



**22nd
January
2016**

**SET UP
YOUR
MEETING**

**brand partnerships
are born here.**

**get ready for super
action at brand
partnership meet,
mumbai.**

**forge extraordinary
marketing partnerships
and brand alliances
across categories
and sectors.**

Attend the Marketing Industry's Can't-Miss Event

JOIN

Hundreds of forward-thinking leaders in Mumbai to find the new and emerging practices, insights and analytics for succeeding in an industry where the only certainty is change.

EXPERIENCE

DISCOVER

Ground-breaking partnerships big and small, noble and novel, that are punching above their weight and measurably building businesses, brands and communities.

Eureka moments, profitable exchanges and game-changing opportunities created by the convergence of the industry's most innovative practitioners and most potent network.

Tell me more about your unique format.

- Engaging format which focuses on introducing brands to each other with the goal of partnerships
- 10 minute 'Brand Pitches' with brands highlighting opportunities to engage with them
- 1 - on - 1 pre-set meetings for brands with potential partners
- 30 minute premium brand spotlights
- All participants free to engage with brands and explore partnership opportunities
- Brand Lounges' for private pre-arranged meetings with premium sponsors
- Panel sessions for thought leadership and sharing best practices
- Ample break times for 'match-making' and peer networking

exclusive Meeting Lounges

Only 10 Semi-private **BRANDED** discussion lounges with seating capacity of 8 pax for pre-set meetings. (The lunch will be served by a dedicated wait staff)

AVAILABLE ONLY ON FIRST-COME-FIRST SERVED BASIS.

A day filled with inspiration, insights, connections & **transactions.**

At the meet, brands will –

Find new brand partners and explore partnership marketing opportunities. Major partnerships are expected to happen at the meet.

Learn about inspirational approaches, latest tools and trends in partnership marketing and gain insights on how to create new revenue streams, enter new markets and provide value to customers through brand alliances and partnerships.

See informative snapshots from entertainment, retail and media platforms about soon-to-be-released properties and most compelling partnership marketing opportunities.

Learn how other brands use partnership marketing tactics to engage customers and grow their businesses as they share their secrets for creating successful brand partnerships.

the benefits you can discover

- Co-branding - co- brand products or services
- Co-promotion - joint promotion with other brands
- Co-advertising - joint advertising campaigns
- Product Placement and brand integration - physical presence or audiovisual communication consisting of the inclusion of or reference to a product, a service or the trade mark featured within a program
- Retail Networks - point of purchase and retail environments
- Events, Experiences - jointly create events or enhance the value of existing event assets
- Content - create and distribute content by leveraging other brand assets (Jointly or under license)
- Licensing - branded merchandise
- Entertainment Assets - Music, Television, Film, Destinations
- Influencers and Ambassadors - Individual/ Organizational Partnerships
- Online Social and Digital Assets

what
to
expect?

be a part of
debate and talk
points with some
of the most
recognized
thought leaders
of today.



Shobha Sant
CEO
Bhansali Productions



Saurabh Kocchar
CEO
Foodpanda



Satya Prabhakar
CEO
sulekha.com



Dr. Karthik Anantharaman
CMO
BPL Medical Technologies



Pushkaraj Shenai
CEO
Lakme Lever



Abhishek Gupta
Sr VP & Head Marketing
Edelweiss Group



Jessie Paul
CEO
Paul Writer



Harjeet Chhabra
CMO
ADLABS Entertainment

and many more...

meeting schedule

09:00-09:30 AM

**registrations and
conversations
OVER COFFEE**

This is a great time to plan meetings or just get in some early morning Head-on face-to-face introductions with potential partners.

Sponsored by - ONE SLOT

09:30-09:40 AM

**opening of the day
BRIEF INTRODUCTION
(5 minutes only)**

Presented by Ethos Embassy & Paul Writer

09:40-11:30 AM

**insights on foods
(SPECIFIC FOOD CATEGORIES)**

Presented by Marketing Director, FOOD BRAND

A premium 10-15 minutes presentation by a Brand around the insights and possibilities of brand alliances and marketing opportunities. The premium slot is preferably available to Foods Industry Brands only.

