



Navigating Luxury & Premium Brands Through Digital.



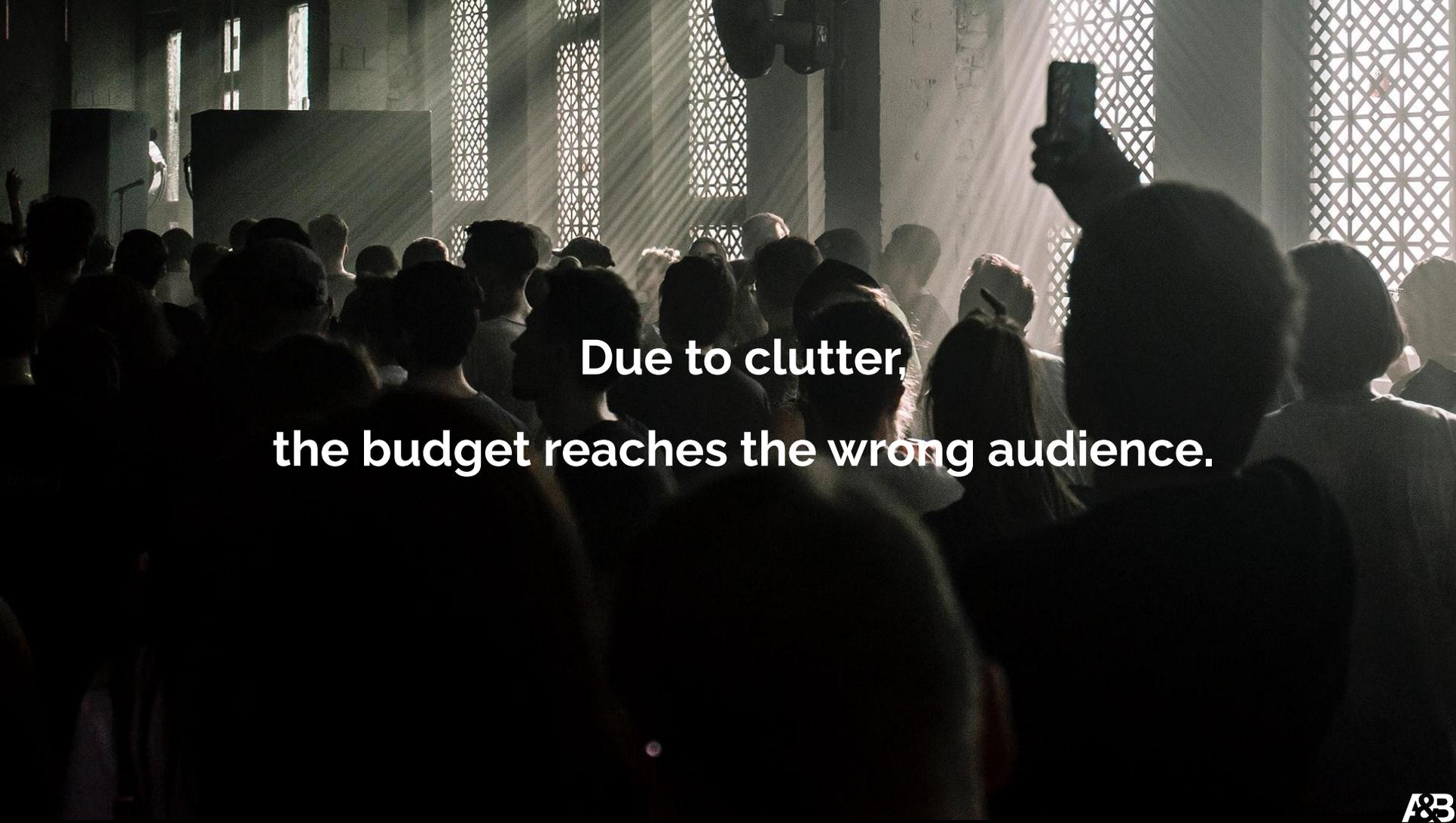
Mumbai | London | Dubai | San Francisco



80% of all luxury sales are digitally influenced.



55% of all money spent by luxury brands on digital is wasted.

