



Crystal Sign Media

Credentials



Introduction

Crystal sign media is the leading retail Design and branding agency NORTH India, we are having in-house fabrication unit (Printing, Laser Cutting, Painting and Iron and wood Fabrication Unit),

We started with Retail Branding in 2013 and in a decade time we are serving Activation, Outdoor and MICE services to our clients

What we do

1

Retail

Synergize scalable retail branding

2

Outdoor

Disseminate standardized metrics

3

BTL Activation

Connect rural and urban markets through experiential marketing

4

MICE

Meetings, Incentives, Conference and Exhibitions

5

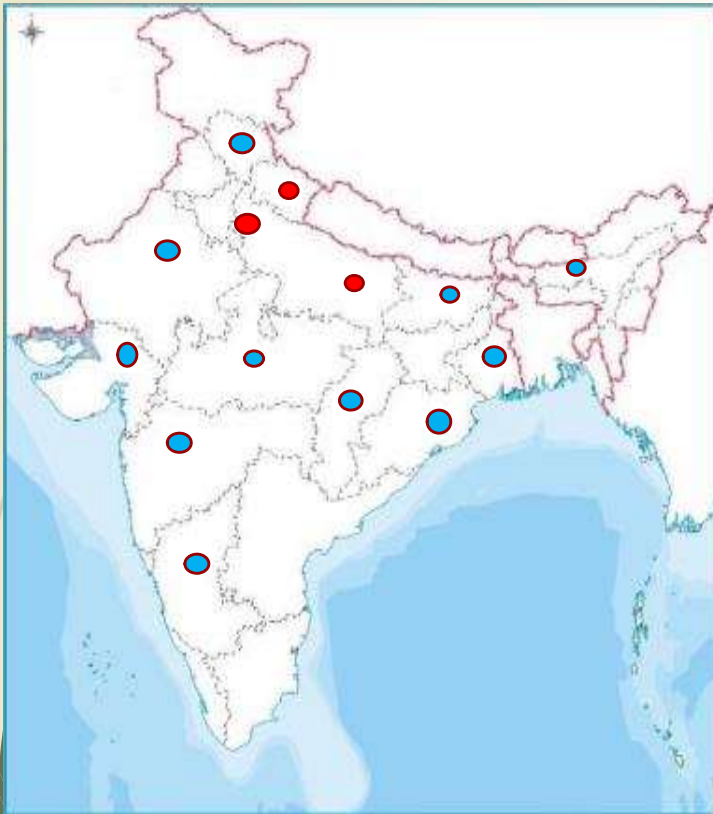
Events

Bring Design and Execute Clients expectation from canvas to on-ground

Our Journey of a decade



Crystal sign network



Crystal Sign Media Network

- Greater Noida – Production and Printing Unit
- Lucknow
- Dehradun

Associates Network

- Rajasthan
- Gujarat
- Maharashtra
- Assam
- West Bengal
- Madhya Pradesh
- Chhattisgarh
- Odisha
- Karnataka

