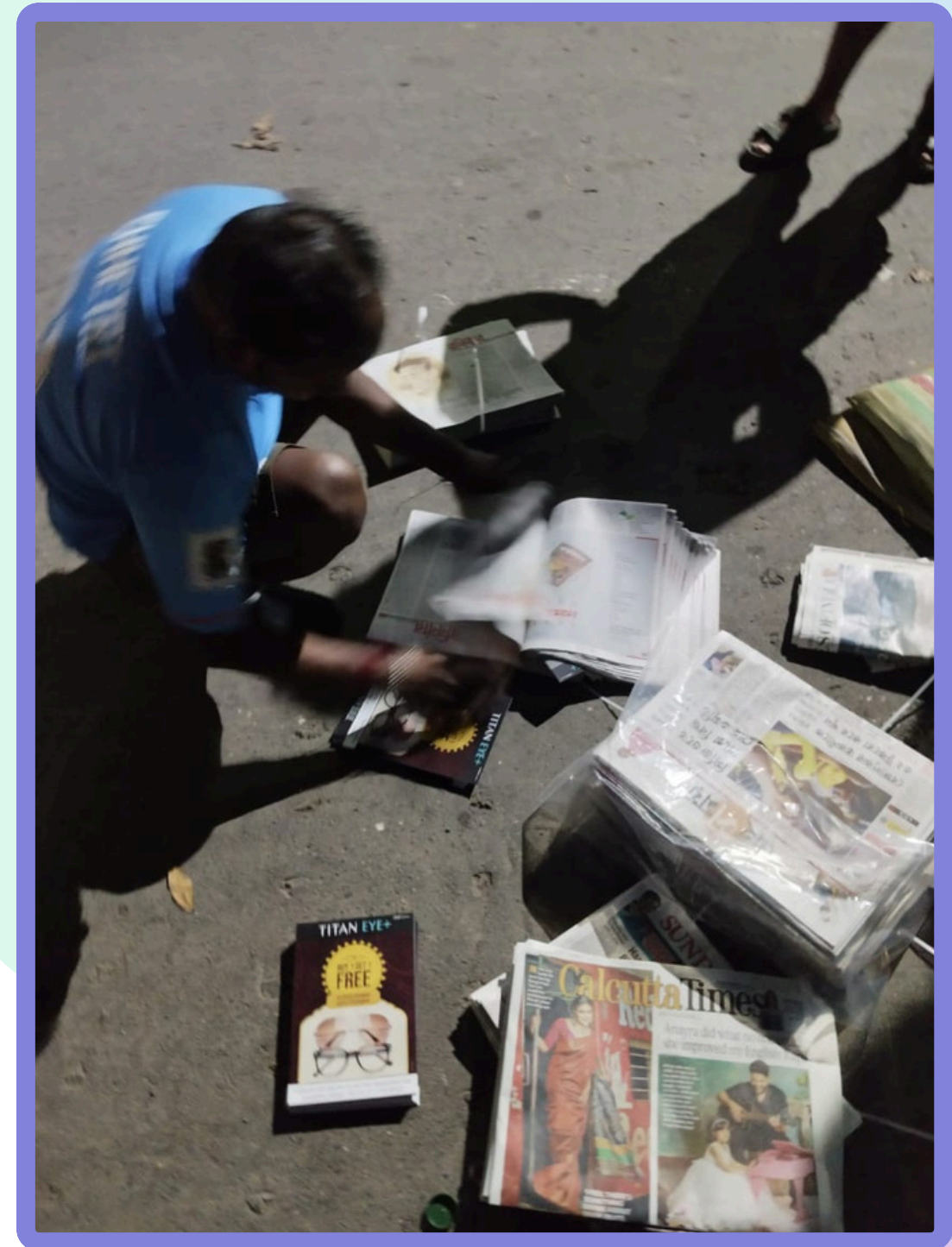


Newspaper Insertion

Deliver your message to the right audience with newspaper inserts!

We at Ginger Media offer full-page inserts, leaflets, flyers and pamphlets included with the distribution of every newspaper issue. These stand-alone ads are suitable for discounts, offers, festive offerings and new product launches.

- **Cost-effective and direct marketing**
- **Stick in consumer homes longer than other media**
- **Experience great visibility and reach a wide audience**
- **Achieve geo-location and target-oriented delivery**
- **Aids in hyperlocal marketing**
- **Enhanced CTA**



Posters and Standees

Make a Bold Impression with Attention-Grabbing Posters and Standees!

