

# CAMPAIGN | EXPERIENCE

is not new or rocket science

Create campaigns that builds brands with



# WE ALL KNOW

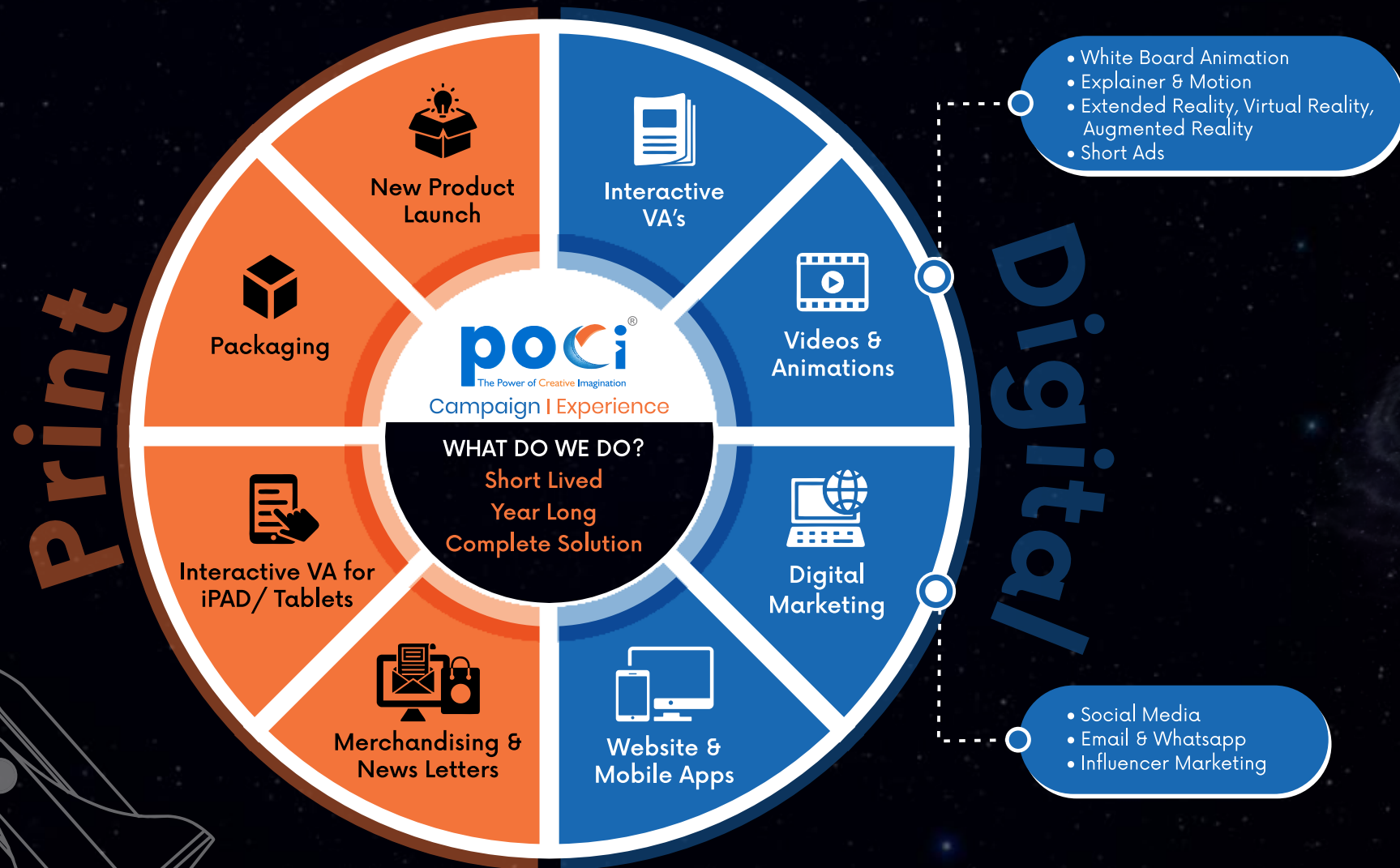
## The World's Changing

Marketing is changing. The traditional model, which saw the customer path as a liner funnel, is broken. Today customers follow whatever path they want, and you're expected to reach out to them on their terms and it's more than simply blasting them with messages through every channel you can find. Your customers expect you to be there when they want you and to back off when they don't. They expect you to remember what they told you at one point and anticipate their needs at another.



# What we are doing?

We believe in working in a connected culture with our associates to develop digital as well as technical deliverables including medical write-ups, 3D and augmented reality, website and mobile applications.



# Our services

## Services Crafted with Mix of Creativity, Research and Analytics

POCI build strategies to augment the brand experience rather than value, We carefully collate brand elements to create a mark on customer's mind. Our services are holistically build to people and brands with meaningful campaigns.

