

SAGC

आपकी पहचान बनाएं

(Shyamart Group Of Companies)

CASE STUDIES

AIRTEL

Airtel x SAGC - A Decade of Success in Marketing and Branding Solutions

SAGC's had a fruitful association with Airtel since 2008. From the outset, our commitment to excellence has been unwavering, consistently delivering outstanding results for all 2G, 3G, and 4G campaigns.

Execution Excellence:

With a collaborative team effort, we successfully executed all store launches simultaneously, ensuring top-notch quality work. As the partnership grew, we seamlessly managed and completed numerous projects with the same dedication and accuracy.

Promotional Activities:

Our ability to execute promotional activities for Airtel's stores and events with exceptional results garnered recognition and appreciation from the company. Our meticulous adherence to Airtel's directives demonstrated our understanding of the brand and its objectives.



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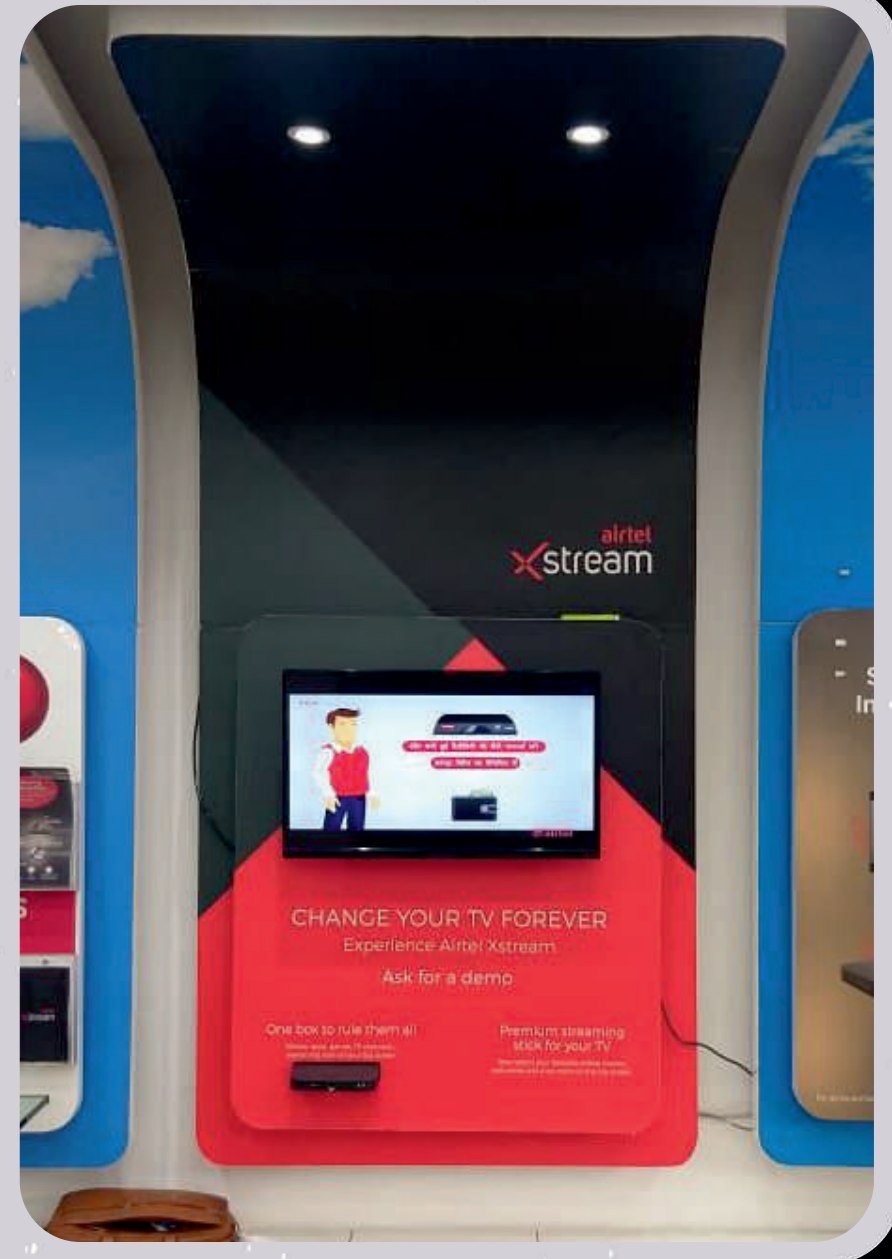
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AIRTEL

The Spirit of Achievement:

At SAGC, we believe that nothing is impossible until it is accomplished and resonates in their work. This unwavering determination and commitment to success have been the cornerstone of our fruitful partnership with Airtel.