Posters and standees can be used to announce promotions, such as discounts, sales, or new products. This can help to generate interest and drive traffic to your business. It used to showcase your products, making them more visible to potential customers. This can help to increase sales. It builds brand awareness by putting your brand in front of a large audience. This can help to create a positive association with your brand in the minds of consumers

- **Posters and Standees offers:**
- **Vibrant visual representation**
- **Targeted communication**
- **High visibility**
- **Location-specific messaging**
- **Instant engagement**



Cinema Advertising

Recognised for its high engagement rate and lowest ad avoidance score!

Offering a 360-degree marketing environment, movie theatre advertising enables a brand to reach a consumer when they are in a relaxed frame of mind. It can take the form of on-screen as well as off-screen branding.

- **Creates excellent visual impact**
- **No room for the audience to flip channels**
- **Viewed as part of the cinema-going experience**
- **Guarantees better attention spans**
- **Offer multiple advertising possibilities**



Tours and Travels

At Heritage Tours and Travels, we invite you to embark on an unforgettable journey through time, where every step is a testament to the rich cultural heritage of our world. As a premier travel agency specializing in Heritage Tours and Travels, we pride ourselves on curating immersive experiences that allow you to delve deep into the fascinating narratives of the past.

Our team of dedicated experts is passionate about heritage preservation and committed to crafting meticulously designed itineraries that showcase the most iconic historical landmarks, hidden gems, and authentic cultural encounters. Whether you're a history enthusiast, a curious traveler seeking to connect with the roots of civilization, or someone simply longing for a transformative adventure, we have the perfect journey waiting for you.

Come, be a part of history with Heritage Tours and Travels, where every trip is an opportunity to make memories that will last a lifetime



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Man power

Whether you're looking for a temporary role or a permanent position, Manpower offers a wide range of listings so you can find the job that perfectly meets your preferences. At the same time, our skills training program helps you advance your qualifications and build your confidence. Manpower is here to help you move from the application process to the interview and, ultimately, to a fulfilling job.



