



THE
SĀMBĀR
PEOPLE

PORTFOLIO PRESENTATION



●●●

Anything Advertising!

We're a boutique creative agency that doesn't specialize in one particular category. Instead, our core strength lies in our appetite & mindset for Brand Strategy. Based upon which, we give brands a unique voice that helps them claim a permanent space in the minds of their audience.

Right from ideating to creating, we handle the whole spectrum of brand needs. Yet we're agnostic to style. We're agnostic to media. We simply aim for a brand's objective and pick the best tools to hit our mark. Because at the end of the day, we don't create art. We build creative solutions.



Our Services Just For You

- BRAND STRATEGY
- BRAND POSITIONING
- BRAND IDENTITY
- ADVERTISING
- BRAND CAMPAIGNS
- CONTENT MARKETING
- CELEBRITY MANAGEMENT
- DIGITAL MARKETING
- PERFORMANCE MARKETING
- CREATIVE CONTENT CREATION
- INFLUENCER MARKETING
- PRODUCT PHOTOGRAPHY
- AD FILMS
- EVENTS



Our Clients





Our Clients



INTELLIBOT



PODWORKS



design sanctuary
interiors & furniture



THE HALAL REPUBLIC
grill & gyro



CORTER



MENTOR MIND

STAY AHEAD.



AMARA HOSPITAL
YOUR HEALTH OUR PASSION.



LUCID
DIAGNOSTICS



Mahindra
Lifespaces



VASUNDHARA
AS UNIQUE AS YOU.



SOBHA



WELSPUN



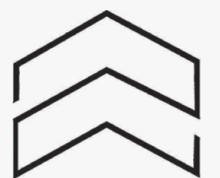
WhiteHat Jr
Live Online Classes for Joyful Learning



BED • BATH • RUGS



DigiGrad



TWO STOREY
DESIGN STUDIO



BRIGADE
Building Positive Experiences



FLIPSIDE
BREAK THROUGH THE BIAS.

MORE....



How we make brands thrive

01.

SET A TARGET

An open discussion with your team to understand what you've done, your product/service, your goals, obstacles, strengths, weaknesses, revenues, market, competition & everything under the sun to understand your business & your aspirations.

02.

DESIGN A SOLUTION

Now, you pay attention. The team will discuss the analyzed data as obstacles and opportunities. From which a new strategy will emerge. After consensus, we get to work.

03.

TRACK THE PROGRESS

We get to work done and show you the results!

01

...

OUR CORE!