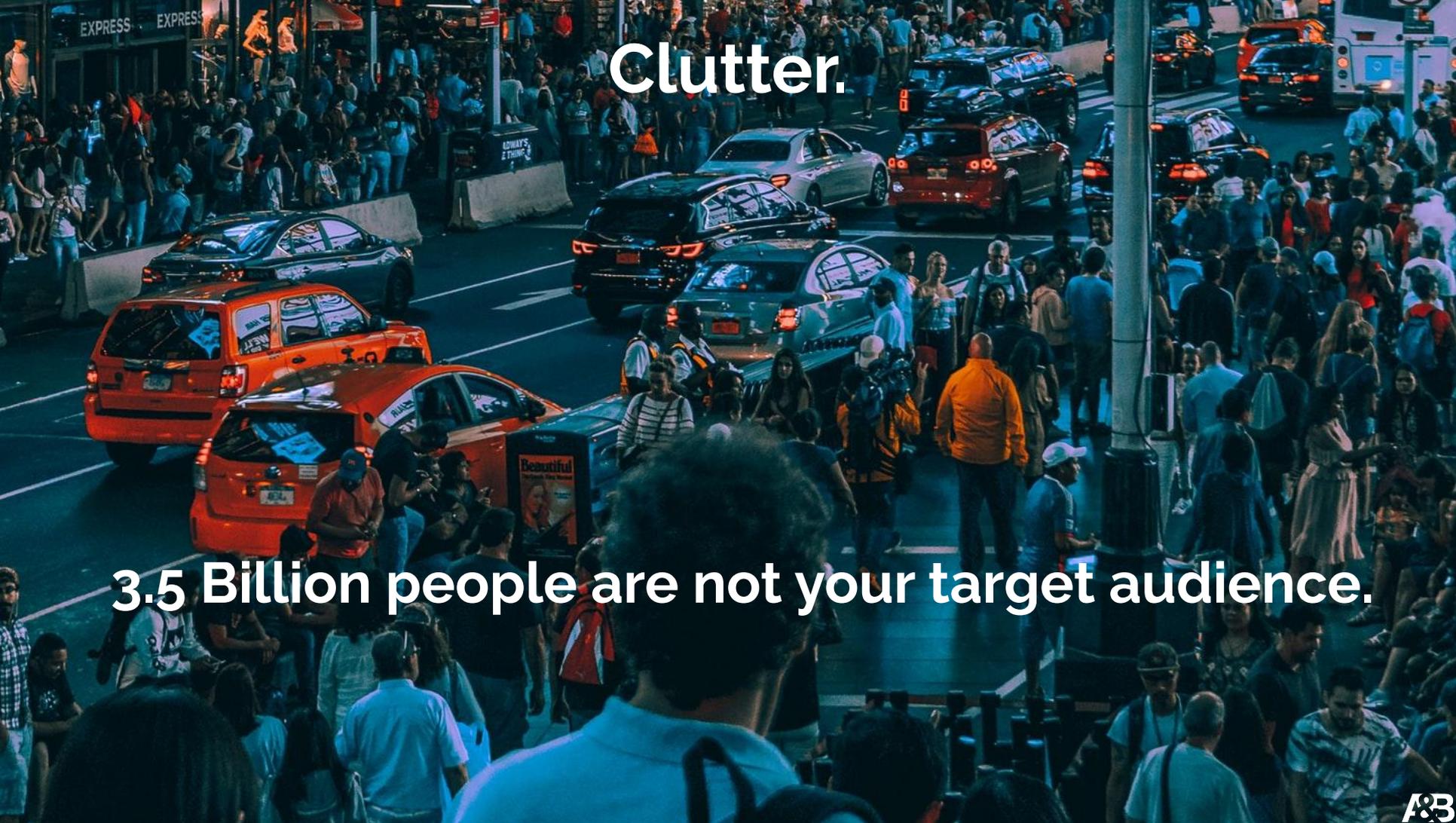
A crowd of people is silhouetted against a bright background of sunlight streaming through patterned windows. The scene is dimly lit, with the primary light source being the sun filtering through the lattice windows, creating a dramatic, high-contrast atmosphere. The people are mostly seen from behind, looking towards the light source. One person in the foreground on the right is holding up a smartphone, capturing the scene. The overall mood is contemplative and somewhat somber.

**Due to clutter,
the budget reaches the wrong audience.**

A high-angle, black and white photograph of a massive, dense crowd of people. The individuals are packed closely together, filling the entire frame. The perspective is from above, looking down on the sea of heads and shoulders. The lighting is somewhat dim, creating a sense of a large, enclosed space. The overall mood is one of overwhelming numbers and activity.

Clutter.

83 Crore people are online in India now.

A high-angle, wide shot of a busy city street at night. The scene is filled with a dense crowd of pedestrians and several cars, including taxis and a delivery van. The lighting is a mix of streetlights and building lights, creating a vibrant, somewhat chaotic atmosphere. The word "Clutter." is overlaid in large white text at the top center. At the bottom, another line of white text reads "3.5 Billion people are not your target audience." In the bottom right corner, there is a small logo for "A&B".

