



**YOUR BRAND JOURNEY PARTNER**



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# ABOUT PRISTINE IDEAS

Pristine Ideas, in essence, is a lighted bulb of a courageous idea that has the power to get noticed, shared and talked about. An idea that no one has heard or seen before that ushers connections, resonates with people and move them to a deeper level. That has been culled by our experienced creative misfits. Perhaps, it is so virgin that it would compel one to say 'Why not?'



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# DESIGN

At pristine ideas , we have depth of designers headed by X Ogilvy creative director Janak who can give your brand the much needed identity basis the research about TG/ market/platform/marketing plans..

## SERVICES PROVIDED



LOGO DESIGN



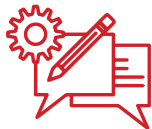
STATIONARY



PRODUCT DESIGN



PACKAGING  
DESIGN



COMMUNICATION  
DESIGN



WEBSITE DESIGN



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# LOGO DESIGN



KACCHI GHAANI MUSTURD OIL



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# STATIONARY DESIGN





# PRODUCT DESIGN





# PACKAGING DESIGN





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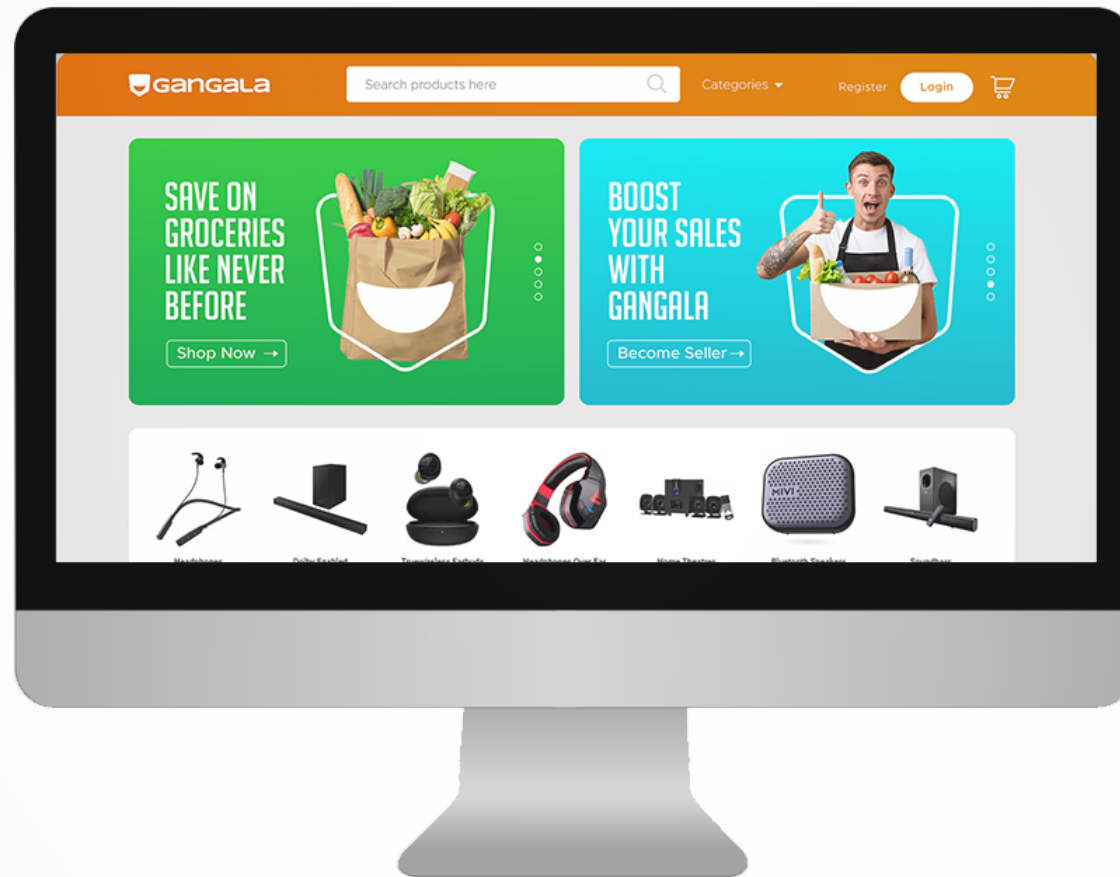


