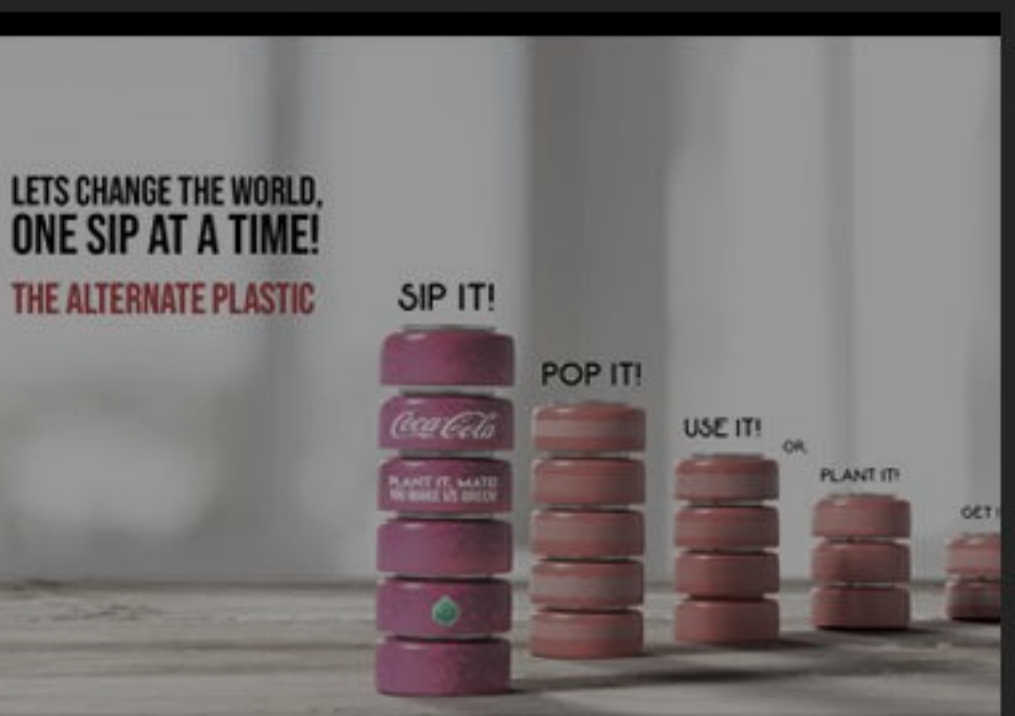
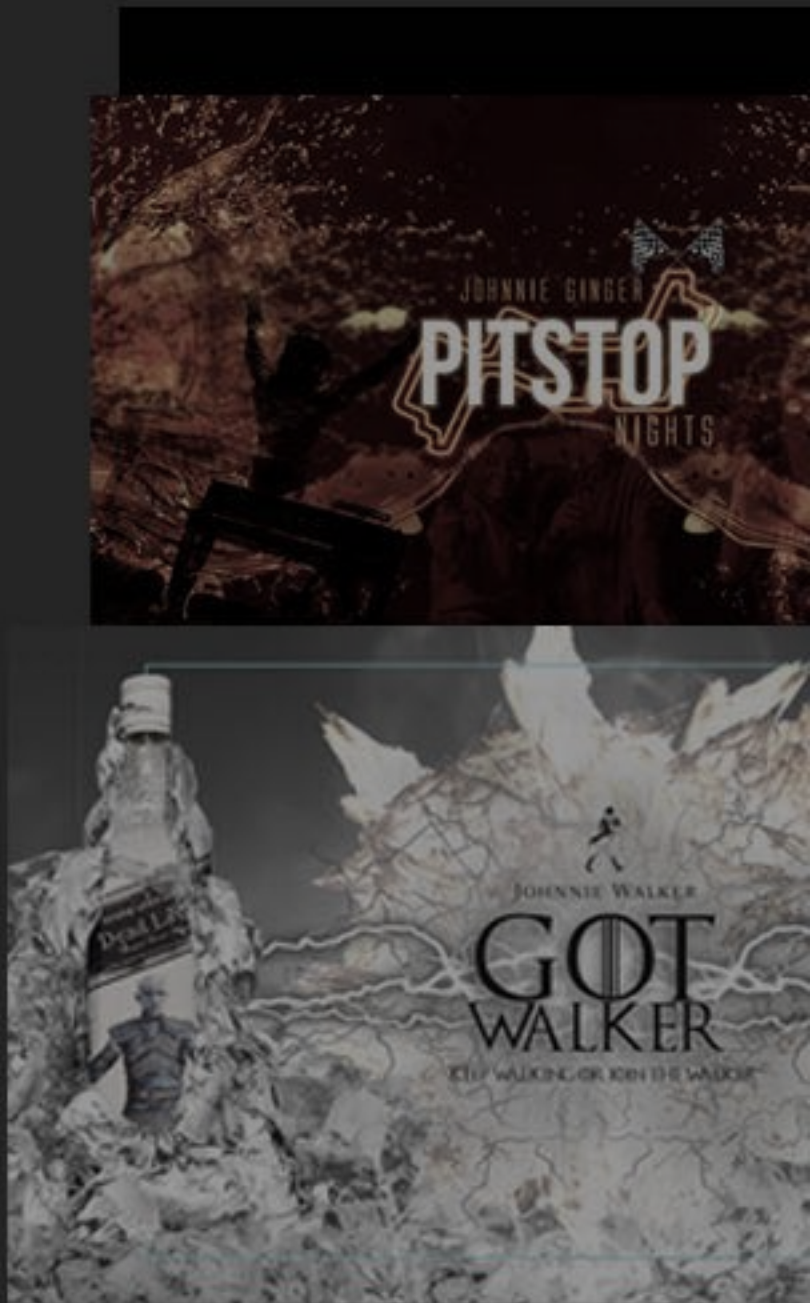
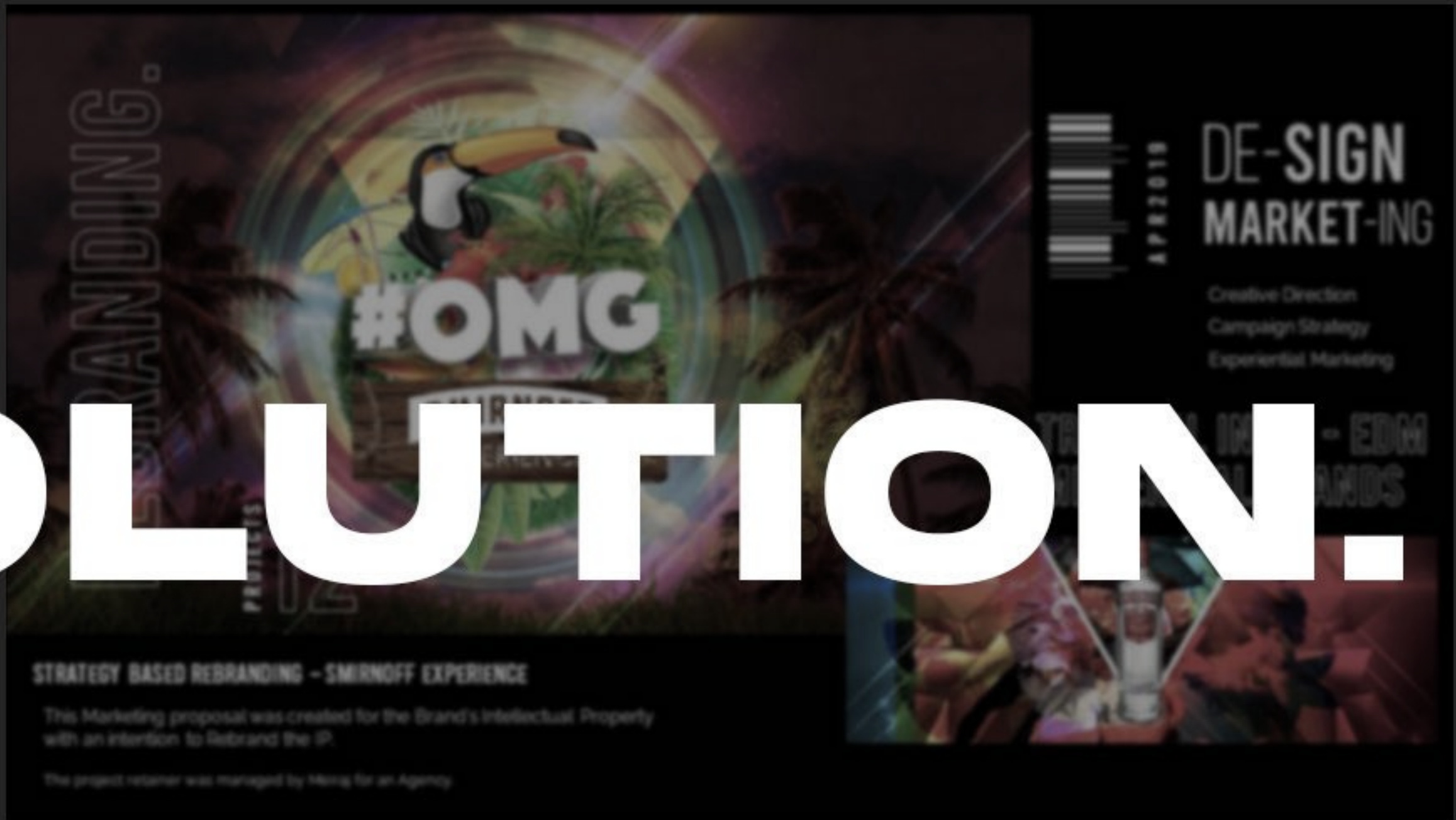
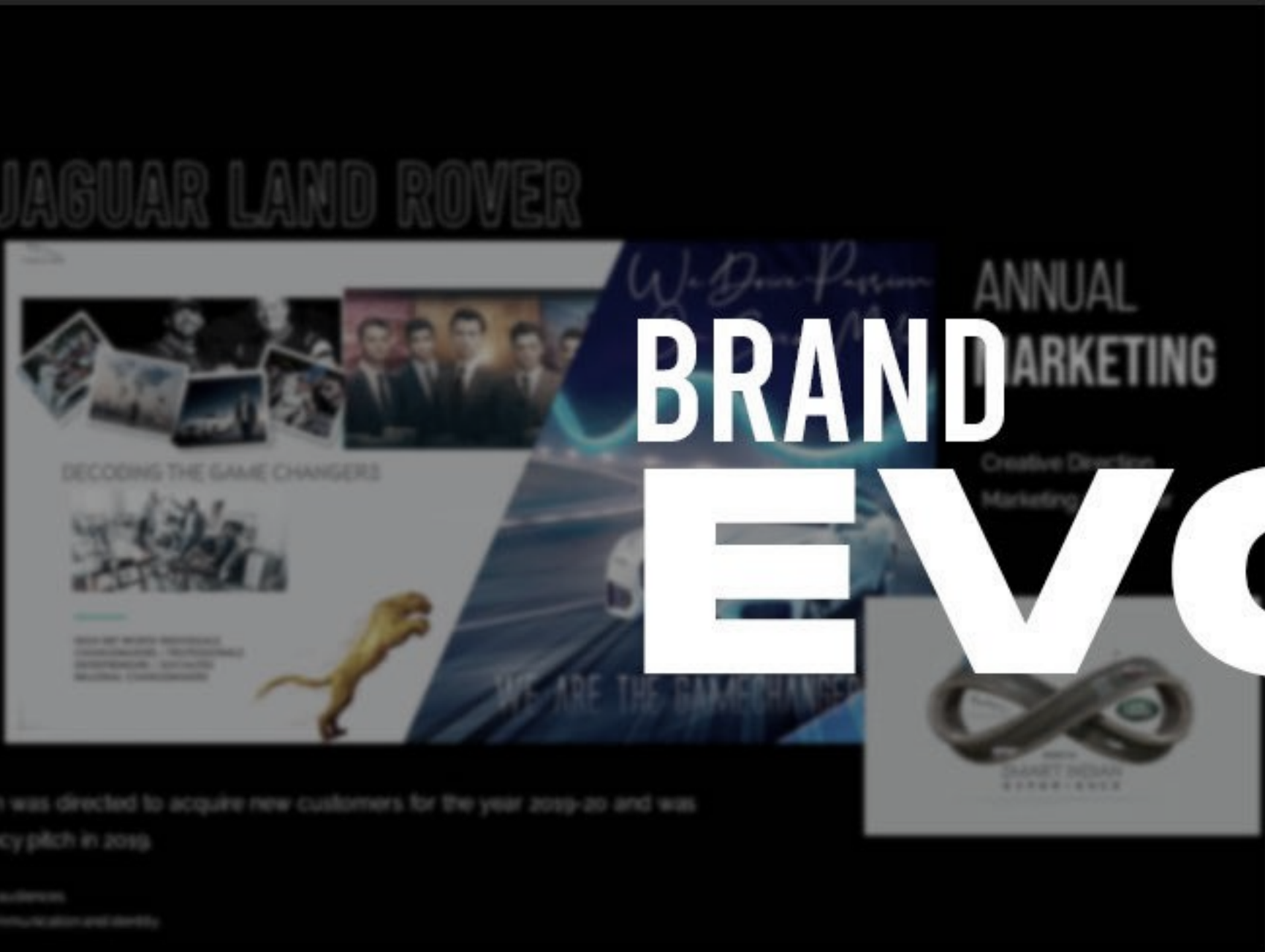