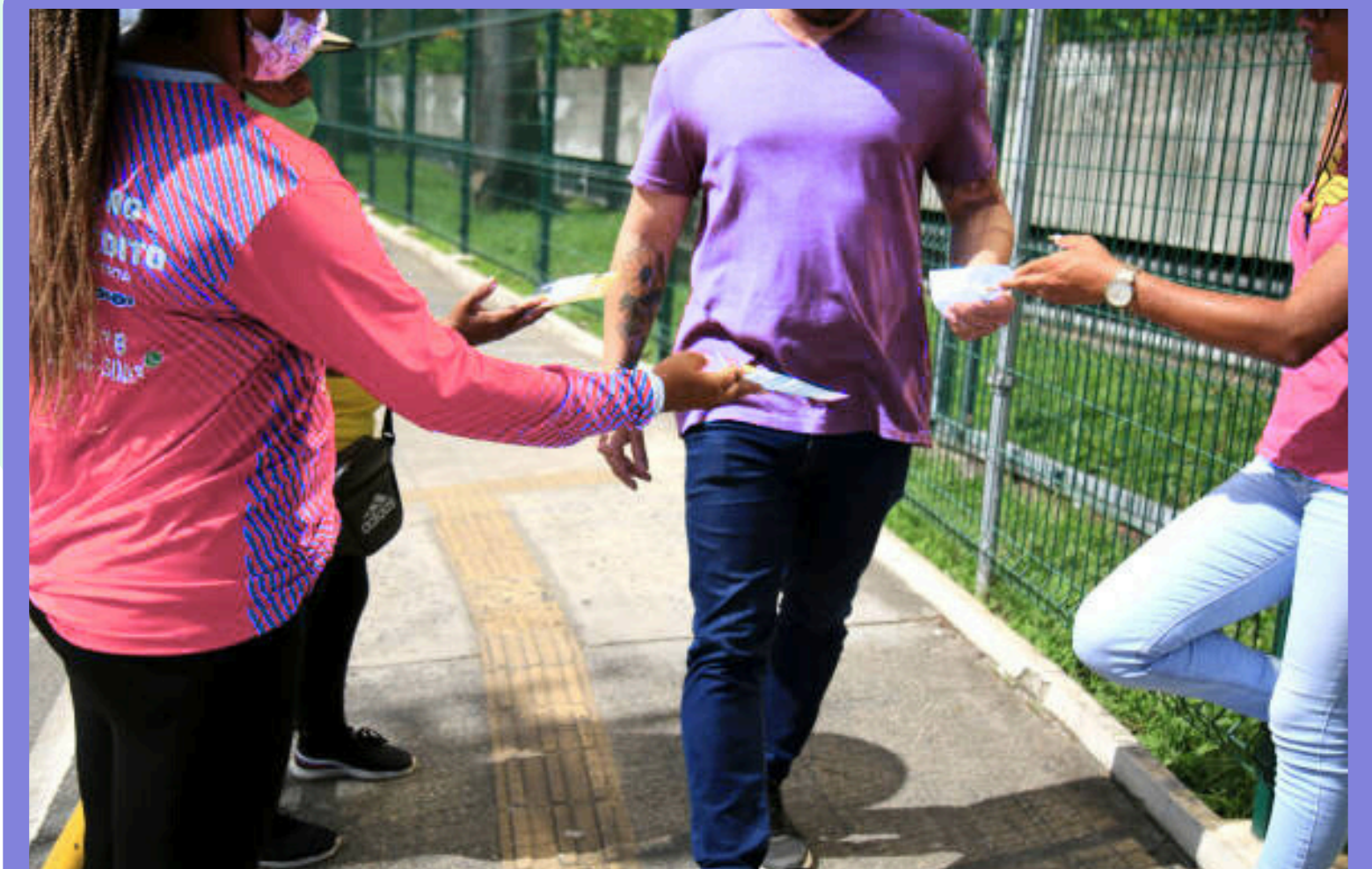
Hospitality

Hospitality, at its core, is the friendly and generous reception and entertainment of guests, visitors, or strangers. It encompasses the art of making people feel welcome and cared for, often through providing services like lodging, food, and entertainment. The hospitality industry, a vast sector, includes businesses like hotels, restaurants, and event venues, all focused on creating positive and memorable experiences for their guests.



Leaflet distribution

Leaflet distribution, also known as flyer or pamphlet distribution, is a marketing strategy that involves distributing printed materials to potential customers. It's a form of direct marketing that can be used to promote products, services, events, or causes by reaching specific demographics or local communities. Leaflets can be distributed door-to-door, handed out in public places, or placed in strategic locations.



Corporate events

Corporate events are organized gatherings hosted by businesses for various purposes, including employee engagement, networking, training, Dealer Meet, Award ceremony and marketing. They can range from internal team-building activities to large-scale conferences and trade shows.



Bus Branding

In bus advertising, buses and their related infrastructure are a medium used by advertisers to reach the public with their message. Usually, this takes the form of promoting commercial brands, but it can also be used for public campaign messages.

- **High reach**
- **Grabs the attention of the people on the streets**
- **High conversion rates**
- **This method is very cost-effective**



Full Bus Branding

In bus advertising, buses and their related infrastructure are a medium used by advertisers to reach the public with their message. Usually, this takes the form of promoting commercial brands, but it can also be used for public campaign messages.

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- **Grabs the attention of the people on the streets**
- **High conversion rates**
- **This method is very cost-effective**



Transit Advertising

Mobile Van Advertising

Putting your brand at different places at different times!

With mobile van display ads, your brand is not limited to a fixed place like in the case of a large hoarding. Based on your target group and specific location, the van moves across the city to promote your brand and make it popular. It is the most effective way of reaching out to a large number of audiences.

- **Long-lasting visual impression**
- **Ability to reach a wide audience**
- **Ideal for targeting local areas and specific markets**
- **Brand awareness and brand recall**
- **Moving billboard**



P3 LED VAN

Advertising That Moves With You.

A moving billboard with a message that shines—our LED P3 van brings your brand to life with high-definition visuals, dynamic content, and unmatched street presence. Whether it's product launches, event promos, or brand awareness, we drive your message exactly where it matters.

