



Spin IMC

The Integrated Marketing & PR Approach

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The background is a dark blue gradient with several semi-transparent gears of various sizes scattered across it. In the top-left corner, there is a small, stylized sun icon with a gradient from orange to yellow.

About Spin IMC



The Background

Spin IMC is a young and dynamic integrated marketing consultancy set up with the objective of setting new industry standards in integrated marketing and supporting client objectives as an extension of marketing through innovative approaches and tools.



Spin Integrated Marketing Communications

- ✦ A full service integrated marketing communications consultancy
- ✦ A dynamic team of young professionals
- ✦ Proactively conceptualizing & ideating communication strategies
- ✦ Ability to support lean marketing start ups across recruitment, and India entry strategy
- ✦ Well developed vendor and third party relationships across cities and media



Core Spin Offerings

- ✦ Public relations & image management
- ✦ Alliance management & cross marketing-strategy, planning & management
- ✦ Brand management, advertising and MarComms
- ✦ Website domain & content management
- ✦ Crisis management
- ✦ Investor relations



Our Strengths

- ✦ Multi-dimensional and multi-disciplinary approach to Marketing
- ✦ Result oriented programs and Strategic media relations skills
- ✦ Effective benchmarking with a research based and process oriented approach
- ✦ Time tested strategic links with apex industry bodies like NASSCOM, CII, FICCI, MAIT to bring the best speaking and sponsorship opportunities for our Clients.



The Spin IMC Network

- ★ Headquartered in Mumbai
- ★ Branch office in new Delhi
- ★ Affiliates in Bangalore, Kolkata, Hyderabad and Pune
- ★ Ability to execute nationally and in 'B' locations



Our People

Spin consists of a team of professionals with experience in handling a diverse range of clients including retainer and project based across:

- ✦ Public relations
- ✦ DM / personal marketing
- ✦ Advertising and marketing collateral across print, film, web, multi media presentations, brochures & flyers
- ✦ Trade shows
- ✦ Investor relations



Some Spin Clients

- ✦ CMS Computers
- ✦ SYSTIME
- ✦ Cap Gemini Ernst & Young
- ✦ The Chatterjee Group
- ✦ Indo Canadian Chamber of Commerce
- ✦ The Bombay Municipal Corporation
Commissioner's Office
- ✦ Livewire Corporation



The Technology Company Integrated Marketing Need

- ✦ Public relations
- ✦ Brand identity & signage
- ✦ Trade shows event and marketing recommendations & methods of implementation
- ✦ Prospect and lead gathering road shows in a channel cross marketing and co branding environment



Why The Integrated Marketing Approach?

- ✦ Too many ostrich vendors out there trying to fit a square peg in a round hole
- ✦ Marketing departments today are lean with minimum bandwidth, so outsourcing non core activity is both smart and effective!



Integrated Marketing?

“What Could Be the Agency 10 or 15 Years From Now? I Would Not See the Agency Being the Centre Part. They May Not Even Be Called Advertising Agencies. A Core Business, a Communication Consultancy, That Does Co-ordination. It Gets Involved in Understanding What Your Long-term and Medium-term Objectives Are on Brands and Products.

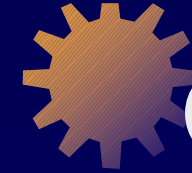
They Understand What Profitability You Are After, and Within That They Will Recommend How You Should Split Your Money. Then Once They Have Done That, They Use Those Specialist Units”.

- Michael Reinarz, Director of Visual Communications for Nestlé in The Advertising Age



Spin IMC

Also a Direct Marketing
Approach



Changing The Game

What's Personal Marketing ?

- ★ Mass marketing

- ★ Mass communication

- ★ One-way

- ★ Delayed

- ★ Indirect

- ★ One-off

- ★ Personal marketing

- ★ Personal communication

- ★ Two-way

- ★ Real-time

- ★ Direct

- ★ Ongoing



Changing The Game

What's Personal Marketing ?

- ★ One-off
- ★ Messaging to large number of unknown consumers
- ★ Mass media - TV, radio, press, outdoors, etc
- ★ Ongoing.
- ★ Relationships with limited number of known prospect/ customers.
- ★ Personal media - mail, net, phone, direct contact etc.



How We Work With Our Clients





Walk the Talk!

- ✦ Map client marketing communications organization
- ✦ Dedicated resourcing as an extension of marketing, almost on secondment to client
- ✦ Transparent costs and benchmarking
- ✦ Plan..plan...plan and then execute
- ✦ Meetings – weekly..monthly...reviews
- ✦ Speed, Quality and Integrity in all dealings!



Costing Models

Signage / Trade Shows & Branding	DM/ Personal Mktg.	PR & Mktg. Collateral, Websites, etc
Third Party & creative	Retainer or project plus third party	Retainer or project plus third party