# THE FUTURE

WITH MEIRAJ

---



YOUR MUSIC

McAfee  
INTERNATIONAL CYBER  
SECURITY CONFERENCE

# EXPERIENTIAL MARKETING.

JOHNNIE GINGER  
PITSTOP  
NIGHTS

Heineken

EARLY STAGE  
STARTUPS  
PLATFORM

EVENT-DESIGN  
& MARKETING

aprilia

RACE  
CAMP

An aerial, isometric-style illustration of a modern urban environment. The scene features a mix of architectural styles, including multi-story buildings with red facades and others with grey and blue tones. Green spaces with trees and small parks are interspersed among the buildings. A river or canal flows along the left side of the frame. The overall tone is dark, with the text providing a stark white contrast.

# **FUTURE OF SMART CITIES.**

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A black and white photograph of a woman with long, dark hair, wearing a dark suit jacket over a light-colored top and dark trousers. She stands with her arms crossed, looking directly at the camera. To her left is a large globe, which is shattering into many dark, angular fragments. The background is dark and atmospheric, with some light rays visible. The overall mood is powerful and dramatic.

**WOMEN  
EMPOWERMENT.**

# LUXURY AND SUSTAINABILITY.



LET'S CHANGE THE WORLD,  
ONE SIP AT A TIME!  
THE ALTERNATE PLASTIC



# 13 I am Meiraj Ahmed.

BRAND SPECIALIST, CONCEPTUALISER, AUTHOR...

I focus on **millennial branding, Ideation, pitch proposals, advertising campaigns, experiential event concepts, design and marketing strategies.**

I am a Branding and Strategy specialist with a Global Portfolio.

I am currently based in **Berlin**, I have a good client network across Asia-Pacific markets and have focused to ensure my work influences in changing the world.

I have established a diverse portfolio by consulting and supporting brands across different industries.

I have serviced over **750+ brands** in the past **8 years** both in private practice and whilst employed with agencies and other organisations.



BRANDING

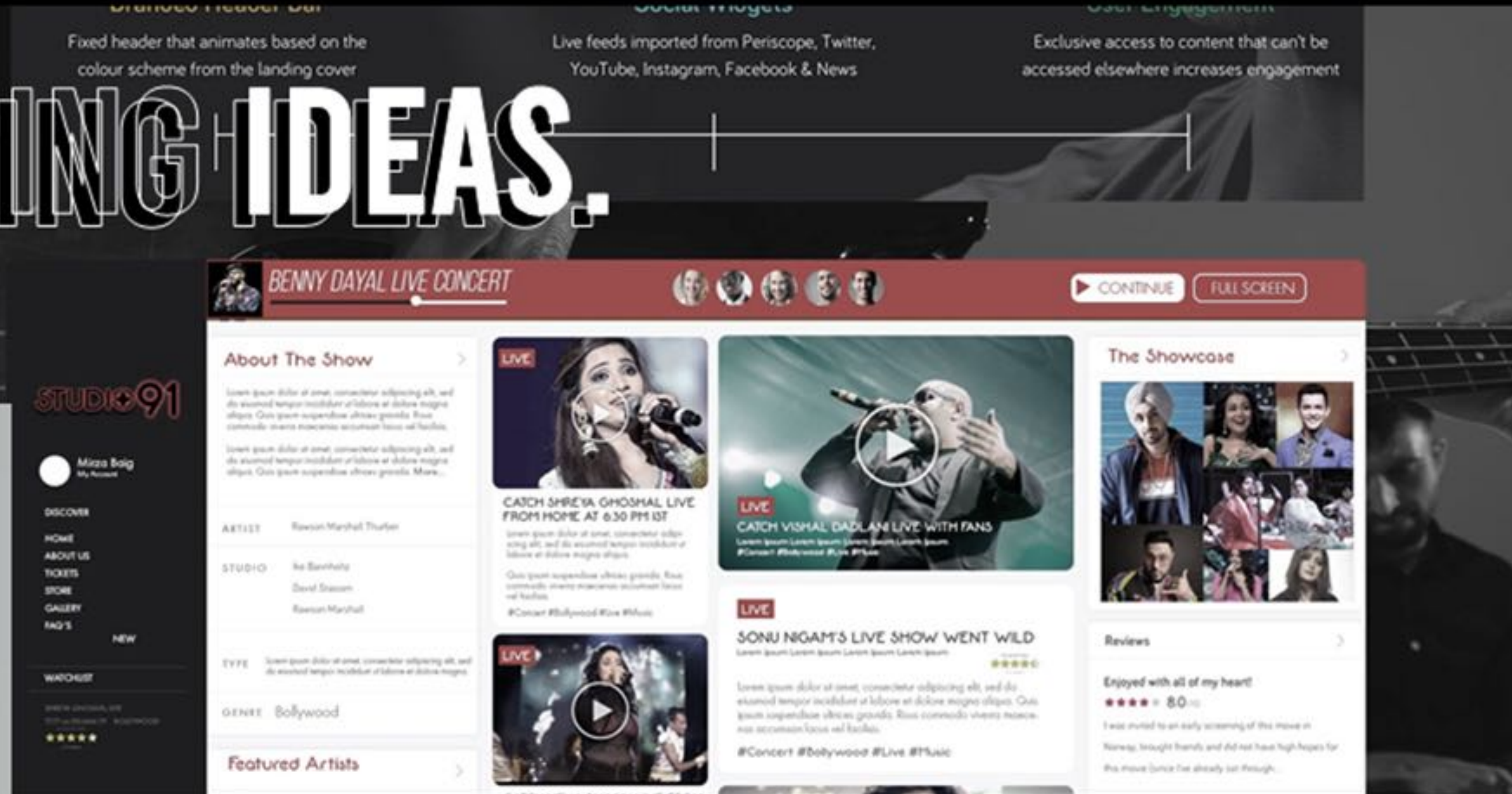
STRATEGY

MARKETING

INNOVATION

TECHNOLOGY

# DEVELOPING IDEAS.



Brand/Product/Idea Development  
Ideation/Branding/Creation Workshops

CONCEPT-PLANNING

BRANDING

STRATEGY

MARKETING

INNOVATION

TECHNOLOGY

# MANAGING BRANDS.



Brand development, Marketing Communications, Public Relations, Experiential Marketing and Creative Direction.