Clutter.

3.5 Billion people are not your target audience.

A group of sheep with thick, brown wool are standing in a green field. Several sheep are holding sticks in their mouths. The background shows rolling hills under a soft, overcast sky.

Clutter.

**Digital is now a mass medium,
but you are not a mass brand.**

This Clutter Leads To

High no. of followers
but poor engagement

Low Ecommerce
Conversion Rate

Poor ROI on paid ads
on Social & Search

No revenue from
Content & Influencers



**Digital is cluttered,
we help luxury brands navigate.**



Our Process

Consulting

What to do and more importantly, what not to do

Strategy

Building a digital stack, from tools to approaches

Execution

The hacks in Search, Social, Influencers & Paid

Analysis

Did we achieve success, or not?

Our Process

Consulting

Sales

Awareness

Transformation

Strategy

Media

Social

Content

Chatbots

Ecommerce

Subscriptions

Execution

CRO

Search

Influencers

Technology

Ecommerce

PPC/Programmatic

Analysis

Funnels

Heatmaps

Recordings

App Analytics

Google Analytics

For luxury brands, we drive growth.



BOVET
1822



3x rise in Revenue for Bovet Watches

ISAIA
NAPOLI

100% Jump in Walkins in 4 Months





Vespa®

Driving Digital Transformation



SCARLET
SPLENDOUR

Teatro
SCARLET

Digital Transformation. Content Distribution. Performance Marketing.
30% jump in qualified leads in 3 months.



SQUARE OFF



Scaled advertising in Europe & USA

ā
ātmantani

A woman in a white dress stands on a paved terrace, looking out over a large infinity pool. The pool's edge is perfectly aligned with the horizon, creating a seamless transition between the water and the vast landscape. In the background, a range of rugged, reddish-brown mountains stretches across the horizon under a clear blue sky with light, wispy clouds. To the left, a thatched-roof pavilion with wooden railings and a staircase leading to the pool adds a touch of traditional architecture. In the foreground, two lounge chairs with brown and white striped towels are neatly arranged on the terrace. The overall scene conveys a sense of tranquility and luxury in a scenic, natural setting.

**100% jump in International
visitors**

QUEO

european bath lounges

Scaled organic visitors by 3x.

aprilia®



Driving Digital Transformation

LIMELIGHT
LAB GROWN CVD DIAMONDS



Scaled non-existent ecommerce.