SOUTH INDIA

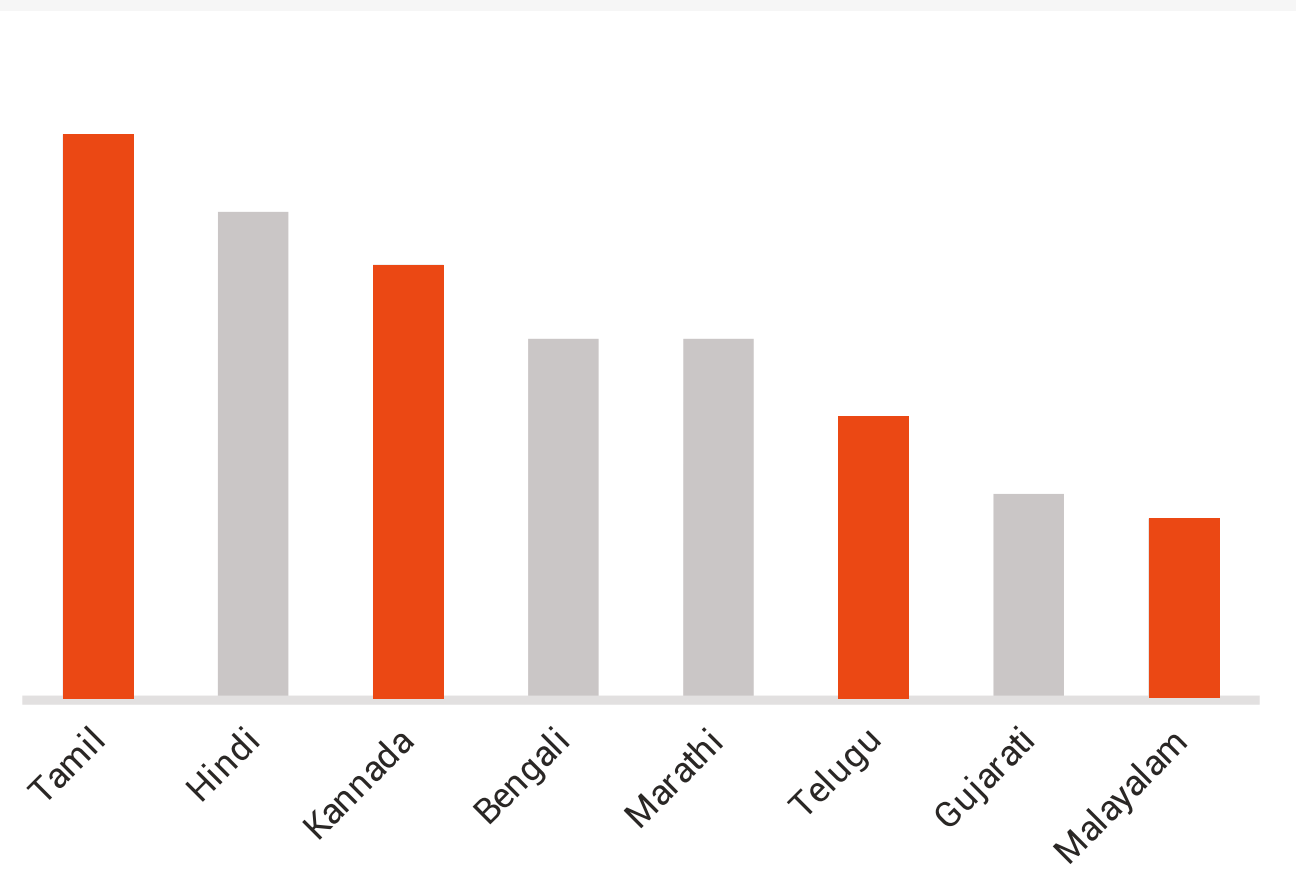
REGIONAL SPECIFIC BRAND CAMPAIGNS

**With creative & effective
content marketing solutions
we will reach your consumers
in the south, increasing your
brand's equity and market share.**



NOT JUST BECAUSE EVERYONE'S SAYING IT; THERE'S RESEARCH THAT SAYS IT TOO.