- **Long-lasting visual impression**
- **Ability to reach a wide audience**
- **Brand awareness and brand recall**

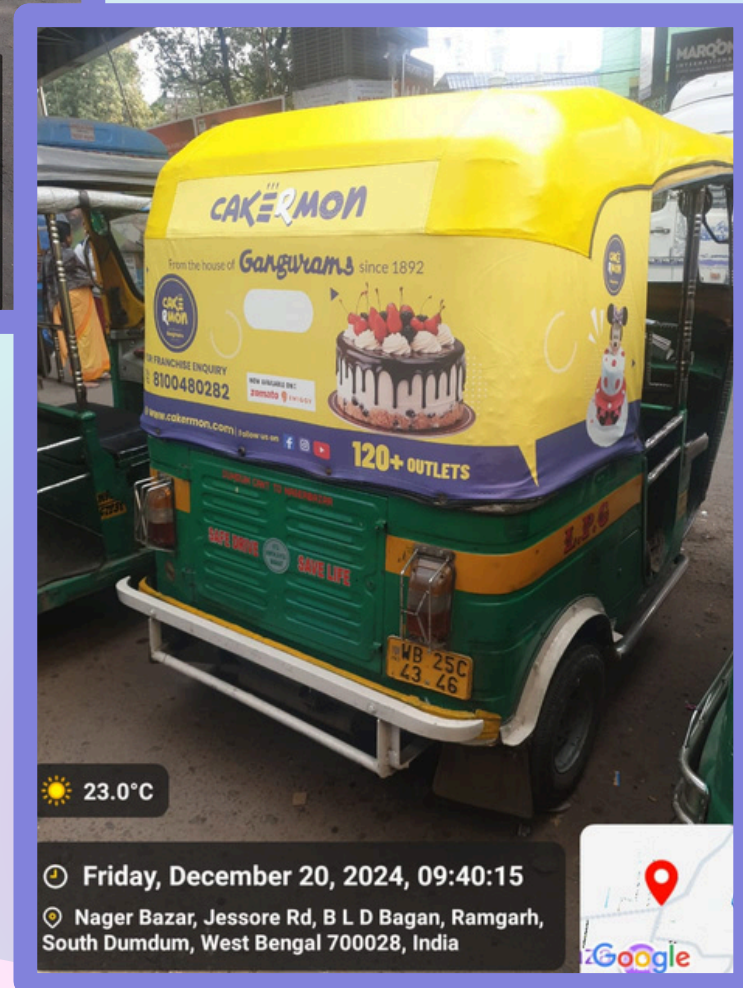


Auto Branding

Putting your brand on the big city streets!

Stand out from a clutter of billboards and kiosks with a moving branding medium that is a part of every city. Advertising on the auto hood or back panel garners many eye balls. With an auto rickshaw moving around the whole city, you can be assured of a wide exposure and reach for your brand.

- **Faster brand outreach**
- **Easy to target people across various demographics**
- **Cost-effective for small and medium brands**
- **City-wide ad visibility**
- **Enhanced exposure during traffic hour**



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Fashion Truck

Bringing Fashion to Your Front Door.

Our mission is to make fashion, fun, and mobile—delivering handpicked styles and unique finds directly to your neighborhood. We aim to redefine the shopping experience by bringing trend-forward fashion straight to you. With a focus on convenience, individuality, and personal connection, we believe great fashion shouldn't wait or stay in one place. We're more than a boutique—we're a movement on wheels.

- **Faster brand outreach**
- **Easy to target people across various demographics**
- **Cost-effective for small and medium brands**
- **City-wide ad visibility**
- **Enhanced exposure during traffic hour**



Tricycle Branding

Hop on the tricycle branding trend and roll your message to the masses!

Tricycle branding that uses tricycles to promote a product or service. Tricycles are a great way to reach a large audience in a cost-effective way. They are also very mobile, which means that they can be used to target specific areas. Tricycle branding is a cost-effective method of advertising that ensures your message is seen up close and personal. It reaches a wide audience, gathers attention on the streets, and boasts high conversion rates

- **Tricycle ads offer:**
- **Broad reach**
- **Street-level engagement**
- **Impressive conversion rates**
- **Budget-friendly effectiveness**



Cab Advertising

Unleash creative opportunities for your brand with mobile out-of-home!

Reach out to the masses in a creative and eye-catching way with moving displays on cabs or taxis. An ideal way to grow your business and enhance brand awareness, cab advertising offers numerous possibilities. From external cab wraps to danglers, car mesh and digital ads on the in-cab entertainment technology, we do it all.

- **Maximum visibility and reach**
- **Uninterrupted ads for maximum impact**
- **Quick visibility among riders**
- **Builds an instant impression and facilitates brand recall**
- **Enhanced CTA**



Advertising in Metro

Best way to catch maximum eyeballs from all walks of life!

Target top executives, businessmen, affluent travellers and youngsters with advertising campaigns inside the airport and airline. Designed to attract and entice customers, we offer a gamut of possibilities to enhance passenger engagement and experience.