BRAND-BUILDING

BRANDING

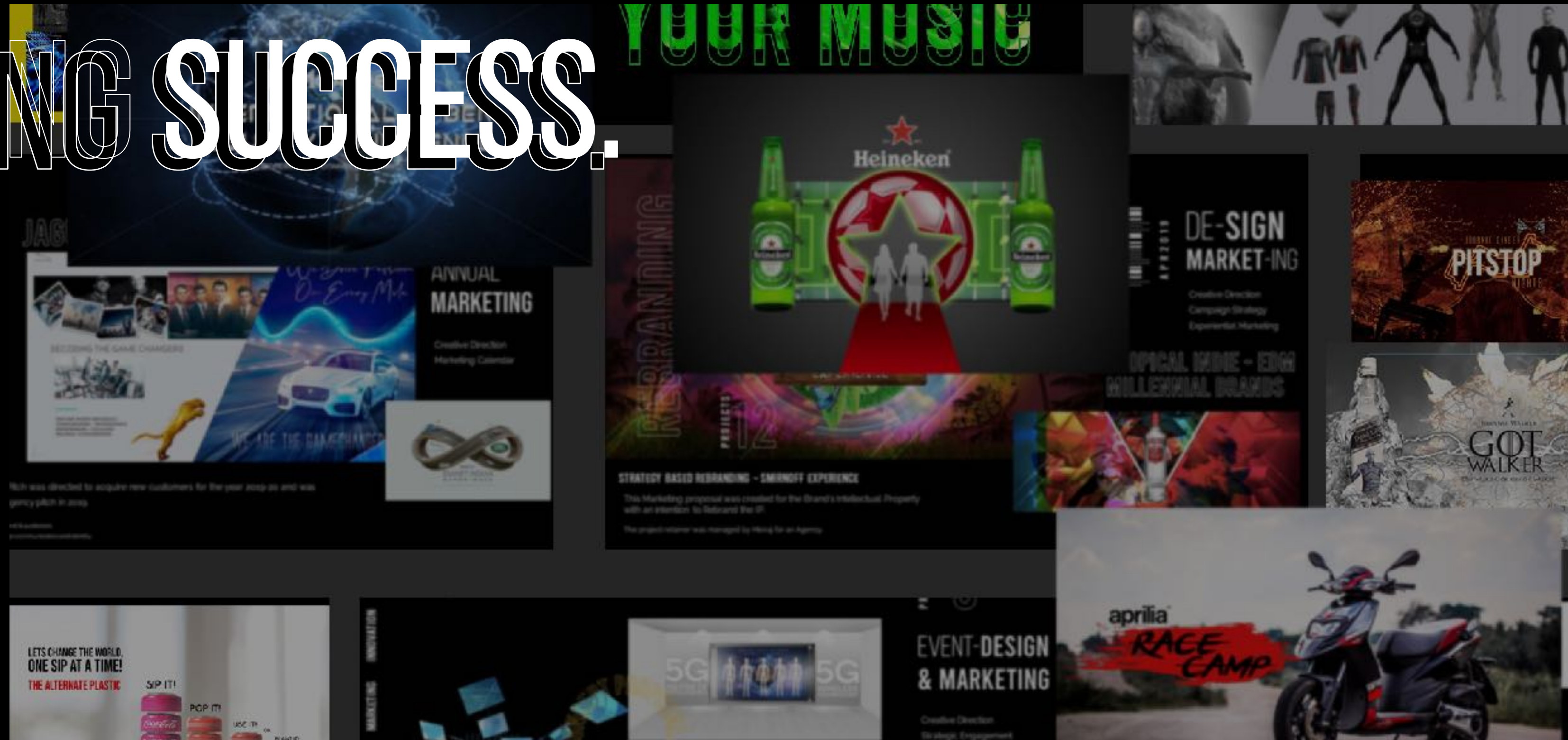
STRATEGY

MARKETING

INNOVATION

TECHNOLOGY

# MARKETING SUCCESS.



MARKETING-CAMPAIGNS

BRANDING

STRATEGY

MARKETING

INNOVATION

TECHNOLOGY

# DESIGNING THE FUTURE.



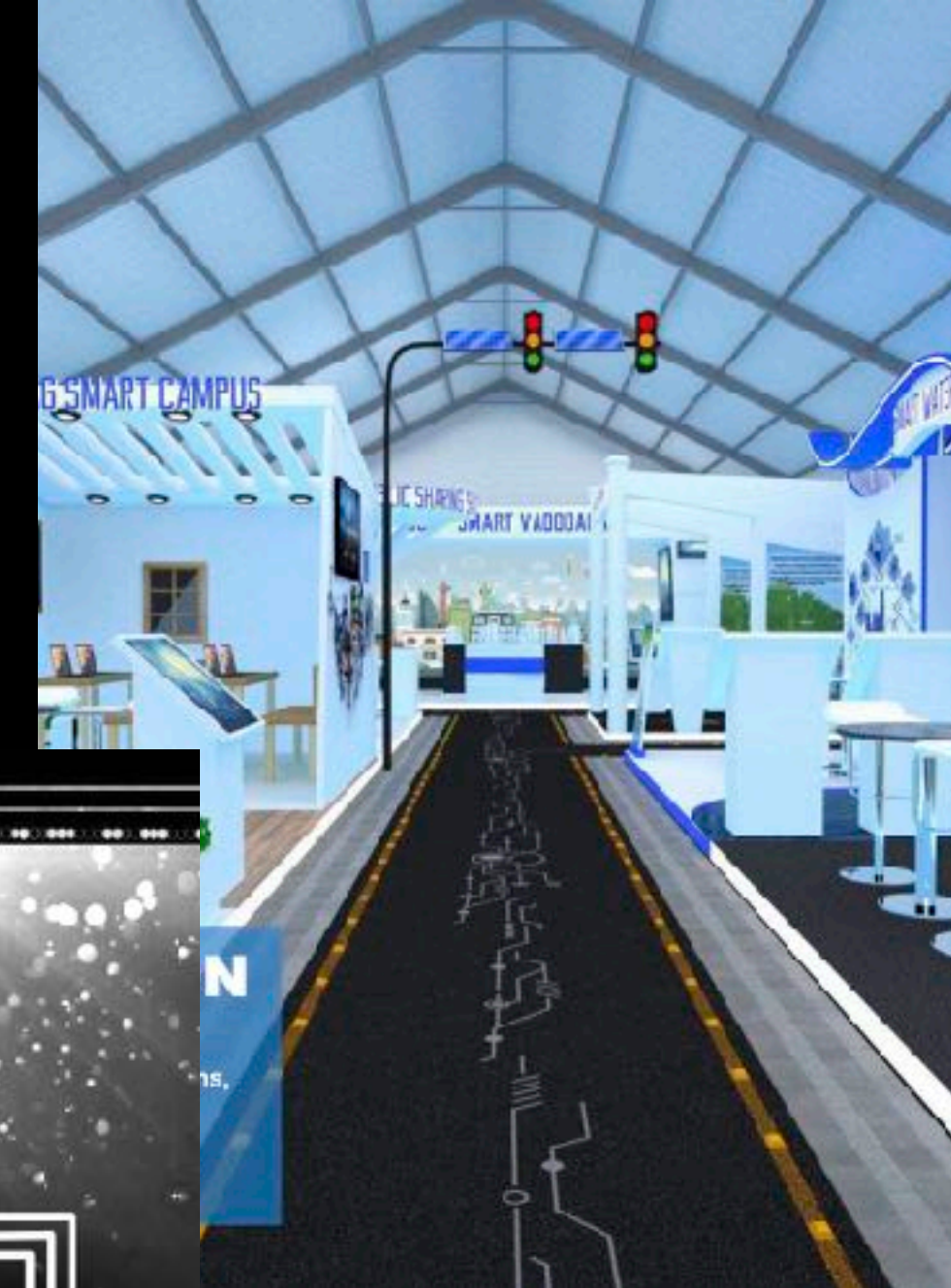
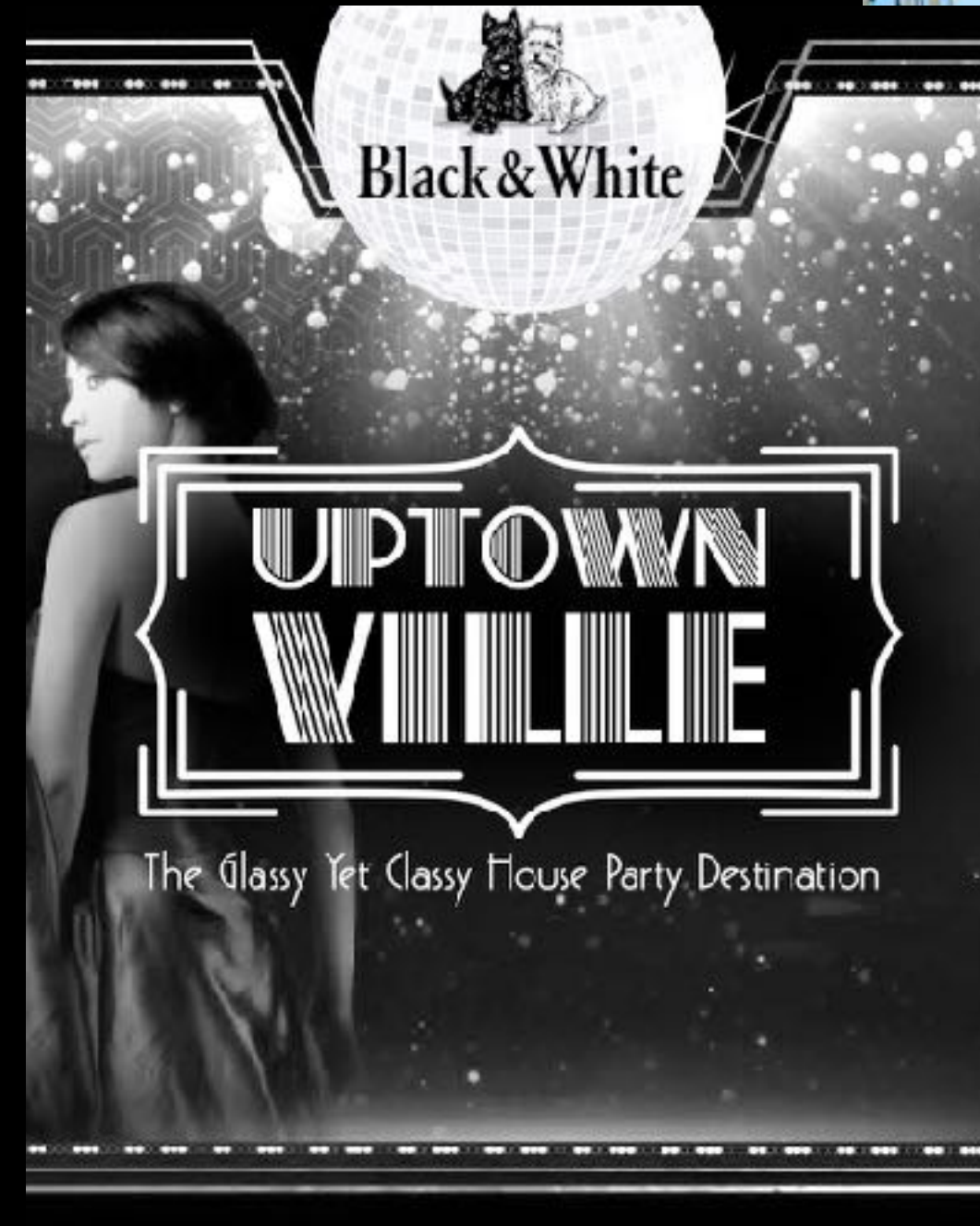
BRAND-BUILDING

# STARTUPS, BRANDS & GOVERNMENTS

I have been actively servicing a diverse clientele through my professional network and agencies on retainer or consulting basis.