Language wise internet adoption levels for Indian language users (2016)*



68%

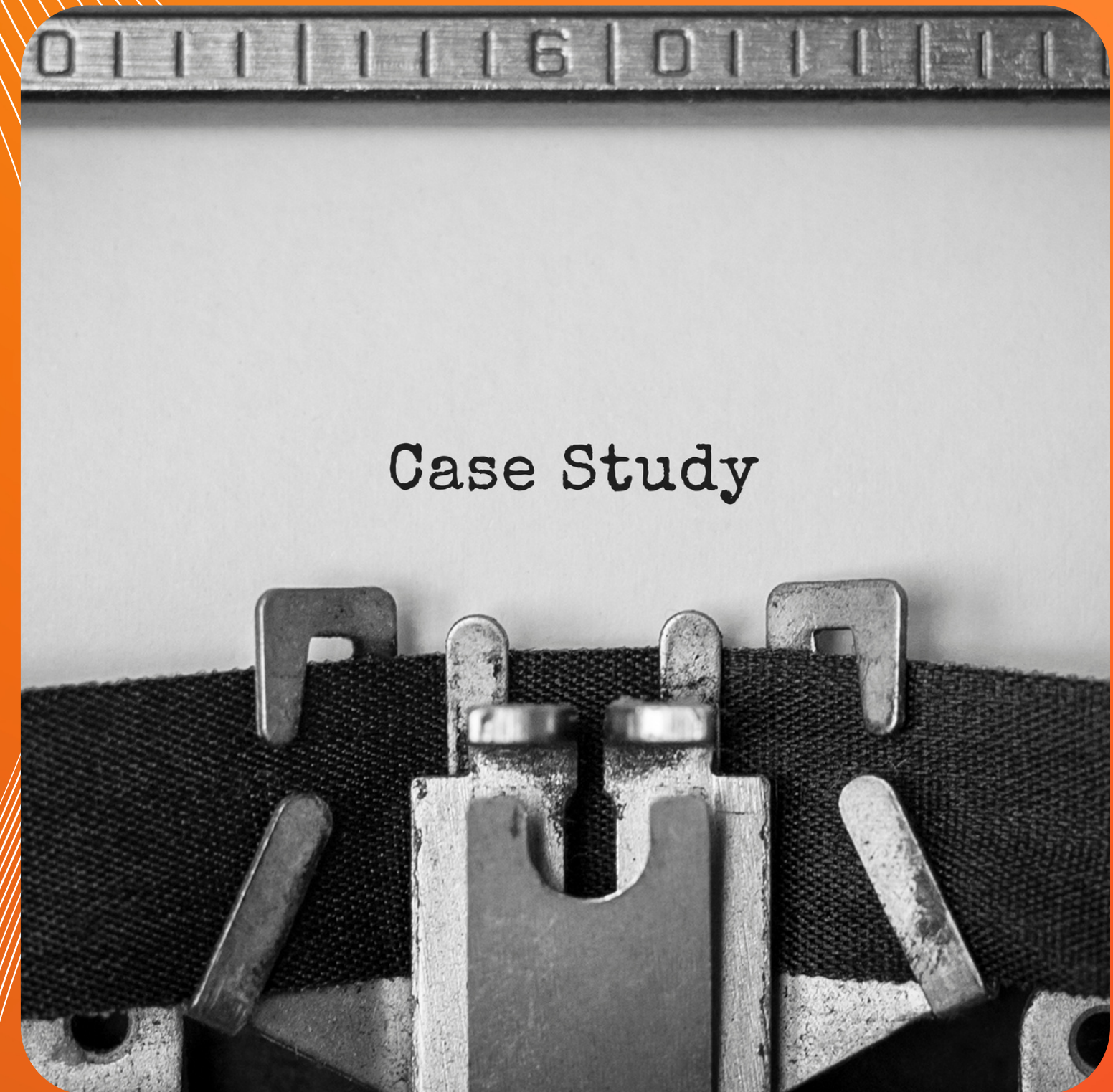
of Internet users consider local language digital content to be more reliable than English*

88%

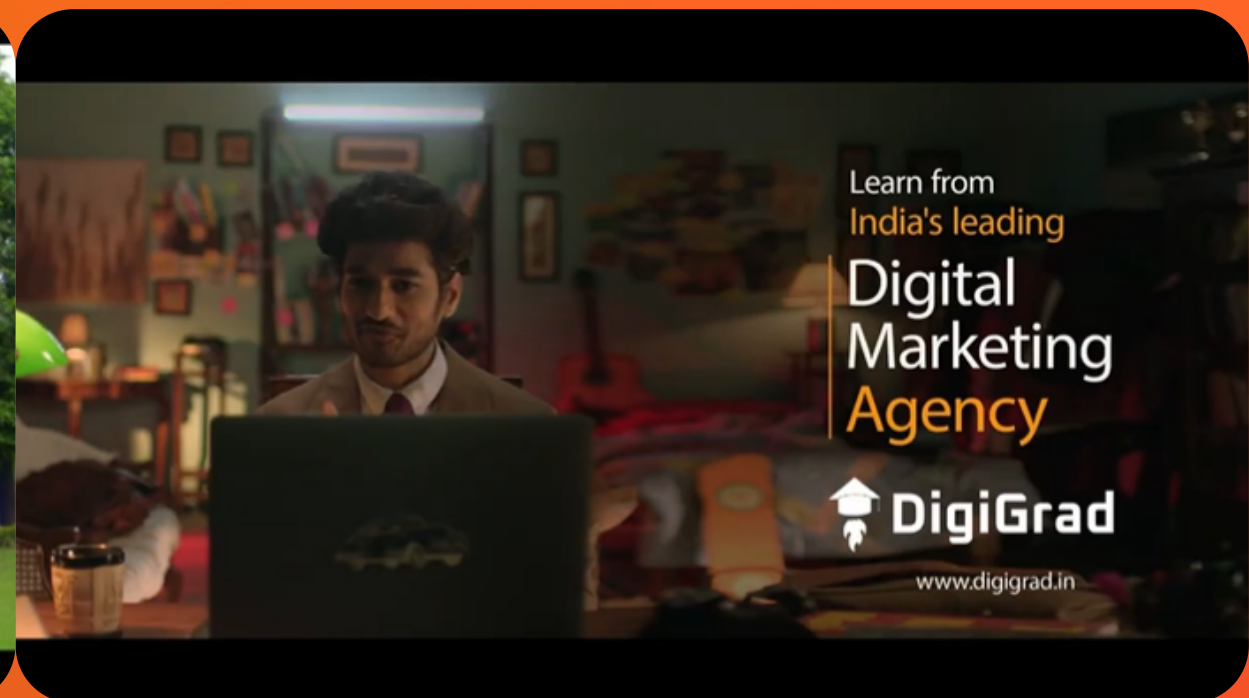
of Indian language users are more likely to respond to a digital advertisement in their local language as compared to English*