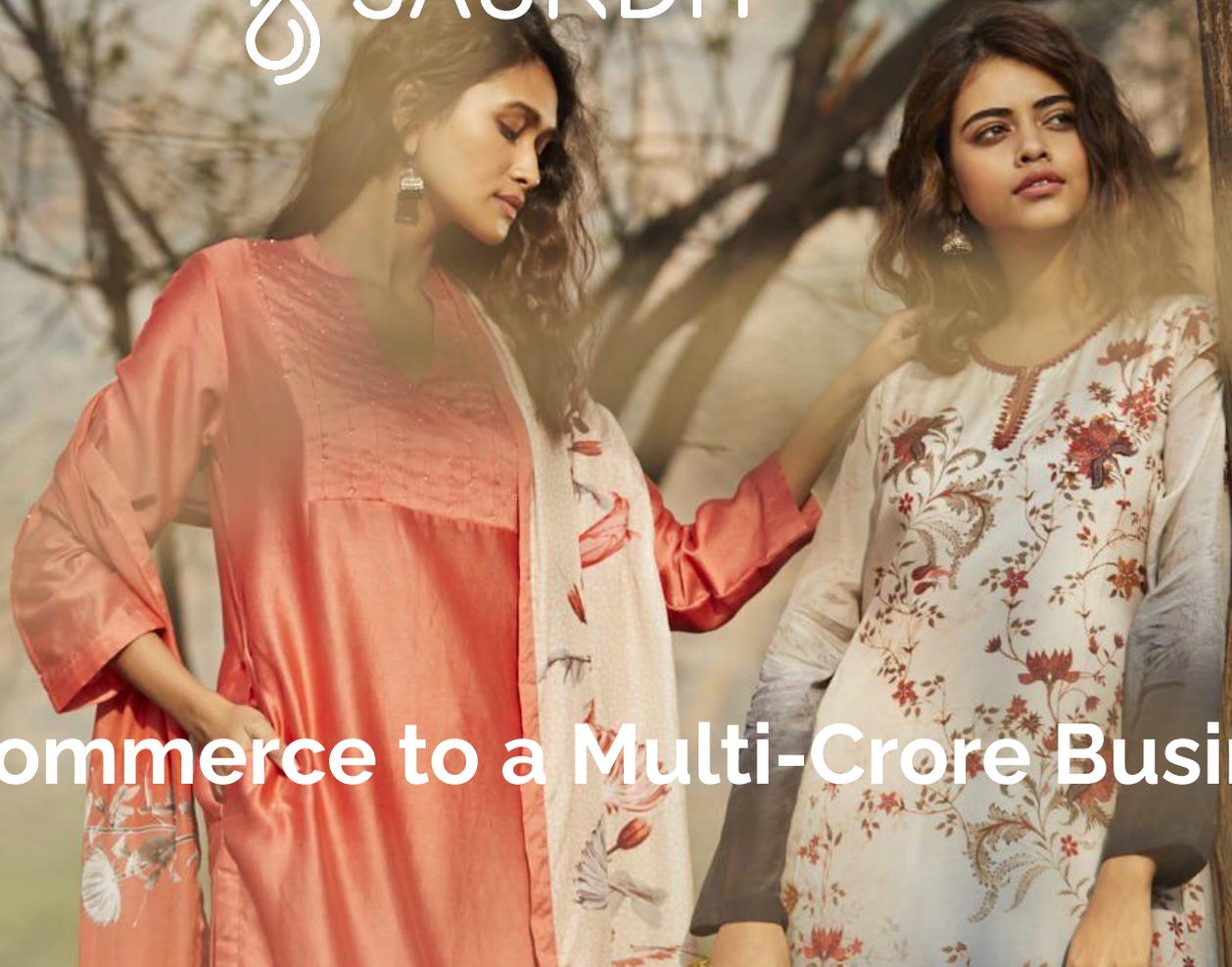
NOVA KID



Ensured foothold in the Indian market.

D-ID

Made 1 Million Portraits come alive on Social Media

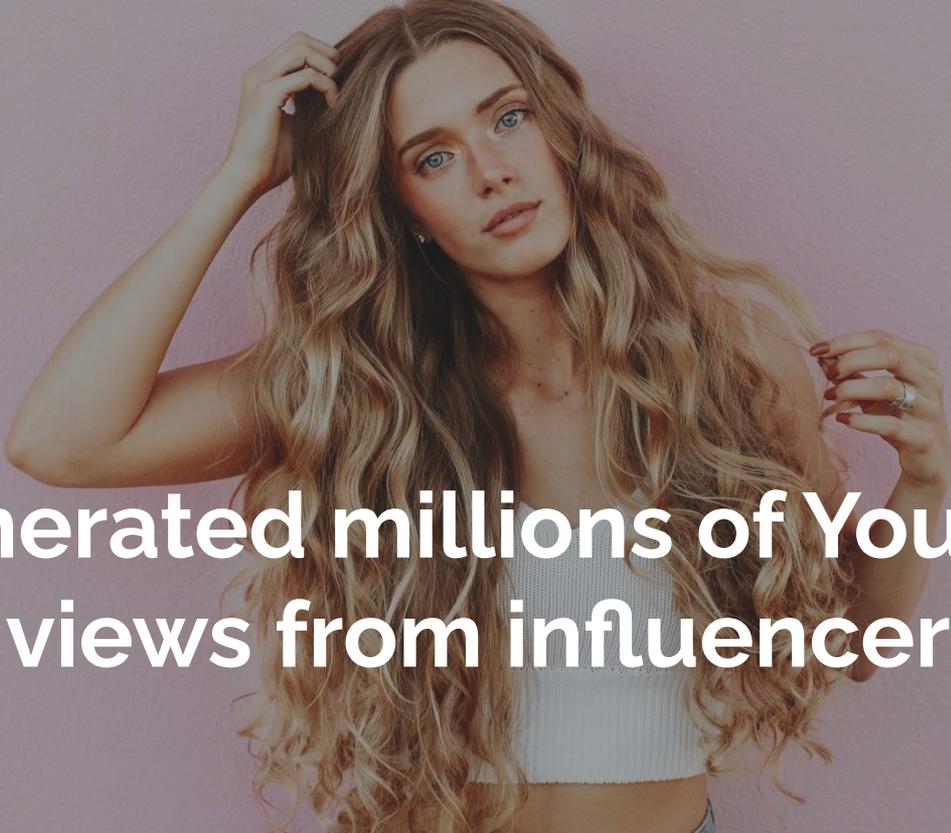


Scaled E-commerce to a Multi-Crore Business

An aerial, top-down view of a large crowd of people at night. The scene is illuminated with vibrant red and blue lights, creating a dynamic and energetic atmosphere. The people are seen from above, some standing, some walking, and some in motion. The lighting casts long, soft shadows on the ground. In the upper center, there is a red, batwing-shaped logo with the word "Levi's" in white, bold, sans-serif font. At the bottom, there is a white text overlay.