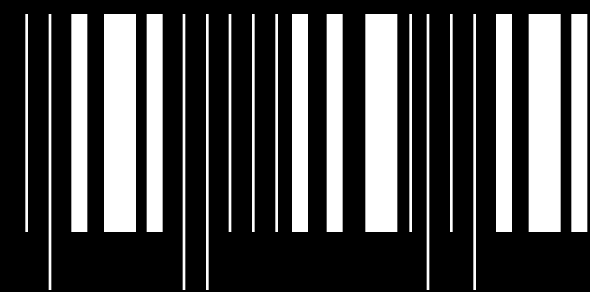
I empower entrepreneurs, brands and governmental ventures with future-oriented strategies and initiatives.

In the year 2020 alone, I have serviced over **50+ startups, 20+ brands and 2+ governmental ventures.**





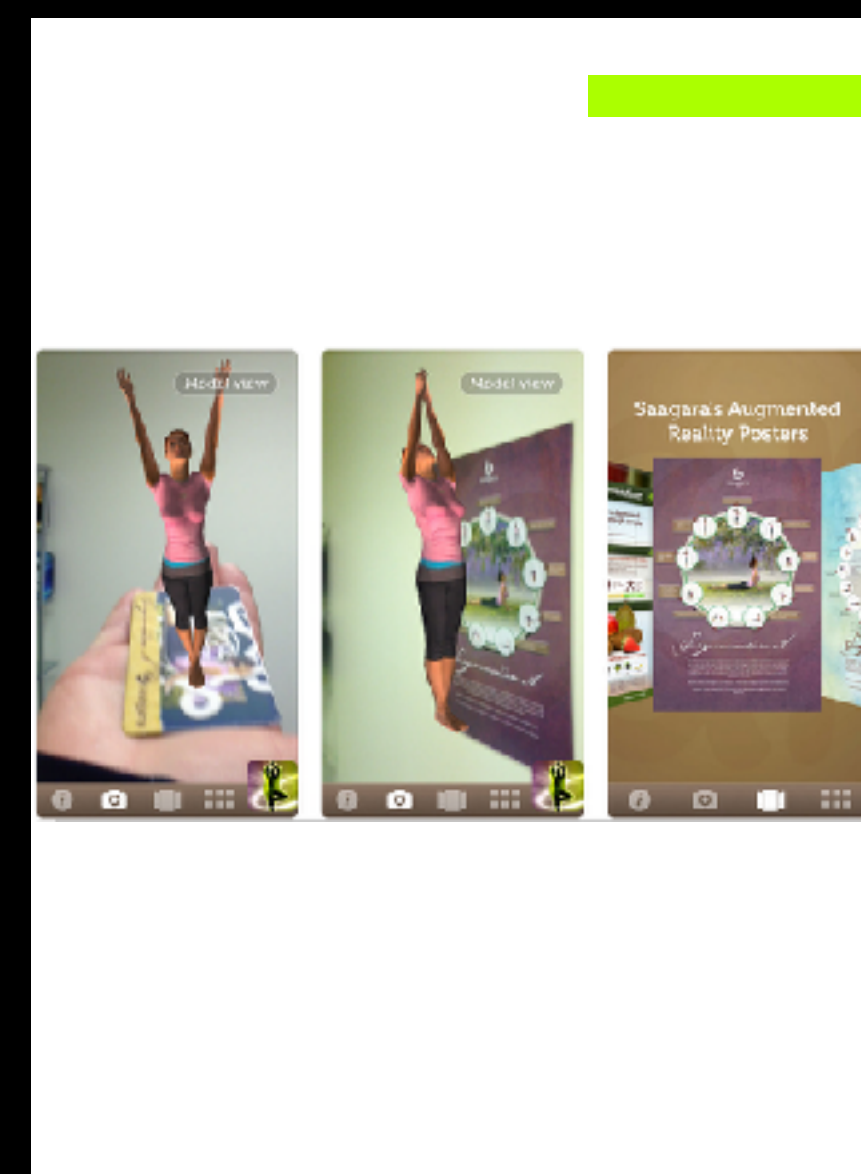
# STARTUP



2019 - 2020

ENGAGEMENT  
ENGAGEMENT  
ENGAGEMENT

Pitch Proposal, Branding, Marketing Communications,  
Concept development & Partnership Marketing

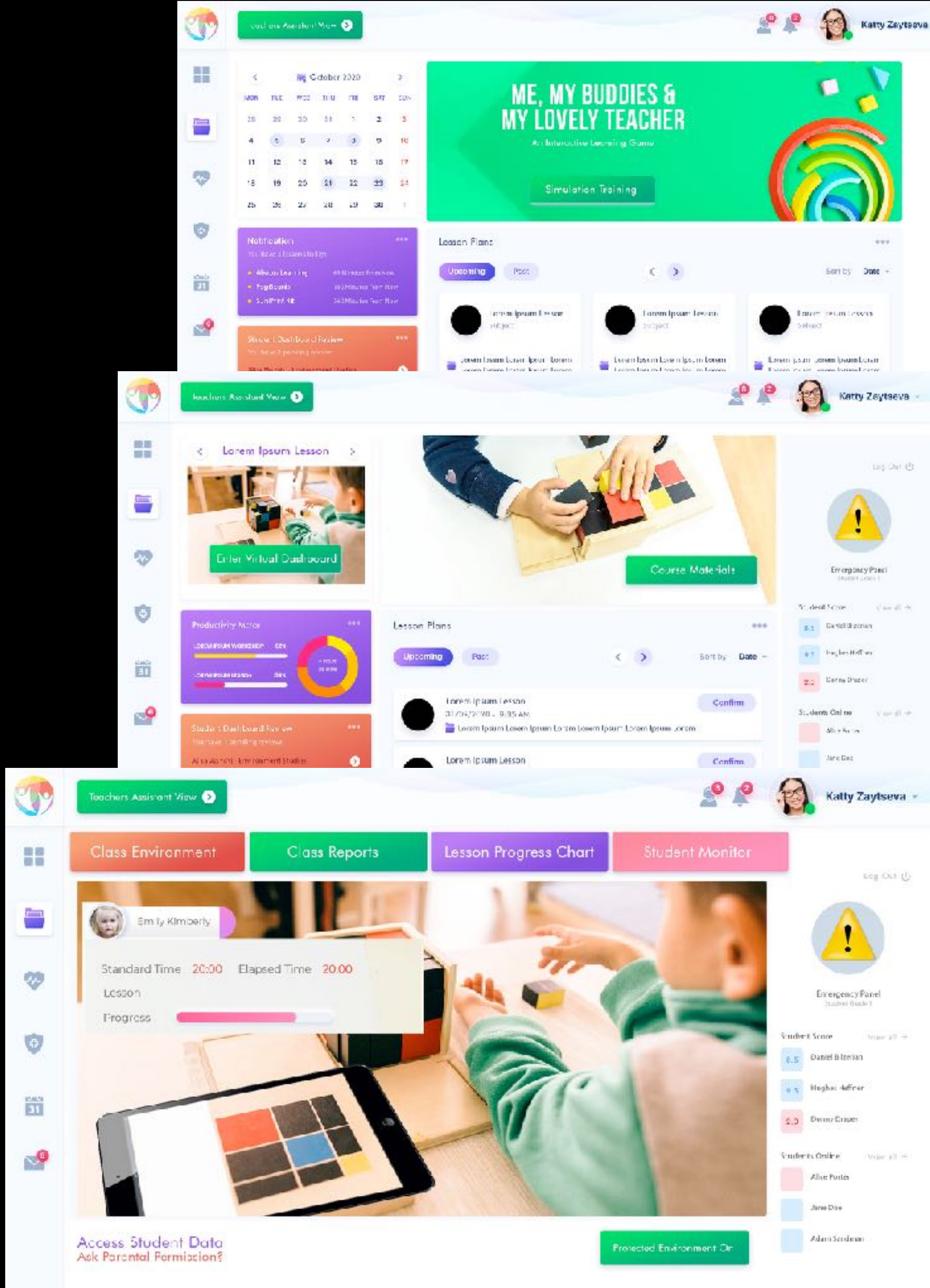
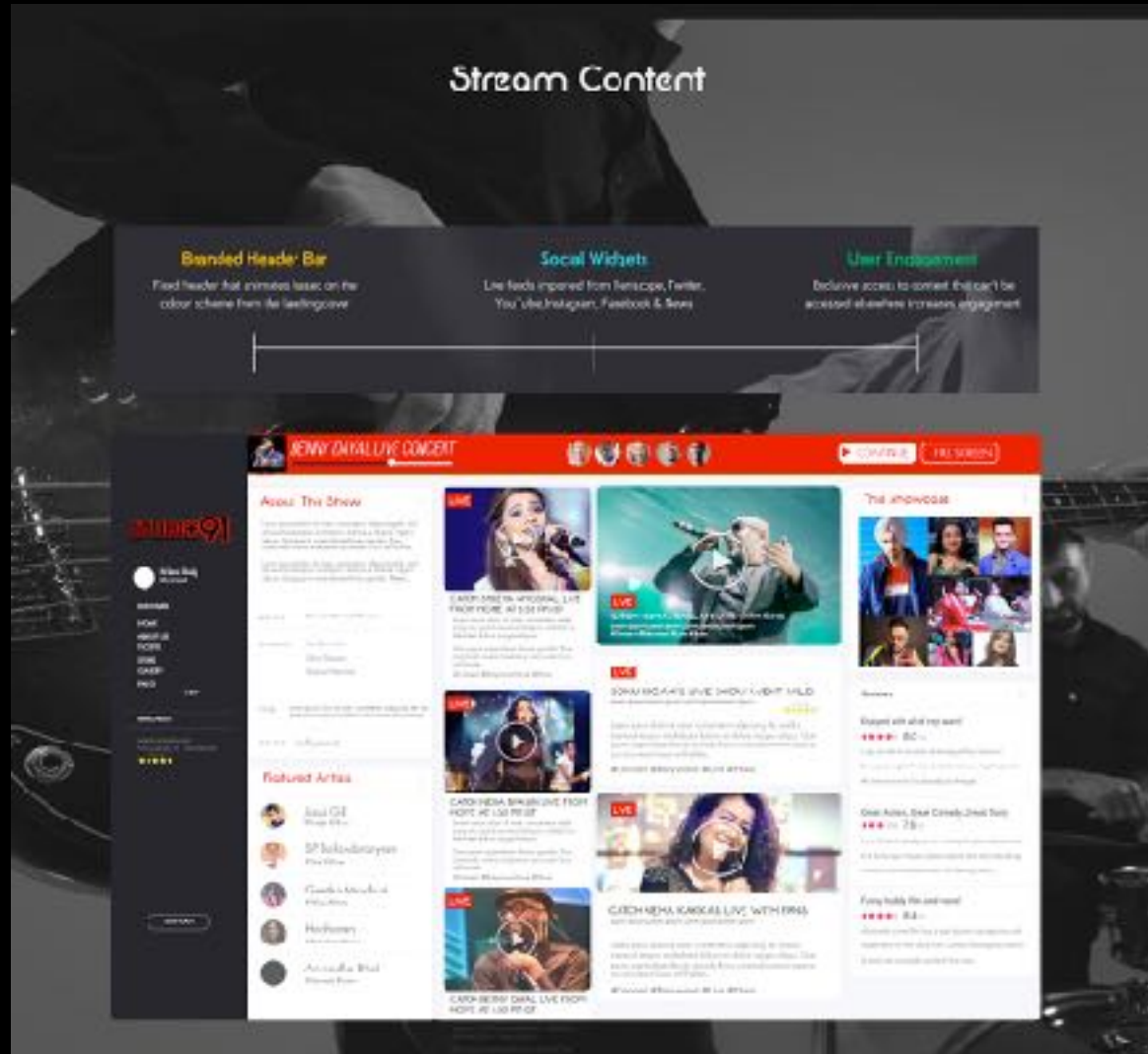


# Current Partnerships

Strategic partnerships are in place to support startups and founders with proper branding, go to market strategy, product development and investment support.

