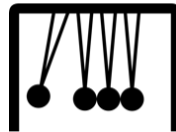




# MEET - IMPACT PUBLIC RELATIONS

COMPANY OVERVIEW & BUSINESS  
MODEL



Shaping opinions through persuasive storytelling



**Impact Public Relations** is one of the fastest growing full service communication consultancies in India. Our identity takes inspiration from the **'Circle of Life'** enshrined in **Greek mythology**. The circles in the shape of floral petals connote **progression**. The inner core rendered like a **sun burst** is an expression of **creation, evolution**. The **halo beneath** the logo represent a **ripple effect**.

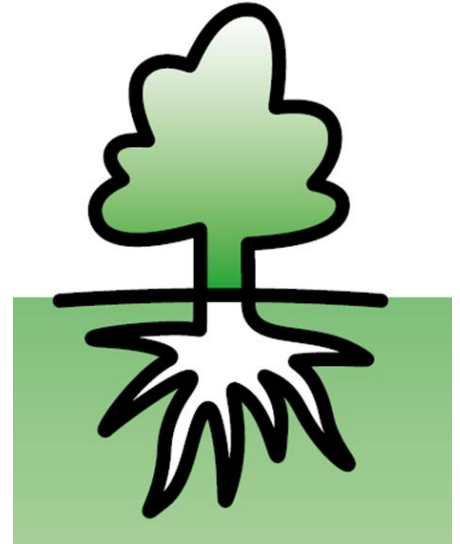
These units expressed in our visual identity resonate strongly with our own philosophy of **shaping, building** and **growing** the **brand reputation** link for our clients. Brands that earns high reputation capital are the ones that make an **Impact**.

# LEADING POSITION IN DRIVING YOUR REPUTATION CAPITAL



## A SNAPSHOT

- ♪ One of the fastest growing full service communications consultancies
  - Active since 2000
  - A rare experience of having worked with a wide cross-section of brands in telling immersive stories
- ♪ Early adopter of reputation management methodology
  - Proponents of shaping and co-creating stories in micro moments
- ♪ Wide network of direct and affiliate offices in India and overseas



# A WIDE NETWORK TO ENSURE SEAMLESS REACH & DELIVERY

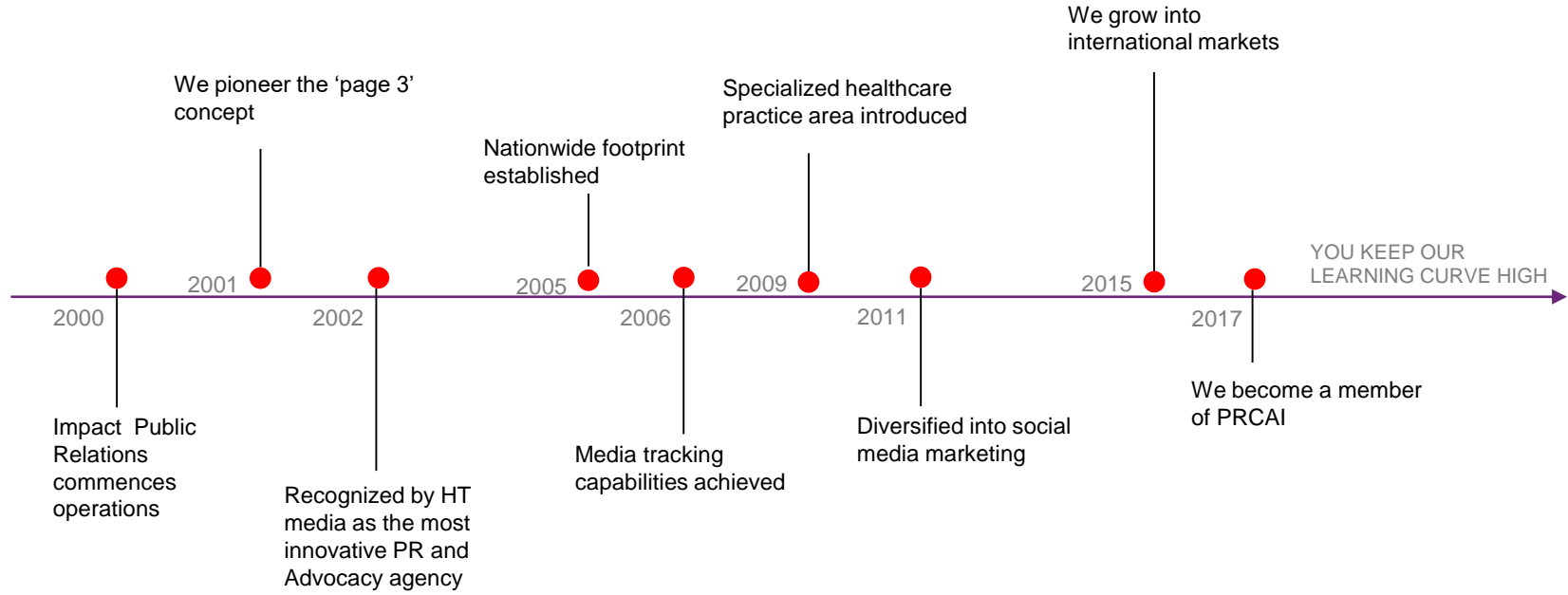
Present in **60+**  
cities in India & overseas