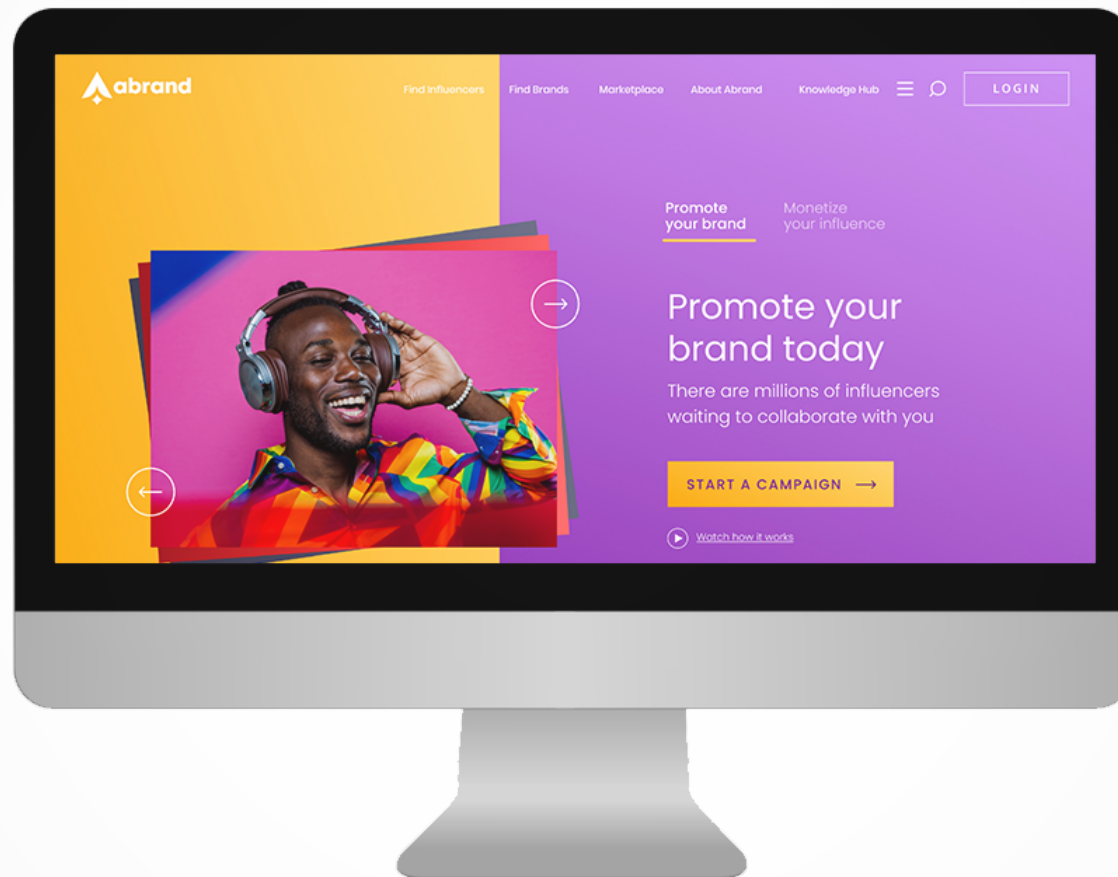
# COMMUNICATION DESIGN





# WEBSITE DESIGN







# CONTENT CREATION

With an experienced content team , we work on the content development for the brand to be used in the respective communication

## SERVICES PROVIDED

- Brochure content
- Website content
- Social media content  
(static post / GIF / Video / Reels )