Levi's

Circles Campaign Launched on Snapchat.

A woman with long, wavy, light brown hair is the central focus. She is wearing a white ribbed crop top and is posing with her hands near her hair. The background is a solid, light purple color.

**Generated millions of YouTube
views from influencers.**



Scaled Ecommerce revenue by 921%.



**A Digital Campaign that
drove 4.5M views**

PARFAIT



26L people reached for the launch event.

paytm
insider 



413% increase in organic traffic,
and 200% lift in conversions.



Justice League Video Teaser Campaign.

Mumbai | London | Dubai | San Francisco

aprilia

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atmantani

BOVET
1822

EVOK®
HOMES WITH SOUL

ISAIA
NAPOLI

II
JOHN LOBB
BOOTMAKER

Kiton

Levi's®

M
marico



BACARDÍ
WEEKENDER

oberoi mall
FUN • FOOD • FASHION • FILMS

paytm
insider

QUEO
european bath lounges

REGALIA  LUXURY
RETAIL


RESSENCE

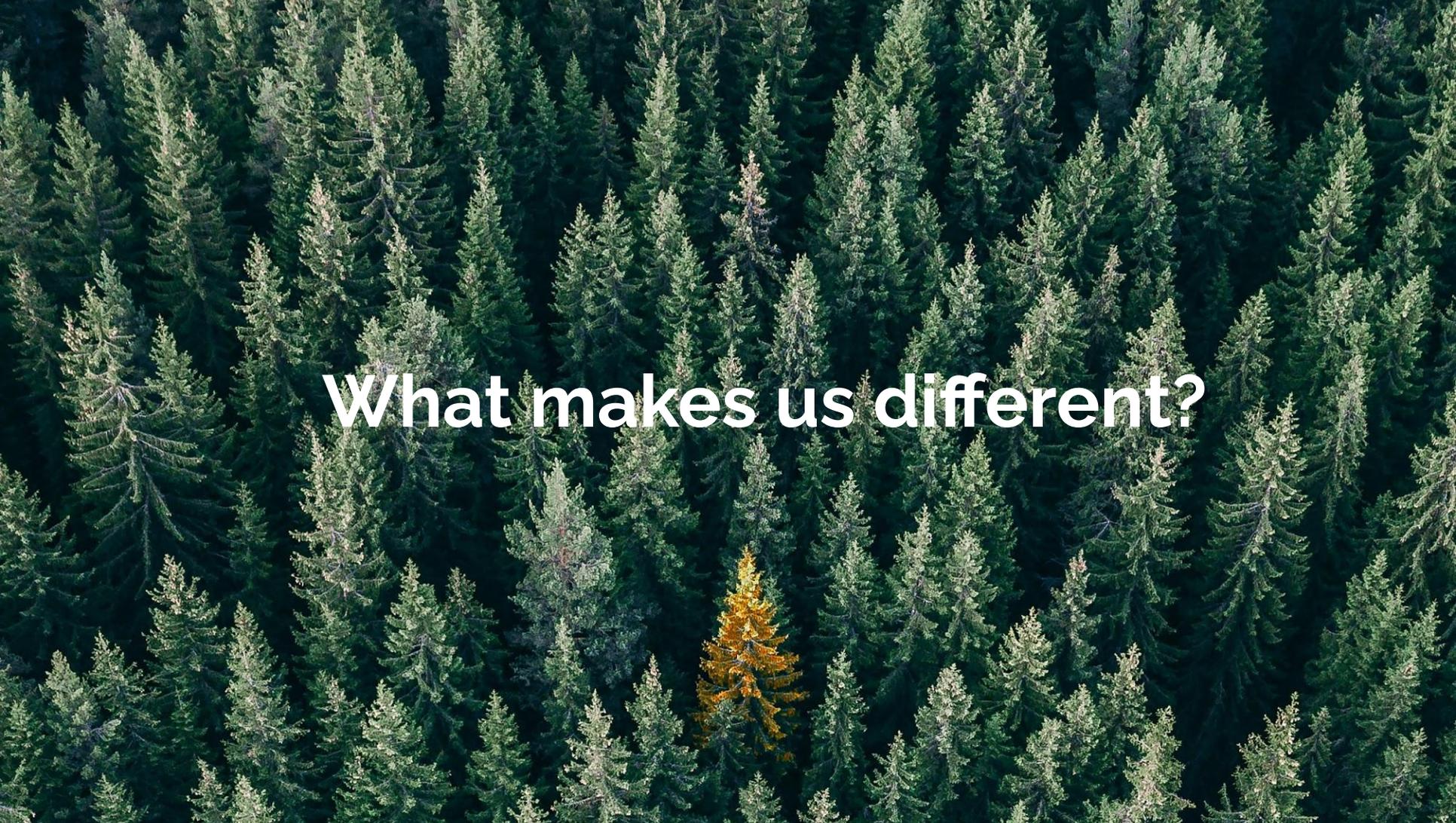
 SAUNDH

Vespa

VICE


WARNER BROS.