Case Studies



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Case Studies



02

...

CELEBRITY MANAGEMENT

National and regional celebrities
for brand endorsements and
influencer marketing campaigns

- DIGITAL ENDORSEMENTS
- BRANDED CONTENT
- EXPERIENTIAL MARKETING



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When the stakes are high, expectations has to be set right at both ends. We ensure all the stakeholders are on the same page.

Talent Management



Celebrity Endorsement

Influencer Campaign



Content Production

...
Our Star Power



**Nagarjuna
Akkineni**



**Dulquer
Salman**



**Naga Chaitanya
Akkineni**



**Akhil
Akkineni**



Adivi Sesh



**Jagapathi
Babu**



Our Star Power



Samantha



Pooja Hegde



**Rakul Preet
Singh**



Sakshi Vaidya

...
Our Star Power



Priyamani



Kriti Shetty



**Samyuktha
Menon**



Our Star Power



MS DHONI



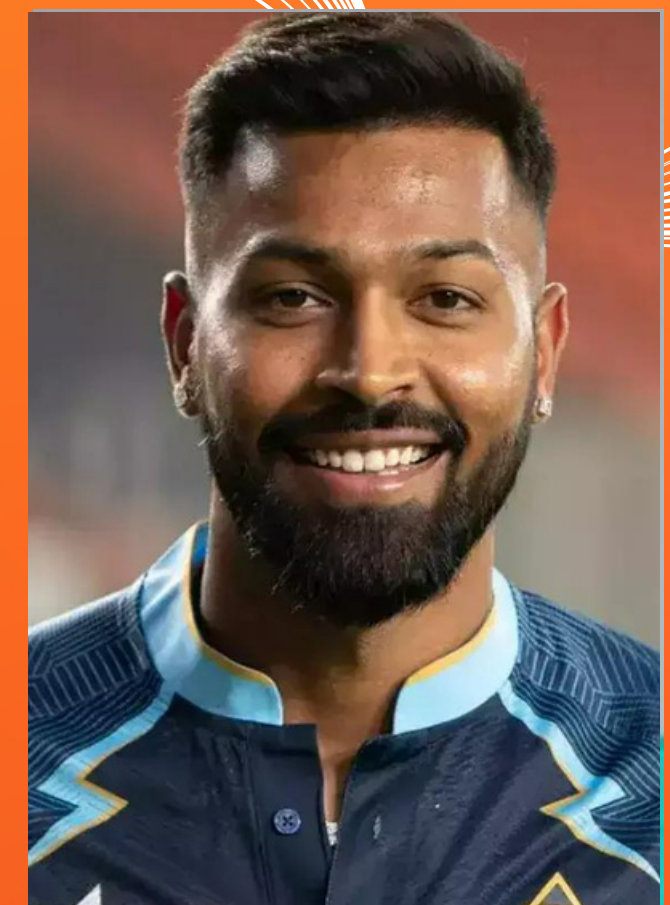
**RAHUL
DRAVID**



**SOURAV
GANGULY**



KL RAHUL



**HARDIK
PANDIYA**

and 110 more....

03.
...

Our strong suite!

**PERFORMANCE
MARKETING**



...