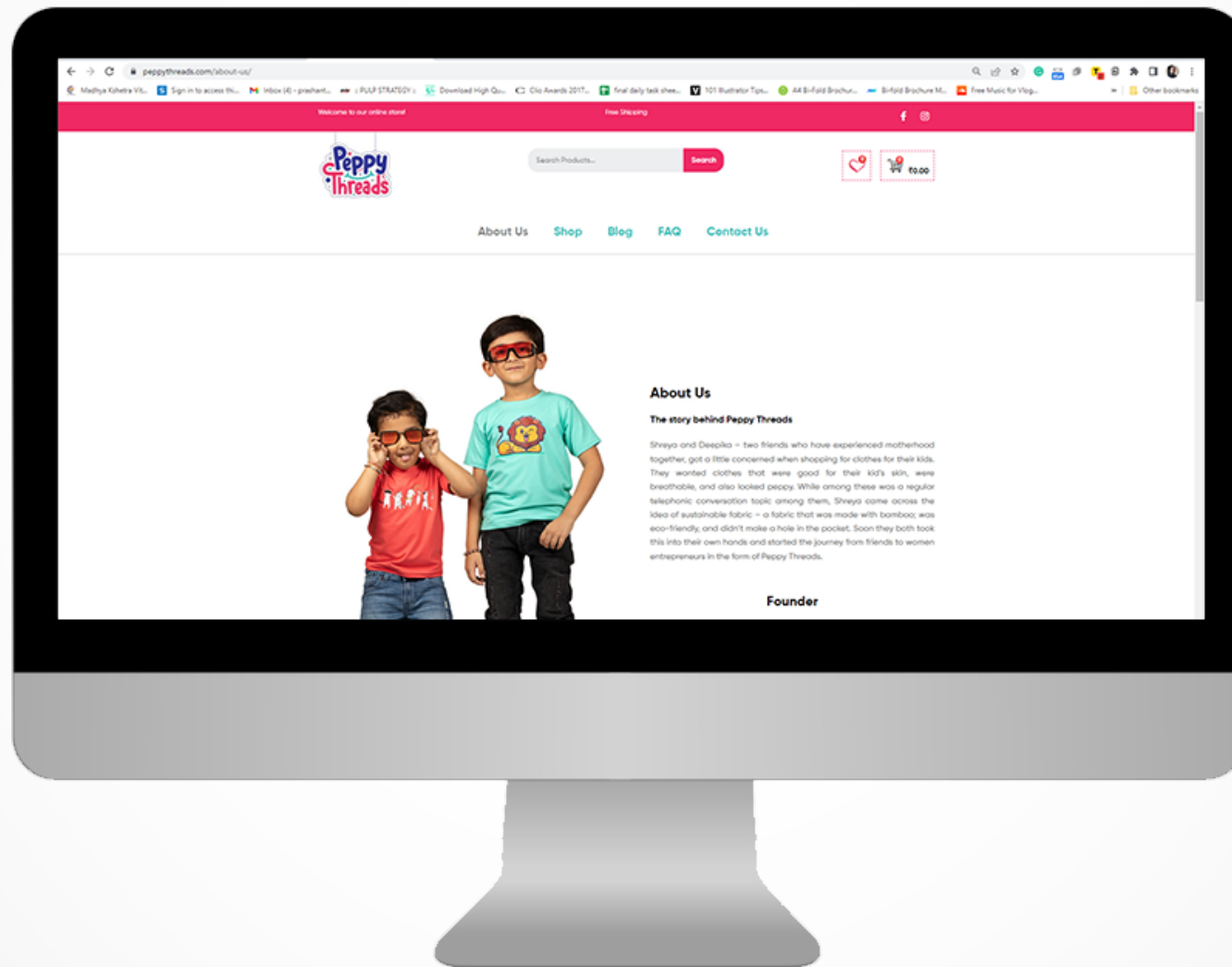
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# BROCHURE CONTENT



# WEBSITE CONTENT



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# **SOCIAL MEDIA CONTENT**

## **(STATIC POST / GIF / VIDEO / REELS)**



# SOCIAL MEDIA CONTENT

(STATIC POST / GIF / VIDEO / REELS)





# SPECIALIZED VIDEO CONTENT & INTEGRATION

With an access of influencer & artist , we work on the product profiling as per fitment ,identification of the influencer / artist & create the content accordingly.

**Type of influencer management:-** Insta influencer, youtubers , TV artist




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Insta



saraalikhan95 and mamaearth.in



**saraalikhan95**  Mamaearth's Onion Shampoo, enriched with the goodness of Onion and Plant Keratin, which helps reduce hairfall upto 60% in just 4 weeks. Isn't that just amazing! Bathe your hair in natural goodness and get that healthy hair you dream of.

No confusion, hairfall ghataane ka natural solution!

[@mamaearth.in](#)  
[#GoodnessInside](#) [#Mamaearth](#)  
[#partnership](#)

1w



**adityaa\_\_official\_\_** 



1w 8 likes Reply ...



**official\_akshay\_74** 



1w 2 likes Reply



624,495 views

JUNE 9



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Inst



mamaearth.in • Follow

Earl • All That Glitters



mamaearth.in • #Repost

@my\_big\_fat\_tummy is absolutely loving the Mamaearth Glow Oil Control Compact to achieve a flawless matte base. Crafted with Vitamin C, Turmeric and SPF 30, she no longer worries about reapplying her sunscreen and goes out in the scorching sun fearlessly.

Are you also looking for 2x instant glow that stays for upto 12 hours? Then opt for the expert-recommended talc-free compact that comes in 4 shades to match your Indian skin tone! 💜

•  
•  
•

#Mamaearth #GoodnessInside #NewLaunch #Compact #GlowOilCompact #InstantGlow

1w



siddhikhan07 Pp ??



