



siliconindia 10 MOST PROMISING

INTEGRATED MARKETING

COMMUNICATION COMPANIES - 2019

When Uber drove its wheels on Indian roads for the first time, the ride was quite bumpy and rocky. Since a taxi reservation was a burdensome task initially, people were surrounded by disquietude and were apprehensive in accepting Uber as their personal mobility partner. After much brainstorming and integrating technology with marketing competence, Uber came-up with its first-ever TVC in India – ‘Isey Apni hi Gaadi Samjho’, aiming to build brand relevance and reframe personal mobility. Within no time, the campaign hit profitable numbers and today, we see Uber rolling all across the country seamlessly. Surely, you must have ridden one too. Just like Uber, Apple’s strategic move of having integrated website design with an accompanying storefront and Coke’s viral ‘Share a Coke’ campaign joins the list of stellar integrated marketing communication exemplars.

Integrated marketing, if done right, not only catches public attention, but also connects with people’s imagination. The secret of this approach lies in strong storytelling that communicates brand’s message in a continuous, cohesive and consistent manner while saving cost, time and

resources on all platforms. Channelizing effective communication strategy with brand’s message, numerous integrated marketing communication companies are endowing this unique advantage to brands across all industries. Along with sketching strategic plans, these industry ninjas connect clients to end-customers through unified approach, irrespective of channels or devices.

Scanning the integrated growth of this ingenious industry, siliconindia divulges a directory listing ‘10 Most Promising Integrated Marketing Communication Companies – 2019’, who offer impeccable services with a creative outlook and anchor robust client-customer relationship. Performing a diligent evaluation of the industry, siliconindia Editorial Board along with expert panel of industry professionals enlists the front-runners of the industry who have carved a venerable space for themselves by executing exceptional strategies with successful conceptualization and implementation of integrated ideas. The listing will assist our readers in selecting exemplary integrated marketing communication companies that will help in understanding industry nuances and simplify the approach to such services.

10 MOST PROMISING INTEGRATED MARKETING COMMUNICATION COMPANIES – 2019

COMPANY	MANAGEMENT	DESCRIPTION
Akkado Noida akkado.in	Abhishek Sharma, Chairman	Established with a vision to create an environment of inclusive growth for passionate people to build a globally recognized brand for meeting client's aspirations
AURAA Mumbai auraa.co.in	Mala Mody, Founder & Business Head	A boutique agency pioneer in offering Branding, Marketing and Advertising solutions through 4R approach, professional attitude and quality servicing, all under one roof
Crayons Advertising New Delhi crayonad.com	Arsdad Zaheer, CEO	A 25 year old advertising agency adept in handling all activities under the ambit of communications including main-line advertising and online/ BTL activities such as brand activations & merchandising, events and other customer contact programs
Kairos Solutions Mumbai kairossolutions.in	Ganesh Lakshmanan, Founder & CEO	An integrated marketing solutions provider helping clients build a brand presence amidst a wide consumer base innovatively and proactively
Kaleidoscope Pune kaleidoscopeb2b.com	Sunil Sahasrabudhe, Founder Director & Mentor	India's unique integrated marketing communication agency that specializes in providing solutions to B2B companies for launching new brands, re-branding and addressing challenging communication problems
Kestone Delhi kestone.in	Piyush Gupta, President	Specializing in integrated sales & marketing with over two decades of experience in delivering data-driven, data-centric marketing campaigns, the company conceptualizes and delivers impeccable brand experiences by creating awareness about businesses, nurturing their prospects, and ultimately making customers their brand advocates
Media Moments Bangalore mediamoments.in	Sandeep Sreekumar, MD	Offering a wide array of marketing services mainly under four categories namely Creative, Digital, Social Media, and Public Relations
OMG Group Bangalore omggroup.co	Ashish Bhat, Founder & CEO	Offering 360-degree advertising services ranging from offline marketing for TV series/commercials, print ads, digital, technology and a wide spectrum of distinguished services
PAD Agency Hyderabad pad.agency	Gautam Reddy, CEO	An integrated communications agency that specializes in advertising, digital marketing, direct marketing, PR support, event marketing and media planning
Zoom Media Co. Mumbai zmc.agency/#works	Bhavesh Kothari Co-Founder & Chief Business Officer	A provider of a wide array of marketing services that include Digital Marketing, Design, Web Development, and many others