

Former Hyperspace VP National Arti Singh launches Connectexp

Headquartered in Mumbai, the agency already has a team of 20 people covering seven cities in India

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The former Vice-President National of Hyperspace, the shoppers marketing and experiential division of Dentsu India, Arti Singh has announced the launch of Connectexp.

Connectexp will help brands build integrated solutions - physical and digital, shoppers and promotional marketing, experiential, creative and design, product placement, promotions or a hybrid mix of all of those. The agency will be using experiences, events, shoppers marketing, partnerships and other types of brand activation as part of its marketing solutions bouquet.

Before Hyperspace, Singh used to head MRP, the retail division of Madison.

Singh has over 19 years of marketing experience with an agency background in retail, experiential and shopper marketing. Before starting her own agency, she has worked with Aaren Initiative (Lintas group), Dentsu and Madison World. She has worked with brands like HDFC Bank, Trent Ltd, Henkel Adhesives, Ceat Tyres, Bridgestone, Mastercard, Mattel Toys, L&T Switchgear, Disney, Piaggio, Magma Fin corp, Nippon paints, Berger paints, Pernod Ricard, to name a few.

Singh said, "Clients today are looking for a specialist end-to-end approach which combines data and insight, planning, creative, a partnership division and a wonderful client servicing and project delivery team to create a holistic solution which connects brand and consumers. Connectexp will bring the best talent, technology, commerce and experience to bring immersive experiences for the brands."

Headquartered in Mumbai, the agency has rolled its operation with a team of 20 people covering seven cities in India.