I have also been working with the Future City Incubator that provides startups and founders with grants from EUREF & Berlin Startup Stipendium.







# The Mirage Affair

ULTRA LUXURY – FRUIT BASED LIKÖR



## ProTech Humanity

A Fashion Technology based consumer marketplace with products developed to enhance human abilities through technology, while actively changing the Fashion Industry.



The Sole Can Be Removed & Used As Battery

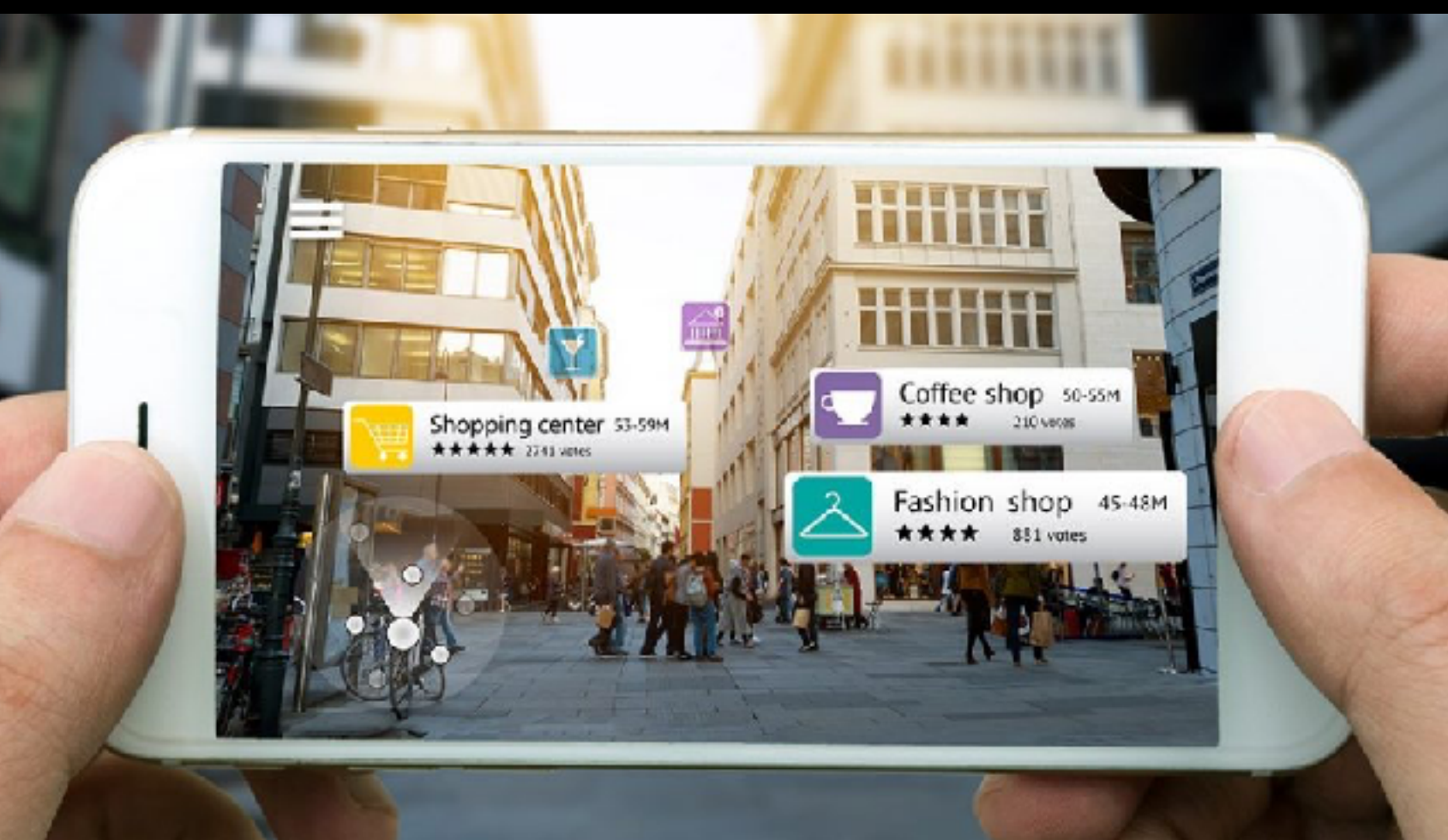
## AR marketing

Augmented reality based experiential gaming and marketing services to help fuel brand activations to engage consumers.



## AR ENERGISER

A blockchain and Augmented reality based peer to peer marketplace with engagement to activate consumers to capture energy through climate sustaining activities.



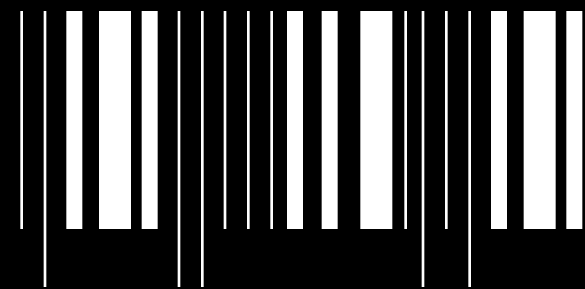
## AR marketing

Augmented reality based experiential gaming and marketing services to help fuel brand activations to engage consumers.



# WORKSHOP

ENGAGEMENT  
ENGAGEMENT  
ENGAGEMENT



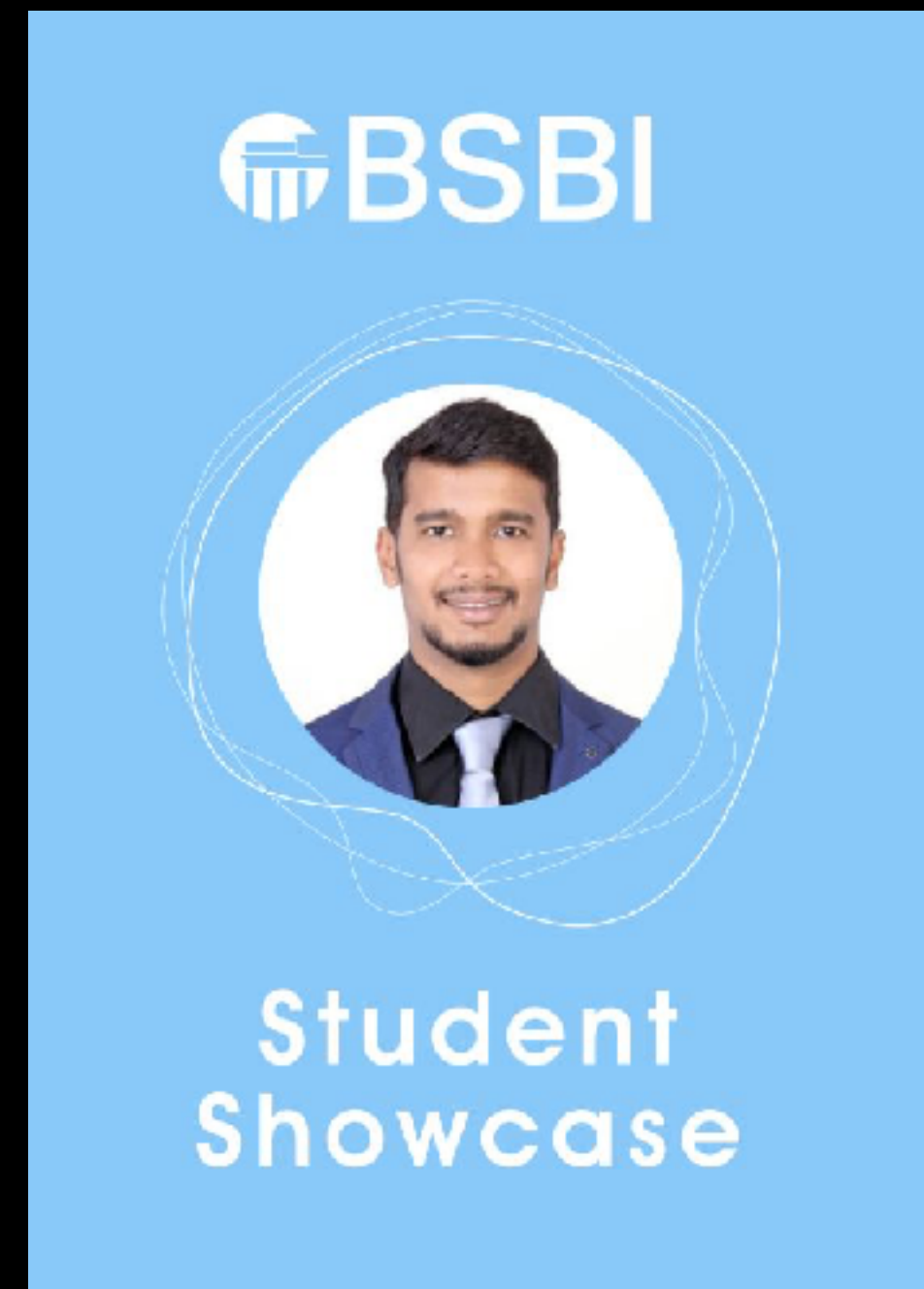
2019 - 2020

Pitch Proposal, Branding, Marketing Communications,  
Concept development & Entrepreneurial Incubation

# Public Speaking & Workshops

## EMPOWERMENT AND EDUCATION DRIVE

We all need effective empowerment to unleash our true potential. Through my branding and entrepreneurial workshops for schools and brands, I have been dedicating my time to pass on strategic information to help individuals develop their aspirations.