11.00-11:45 AM

snapshots
TELEVISION

Presenter 1
Presenter 2
Presenter 3
Presenter 4
Presenter 5
Presenter 6

Special 5-minute sneak peeks at upcoming opportunities in Television. It could be from TV program production brands like -Viacom 18, Endemol, Hallmark, NDTV, Star TV, ZEE and other Productions.

11:45-12:30 PM

the big debate
**GREAT MARKETING IS ALL
ABOUT GREAT BRAND
PARTNERSHIPS**

Moderated By - Satya Prabhakar- CEO of Sulekha.com

Thought Leaders: Pushkaraj Shenai- CEO of Lakme
IndiaNandini Dias - CEO at Lodestar UMS
Shobha Sant- CEO of Bhansali productions
Harjeet Chhabra- CMO, ADLABS Entertainment
Soumyajit Patnaik- Chief Marketing Officer at Tata AIA Life Insurance
Saurabh Kochhar- CEO of Foodpanda

Sponsored by - ONE SLOT

12:30-01:00 PM

insights
HOSPITALITY BRAND

Presented by Marketing Director, HOSPITALITY BRAND

A premium 10-15 minutes presentation by a Brand around the insights and possibilities of brand alliances and marketing opportunities. The premium slot is preferably available to Hospitality Industry Brands only.

01.00-02:00 PM

lunch time meetings **THE MEETING LOUNGE**

This is a great time to have Semi-private discussions in branded lounges over the lunch with seating capacity of 8 pax for pre-set meetings (The sit-down lunch)

Sponsored by - ONE SLOT

02:00-02:45 PM

the talk point **PARTNERSHIP MARKETING -** **ONE BIG WAY TO INFLUENCE** **CONSUMERS**

Moderated By -

Thought Leaders: Abhishek Gupta- Sr. VP- Edelweiss groupDr
Karthik Anantharaman- CMO at BPL Medical Technologies, A
Goldman Sachs Portfolio CompanyKanika Mohan Saxena,
Chief Executive Officer - Celeb Acces & Master Scuba Diver
Trainer(PADI)Hemant Misra – CEO at Publicis Capital Vasantha
V Kumar – Director – Marketing, IBM India (TBC)

Sponsored by - ONE SLOT

02:45-03:30 AM

snapshots **ENTERTAINMENT** BRANDS LIKE

Presenter 1
Presenter 2
Presenter 3
Presenter 4
Presenter 5
Presenter 6

Special 5-minute back-to-back sneak peeks of upcoming opportunities in Entertainment industry. It could be from brands like Yash Raj Films, Disney, Kidzania, Shruti Multicultural, The Music Awards Events, The Fashion Show and televised awards etc.

03.30-04:15 PM

snapshots
RETAIL - MODERN/ SPECIALITY

Special 5-minute back-to-back sneak peeks at existing opportunities in Retail. It could be from the likes of - Madura Garments, Lifestyle, McDonald, KFC, Future Retail, New Retail etc.

04:15-04:30 PM

snapshots
ONLINE & MOBILE

Special 5-minute back-to-back sneak peeks at opportunities with online platforms. It could be from brands like - Paytm, LinkedIn, Twitter, Freekultr, Yahoo, Myntra etc.

04:30-05:00 PM

brands meet brands
**THE DAY ENDS FOR THE
PARTICIPANTS OF FIRST
SESSION**

brands meet brands - and one-on-one meeting session on the round tables. Meetings for these sessions are pre-scheduled by the participating brands and our team and the schedule is decided.

the showcase snapshots presenters of 2015 meet

PVR Pictures
Frankly me
Oxfam
Smile Foundation
Marketing Buzzar

Dabur
Mediawide
Samms Jukebox
Shrusti Multicultural
Godatu

Exide Life Insurance
Freecultr
KidZania
Avon
Adani Wilmar
Quicko

Brandstand
Joss box
Ye paisa
Cosmic
Carzonrent
Instream

**limited opportunities
for brands in our 2016
showcase snapshots.**

the entertainment showcase

Sweeping changes in lifestyle and technology have made entertainment marketing strategies more powerful as content is consumed and shared on Multiple screens from movie theaters to television screens to small mobile devices.

Consumer and technology brands can learn new ways to align with entertainment properties and engage consumers without the high cost associated with advertising.

This special showcase provides customized solutions and brand alliances for organizations seeking to utilize entertainment as an essential marketing platform for their brand.

