

Flashback to March 2025 - A Night to Remember!

Back in March, Pune witnessed an electric evening as Arijit Singh took over the stage with his soul-stirring performance. This wasn't just a concert; it was a spectacular live brand experience that captivated over 50,000 fans.



Onbeat Agency: Orchestrating Brand Brilliance

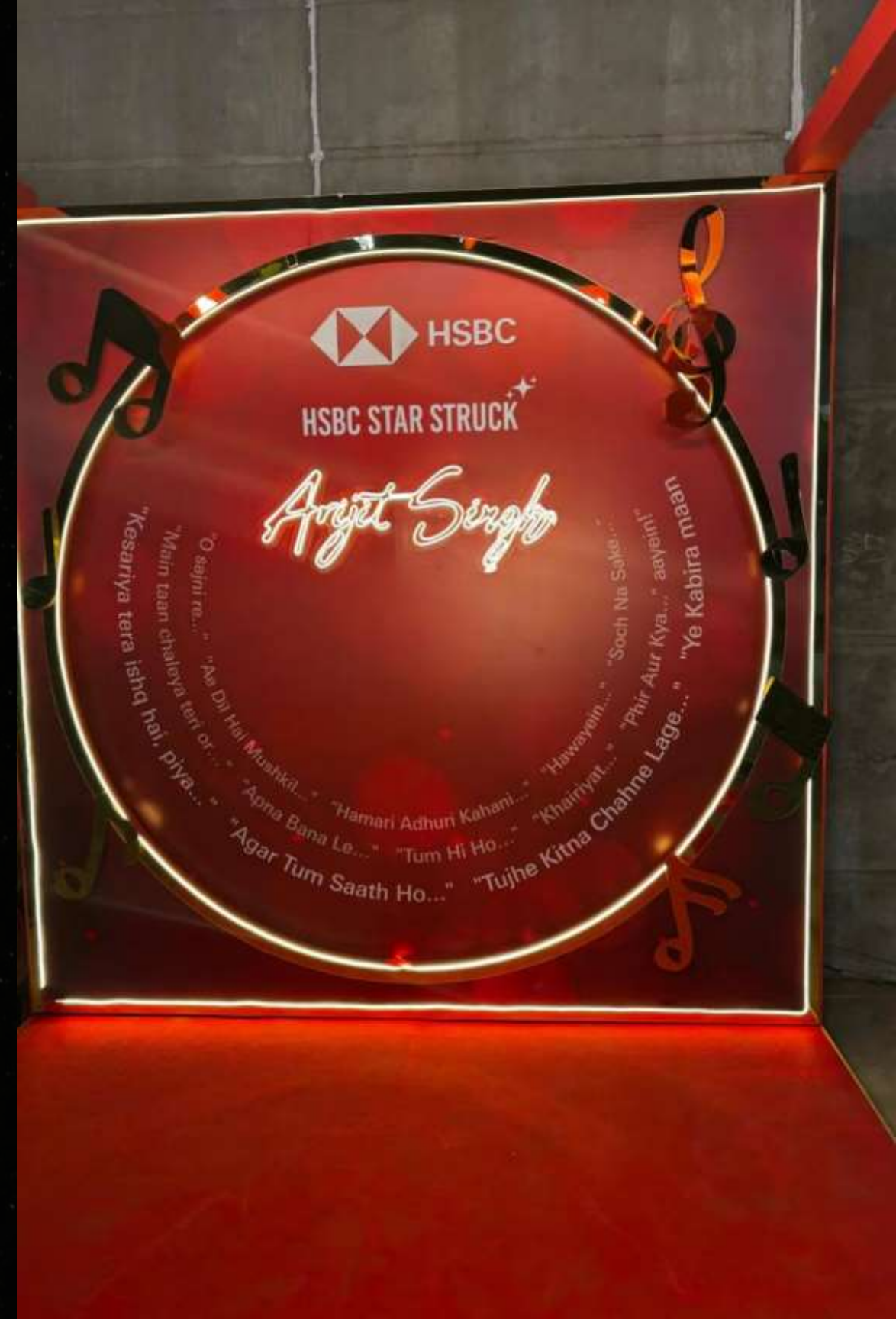
Behind the spotlight, Onbeat Agency proudly led the branding execution for two incredible partners at one of the biggest concerts of the year: **HSBC Bank** and **Himalaya Wellness Company PartySmart**.

With immersive visuals and massive brand visibility, we transformed a musical event into a dynamic platform for our partners.



HSBC: Exclusive Banking Partner

HSBC made an unforgettable mark as the Exclusive Banking Partner through a comprehensive 360° campaign designed for maximum impact.



Strategic Venue Domination for HSBC



Exclusive Stand Naming Rights

North East & North West stands proudly bore the HSBC name, ensuring unparalleled visibility.



Branded Kiosk

A prominent kiosk at the VIP concourse offered an exclusive engagement point for premium guests.



150 Hoardings

Massive presence across Pune & PCMC with widespread outdoor advertising.

HSBC: Amplifying Reach Through Diverse Media



Radio Mentions

Engaging shout-outs on 98.3 Radio Mirchi kept the brand top-of-mind.



Newspaper Presence

Featured in 5 major newspapers across 2 editions, reaching a broad readership.



Cinema Branding

Captivating visuals across 35 screens ensured high recall among moviegoers.



Pune Airport LED Branding

Three prominent LED screens at the airport greeted travelers with HSBC's message.

Direct Engagement & Brand Visibility for HSBC

Beyond traditional advertising, HSBC connected directly with the audience through exclusive offers and widespread on-ground branding.

- EMCEE shout-outs during the concert.
- 10% ticket discount for HSBC cardholders.
- Logo visibility across on-ground branding and 180+ standees.
- Influencer marketing and social media buzz.
- 100 premium tickets for HSBC guests.



Himalaya Wellness Company PartySmart: Celebrating Responsibly

Himalaya Wellness Company PartySmart joined the celebration, promoting wellness and responsible enjoyment directly to the concert-goers.



PartySmart's Impactful Engagement

→ On-ground Product Sampling

Thousands of attendees experienced PartySmart firsthand, fostering direct brand connection.

→ Influencer Campaigns

Driving digital engagement and amplifying reach across social media platforms.

→ AV Screening

Impactful video advertisements played before the concert for maximum recall.

→ Emcee Mentions

Strategic shout-outs from the stage kept PartySmart top-of-mind throughout the event.

A Symphony of Success



The collaboration between Onbeat Agency, HSBC, and Himalaya Wellness Company PartySmart created a powerful and memorable brand presence at one of India's most anticipated live music events.



Thank You!

Partnership & Performance

A heartfelt thank-you to HSBC and Himalaya Wellness Company, and the entire Onbeat Entertainment Agency team for orchestrating a truly exceptional and high-impact event!