An aerial photograph of a dense forest of evergreen trees. The majority of the trees are a deep green color. In the lower center of the frame, a single tree stands out prominently, colored in a bright, vibrant yellow. The text "What makes us different?" is overlaid in white, bold, sans-serif font across the middle of the image.

What makes us different?

1. We specialize in Luxury Digital Marketing.



2. Our understanding of the affluent consumers is unmatchedable.

Demographics

- Age
- Gender
- Education
- Marital Status
- Pin Codes
- Designation

Interest

- Lifetime Interest
- Recent Interest
- Deep Interest
- Shallow Interest

Intent

- Intent
- Qualified intent

Income

- Devices
- Credit Card
- Car
- Gadgets
- Holiday Destinations
- Smart Homes

3. Proprietary ad tool that generates 40% better results compared to any other in the world.





4. Generated over 1000 Cr of D2C revenue.

A first-person perspective shot from the helm of a boat. The person's hands, wearing a dark jacket, are gripping a grey, textured steering wheel. The background shows the sea and a sunset sky with warm orange and pink tones. The boat's cabin and rigging are visible in the mid-ground.

5. We don't have account "managers", we have experts.

6. We are in the right company





7. We want to

- A. Increase your Profits**
- B. Build Your Brand**

That's it.

A person is standing in a field of tall, golden-brown grass, reaching up with their right hand and pointing their index finger towards the sky. The background shows a dark, silhouetted treeline under a pale, overcast sky. The overall mood is one of aspiration and growth.

8. Awards don't make us happy, driving growth does.

A person is silhouetted against a vibrant sunset sky with orange and blue clouds. The person is standing on a dark rock formation, looking down at a smartphone. The background shows a calm body of water and a distant shoreline under the colorful sky.

9. We drive growth in 3 months or we part ways.

A photograph of two young boys standing on a beach at sunset. They are both wearing light-colored polo shirts and plaid shorts. The boy on the right has his arms around the boy on the left, and they are both smiling. The background shows the ocean with waves and a bright, golden sunset reflecting on the water. A blue bucket is visible on the sand in the lower-left corner.

10. A&B is a force for good.



**Tiranga Neeche
Nahi Hamara**



**Plastic
Awareness**

**#WhaleFeedingatAksa
beach**



**Supporting
Thalassemia
NGO**

A dark, atmospheric landscape featuring the silhouettes of various trees against a cloudy sky. The scene is dimly lit, suggesting twilight or a stormy day. The text "That's all for the Agency bit." is centered in the middle of the image.

That's all for the Agency bit.

The A&B Network

Agency

Growing luxury brands via digital

Media

Helping luxury brands escape digital clutter

Talent

Bringing the passion of artists to business

Tech

Building the future of digital



OSIDE

Helping luxury brands escape digital clutter.

OSIDE

amazon advertising

Disney+ hotstar

bing

in

yahoo!



msn



Quora



Google Ads



facebook.

Profiling these users across the web

Demographics

Age

Gender

Education

Marital Status

Pin Codes

Designation

Interest

Lifetime Interest

Recent Interest

Deep Interest

Shallow Interest

Intent

Intent

Qualified intent

Income

Devices

Credit Card

Car

Gadgets

Holiday
Destinations

Smart Homes

Pincodes with HNIs & UHNIs

| Bangalore | | |
|--------------------------|-----------------------------|----------|
| Area | PSF | Pincodes |
| Lavelle Road | Rs. 24,500 - 26,550/sq. ft. | 560001 |
| Shanthala Nagar | Rs. 22,900 - 32,000/sq. ft. | 560025 |
| Cunningham Road | Rs. 20,700 - 22,300/sq. ft. | 560001 |
| Sadashiva Nagar | Rs. 17,200 - 21,200/sq. ft. | 560025 |
| Chikku Lakshmaiah Layout | Rs. 16,600 - 18,350/sq. ft. | 560029 |
| Halasur | Rs. 16,600 - 18,700/sq. ft. | 560007 |
| Sampangi Rama Nagar | Rs. 16,050 - 19,800/sq. ft. | 560027 |
| Adugodi | Rs. 15,350 - 17,700/sq. ft. | 560030 |
| Defence Colony | Rs. 15,100 - 18,550/sq. ft. | 560038 |
| Abshot Layout | Rs. 15,000 - 20,650/sq. ft. | 560051 |
| Vasanth Nagar | Rs. 14,750 - 20,850/sq. ft. | 560052 |