- **Captures the attention of a broad audience**
- **High footfalls**
- **Campaigns can easily target lifestyle as well as business needs**
- **Premium way of advertising**
- **Ensures round-the-clock availability of brand message**



Inflight advertising

Soaring Above the Rest with Inflight Advertising!

With inflight advertising, your brand takes flight, reaching new heights and captivating a unique audience. Unlike traditional advertising, your message travels with passengers, making it an unmissable experience. This dynamic approach ensures your brand stays top-of-mind even at 30,000 feet.



- **Benefits of Inflight Advertising:**
- **High-Flyer Visibility:** Elevate your brand with exclusive exposure to a captive audience.
- **Global Reach:** Break borders and connect with passengers worldwide.
- **Innovative Impact:** Create memorable campaigns in a unique environment.
- **Strategic Targeting:** Tailor messages to engage specific demographics effectively.

Reach new heights in brand visibility with inflight advertising – where the sky's not the limit, but the launchpad!

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Signage & Gate Banner

High visibility and rapid visibility of banners by potential consumers leads to better sales!

Gate banners and signage are used by businesses to advertise their products and services, build brand recognition, and direct customers to their website or landing page. We provide services that ensure maximum brand visibility by placing large signboards, posters, and banners at apartment entrances. When people see gate banner advertisements and signage in various locations where they may have a significant influence on consumers and lead to faster conversions.

- **convey the brand message**
- **provides a favourable first impression**
- **faster conversions**
- **Maximum brand visibility**
- **Reach a diverse set of audience**



Society Name Boards

The clear, well-organized board beautifully and attractively highlights each of the brand's visual components!

The name board brand may be characterized as a necessary and concise document that displays all of your brand's essential components, including your logo, typography, colour scheme, and slogan, among other significant information. We provide services for name board branding that helps brands to gain better visibility and awareness.

- **name brand boards are strategically created**
- **aids in attracting the correct audience**
- **banner with all the necessary information**
- **simple for customers to learn about the brand**
- **Increases brand retention**



Lift Branding

High visibility and rapid visibility of banners by potential consumers leads to better sales!

A person will be on the elevator for a few minutes. When consumers are not engaged in any other activities, marketers use this period to get their attention. Brands have the chance to interact with potential consumers right outside their door by using the elevator or lift advertising. We provide services of lift branding which are;

- **quite innovative**
- **drawing the attention of prospects**
- **aids in brand recall**
- **the closest reach to the customer's home**
- **creates low distraction**



Digital App Notifications Branding:

Instant Connection, Endless Engagement: Your Brand's Story in Notifications

Digital app notifications branding is a type of advertising that uses push notifications to promote a product or service. Push notifications are messages that are sent directly to a user's mobile device, even if the app is not open. This makes them a very effective way to reach a large audience of people who are already using your app. Push notifications can also be used to promote special offers or discounts to your users. This can help to drive sales and increase revenue.

- **Digital App Notifications brings you:**
- **Announce new features or products**
- **Promote special offers or discounts**
- **Personalized Experience**
- **Call to Action**
- **Real-time Updates**



Digital Screen Branding in RWA

Illuminate your brand's story with Digital Screen Branding in Residential Welfare Associations (RWA)!

Digital screen branding is a type of advertising that uses digital screens to promote a product or service. The screens are typically located in high-traffic areas, such as lobbies, elevators, and common areas in residential complexes. This makes them a very effective way to reach a large audience of people who are already captive. Digital screens can be used to announce community events, such as block parties, festivals, and meetings. This can help to increase participation in community events and promote a sense of community

- **Digital Screen Branding in RWA offers:**
- **Dynamic visuals**
- **Localized impact**
- **Effective communication**
- **Enhanced community engagement**
- **Modern and memorable approach**



RWA Activity

Large-format branding opportunity to target residents!

Put your brand out in residential societies and get to interact with your potential customers loud and clear. The potential for RWA activation in the form of social activation in advertising is enormous. We provide RWA activations services which include lift branding, name board branding, canopies installations, banner advertising and pamphlet distribution which attracts the attention of the residential crowd.

- **Opportunity to target different socio-economic groups**
- **Ensure strong brand recall with residential society activation programs**
- **Ideal for product launches and sampling**
- **The best form of hyperlocal marketing**
- **Helps in direct engagement with the audience**



Fabrication and Mounting

Shop Name Boards

Incorporating one of the most visible forms of outdoor advertising, Dealer Boards!