Performance Marketing



WEBSITE

CONTENT | VISUALS | DESIGN



INSTAGRAM ADVERTISING

STRATEGY | COPY | DESIGN | EXECUTION



FACEBOOK ADVERTISING

STRATEGY | COPY | DESIGN | EXECUTION



PRODUCTION

PRODUCT SHOOT | VIDEOS | UGC



GOOGLE ADVERTISING

GDN | ADWORDS | SEO



EMAIL SEQUENCES

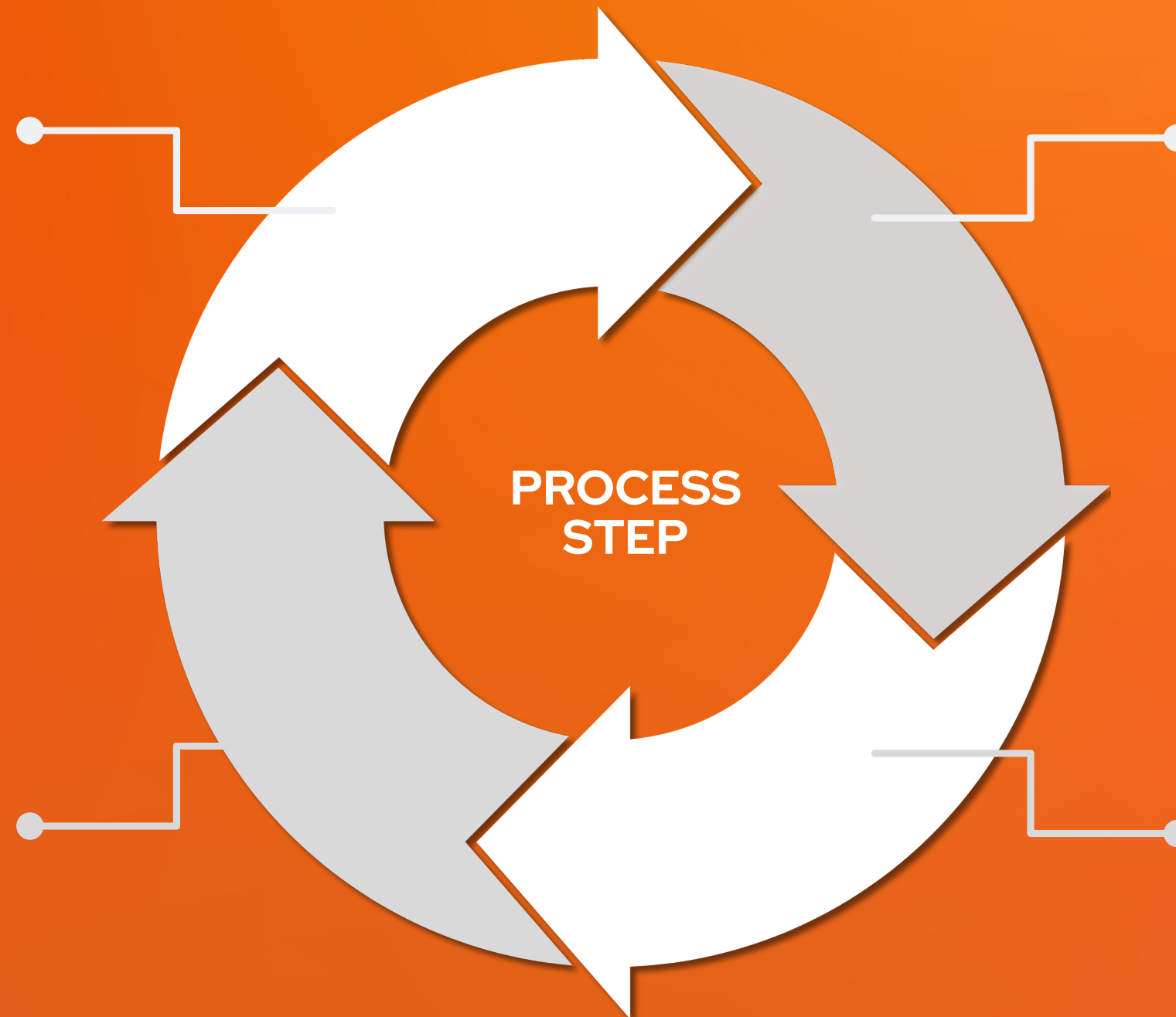
ABANDONED CART | WHATSAPP

...

How we increased conversions by 32%

04. TESTING

01. RESEARCH



03. DEVELOP

02. DESIGN



Contact Us For More Detail



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Hyderabad & Delhi



thesambarpeople.com



...
**THANKS FOR
WATCHING**

THE
SAMBAR
PEOPLE