- Branded storytelling by placing products or services in high-visibility films and television programs
- Promotional alliances with entertainment properties or events
- Acquiring or leveraging a celebrity association into media coverage

opportunities are available for brands in the entertainment industry to showcase their hottest upcoming properties and compelling partnership opportunities. brands and platforms in the below categories have a unique chance to grab.

Sports
Films
Live Events
Cultural
Television
Amusement Parks
Experiential
Music

Cinemas & Theatres
Entertainers & Artists
Off-site Destinations
Publishing
Radio
Television
Museums, Zoos & Parks
Performing Arts

the online showcase

Leverage partnerships with online brands for Integrating your offline and online marketing efforts. Find innovative ways to promote your brand through numerous consumer touch points that online and mobile platforms offer.

There could be more than many game changing opportunities for brands to partner with online and mobile assets. Discover the opportunities in this special online showcase.

Online and mobile brands will showcase how their properties can be leveraged to move your brand further.

opportunities are available for brands in the online and mobile space to showcase how shopping cart integration can tilt bottom lines, how to leverage the online content that is consumed and how can online destinations influence your audience.

eLearning

eGaming

eCommerce

eWallets & Transaction

Social

Mobile Apps

and anything online or on mobile...

the modern retail showcase

discover new ways to partner with retail brands. extend your brand's reach by accessing millions of shoppers across retail networks.

Find out how retail can be effectively used as a marketing, branding and activation Platform. Discover unique and rewarding community building opportunities. Find innovative approaches to reach your TG through retail environments.

In this showcase, retail leaders will present how brands can leverage the retail in a variety of ways to make it big and what all opportunities exist around their retail assets.

opportunities are available for retail brands to showcase opportunities that exist around each consumer touch point and at scale through the network of retail chains.

modern retailers
speciality retailers
multi brand retailers
department store
supermarkets
warehouse retailers
speciality retailers
e-tailer
convenience retailer
discount retailer
hyper marts
qsr's
malls

opportunities

for brands, agencies, service providers and platforms

**HOST
PARTICIPATE
PRESENT
SPEAK
ADVERTISE**

presenting partner

- Recognized as 'Presenting Partner' in all event related communication (print & digital)
- 30 minute exclusive session
- Branding via the pre conference brochure, website, banners, posters, set panels, conference documentation and delegate gifts - a comprehensive brand awareness raising opportunity which targets people beyond attending the conference itself
- Brand Lounge (XL size) in the conference networking area - demonstrate your products, network with attendees, hold informal meetings or just give more exposure to your brand via an exhibition stand in the only networking area in the conference, where all coffee breaks are held, as well as in many cases, lunches and evening receptions (2m x 6m raw booth space)
- Complimentary conference passes (3 Complimentary passes)
- cc'd on all thank you emails
- Three 1-1 meetings pre-set with attendees
- Coverage on all Social Media Platforms (Facebook, Twitter, LinkedIn, Slideshare)
- Non-exclusive access to VIP lounge (speakers and VIP invitees)
- A chance to publicize one case study in Marketing Booster magazine

INR 9 L plus taxes

co-host

- Recognized as 'co-host' in all event related communication (print & digital)
- 30 minute exclusive session
- Branding via the pre conference brochure, website, banners, posters, set panels, conference documentation and delegate gifts - a comprehensive brand awareness raising opportunity which targets people beyond attending the conference itself
- Brand Lounge (XL size) in the conference networking area
- Demonstrate your products, network with attendees, hold informal meetings or just give more exposure to your brand via an exhibition stand in the only networking area in the conference, where all coffee breaks are held, as well as in many cases, lunches and evening receptions (2m x 6m raw booth space)
- Complimentary conference passes (3 Complimentary passes)
- cc'd on all thank you emails
- Three 1-1 meetings pre-set with attendees
- Coverage on all Social Media Platforms (Facebook, Twitter, LinkedIn, Slideshare)
- Non-exclusive access to VIP lounge (speakers and VIP invitees)
- One case study in Marketing Booster magazine

