

## Arti Singh launches ConnectExp

**Singh was vice president, Hyperspace**

Oct 25, 2021 08:53:00 AM | Article | [Campaign India Team](#)



Aarti Singh, former vice president at Hyperspace (shoppers marketing and experiential division of dentsu India), has launched a shoppers marketing and experiential agency ConnectExp.

The agency will help brands build meaningful connections with various integrated solutions using experiences, events, shoppers’s marketing, partnerships and other types of brand activation.

It also aims to optimise consumer-brand interactions by crafting brand stories and delivering them through engaging experiences.

The agency is headquartered in Mumbai and covers seven cities across India.

Singh said “Clients today are looking for 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 best talent, technology, commerce and experience to bring immersive experiences for the brands.”

With over 19 years of experience, she has also worked with companies like Aaren Initiative (Lintas group), Dentsu and Madison World.