Shop Name boards display the company name, logo, retailer names, and specific product images. The boards, which are mounted on the storefront, feature both the name of the store and the product's brand. We specialise in designing and creating dealer boards for various businesses at Ginger Media Group. We use high-quality boards and printer ink to guarantee that the dealer boards last as long as possible.

- **24X7 visibility**
- **attracting the attention of people**
- **trigger higher sales**
- **Affordable**
- **durable method of advertising**

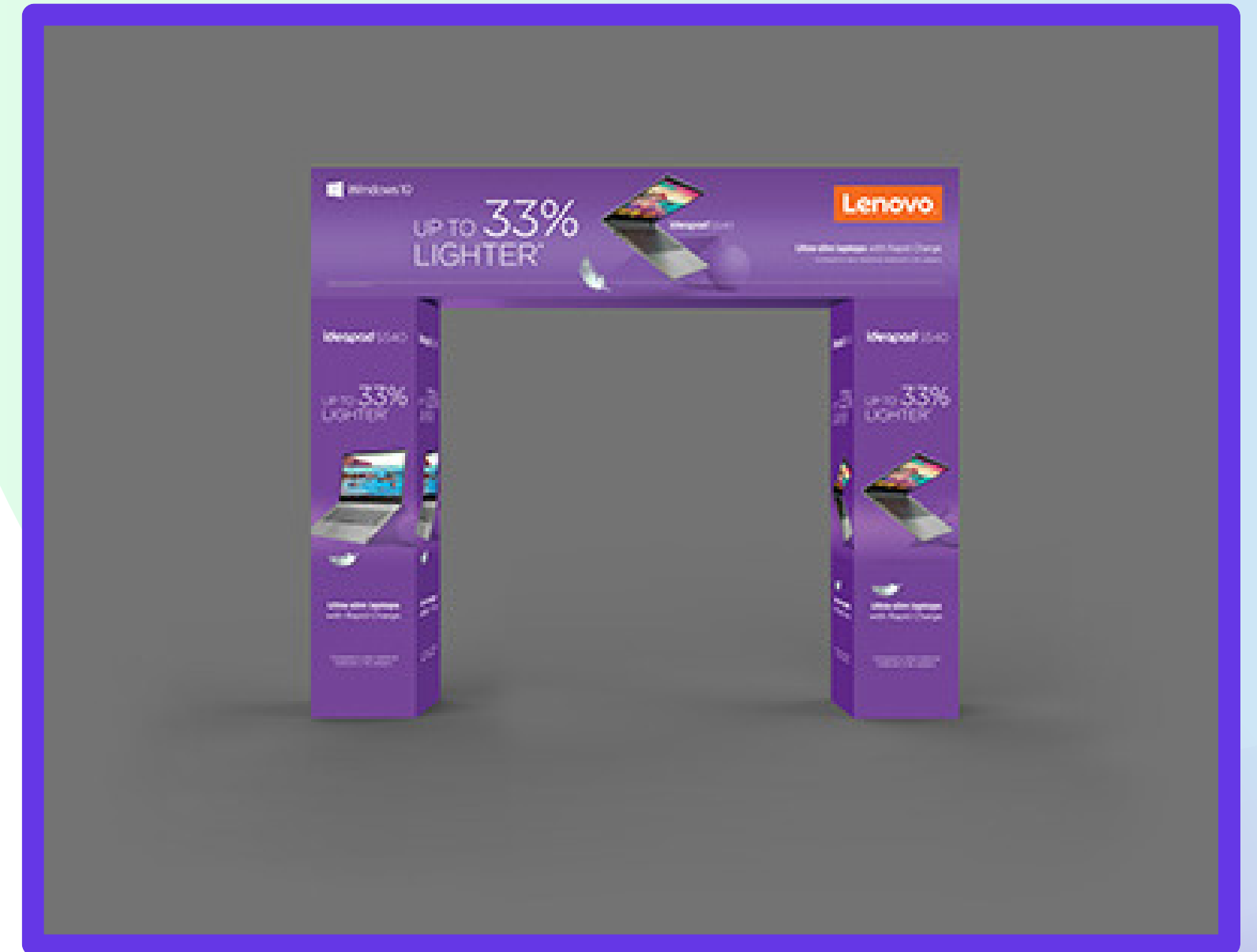


Arch Gates

To promote brand names and new temporary product offerings, arch gates are positioned in front of the store!