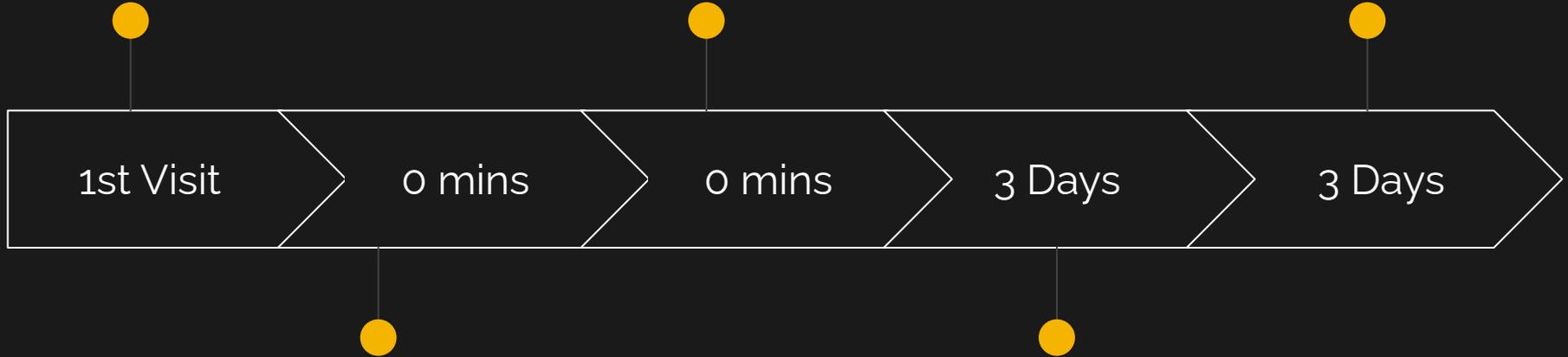
| Mumbai | | |
|------------------------|-----------------------------|---------|
| | PSF | Pincode |
| Altamount Road | Rs. 74,100 - 83,550/sq. ft. | 400026 |
| Chamundeshwari Nagar | Rs. 62,650 - 75,200/sq. ft. | 400005 |
| Marine Drive Chowpatty | Rs. 52,150 - 67,050/sq. ft. | 400007 |
| Malabar Hill | Rs. 52,100 - 65,300/sq. ft. | 400006 |
| Kemps Corner | Rs. 51,950 - 65,550/sq. ft. | 400026 |
| Marine Drive | Rs. 51,700 - 64,350/sq. ft. | 400020 |
| Cuffe Parade | Rs. 51,100 - 63,400/sq. ft. | 400005 |
| Breach Candy | Rs. 50,000 - 56,650/sq. ft. | 400026 |
| Napean Sea Road | Rs. 48,250 - 56,050/sq. ft. | 400006 |
| Peddar Road | Rs. 47,800 - 54,050/sq. ft. | 400026 |
| Walkeshwar | Rs. 46,200 - 65,450/sq. ft. | 400006 |
| Chowpatty | Rs. 45,700 - 59,650/sq. ft. | 400004 |
| Gandhi Nagar | Rs. 44,350 - 48,850/sq. ft. | 400018 |
| Churchgate | Rs. 43,500 - 53,050/sq. ft. | 400020 |
| Mantralaya | Rs. 43,450 - 59,650/sq. ft. | 400032 |

Profiling these users across the web

User visits a URL in the OSIDE Publisher network.

User is qualified if device list is okay but intent qualification not complete, waiting for qualification.

Double intent established, device income reconfirmed.



System logs that user but checks for user's visiting device

User visits another URL in the network for a similar/complementing product.