INR 9 L plus taxes

digital partner

- Recognized as 'Digital Partner' in all event related communication (print & digital)
- Panel participation for senior executive (VP & above)
- Branding via the pre conference brochure, website, banners, posters, set panels, conference documentation and delegate gifts - a comprehensive brand awareness raising opportunity which targets people beyond attending the conference itself
- Brand Lounge in the conference networking area - demonstrate your products, network with attendees, hold informal meetings or just give more exposure to your brand via an exhibition stand in the only networking area in the conference, where all breaks are held (2m x 3m raw booth space)
- Complimentary and reduced conference passes (2 Complimentary passes)
- Coverage on all Social Media Platforms (Facebook, Twitter, LinkedIn, Slideshare)
- One case study in our magazine

INR 4 L plus taxes

opportunities available on first-come-first served basis

travel partner

- Recognized as 'Travel Partner' in all event related communication (print & digital)
- 15 minute Brand Spotlight session
- Trial coupons to be provided, and transportation for out-station attendees can be arranged by the sponsor at their cost
- Branding via the pre conference brochure, website, banners, posters, set panels, conference documentation and delegate gifts - a comprehensive brand awareness raising opportunity which targets people beyond attending the conference itself
- Brand Lounge in the conference networking area - demonstrate your products, network with attendees, hold informal meetings or just give more exposure to your brand via an exhibition stand in the only networking area in the conference, where all breaks are held (2m x 3m raw booth space)
- Complimentary and reduced conference passes (2 Complimentary passes)
- Coverage on all Social Media Platforms (Facebook, Twitter, LinkedIn, Slideshare)
- One case study in Marketing Booster magazine

INR 3 L plus taxes

sessions partner

- Brand Lounge in the conference networking area
- Demonstrate your products, network with attendees, hold informal meetings or just give more exposure to your brand via an exhibition stand in the only networking area in the conference, where all breaks are held (2m x 3m raw booth space)
- Complimentary and reduced conference passes (2 Complimentary passes)
- Opportunity to provide samples (depending on product)
- Max of 5 post-event introductions
- Promotional video (provided by the brand) to be played during breaks (total of 15 minutes throughout the event)

INR 3 L plus taxes

brand pitches

- 10 minute brand pitch sessions to the audience, encapsulating opportunities to partner
- Complimentary "Best Practices of Partnership Pitches" webinar conducted by Krishan Kakkar, Ethos + Embassy and Jessie Paul, Paul Writer
- Brand Lounge in the conference networking area - demonstrate your products, network with attendees, hold informal meetings or just give more exposure to your brand via an exhibition stand in the only networking area in the conference, where all breaks are held (2m x 3m raw booth space)
- Complimentary and reduced conference passes (2 Complimentary passes)
- 5 post-event introductions
- Promotional video (provided by the brand) to be played during breaks (total of 15 minutes throughout the event)

INR 1.5 L plus taxes

opportunities available on first-come-first served basis

TESTIMONIALS

what marketing leaders have to say

The opportunities for brands to learn from each other and to partner are huge. I saw something like this happening for the first time, Quite an interesting experience.

Rajesh Kumar - Head Marketing (Indian Sub-continent) SAP

A very interesting forum to reach beyond the existing scope of mediums. It can help marketers find meaningful connections to reach their consumers in more ways possible.

Sapangeet Rajwant - Vice President, Viacom 18, Colors

Very well organized event where you see the brands given an opportunity to speak to everyone. It's a win-win situation for everyone.

SAK Rajesh, National Business Development, AVON

One thing that I see in this forum that I haven't seen in a lot, is the presence of decision makers and I think this makes the difference. This event gives an opportunity to be able to build the bridge with the right person and take the relation forward.

Viraj Singh, Chief Marketing Officer, Kidzania

This forum will add value in the forthcoming future and it is something that is going to have tangible results in a short period of time.

Shefali Tandon, Senior Manager – Communications, CRY - Child Rights and You

It's a great platform with great opportunities. The way markets are changing, this platform gives a lot of brands, including ours, the opportunity to talk to a lot of other brands in one single day.

Jayesh Shetty, GM Strategic alliances, Thomas Cook

It's a platform where I find lot of people meeting, interacting, sharing their knowledge, expertise and what they are looking from each other at a single platform.

Dheeraj Gupta, Business Head alliances and partnership, Jabong

It's a good platform, where people understand about different sectors, their businesses and how exactly marketing works in different business sectors.