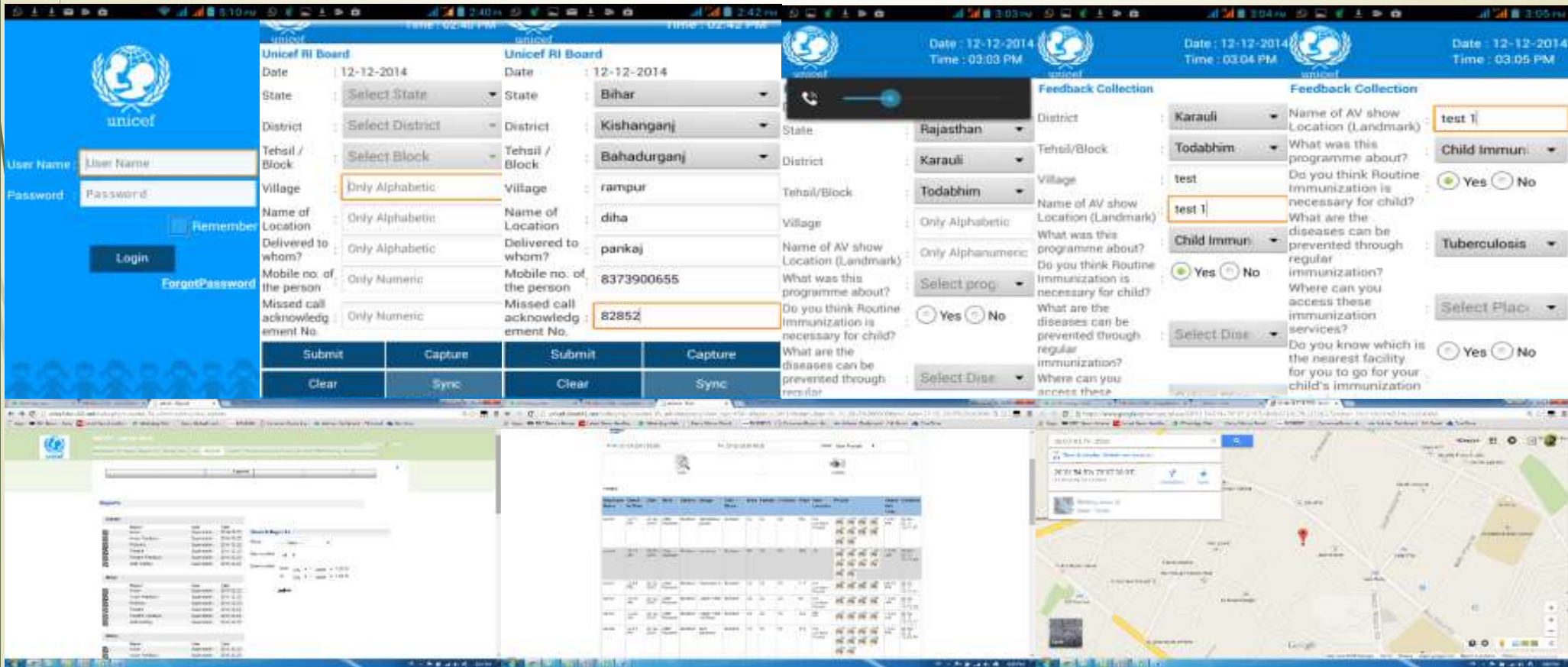
Our Strength

- **In-house Studio** – which is managed by Designer & headed by Architect.
- **Trained Resources Manufacturer** – Wooden/SS/CNC & Acrylic work.
- **Field Forces** – Recee/Installation, Monitoring etc.
- **CSM Compass** – helps in real time update and monitoring of projects using digital technology and mobile apps
- **Planning** – Strategic planning and Conceptualization for BTL Communication Campaigns, Event, Exhibition, Experiential Marketing, Digital Marketing
- **Creative Support** – Creative Copy writing, 2D and 3D visualization, Art Direction for theme design, collateral design, concept design

Crystal sign - Monitoring Tool

- ▶ **CSM Compass** is a GPS based Mobile Application developed for varied monitoring and reporting requirements in-field operations
- ▶ It allows the user capture data (text and picture) on an Android Cell phone and share it on real time basis.
- ▶ Depending on the complexity of the operations we customize the tool as per the project requirement

CSM compass – Monitoring tool



The screenshots illustrate the following components of the CSM compass monitoring tool:

- Login Screen:** Features the UNICEF logo and fields for User Name, Password, and a Remember checkbox. A Login button and a Forgot Password link are also present.
- Data Entry Screens:** Two screens for entering location and contact information. The first screen shows fields for State (Bihar), District (Kishanganj), Tehsil/Block (Bahadurganj), Village (rampur), Name of Location (diha), Delivered to whom? (pankaj), Mobile no. of the person (8373900655), and Missed call acknowledgment No. (82852). Buttons for Submit, Capture, Clear, and Sync are provided.
- Feedback Collection Screens:** Two screens for collecting feedback. They include dropdowns for District (Karauli), Tehsil/Block (Todabhim), and Village (test 1). Questions include: "What was this programme about?", "Do you think Routine Immunization is necessary for child?", "What are the diseases can be prevented through regular immunization?", and "Where can you access these immunization services?". Radio buttons for Yes/No and dropdowns for Child Immunization (Child Immunization, Tuberculosis) and Select Disease are used for responses.
- Data Table:** A screenshot of a data table with columns for various fields, likely representing the collected feedback data.
- Map Interface:** A screenshot of a map showing the location of the data entry point, with a red pin and a search bar.

OUR JOURNEY WITH CLIENTS

- ▶ AT CRYSTAL SIGN, WE BELIEVE IN GIVING 110%. BY USING OUR NEXT-GENERATION MONITORING
- ▶ TOOL, WE HELP ORGANIZATIONS VIRTUALLY MANAGE AGILE WORKFLOWS. WE THRIVE BECAUSE OF
- ▶ OUR MARKET KNOWLEDGE AND GREAT TEAM BEHIND OUR PROJECT EXECUTION. AS OUR MOTTO,
- ▶ "EFFICIENCIES WILL COME FROM PROACTIVELY TRANSFORMING HOW WE DO BUSINESS."