4,551 likes

JUNE 8



# GUIDE TO INFLUENCER MARKETING



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## DEFINE YOUR GOALS & TARGET MARKET



## RESEARCH THE LANDSCAPE

- a) TG
  - b) Key markets
  - c) SEC
- 

## FIND YOUR INFLUENCERS

- a) Large influencers: Popular faces / large followings / Film personality
- b) Medium influencer: popular faces / medium followers / segment specifics (beauty / home décor )
- c) Small influencers: content creators / segment specific / as per product fitment



**CONTACT & CONNECT  
WITH INFLUENCERS**

**COLLABORATE &  
CREATE CONTENT**

**TRACK THE METRICS  
OF EACH CAMPAIGN**

**REFINE & REVISE YOUR  
STRATEGY AS NEEDED**



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# DIGITAL SETUP & MAINTENANCE

With an experience digital team, we helps the outreach over the relevant digital identity which covers



Facebook



Instagram



Youtube



Pinterest



Google



Website



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### MARKETPLACE SETUP:-

Ensuring the availability of product across relevant marketplace & visibility on the same like:

The Amazon logo, featuring the word "amazon" in a black, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.The Flipkart logo, consisting of the word "Flipkart" in a blue, lowercase, sans-serif font, followed by a yellow shopping bag icon with a blue 'f' on it.The Myntra logo, featuring a stylized 'M' made of two overlapping shapes in pink and orange, followed by the word "Myntra" in a black, lowercase, sans-serif font.The Nykaa logo, featuring the word "NYKAA" in a bold, pink, uppercase, sans-serif font.

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# **DIGITAL PERFORMANCE MARKETING**



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**f** Facebook  
Feeds



**SPG Consumer Products**

Sponsored · 🌐



SPG Consumer Products is a global enterprise that delivers quality, sustainability, and purity in every product. With a range of [...see more](#)



SPG Swad's range of premium edible oils with nutty flavour and rich aroma.

FOOD AND DRINK

**SPG Consumer Products**

2,703 people like this



Like



Comment



Share

**Feeds**



**Search**



**f** Facebook  
Feeds



**Master Builders Solutions India (IN)**

Sponsored · 🌐



Building a new home or going for the repair of your existing one?  
Our solutions protect your home, [...see more](#)



Crack healing additive for FORM ON FAC...

**Get Quote**



Leakag  
Protect  
FORM C



Like



Comment



Share

**Feeds**



**Stories and Reels**



**In-stream**



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Example of your non-skippable in-stream ad on YouTube



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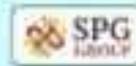
100% Mustard Oil



# 100% Mustard Oil



SPG  
SWAAD



SPG  
SWAAD™

Eat Right Future Bright



CEREALS

For More Details  
[www.spgconsumer.com](http://www.spgconsumer.com)



*Rice Bran Oil*



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# OFFLINE MARKETING

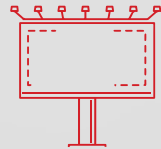
With access to media planning & buying we give the highest visibility by working on the ROI model across Print, TV, outdoor, Radio, Impact branding - ( auto hood / airport / bus branding )



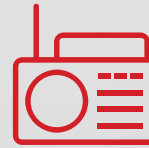
TELEVISION



NEWSPAPER



OUTDOOR



RADIO



IMPACT BRANDING



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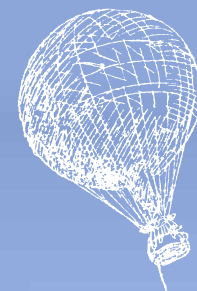




## CHANNEL BRANDING & DISPLAY

With an execution team across Rajasthan, UP, Uttarakhand, Bihar, Jharkhand, MP, Chattisgarh, Punjab, Delhi, Himanchal & J&K.

Our capabilities for fastest & accurate execution in the field of shop branding, shop promotion, BTL activity.



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A hand with a black smartwatch is shown from the wrist up, palm facing up. Above the hand is a white line drawing of a bar chart with four bars of increasing height, and a white arrow pointing upwards and to the right, indicating growth.

# SALES SOLUTIONS

With a senior team of Sales veterans onboard, we also help FMCG companies with the sales consultancy in the field of staffing, training, channel setup & distribution.

- o Sales recruitment
- o Sales training
- o Channel / distribution setup
- o Brand consultancy.



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# HAPPY TO CONNECT

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Web: [pristineideas.com](http://pristineideas.com)



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Branches : Noida | Mumbai | Bhopal | Jaipur | Chandigarh | Kanpur