Arch gates are commonly used for advertising and promoting businesses and services at various fairs, exhibits, and marketplaces. The finest printing process is used to print the required advertising slogans, logos, brands, offers, etc. on selected grade polyvinyl chloride. We are committed to providing A-one Gate Advertising Arch to customers than can help in conversions.

- **simple to install**
- **available in a variety of forms, patterns, and printing**
- **visibility**
- **reach the masses**
- **can result in instant sales**



Marathon and Sports Events Branding

Gear up for marketing success with Marathon and Sports Events Branding!

Marathon and sports events branding is a type of advertising that uses marathons and sports events to promote a product or service. The advertiser's logo and message are typically displayed on banners, signage, or even on the participants' clothing. This type of advertising is a great way to reach a large audience of people who are passionate about sports

- **Marathon and Sports Events Branding offers:**
- **Huge audience engagement**
- **Maximum visibility**
- **Brand Advocacy**
- **Long lasting impression**
- **Positive public perception**
- **Unforgettable brand integration in a lively atmosphere**



Shop Shutter Paintings

Boost your brand awareness and create a sense of reiteration using our shop painting strategies!

In-house advertising with shop painting has demonstrated that painting captures the market from the very first second, as soon as the artists pick up the brush to begin their task. It turns into a powerful method of attracting attention. Wall of a dealer store Advertising traditionally takes the form of paint. It features a painting along with the name, logo, colours, and tagline of the company.

- **brand visibility**
- **in-house publicity**
- **affordable and cost-effective**
- **painting the side walls and shutters of the store**
- **boosting brand awareness**



In Shop Branding

Using in-store branding, businesses establish a lasting impact on customers that encourage them to return again!

The purpose of in-store marketing is to convince customers who enter a store with a limited list of things in mind to purchase more. Utilizing in-store marketing, you may inform customers about new goods and highlight their characteristics and advantages. It is simpler to operate, modify, and tailor to your company's and your customers' needs. Our services for in-shop branding can help your brand to achieve these objectives.

- **easy to control**
- **provides information to customers**
- **highlights the offers and features**
- **highly customised**
- **attracts customers**



Exhibition Stalls

Make a remarkable impression with Exhibition Stalls!

Exhibition stalls are a great way to showcase your brand at events and exhibitions. They offer a unique opportunity to connect with potential customers and partners in a face-to-face setting. Your stall will be seen by a large number of people, which is a great way to raise awareness of your brand.

- **Exhibition Stalls provide:**
- **Striking booth designs**
- **Interactive brand engagement**
- **Attention-grabbing visuals Enhanced event visibility**
- **Memorable brand experience**
- **Enhanced brand visibility**



Posters and Standees

Make a Bold Impression with Attention-Grabbing Posters and Standees!

Posters and standees can be used to announce promotions, such as discounts, sales, or new products. This can help to generate interest and drive traffic to your business. It used to showcase your products, making them more visible to potential customers. This can help to increase sales. It builds brand awareness by putting your brand in front of a large audience. This can help to create a positive association with your brand in the minds of consumers

- **Posters and Standees offers:**
- **Vibrant visual representation**
- **Targeted communication**
- **High visibility**
- **Location-specific messaging**
- **Instant engagement**



Digital Services

Social Media Management

Establishing an online personality and social voice for your brand!

To ensure your online business stays in the perpetual limelight, our team enhances your presence on social media platforms by effectively managing your business on Facebook, Instagram, Twitter and so on. With a dedicated social media strategist by your side, you can invest your time in other aspects of your business.

- **Dedicated social media planner and manager to boost brand visibility**
- **Building a rapport with social media influencers**
- **Ideation of topics based on current trends**
- **Tracking social media growth on every platform with monthly reporting**



Website Development

Elevate your business's online presence with Professional Website Development!

A well-designed website is essential for any business. It is the first impression that potential customers will have of your company, and it can make or break a sale. Our expert team of web designers can create a website that reflects your brand's personality, provides a user-friendly experience, and drives conversions.