Factory Setup



Printing Area



Space for wood work

Factory Setup



Laser cutting + common working area

MS Fabrication

Factory Setup



Office Space

Store Design and Fabrication & Retail branding



Fixtures, Interior & Furniture



V GUARD WOODEN & INTERIOR WORK



Fixtures, Interior & Furniture



Fixtures, Interior & Furniture



Display Units



Exhibitions Set up



Table tops



Wall Hanging Units



Cut Out Standee



Hero Electric GSB Branding



Shuttl Bus, Auto, RWA, Shop branding



Fortune Adani Shop branding and DWP



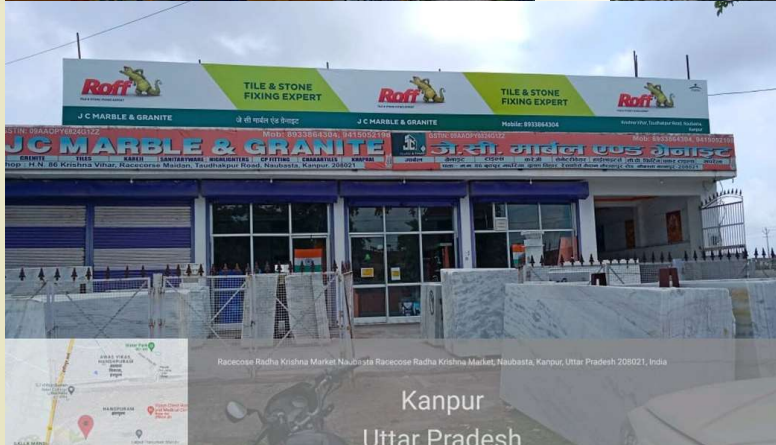
ID Store Branding



Ultratech Branding



ROFF Branding



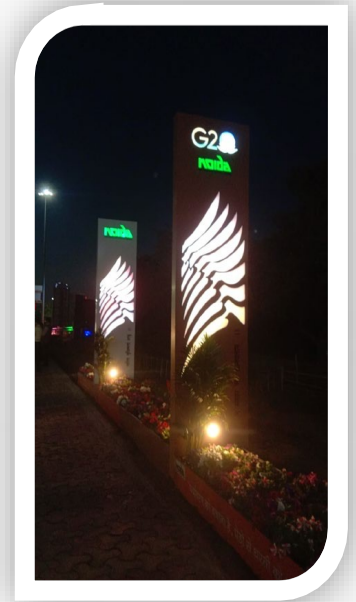
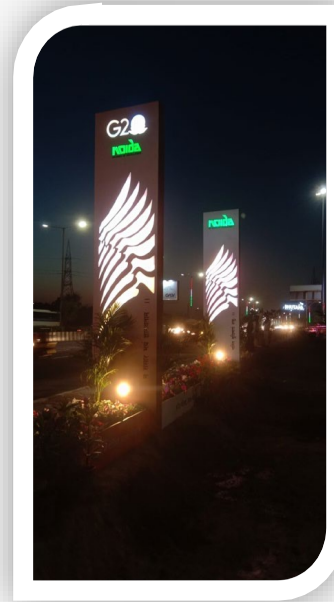
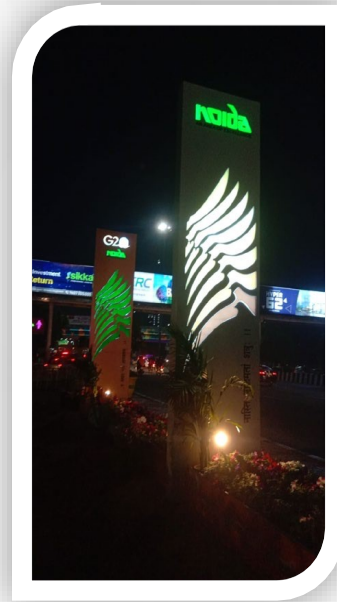
Dhaba Branding - Fru



Dhaba Branding – Baba Elaichi



PYLON – LED ACP & Acralic for G20



Swachh Bharat Mission, DPRO



TVS Radeon – UP West



Kanwar Mela Sampling - Medimix



Meeting, incentive, conferences & Exhibition



Dealer and Influencer Meet - Jivanjor



Exhibition - DP Group & Nature's Miracle



Meerut Numaish



Outdoor branding

Lee Cooper and ID Outdoor branding



Voltas Outdoor branding



Vimal Outdoor branding



Dabur – Vatika Maharashtra



Dabur – Anmol Maharashtra



Dabur – DWP Babool Maharashtra



“

If you do build a great experience, clients tell each other about that. Word of mouth is very powerful.

”

Jeff Bezos

Thank you

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