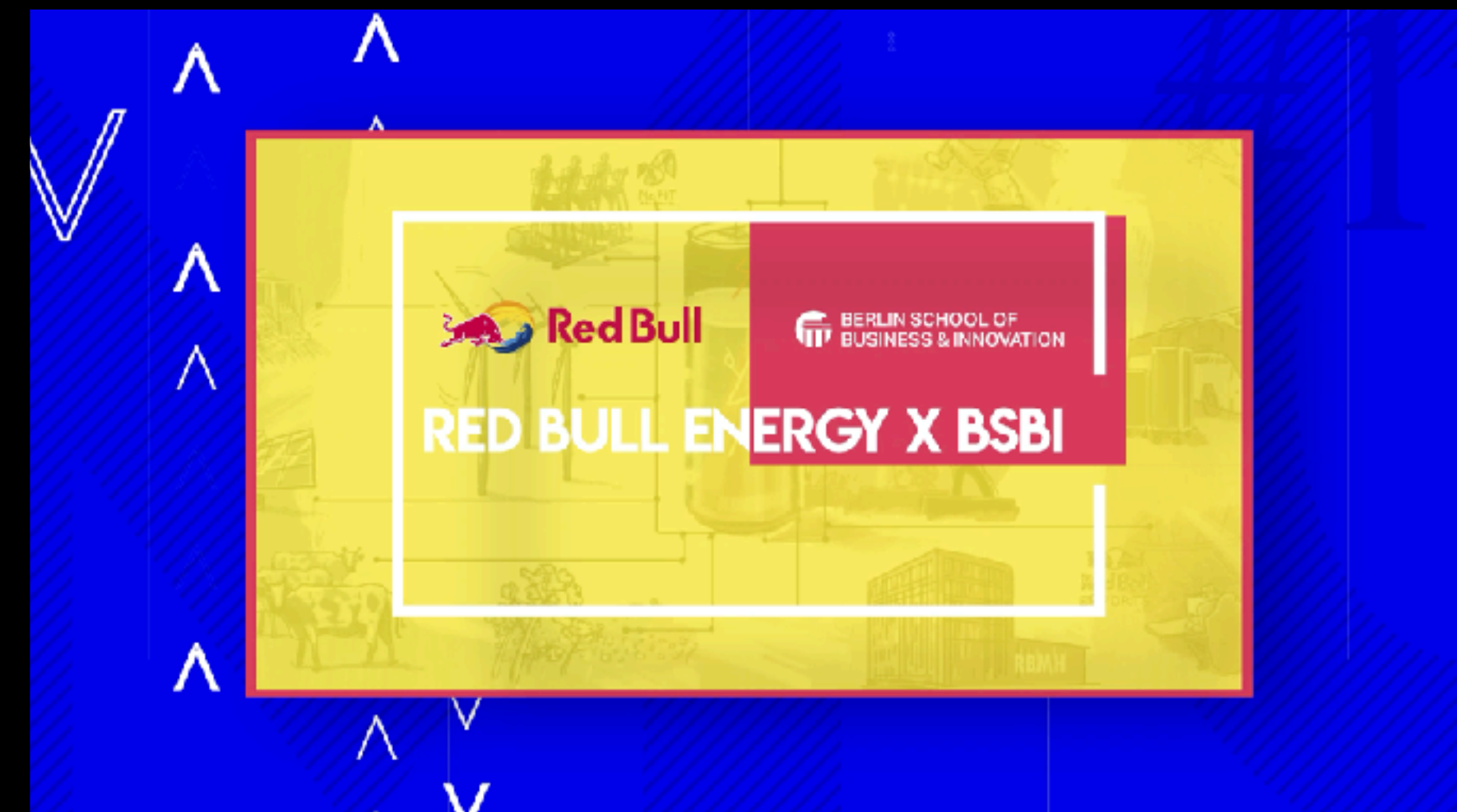


# Redbull X BSBI Innovation Meet



## 360 ENERGY BRAND DEVELOPMENT CASE STUDY WITH REDBULL HQ

This case study expected me and my colleagues to identify emerging technology favouring sustainable energy, I was responsible to develop the proposal and video to Andreas Gall CIO Redbull Media House. This project expected us to research globally and help formulate the vision 2025 for the brand.





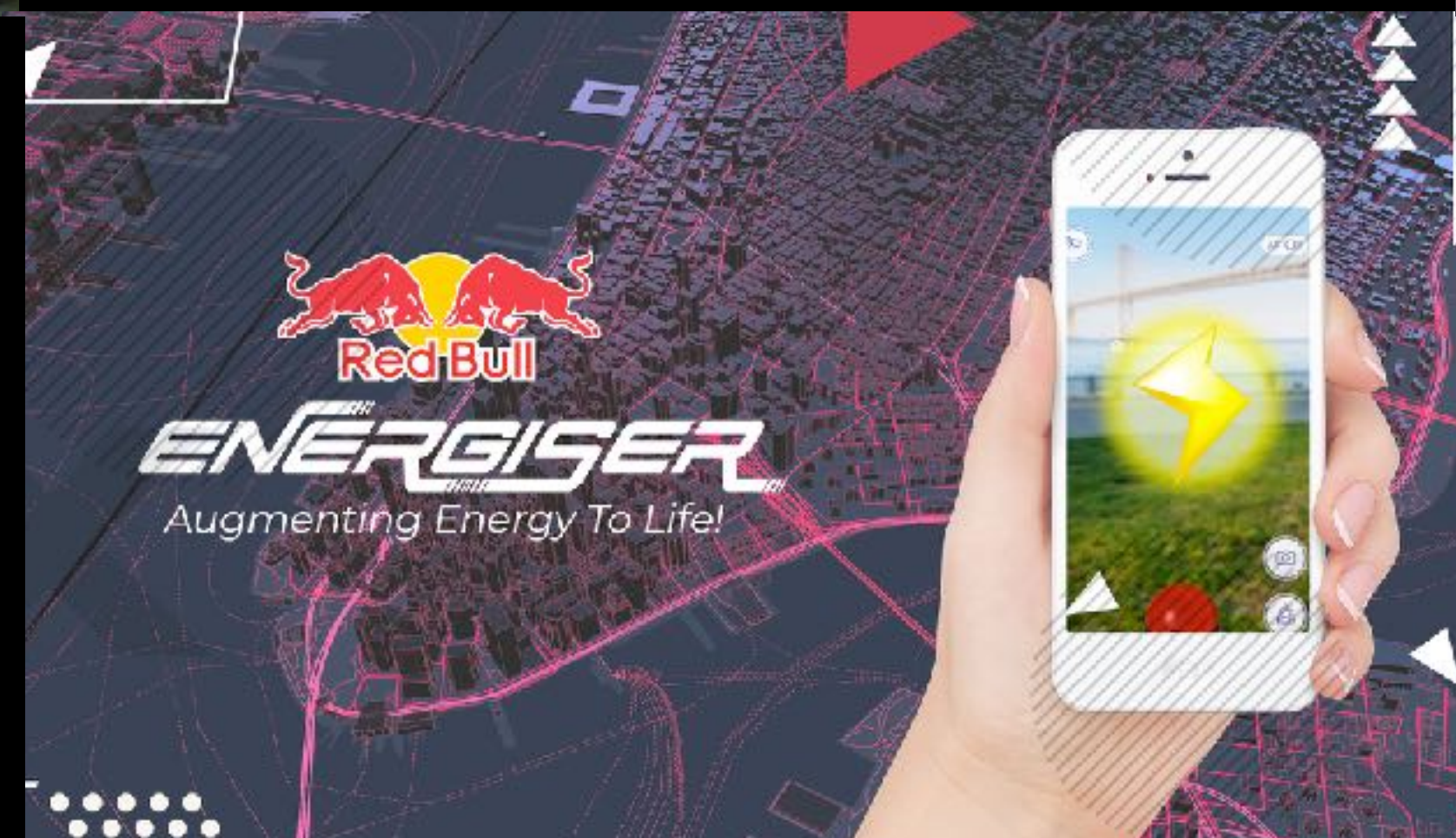
## REDBULL SOLAR DISPLAY

A Media wall with solar panels to help  
the brand showcase content during  
their brand activations and events.



## REDBULL PEDAL POWER

An interactive projection display connected  
to stationary pedal cycles which power up  
the projection as a result of conversion from  
kinetic energy to potential energy.



## REDBULL ENERGISER

A blockchain and Augmented Reality  
based energy engagement marketplace  
to promote the usage of sustainable  
energy usage.

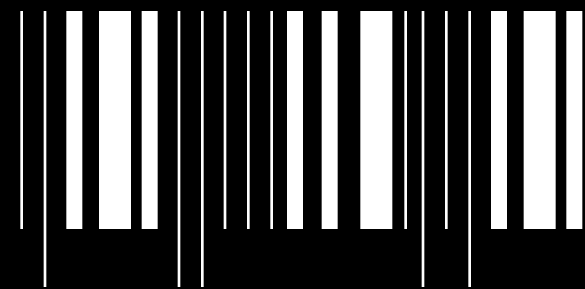


## REDBULL INTERACTIVE GAMING

An interactive display window engaging  
consumers to spend energy by  
participating in physical activities like  
running on the spot etc.