Abhishek Kadam, Manager Marketing, Crossword Bookstores Ltd.

The gathering in the room were all decision makers have gathered is very beneficial in every business sense.

Sameer Sikka, Yahoo

The forum has a great presence of different companies, we can look about opportunities.

Sanjay Singal, Head marketing foods, Dabur

a big space to explore brand opportunities from various industries.
Amit Jakhar, Lead - Alliances and Partnerships, Times Internet

TESTIMONIALS

what marketing leaders have to say

This is one event we have seen so far which has really helped us to get in touch with many good brands. Forum will help us in the long run.
Gaurav Sharma, DGM Alliances & Sonia Dhawan, DGM PR, Paytm

This platform has a great mix of brands from across categories. The 10 minute presentation went a long way because we were able to speak to so many brands at one time.
Dharmesh Datta, Vice President, PVR Pictures Ltd.

This is one of a kind meeting happening in a much more structured format. The event provides a good opportunity to meet with a lot of like-minded partners.
Bikash Thakur, Alliance Marketing, Madura group

In this day and age where internet connects people faster than ever, I think the one thing that is absolutely missing is the whole human element. I don't think the internet can ever replace such an event where people can connect meaningfully.
Vijay Thomas, Customer Experience Manager, Harley Davidson

A very good experience across different brands - what is happening around the world of partnership marketing and how digital is playing the key role around valuable brand partnerships.
Arun Harne, General Manager - Sales & Marketing, Adani Wilmar

In the very first initiative there are many key brands and key people from each brand. Meets like this where all have come together with one intent of connecting with others and looking for an opportunity is brilliant.
Manav Dhanda, Group CEO, Adhikari Brothers

Keen and enthusiastic about the purpose this event will solve. Indian brands are moving out of their own self made cocoon and strategic partnership in terms of brand partnerships are very important.
Sumit Ghosh, CMO, Hero reality

Brand Partnership is the concept that all brands are looking for. Partnership is one of the beautiful way in which you can actually reach out to consumers in a very different way with a new narrative and with freshness. I am impressed by the lineup of brands in this forum.
Prasun Kumar, Sr. Vice President – Marketing, Reliance

It's a very good platform that Ethos has created and it's an amazing platform to interact and form brand alliances.
Vishwalok Nath, Head Marketing & Syndications, India Today

A full day of power engagement between ideas, brands and companies with experts whose inputs were the icing on the cake. A fantastic event and a must attend if you are looking to forge real and innovative partnerships. Slick organization, optimal content, wonderful people.'
Abha Maryada Banerjee

Market is evolving and there are new players coming up in the market, there is a dearth of events in the marketing space. I saw lot more new things which are of utmost importance.
Aseem Verma, Senior Manager - Marketing Alliances, Makemytrip

who is organizing?

ETHOS + EMBASSY

Ethos Brand Partnerships is an independent brand partnerships unit of Ethos Embassy Communications Pvt. Ltd. (www.ethosembassy.com)

As a dynamic and strategic agency, Ethos Brand Partnerships' vision is to change the conversation around partnership marketing, making it intrinsic to a brand's marketing plans and positioning Ethos Brand Partnerships as the 'go to' agency to deliver those strategies.

We intend to work with a wide range of clients, all of whom have a variety of business challenges that can be solved through brand partnerships and activations. We help brands form smart collaborations that help them co-create to produce propositions that make their brand stronger.

www.ethosembassy.com
www.ethosbrandpartnerships.com

Paul Writer

Paul Writer is building India's largest community of marketers with a goal to raise the bar for marketing in India through providing thought leadership, conferences and advisory services.

Paul Writer's community comprises over 25,000 senior executives and marketers across its virtual and offline platforms. Paul Writer publishes a monthly print magazine, Marketing Booster, hosts CXO Roundtables, marketing conferences and has worked on advisory engagements with organizations such as Anthelio, Mahindra Satyam, Tavant Technologies, Bhartiya Global, UST Global, NIIT Technologies, Venkataraman Associates and others.

Paul Writer was founded in 2010 by Jessie Paul, a senior marketer who has held CMO level roles at Wipro and iGATE Global, and is the author of No Money Marketing, published by McGraw-Hill.

www.paulwriter.com

**MUMBAI,
22nd JANUARY, 2016**



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