- **Website Development offers:**
- **Strategic design**
- **User-friendly interface**
- **Responsive functionality**
- **Engaging content presentation**
- **Enhanced online visibility**
- **Regular Technical updates**

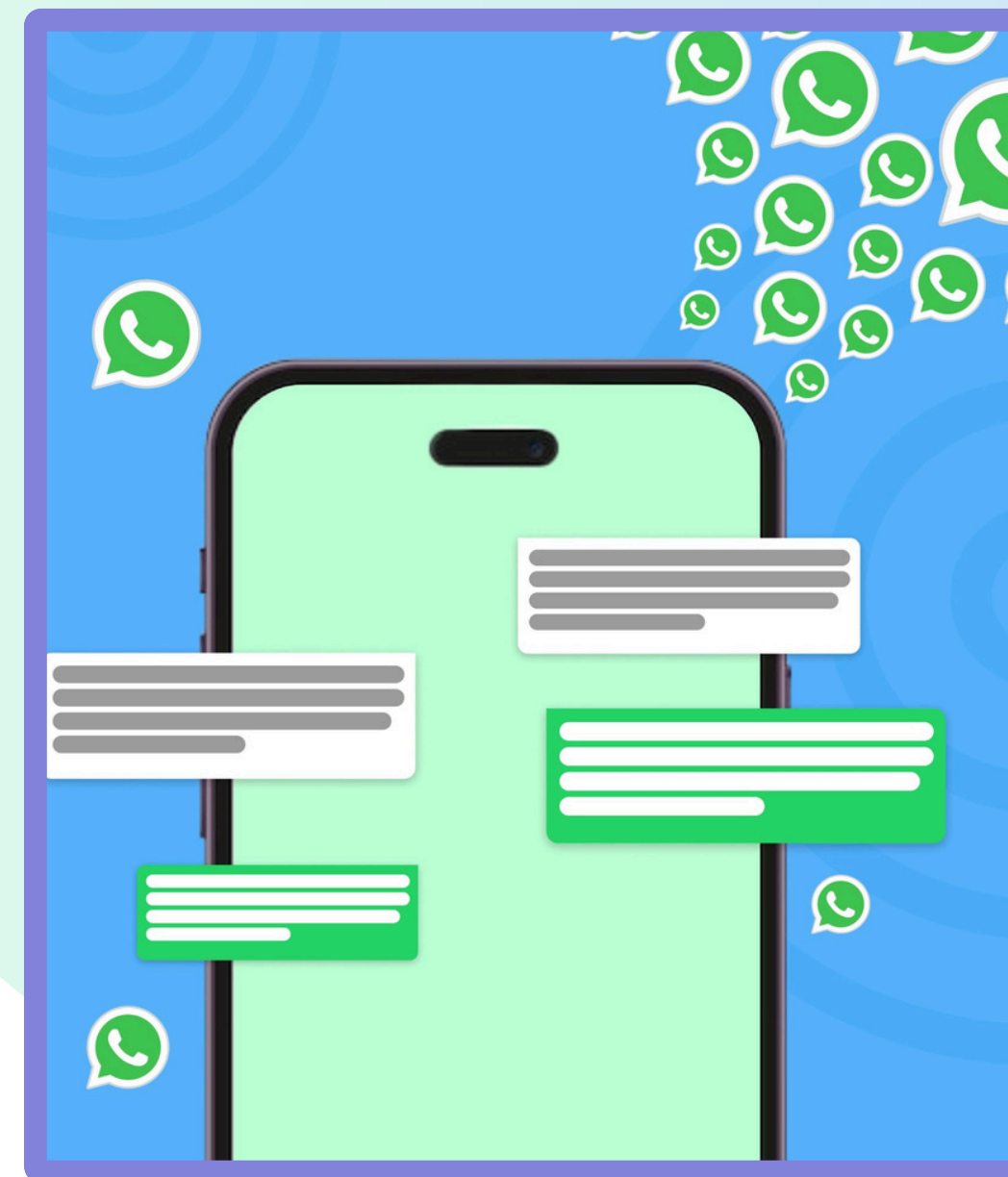


Bulk WhatsApp Messaging

Optimise your sales with Whatsapp marketing!

If you're looking for a fool-proof tactic to ensure your promotional messages are opened and read, Whatsapp marketing is the answer. As users spend maximum time on this app, it is a relatively new and uncluttered medium to give out your brand message. While it can serve as a great survey tool to collect feedback from customers, it also allows you to send images, e-books, brochures and catalogues, videos, audio, links, location and documents.

- **Message alerts for high engagement**
- **Uncluttered marketing environment**
- **Low opt-outs, high conversion metrics**
- **Cost-free**
- **Connect to the audience one-on-one**





Thank You

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