## 500 Jobs Completed in 2.5 Years

Campaign Conceptualization | Campaign Merchandise | Training Terms | Moniker | Innovation & Technology | Brand Portfolio Management | Digital & Social Media Marketing



# Our services presence across the globe

Our Campaign | Experience is independent of geographical boundaries and our services extend across the globe through different countries & regions like...



# 5 You choose the campaign.

## Why it seems so away from possibility: There are many dreams/ideas.

You want to make the ideas work for your brands. You want it to hit your customers' right where they live. But where is that?

With so many ways to reach out to your customers these days, it's interesting which one to select. But Ideas have their own way of implementation challenges. It needs strategic thinking for brands. Spending quality time after brands.

Campaign implementation mediums are many, From display ads to TV ads. From emails, newsletters, blogs, social media to direct mail, print advertising, or stalls/conferences. And that's not to mention new channels like smart phones or the Internet of Things (IoT).

As the industry emphasis on customer experience continues to expand, that number is only going to grow.

So as you're sitting down to implement your brand building idea into a well-execution creative sustainable campaign, how do you know which campaign to implement?

## Why it's not rocket science: You choose the campaign.

Just because an idea exists doesn't mean you have to use it. Just because someone else has supposedly become the Next Big Thing because of their use of some channel doesn't mean it's right for you.

Admittedly an advertisement campaign, however efficient, can seldom close a sale itself. Its function is to pave the way for salesman, by preselling your product and attracting leads.

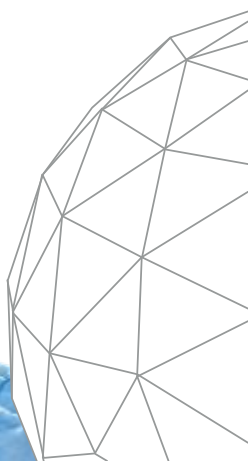
Why? According to Prahlad Kakkar, "For a change, don't wake up and erase your dreams, remember them." Chase them and they need to be conceived.

Campaign development at **poci** isn't about hitting as many brands campaigns we can. It's about providing imagination to your dreams and campaigns to imagination create a customer experience that's natural, unobtrusive and useful.

Start with what you know. What channels are you using right now? Why are you using those channels and what do you like about them?

Next, consider campaigns you're interested in trying. How can these campaigns complement the ones you're already using? And give desired **Campaign Experience** to stakeholders.

**Campaign Experience is awesome. It's about how effectively it's weaved together successfully to interact with your audience.**



# 4 Telling your brand story is easier with Campaigns.

**Why it seems so hard:**

**Brands, people, media are different.**

Not all campaigns are created equal. There are multiple brands, multiple people handling, and multiple channels and so on.

In fact most of the time, marketers worry that their messaging is not integrated across touch points.

How do you make sure you're not sending your customers one message via email and another—perhaps a contradictory one—during trade show/conferences?

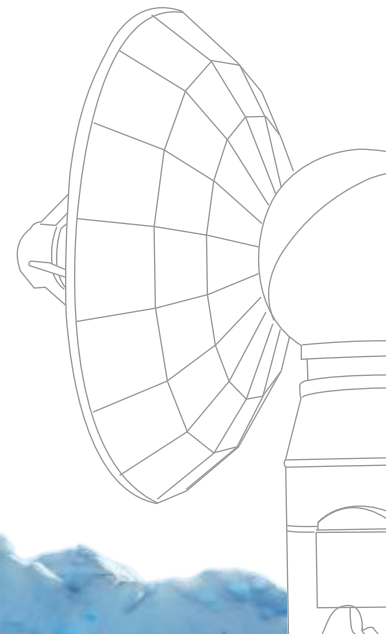
**Why it's not rocket science:**

**Telling story is easy.**

**Campaign | Experience** is about getting along. It's about taking the strengths of each channel and weaving them together. You can accomplish the same thing with your messaging.

Let's face it. Everything runs smoothly when everyone is singing from the same song sheet. If you take the time at the beginning to get all the stakeholders together and coordinate your messages, offers and general visions for the company, it will be easier down the line to create campaigns that are consistent.

At **poci** we develop **Campaign | Experience** which assures to create campaigns, mediums & documentation so that everyone has excitement to implement it. Establish lines of communication so that no one's left in the dark.



# 3 Telling your brand story is easier with Campaigns.

**Why it seems so hard:**

**Terms are in overburdened.**

Everybody hates repetition of ideas and not brand specific, but they seem to keep cropping up. And when it comes to campaign marketing. According to Econsultancy, as many as 70% of teams don't have a cross-team organization to support an integrated marketing initiative

But campaign marketing involves a lot of different pieces working together (there's a reason they call it "orchestration") and if each of those pieces is hunkered in isolation, things fall apart.

