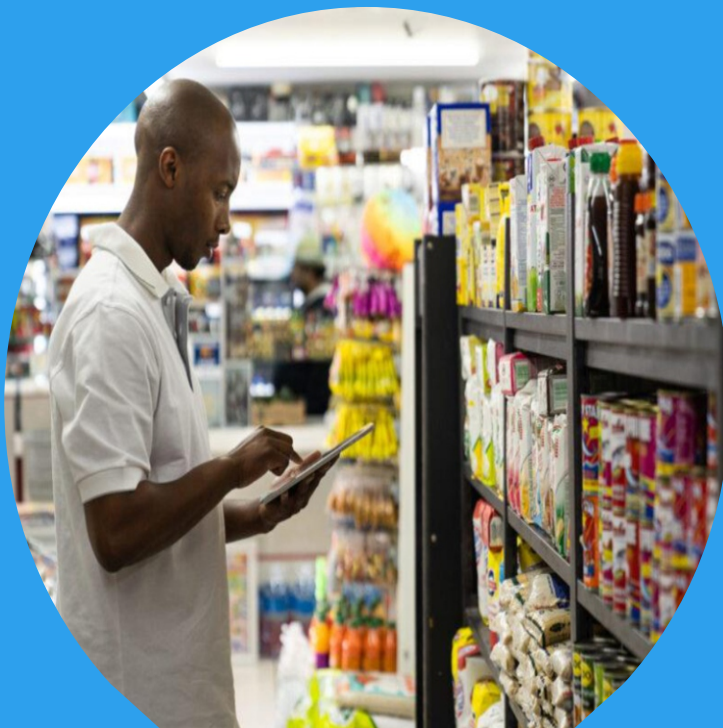




LATTICE POINT ACTIVATION LIMITED

Company

Profile



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Introduction

We are:-

- ★ An activating, merchandising and marketing agencies.
- ★ Creative in the growth and transformation of the live of our people.
- ★ Additionally, helping our clients win at the point of purchase

Mission

To drive growth through impactful merchandising and tailored marketing services.

Vision

To revolutionize marketing approaches through data-driven insights, creative campaigns, and seamless experiences that elevate every brand's presence in the marketplace.



We offer customized promotional products, branding strategies retail displays, and digital marketing campaigns.

● **ACTIVATION**

- Product Demo (wet & dry)
- Formal and informal Channels (Points of interest- Campuses, taxi ranks)
- Installation, bundling and on-pack activation

■ **CONSUMER ENGAGEMENT**

- In store, In- branch, In- field,
- Outbound
- Lead Generation.

**CORE
SERVICES**

★ **EXPERIENTIAL**

- Employee Engagement
- Influencer Campaigns
- Unboxing Moments
- Content Creation
- Integrated promotional campaigns
- Youth campaigns

◆ **SERVICE INNOVATIONS**

- Instore Robot
- Crowdsourcing
- Virtual Advisors
- Freshers Box
- Smart- Fill

Execution activities can work interchangeably across services to amplify any solution in a physical, digital or phygital environment

Diverse Capabilities

Sales & Merchandising

We ensure availability, visibility & communication of your brand at shelf to drive growth across channels.

Field Sales

01

We execute your sales strategies across channels, equipping our teams with the skills needed to ensure your brand is always expertly managed

Merchandising

02

We ensure your brand is displayed to maximise visibility, availability, and increased sales

Store audit

03

Our field teams monitor pricing, availability, shelf placement and promotional compliance of your brands instore, so that you can close gaps and find opportunities

POS asset tracking and optimisation

04

We collect, transport and install point of sales materials to ensure your brand has maximum visibility at the point of purchase

Diverse Capabilities

Activation & Experience

We craft impactful experiences that influence consumers' brand choices.

Brand ambassadors

01

Trained and knowledgeable professionals, ready to engage your consumer

Sampling & instore demonstrations

02

We create interactions that drive trial of your brand directly at the point of purchase

Retail store design & experiences

03

We offer retail as a service, creating bespoke retail store experiences from concept stores to pop-up installations

Experiential Campaigns

04

Our activation teams design and execute engaging campaigns that connect consumers to your brand

HOW WE CREATE MAGIC FROM BRIEF→EXECUTION

INTELLIGENT CREATIVITY

Our flexible business approach and deep understanding of consumers and their shopping behaviour enables us to deliver focused strategies and seamless creative solutions with scalability.



MEANINGFUL CONNECTIONS

Our specialist executional capabilities result in meaningful connections with your consumers in the places and spaces that matter most to maximise on the opportunities.



Delivering activities that enable with consumers, are aligned to strategic objectives, create memorable experiences and encourage positive engagements.

OUR WORK / CLIENTS



WHY US?

AN EXCEPTIONAL OFFER



A broad range of Services and integrated solutions

A GLOBAL BUSINESS



We can work locally and regionally

AN ADVANCE OPERATION MODEL



Agility, pace, precision and insight

A GREAT PLACE TO WORK



Highly engaged people to drive performance

Winning at the point of purchase, In-store and online

CONNECTING BRANDS AND INFLUENCERS



The End

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