



BRAND TORQUE<sup>TM</sup>  
where Power meets Acumen

Presents

# #MastersSpeak#<sup>©</sup>

SERIES - II



**“ MINDS THAT SEE BEYOND TODAY ”**

A **Unique Platform** Designed To Enable  
**Brand To Connect With Their Audience**  
Like Never Before

TELECAST PARTNER  
**TIMES  
NOW**

| **#MastersSpeak#**<sup>®</sup> – Series was initiated with a vision to bring the industry experts together on a common platform and share how they are currently running their businesses in the most challenging situations and offering pragmatic solutions to keep going forward fearlessly, and how they are looking at the future of their respective sectors, adapting to the 'NEW NORMAL' post the pandemic situations. These stalwarts who are **future visionaries** and see the silver lining in the darkest of clouds, shared insights that could help the audience develop positivity & hope even in stressful situations like these.

We covered 12 such speakers across industries onshore/ offshore of relevance, who enjoyed the show thoroughly and shared their valuable insights, which was '**audience engaging**'.

The show was launched in the digital platform and saw **phenomenal responses amongst viewers & speakers** that encouraged us to **level it further with SERIES – II**.

ENGAGEMENT MATRIX OF  
| **#MastersSpeak#**<sup>®</sup> – Series I

**40**  
DAYS

**50K+**  
REACH

**20K+**  
ENGAGEMENT



One of the few Opportunities  
during **COVID-19**  
for **Brands** to take themselves on Television  
in the Most **ECONOMICAL** Way!

The World Is Looking For  
**INNOVATIVE  
LEADERS**  
Who Think Beyond Today !

| **#MastersSpeak#**<sup>®</sup> **SERIES** is for Industry Performers to whom we ask these questions:

- ◆ What have you done differently during these **challenging times** ?
- ◆ How have you adopted to the NEW normal & **Maintained consistency in performances** ?
- ◆ How do you manage to **keep a progressive mind-set**, who do not pay attention to naysayers around, have optimistic future outlook and works around solutions to do better post these times ?

It's a **dynamic platform** that will not only talk about your brand strategically, but also help you **generate higher engagement with the audience** you are looking at!

This time your **Brand**  
will be seen on a  
**'BIGGER PLATFORM'**  
with one of the **Leading**  
**TELEVISION CHANNELS**  
of our Country



# WE HAVE LEVELLED UP!



**#MastersSpeak#**® - SERIES II is beyond a PR vehicle, it's **connecting to your audience** like never before!

Viewers are now exhausted by the repetitive content. To change that, we bring to them a dynamic platform where they can engage with 'Your Brand' **meaningfully**.

We aim to help You Present '**Your Achievements**' to your Viewers to create Brand Loyalty.

DELIVERABLES OF **#MastersSpeak#**® - SERIES II  
**THERE IS MUCH MORE TO TELEVISION**

## SPONSORSHIP DETAILS

S. No.	DELIVERABLES	EXECUTIVE CIRCLE	PREMIUM CIRCLE	ANCHOR SPONSOR
	<b>Pre- Telecast :</b>			
1	Digital & Social Media Marketing of the Brand across platforms .	✓	✓	✓
2	Video Shoots & Release on Digital Platforms with content curated for Brand Heads & CMO's	✓	✓	✓
3	Tune in Ads with sponsor logos(5 days)	✓	✓	✓
	<b>Telecast:</b>			
4	One 30 seconds Promo Video	-	-	✓
5	ILU of Brand Logo on Screen throughout the Telecast	-	-	✓
6	One Combined Vignette pre tune - in promos	-	-	✓
7	Brand Mention during the Speaker Sessions	✓	✓	✓
8	Panel Participation	✓	✓	✓
9	Sponsors logos in the end of episode without Voice over for 5 seconds	✓	✓	✓
	<b>Post Telecast :</b>			
10	ET Panache Digital Release with Anchor & Premium Sponsors. (The Insertion would include: 250 words for each sponsor with one photograph each & a combined video of the show)	-	✓	✓
11	1 vignette on television for the winners of the show	✓	✓	✓
12	One - One Interview With Brand Torque for Social Media	-	✓	✓
13	Digital Testimonials for Brand Sponsors with one of their existing Clients (who have watched the show)	✓	✓	✓

# OUR MODERATORS FOR THE PANELS



**MADHUSHREE DUTTA**

**FOUNDER & CEO**  
 BRAND TORQUE LLP



**AMRESH ACHARYA**

**MANAGING DIRECTOR & CEO**  
 LOYALTY REWARDZ MNGT PVT LTD



**ANAS RAHMAN**

**FOUNDER & MD**  
 HURUN INDIA

If you have the **RIGHT 'PRODUCT'**, we have the **RIGHT 'PLATFORM'**

Join hands with the  
**'Fearless Performers In Business'**


**CONTACT US TO KNOW MORE !**

**Amrita M.**

Associate Vice- President  
(Marketing & Business Development)

 +91 9129 765666

 [masterspeak.support@brandtorque.in](mailto:masterspeak.support@brandtorque.in)

 +91 8104 978035

TELECAST PARTNER

**TIMES  
NOW**