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# A JOURNEY REPLETE WITH LEARNING



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# OUR CAPABILITIES EXTEND TO ALL TENETS OF COMMUNICATION

MEDIA RELATIONS

## CORPORATE COMMUNICATION

- Corporate Positioning
- Thought Leadership
- Public Relations
- Employee engagement and Internal Communication

## PUBLIC AFFAIRS & ADVOCACY

- Government Relations
- Stakeholder engagement & Advocacy
- Issues management
- Crisis communications

## CORPORATE SOCIAL RESPONSIBILITY

- Focus area identification, strategy and planning
- Execution support
- Partner / project identification and due diligence

## ADVERTISING & BRAND COMMUNICATION

- Event and promotion
- Brand identity creation
- Advertising and media buying
- Positioning support

## DIGITAL & SOCIAL MEDIA

- SEO and SEM
- Social media campaigns
- Organic content propagation
- Digital storytelling

## SECTORAL STRENGTH



HEALTHCARE,  
WELLNESS



CORPORATE &  
CONSUMER (LIFESTYLE,  
ENTERTAINMENT, SPORTS,  
HOSPITALITY, FMCGs)



BFSI AND FINTECH



TECHNOLOGY  
AND INNOVATION



CHAMBERS,  
ASSOCIATIONS,  
INDUSTRY BODIES



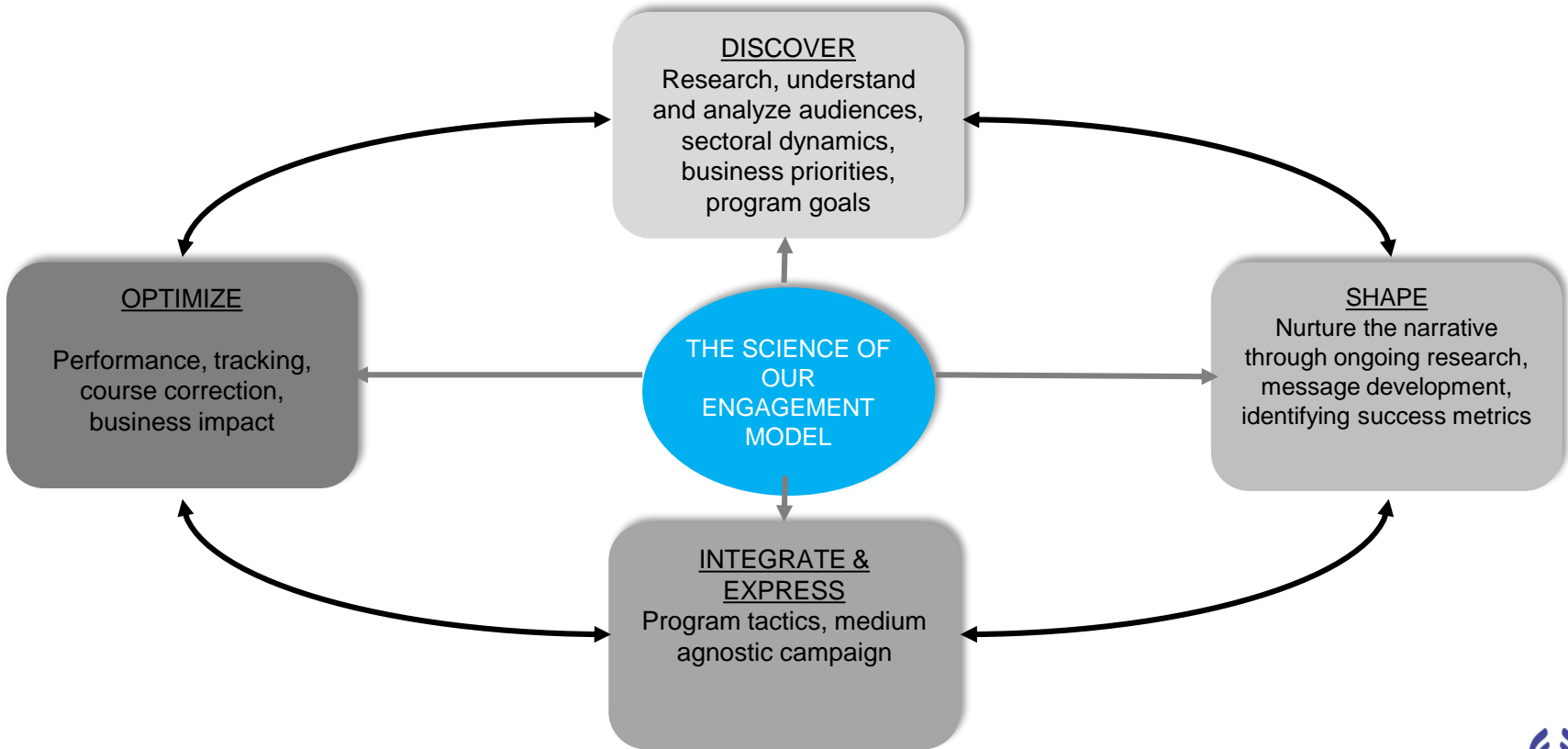
INNOVATION,  
START-UPS

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# IMPACT CORE CAPABILITIES DRIVE VALUE

THE CHAIN IS COMMON, APPLICATION - CUSTOMIZED



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# FOUR CONVERGING AREAS OF DELIVERY TO POWER STORYTELLING

## 1 PRESS OFFICE

Tracking and Analytics; Media relations  
Media intelligence;

## 3 DIGITAL & SOCIAL AMPLIFICATION

Social media amplification for triggering organic  
conversations, digital storytelling and campaigns

## 2 CONTENT STRATEGY

Planning; Research; Copywriting;  
Editorial Calendars and syndication

## 4 LOGISTICS

Scheduling; Briefing books;  
Proofing ; Press kit assembly  
Site visits; Staffing media  
engagements



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# 3 ROBUST WORKSTREAMS WORK ON THE MANDATE FOR VALUE CREATION

1

## Client Support Group

The dedicated group works in tandem with the client to spot image gaps and later, formulates customized PR strategies. It constantly interacts with clients to discuss new developments and explore new opportunities and avenues for boosting top-of-mind recall for brands.

2

## Media Support Group

The group taps the wide variety of communication vehicles available to get the message delivered to the masses. The team is well versed with the way media operates and identifies every potential PR opportunity.

3

## Information Support Group

This Group acts as both, a keen scout and a back-up team for instant information update. On the basis of such information provided, the potential opportunities are systematically evaluated for their latent ability to promote our clients' brands effectively.

PRODUCTIVITY  
DIFFERENTIATOR

VALUE  
CREATION

ENHANCED SHARE OF  
VOICE

BRAND SALIENCE