Over the years, SAGC has built a robust reputation with Airtel through consistent efficiency and exceptional results. Our capability to provide 360-degree printing, marketing, and branding solutions has made them the preferred partner for Airtel's diverse needs. The journey of collaboration and success continues to thrive, promising a bright future ahead.



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Reliance Group and Jio Telecom

Introduction:

Our collaboration with Reliance group and Jio telecom commenced with store promotional activities and branding initiatives. As the partnership evolved, we were entrusted with the critical task of executing the launch event for Smart Bazaar, formerly Big Bazaar under Reliance.

Successful Launch Event:

Right from the outset, we dedicated ourselves to delivering a flawlessly executed launch event, meeting and exceeding all expectations.

Expanding Responsibilities:

Impressed with our performance, Reliance group and Jio telecom assigned us additional responsibilities, including façade branding and in-store branding. Overcoming the challenge of precise installation of large letters on the storefront, we achieved 100% accuracy.



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SONY

Introduction:

Since the inception of our partnership, SAGC has been providing 360-degree branding and marketing services to Sony, a global leader in consumer electronics.

Digital Marketing Expertise:

As a trusted partner, we deliver comprehensive digital marketing services for Sony's store branding and new product launches, ensuring their online presence is strategically optimized

Retail Chain Store Branding:

Our commitment to quality assurance is evident in our retail chain store branding services, where we design displays in strict adherence to Sony's guidelines, enhancing their brand visibility and customer engagement.

Innovative Trends and Solutions:

Staying at the forefront of market trends, we introduce innovative marketing services to boost Sony's brand visibility and customer appeal, ensuring they remain ahead of the competition.



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Exhibition Stall Design and Execution:

For brand promotion activities, we provide exemplary exhibition stall designs and seamless execution, creating impactful experiences that leave a lasting impression on customers.

Core Branding Activities:

Our expertise extends to heavy façade branding, a critical element in Sony's core branding activities, further solidifying its brand image in the market.

Promotional Events and Product Launches:

With unique and engaging event ideas, we organize successful promotional events and product launches, garnering widespread attention and driving sales.

Conclusion:

The enduring journey between Sony and SAGC continues to be marked by relentless efforts and unmatched commitment. As we look ahead, our dedication to providing the best branding and marketing solutions remains steadfast, supporting Sony's future brand promotion goals with effortless precision.



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OPPO

Introduction:

When presented with the task of showcasing the OPPO brand within a tight timeframe, we embraced the challenge with determination and expertise.

Challenges and Solutions:

The initial hurdle was to establish the OPPO brand swiftly. We proposed a comprehensive array of branding elements tailored to the brand's requirements, ensuring a strong and consistent brand presence.

In a highly competitive telecommunication era, brand visibility was vital. We recognized this as an opportunity to excel and met the challenge head-on, delivering exceptional results that aligned with both the brand's vision and the market's demands.

In-house Expertise:

Our dedicated in-house branding and marketing solution team, equipped with printing and branding experts, proved instrumental in achieving the project's success. With a one-stop solution, we streamlined the process, maintaining stringent quality assurance at every step.



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OPPO

Overnight Accomplishment:

The deadline was met by our skilled employees, who executed the project overnight without compromising on quality. Their efficiency and dedication ensured timely delivery, impressing both the brand and the market.

Conclusion:

The fruitful association with OPPO continues, with our commitment to efficiency and results remaining unwavering. Our ability to provide comprehensive 360-degree printing, marketing, and branding solutions has solidified our position as the preferred partner for OPPO's diverse needs. As we move forward, we remain dedicated to delivering excellence and contributing to OPPO's continued success in the market.



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VI

Introduction:

Our journey with Vi (formerly Hutch) began when the company sought to undergo a significant rebranding to change its brand image.

The Challenge:

The most significant challenge was to ensure the seamless execution of the rebranding across all outlets. It was crucial for Vi to reveal its new image simultaneously and consistently across all locations.

Execution Excellence:

Determined to meet this challenge, we invested 100% effort into the project, delivering satisfactory results. Our team worked tirelessly to ensure uniform brand visibility at all outlets, reflecting the new brand image flawlessly.

Timely Communication:

We understood the importance of communicating the brand update to Vi's clients promptly. As a result, we ensured that all outlets were updated simultaneously, leaving no room for confusion or delay.



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Experience and Expertise:

Our success in this remarkable job can be attributed to our experienced team, consisting of skilled and knowledgeable professionals. Our expertise in brand execution and marketing played a vital role in achieving the desired outcome.

Conclusion:

The journey from Hutch to Vi has been eventful, and we take pride in our contribution to the successful rebranding. As Vi continues to evolve through the merger with Idea, we remain committed to delivering the same level of satisfactory results and supporting their brand visibility goals. Our partnership continues to thrive, underlining our reputation as a reliable partner in executing brand transformations with excellence.



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