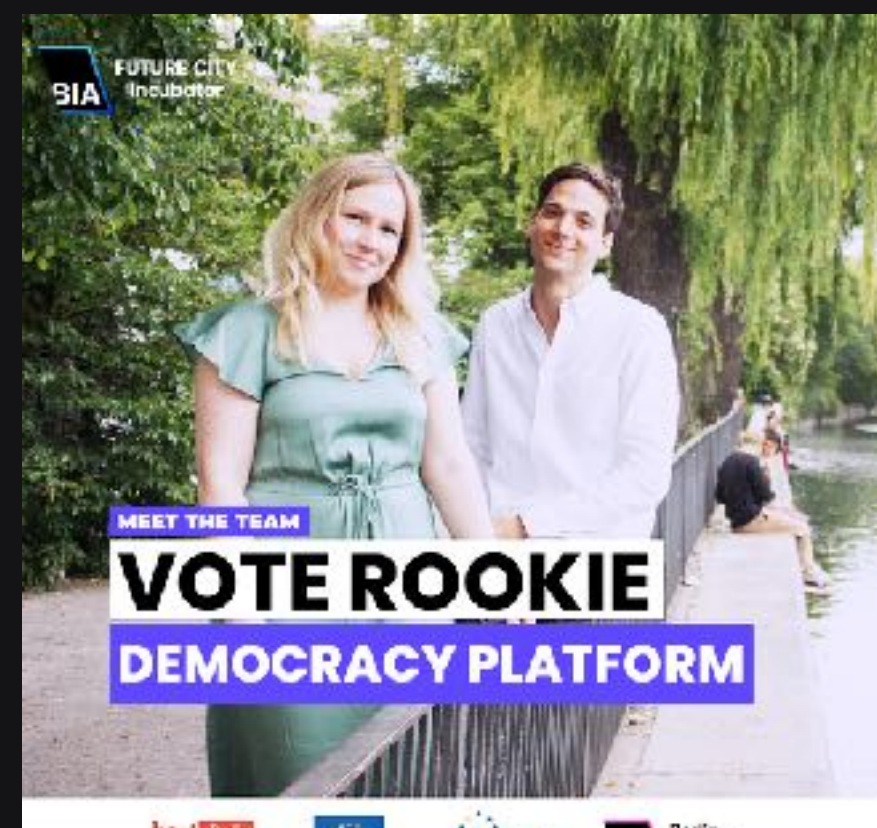


# BRAND



ENGAGEMENT  
ENGAGEMENT  
ENGAGEMENT

Brand development, Marketing Communications, Public  
Relations, Experiential Marketing and Creative Direction.



# Berlin Innovation Agency

SMART CITY HUB, INNOVATION LEADERSHIP,  
FUTURE CITY INCUBATOR

As a Marketing executive it was my responsibility to manage the social communications of the brand and engage the community with interactive content through videos, blogs and graphic design. I supported the program managers with creative direction, communication strategies and potential leads from my client database for partnerships.



RESET YOURSELF

NEW WORK  
IN ACTION



Berlin Innovation Agency

Digital Masterclass

# Jaguar Land Rover

## ANNUAL MARKETING AND CONSUMER ACQUISITION PROPOSAL 2019-20

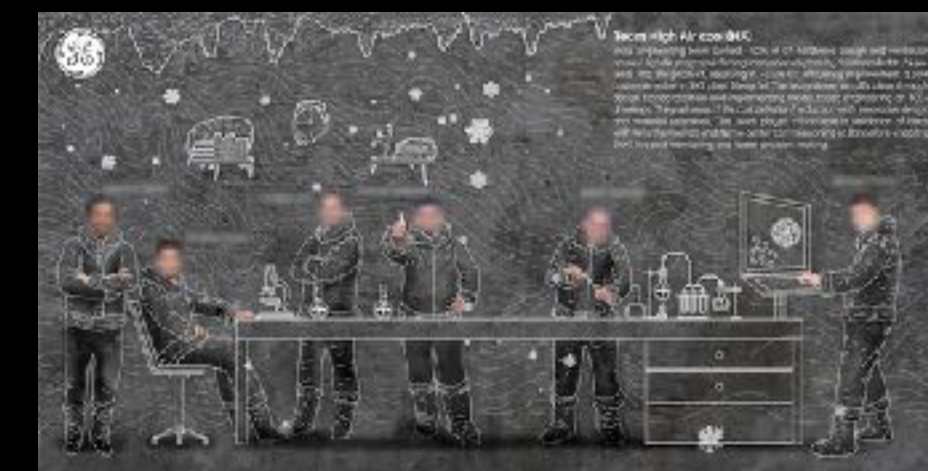
This was a project outsourced by an agency to develop a 360 annual marketing plan which featured experiential marketing trends to acquire new consumers in the South Asian markets. This proposal expected me to study the brand audience and develop digital marketing and event strategies to engage the ultra rich to become consumers of the brand.



# General Electric

## STRATEGIC AGENCY PARTNER 2016-18

Actively serviced General Electric and their divisions with internal marketing campaigns and external engagements such as the launch of their industrial internet Predix. This strategic partnership was based on an active retainer to provide creative direction, marketing communication strategies and experiential event concepts to engage their employees and channel partners.



# 2019 Heineken

## STRATEGIC AGENCY PARTNER 2017-19

This strategic partnership engaged me to develop campaigns and concept proposals for UEFA Champions League Trophy Tour with Louis Garcia, Live your Music with international artists, Champion the Sofa and Foosball championships across the South Asian market.



LIVE YOUR MUSIC

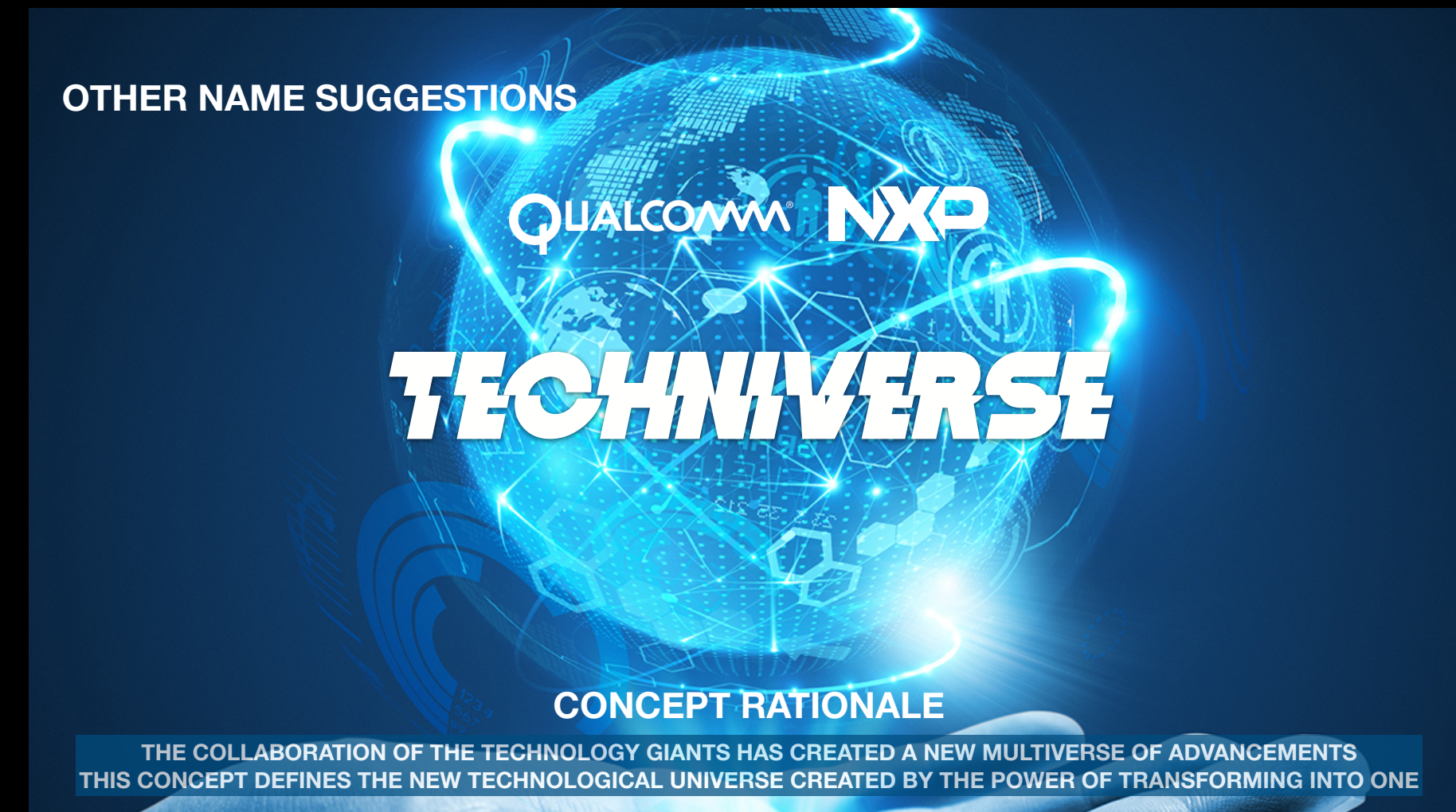


# 30 Qualcomm

## EXPERIENTIAL MARKETING 2018

An agency partnership to develop creative campaigns for Qualcomm NXP merger, 5G Promotion and Annual events to engage employees and other stakeholders.

This interaction also allowed me to explore experiential tech installations to promote the brands much awaited 5G technology.