Of course, for campaigns need for digital, video, creative writing, email posters, print inputs, and applications anything would be needed.

**Why it's not rocket science:**

**Virtual teams are here to stay.**

Thanks to the wonders of modern technology, you don't have to. Traditionally, virtual teams were designed to overcome geographical problems, but they can function based on available work and skill set at **poci**.

At **poci** we create cross-functional teams to address specific campaigns or problems while ignoring the usual organizational challenges.

As with everything we've discussed so far, the key is to have a plan. Identify who needs to be involved to make your **Campaign | Experience** initiative succeed, and then start building virtual teams around those needs. We make our campaigns designed by expert designers, copywriters who puts their heart in preparing the writeup for creative campaign. Quality Checked by expert before final copy reaches you.

We create here project-driven task forces that deliver greater campaigns and lay the ground for greater integration





## 2 It pays for itself.

### Why it seems so hard: It's expensive.

Campaign marketing is possible today because of technology, sometimes that ideation takes time & technological workup is expensive.

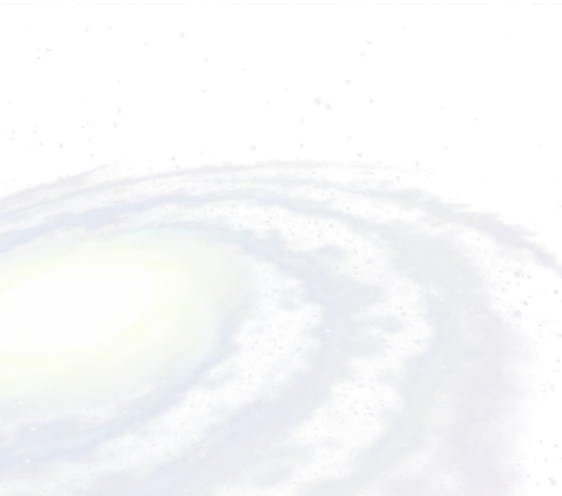
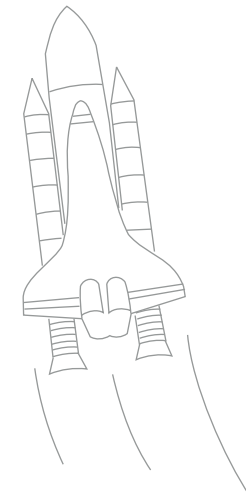
According to IBM study, 61% of CMOs said they used customer data for segmentation & targeting, highlighting the desire to better understand & message their current & potential customers. Hence provide better customer experience.

But if you're just starting out, trying to justify the cost can seem daunting. So what do you do?

### Why it's not rocket science: It pays for itself.

There's a reason so many marketers are increasing their budget for marketing brands through campaigns: It works.

- Deliver more efficient marketing spend by understanding customers response to your ads creative campaign.
- Optimising brand-relevant metrics in real-time
- Increased customer experience with the organization
- Delighted customers & stakeholders



# 1 Your business needs it.

Why it seems so hard:

**Organizations are still living in the past.**

Sometimes, businesses are just slow to change. Maybe its happy to go the same way as in past. Maybe the company is happy to let the sales team do all the heavy lifting. May be the company is fine with a standard approach and sees no need to invest in Campaign | Experience and delight stakeholders.

If you're looking to build an initiative building your brand through customer brand experience, situations like these can be a challenge. How do you overcome this kind of organizational inertia?

Turn your - dreams to  
**IMAGINATION**

Imagination to  
**CAMPAIGNS**

Campaigns to Delightful  
**Campaign | Experience**

**Campaign | Experience**  
to Happy Customer

Why it's not rocket science:

**Your business needs it.**

The first step is to remind yourself that you're right. You understand the changes in the marketplace. You know that customers choose businesses tat offer the best Campaign | Experience. And you know that campaign marketing is the key to deliver the Campaign | Experience for your brands need.

Obviously, not every business is going to find success with the same kind of marketing, but with a little thought, you can discover the right campaign for your audience with a little different tactics of different channels to implement the campaign.

Try the **poici Campaign | Experience** the **campaign implement section**. We have 3 categories of campaign development:

**Campaign Experience | short lived**  
(campaign for an event ie conference/day/month)

**Campaign Experience | year long**  
(campaign ongoing for a year or two quarter)

**Campaign Experience | complete solution**  
(campaign ongoing with measuring tools)



# Logos created by our team



# Associated with Organizations





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**[www.poci.in](http://www.poci.in)**

A wireframe dome structure, resembling a geodesic dome, is located at the bottom of the slide. It is composed of orange lines forming a series of triangles that create a hemispherical shape.