



INFORMATION

BUZZINGA

Incepted in 2011, Buzzinga is the Digital Media agency of Percept. Digital Media Management is the most rapid and effective marketing strategy in the New Media space today. Combining the efforts of social buzz, it is a terrific and affordable way of increasing traffic to a site, building a strong following, and promoting and strengthening a brand while increasing sales and revenue.

Buzzinga utilizes several different mediums effectively to highlight a brand and create a direct line of communication with clients and customers. Buzzinga caters to clients needs right from creating an online identity, strategizing the online communication, creating content, executing the strategy and finally monitoring the activities in the social media space. Buzzinga also designs Social Media and Smartphone applications for brands. The portfolio includes profile building and participating in leading influential social media platforms. Buzzinga also caters to clients who need Search Engine Optimization & Search Engine Marketing.

Buzzinga has successfully created an identity for brands like the 42nd edition of IFFI by effectively using mass platforms like Facebook, Twitter and Blogging thereby reaching a mass global audience. Buzzinga successfully created the largest audience on the SMM space for Fratelli Wines a relatively new winery in India within a span of 3 months. The brand now boasts in being the only winery with the maximum number of fans on Facebook, maximum number of followers on Twitter with constant engagement and a brand which educates the audience about wine. Buzzinga has effectively captured a large youth audience by employing Facebook & Twitter for Swaabhimaan, a Nitesh Rane venture, to create awareness in Mumbaikars on their Civic Rights and also raise an alarm about the civic issues in the city. This is being run under the name, 'Aata Mumbaichi Satakli'.

Digital media is important to any company that wants to grow and the quickest way to get their name out there to the masses! Buzzinga aims to provide the best online solution to clients with an objective to creating a strong and highly recalled brand in the real and virtual world.

Clients

Karbons Mobiles, International Film Festival of India (IFFI), Swaabhimaan - Mr. Nitesh Rane's NGO, Goa Congress, VFS Global, Guru India, Bungalow 9, FLAME Pune, Fratelli Wines and Saks Hair & Beauty.

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About Percept Limited

Founded in 1984, Percept Limited, an Entertainment, Media and Communications company, is at an enviable leadership position today, with a team of over 700 people and 42 offices in India and the Middle East and a capitalized billings of INR 17.26 billion (FY'16).

Percept companies construct tailor-made content, assets and solutions that deliver in both local and international markets and services millions of clients and consumers across the globe.

Percept operates in 2 core business domains:

- **Percept One – Marketing Communication Services** – this encompasses 3 Strategic Business Units:
 - **Creative Services** – Advertising, Brand Marketing Consultancy & Communications, Corporate Identity, Strategy, Creative, Design & Packaging, and Integrated Marketing Communication Consultancy services
 - **Media Services** – Media Planning & Buying; Out-of-Home Media; Retail Media; Rural Media; and Digital Media
 - **Other Marcom Services** – Brand Activations & Promotions; Incentives, Conferences & Exhibitions Management; Event Management & Marketing; Public & Media Relations, and Social Media Marketing
- **Content and Intellectual Properties** – this comprises 2 Strategic Business Units:
 - **Filmed Content** – Ad Films; Television and Movie Content Production, Aggregation, Distribution & Marketing
 - **Live Entertainment** – Intellectual Properties in the Entertainment, Sports and Media domain

For more information, please visit www.perceptindia.in

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