

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.



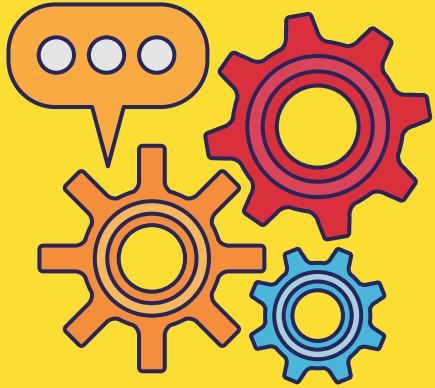
WHAT WE DO

**Content
Strategy,
Creation, and
Management**

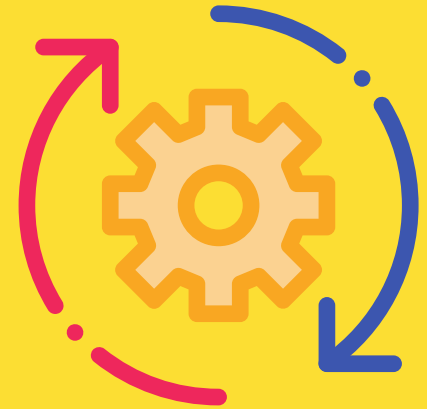
**Talent
Management**

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

**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

BRAND COLLABS

Digital marketing collaborations and content creation for product promotions, like this one for L'Oreal Paris Cannes Collection.



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.



GLOBAL EVENT COVERAGE

Getting the right mix of creators to cover your brand event, no matter where you are. Like this dual coverage of Wimbledon 2023 on ground in London, and at their first ever official screening in India



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

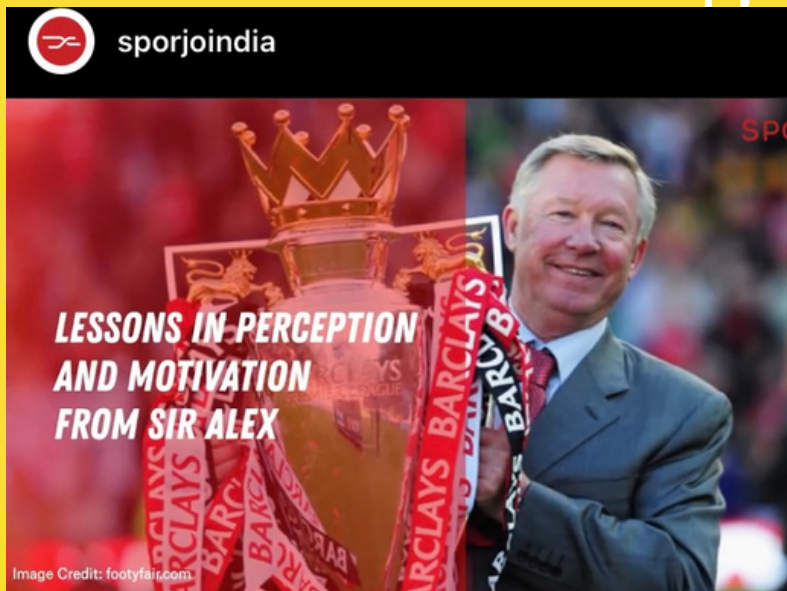


Using the mediums that work best, like reels and video messaging for restaurant Plural, and football news page Goal India



STORYTELLING PIECES

Informative story telling
series for Sporjo



BRAND MESSAGING

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



TRENDING CONTENT

Original and trending content/reels for IGL00 Craft Beer



BRAND DIALOGUE

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

CONTENT PROPERTIES

Design, collaborate, and execute live and recorded 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 relevant 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™



VAHDAM®
INDIA



POND'S

SOME CONTENT MANAGEMENT CLIENTS



OUR EXCLUSIVE TALENTS



ANKITA RAINA

India #1 Tennis Player
Arjuna Awardee, Olympian



SUHAIL CHANDHOK

Former Pro Cricketer
Sports Presenter, Content Creator



TANVI SHAH

Ex India #1 Tennis Player
Sports Presenter, Lifestyle Influencer



DHRUV SINGH

Former Cricketer turned Coach
Digital Content Creator

THANK YOU

Let's Slice Some Bread Together!



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