

Sliced bread

# WHO ARE WE?



We're a team of motivated and ambitious individuals dedicated to making fresh content, bring people together for the coolest collaborations, and providing the best experiences to brands, talent, content creators, and users alike.

From being pun connoisseurs to managing multiple avenues of content for athletes, celebrities, sporting teams, businesses and brands, our content journey has been unorthodox. The core value of it has never changed though; remaining fresh, authentic, and always pushing for more.

Our vast experience at the highest levels across the globe has equipped us to recognise and deal with the unique requirements each client presents.

# Why Sliced Bread?



Because the best solutions are often born out of simple creativity, not complex equations or rocket science.

We're not saying we're the best thing since (that wouldn't be very becoming of us), but our creative thinking, wide network of talent, constant hunger for knowledge, forward thinking, and being on top of trends, will make you wonder why you were eating through loaves of bread this entire time.



# WHAT WE DO

**Content  
Strategy,  
Creation, and  
Management**

**Influencer  
Marketing,  
Endorsements,  
& PR Packages**

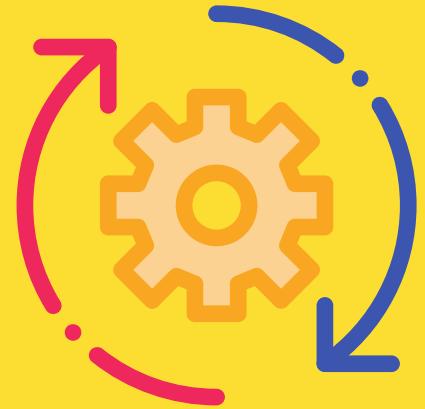
**Talent  
Management**

**And a whole lot  
more really.  
We don't like  
being confined  
by boxes.**





# OUR WORK



# BRAND ENDORSEMENTS

Long term brand associations,  
like the annual endorsement  
deal for Leander Paes with  
leading ESports platform, MPL.

**MAIDAN NAYA HAI,  
KHEL WAHI**

**SUCCESS IN SPORTS  
NEEDS**  
Skill  
Talent  
Practice

**SUCCESS IN ESPORTS  
ALSO NEEDS**  
Skill  
Talent  
Practice

**THE DIFFERENCE BETWEEN THE TWO  
IS ONLY IN YOUR HEAD.**

This game involves an element of financial risk and may be addictive.  
Please play responsibly and at your own risk. T&C apply. 18+ only.

**MPL**

# INFLUENCER CAMPAIGNS

Designing, curating, and executing influencer marketing campaigns, like this one for Skoda India, that would be a right fit, and align with the brand goals and target audience.



# BRAND COLLAB

Digital marketing  
collaborations for  
product promotions and  
content creation, like  
this one for VedaSnest.





# TALENT MANAGEMENT



Content creation and collaboration and partnerships for our exclusive talent, like the ones here for Ankita Raina and Dhruv Singh.



# PR PACKAGES

Getting your product in the right hands (or couches), and getting the right influencers and content creators, for your events, like in these campaigns for the Premier League







# 100+

**Influencer partners  
and counting**

We help finding the  
perfect influencers  
for your campaigns,  
to create a genuine  
partnership and  
amplify your reach.

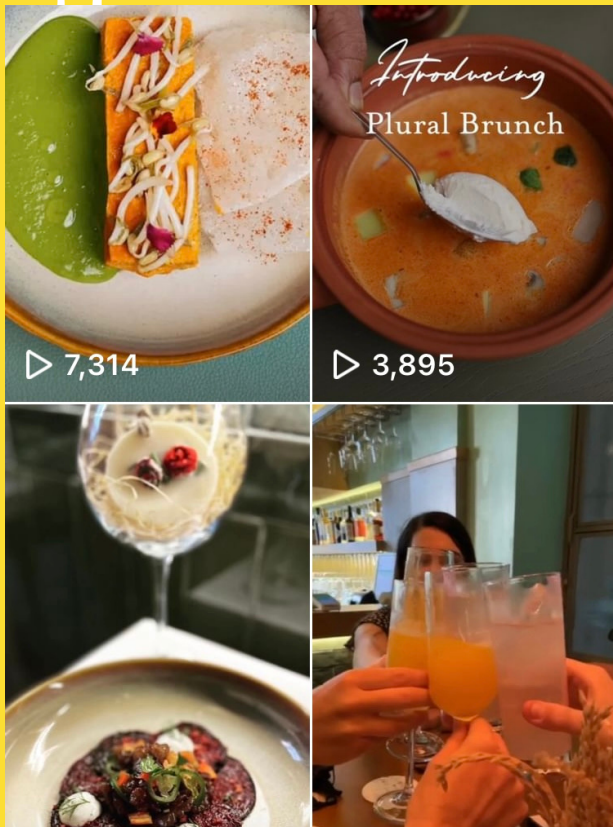
**"94% MARKETERS FIND  
INFLUENCER MARKETING  
EFFECTIVE FOR DRIVING  
SALES. WITH ITS IMPACT IN  
2020 INCREASING BY 18%  
COMPARED TO THE  
PREVIOUS YEAR."**