# Johnnie Walker

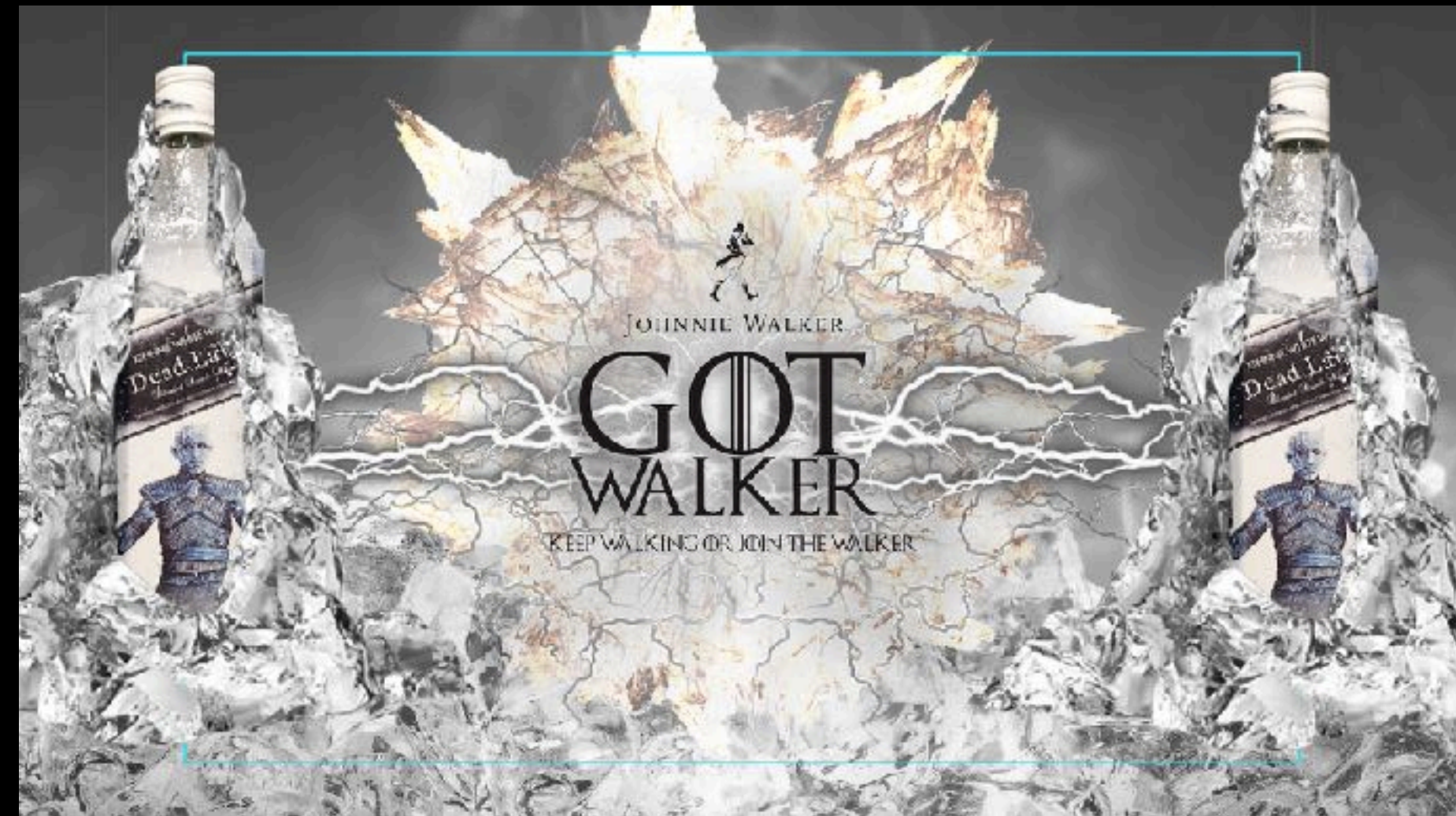
## STRATEGIC AGENCY PARTNERSHIP

This Marketing Pitch was directed to engage the target audience and was created in 2 days for an Agency in 2018.

The success of this job opened new business opportunities with the Brand

Key Strategy Involved:

- \*Ideation of the campaign communication and identity.
- \*Integration of social media-SnapChat,FB,IG and Twitter.
- \*Experiential strategies to market the Brand products.
- \*Designing of branded merchandise.
- \*Creation of marketing and promotional initiatives.





# IWD Series

## WOMEN EMPOWERMENT CAMPAIGNS

As a passionate influencer, I have always engaged in campaigns that enable women empowerment among corporate clients such as Accenture, Intuit, Myntra & Nippon Paint.

My commitment also pushed me to develop a platform for young orphanage girls to access incubation and empowerment programs.





# Kingfisher Ultra

## EXPERIENTIAL & CREATIVE PARTNER

For almost 3 years between 2016-19, I have been collaborating with agencies and integrated marketing firm to develop creative campaigns and strategies for the beer brand Kingsfisher Ultra. Apart from the iconic Kingfisher Ultra Derby, I have also worked on projects such as the Justin Bieber Purpose tour India and a few brand activations



## HACKATHONS/ INNOVATION MEETS

I have successfully curated a path for myself by developing Hackathons for technology organizations like McAfee, Qualcomm, Sapient and Accenture



## IP REBRANDING

For experiential brands like Smirnoff, I have worked with agency and brand teams to rebrand their music concert IP



## BRAND LAUNCHES

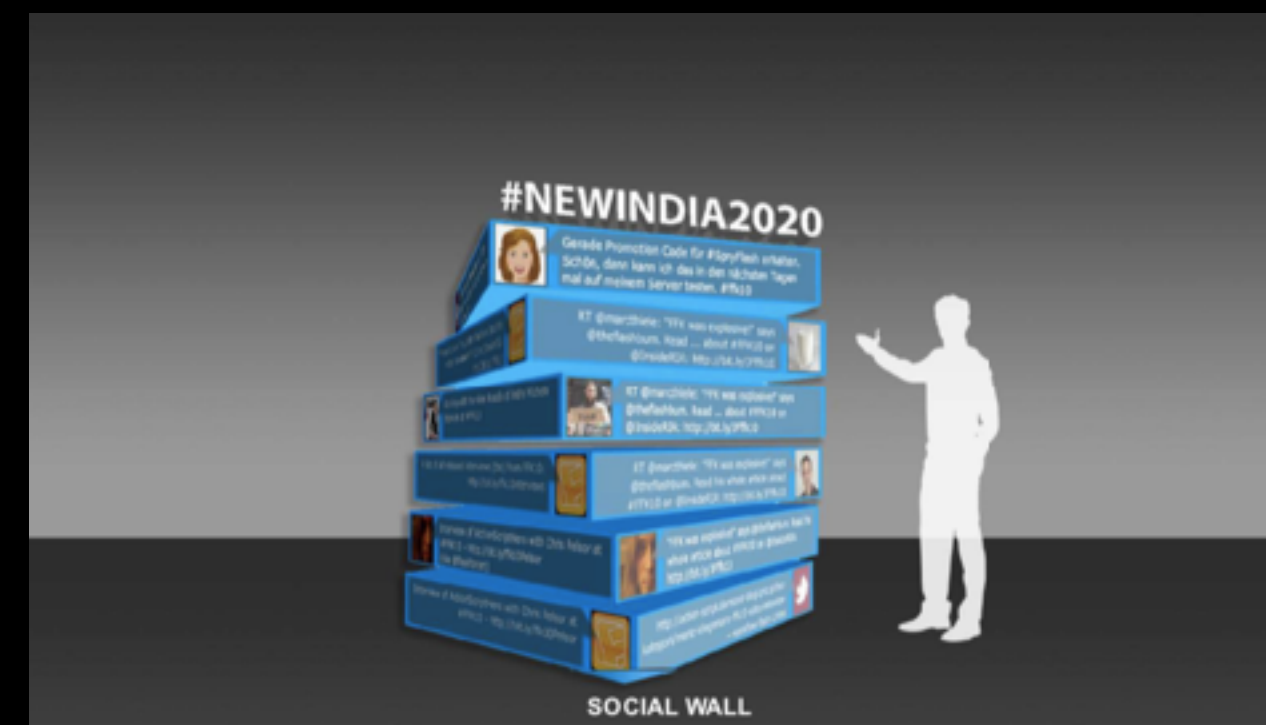
Brand launches play an important role in shaping product lines, I have always delivered experiential content and concepts to help my clients achieve their goals



# Hackathons, Brand launches & IP Rebranding



## BOSCH AUTOMATION DAY 2018–19



## 99 SMART CITIES INDIAN GOV.

## ONE TOYOTA MEET 2018–19



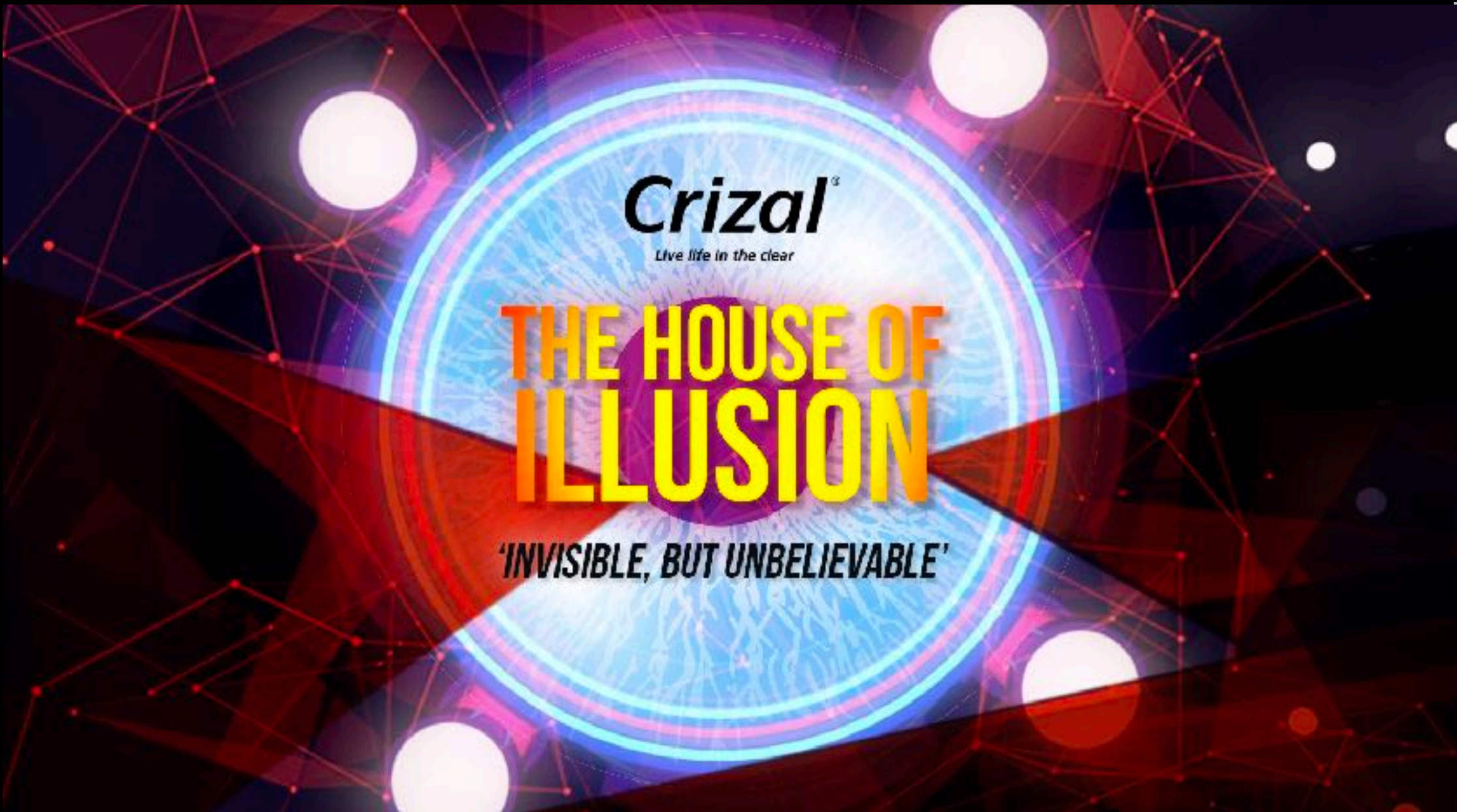
## SONY TELEVISION – FIFA 19



## INTEL SURGE AHEAD 2018–19



## TVS MOTOSOUL 2019–20



# I am Meiraj Ahmed.

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