DIFFERENTIATION &  
BUSINESS IMPACT

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# OUR CAPABILITIES EXTEND TO ALL AREAS OF EVENT MANAGEMENT

EVENT MANAGEMENT



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# THE CORE



## **Kulpreet Freddy Vesuna Founder & Managing Director**

**22 + years of industry wide experience – widely recognized as an innovator. Noteworthy experience in media relations, brand building, social media campaigns, advocacy, integrated marketing communications and crisis management. A member of Public Relations Consultants Association of India (PRCAI) and believes that storytelling is fundamental to the game of communications. .**

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# LEADERSHIP TEAM



**Harmeet Pal Singh**  
**Director – Operations & Events**

In the professional journey spanning nearly 20 years, he has constantly reinvented himself as a professional. His vast experience in sales, marketing and communications adds impetus to the company. His way of working smoothens the processes and empowers the system. He joined Impact PR in the year 2009, he drives the event division and also looks after day-to-day operations. Prior to joining Impact PR, he was with Fujifilm India for over 13 years.



**Freddy Vesuna**  
**Director – Quality Assurance**

22+ diversified experience in operational quality and project management. A proven troubleshooter adept in decision making, problem solving and people management. Believes that prevalent quality issues in the communications industry can be controlled at every level for superlative deliveries.



**BK Jha**  
**Content & Media - Head**

Masters in Sociology from JNU and an expert in economic affairs, he is a senior journalist with over 20 years of experience. He has worked with leading newspapers and magazines including Hindustan Times, The Political & Business Daily, Sahara Media, Inclusion, Rural & Marketing. His reporting experience ranges from political, socio-economic and rural affairs. He has created a wide range of network among political leaders, ministers, industry captains and top bureaucrats at Centre and States. He is a familiar face on TV Channels panel discussions on political and economic affairs. He is also a member of executive committee of Forum of Financial Writers and former Vice President of Pink City Press Club, Jaipur.

# CLIENTS HAVE TRUSTED US FOR OUR DEPTH OF DELIVERIES...



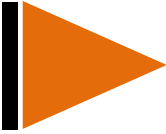
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...FROM SEVERAL SECTORS...



CORPORATE &  
CONSUMER  
(LIFESTYLE,  
ENTERTAINMENT,  
SPORTS, HOSPITALITY,  
FMCs)



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# ...THE LIST CONTINUES



Rabobank



Voluntary Action Network India  
An Apex Body of Voluntary Organisations

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# REACH US AT



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