**STATE OF INFLUENCER MARKETING REPORT,  
2020**





# VIDEO MESSAGING

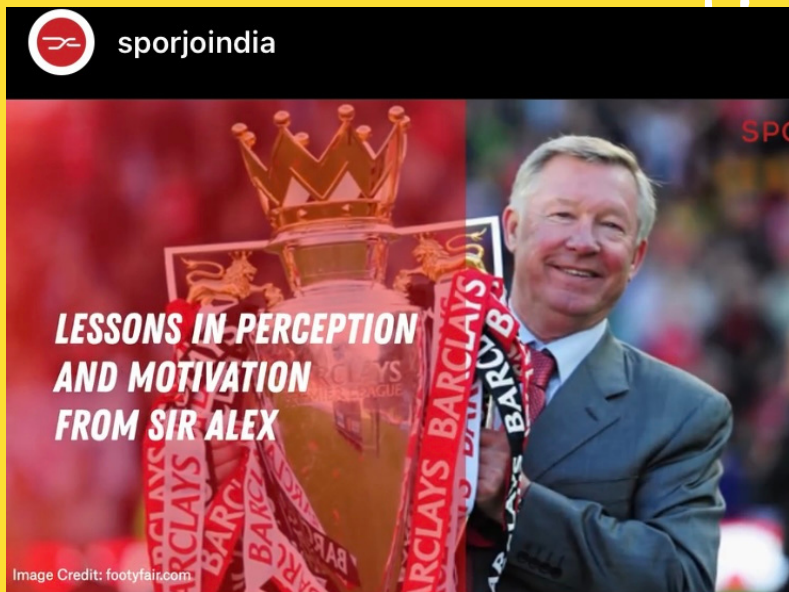


Using the mediums that work best, like reels and video messaging for restaurant Plural, and football news page Goal India



## STORYTELLING PIECES

Informative story telling  
series for Sporjo



## BRAND MESSAGING

Content series raising  
awareness around the 5  
pillars of the shoe brand  
PAIO



## BRAND DIALOGUE

Fun and quirky messaging to promote Middle Eastern food delivery restaurant Za'atar.

## TRENDING CONTENT

Original and trending content/reels for IGL00 Craft Beer





# LIVE CONTENT PROPERTIES

Design and execute live content properties like these ones for Sporjo and Leander Paes



# LIVE EVENT COVERAGE



Covered the Auctions and Behind The Scenes action LIVE for teams we represent across multiple sports, such as the Tennis Premier league and the Abu Dhabi T10



# MOMENT MARKETING

Staying on top of trends like getting Bernie into the frame for some of our influencer partners and clients, such as Hansika Motwani, and using trending topics and memes to engage audiences, like those of 3 Wise Monkeys.



# BRAND IDENTITY



Conceptualising brand elements and identity, like the name and logo for delivery kitchen, Bundobast and logo for sports apparel brand Equipped.





# BRAND PHOTOGRAPHY

Sourcing the ideal talent, photographers, location, and other end to end organisation and execution for brand photoshoots, such as the overseas photoshoot for luxury kids clothing brand, Maison Ava, or the Premier League.





# SOME TALENT MARKETING CLIENTS



ŠKODA



MARRIOTT  
BONVOY™

MPL

VAHDAM®  
INDIA



make **my** trip

WOW  
SKIN SCIENCE



duroflex

# SOME CONTENT MANAGEMENT CLIENTS



# OUR EXCLUSIVE TALENTS



**ANKITA RAINA**

India #1 Tennis Player  
Arjuna Awardee, Olympian



**TANVI SHAH**

Ex India #1 Tennis Player  
Sports Presenter, Lifestyle Influencer



**SUHAIL CHANDHOK**

Former Pro Cricketer  
Sports Presenter, Content Creator



**DHRUV SINGH**

Former Cricketer turned Coach  
Digital Content Creator



# THANK YOU

**Let's Slice Some Bread Together!**



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**@slicedbread.in**



**Twitter**

**@slicedbreadin**



**Instagram**

**@slicedbread.in**

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