AI Targeting Using

Demographics

Age

Gender

Education

Marital Status

Designation

Interest

Lifetime Interest

Recent Interest

Deep Interest

Shallow Interest

Intent

Keyword

Watch History

Search History

Browser History

Income

Devices

Credit Card

Car Ownership

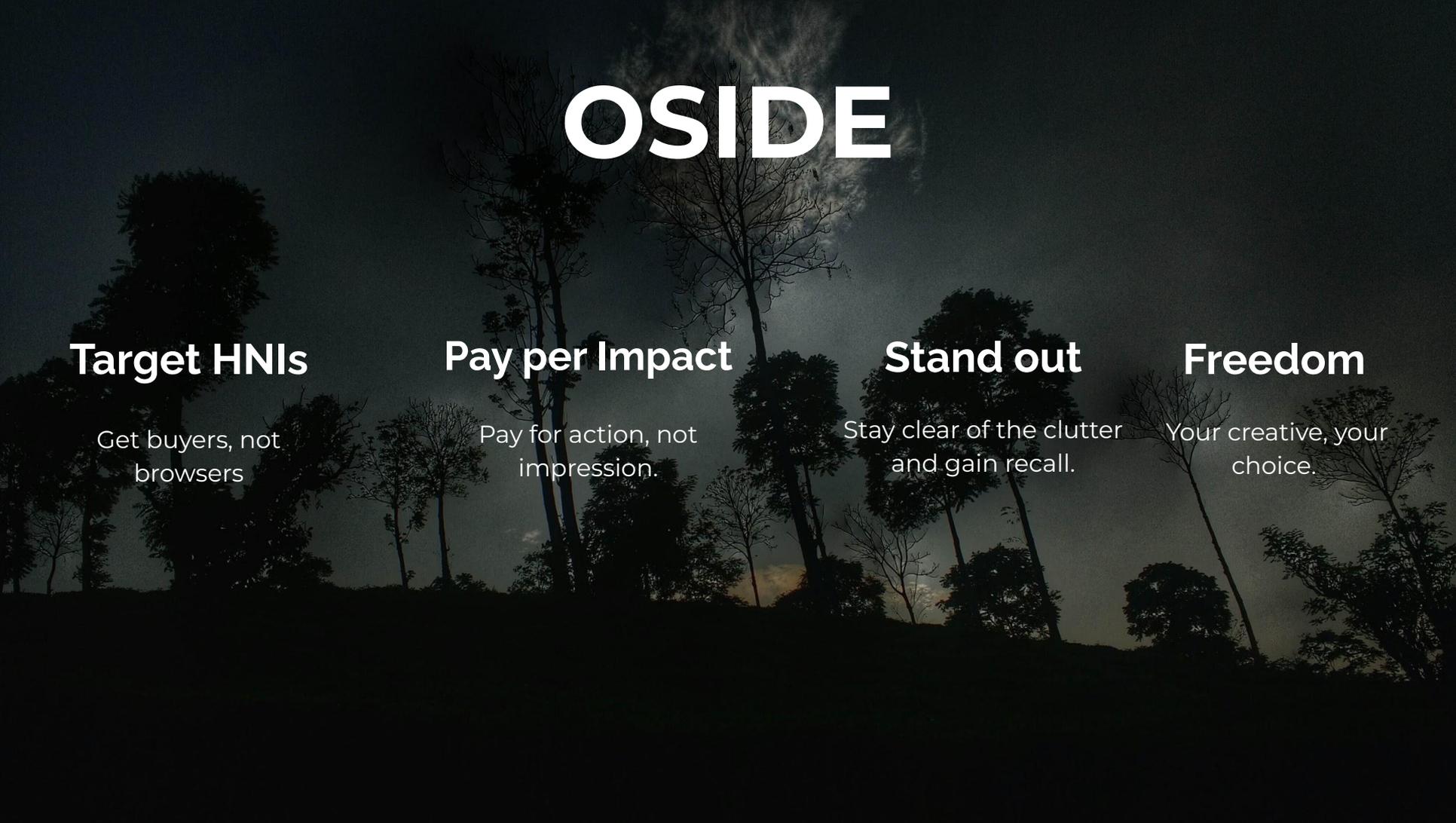
Gadgets

Holiday History

Smart Home

Subscriptions

OSIDE



Target HNIs

Get buyers, not
browsers

Pay per Impact

Pay for action, not
impression.

Stand out

Stay clear of the clutter
and gain recall.

Freedom

Your creative, your
choice.



A&B Tech

Building the future of digital marketing

A&B Tech



AR Lenses



Chatbots

```
$slug = url = ...
$title = $POST['title']
$slug = $POST['slug']
'icon' => $POST['icon']
'parentid' => $POST['parentid']
];
$this->admin_data->
redirect(base_...
}
else {
  $data['cat']
  $data['optc']
  $this->load->view
  $this->load->view
  $this->load->view
}
}
public function addbusiness() {
}
public function get_subcat() {
}
```

The A&B Network

Agency

Growing luxury brands via digital

OSIDE

Helping luxury brands escape digital clutter

Tech

Building the future of digital



See you soon, in Mumbai or Dubai :)

