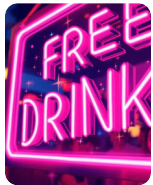


# INSIDE MATTERS

NGL (Not Gonna Lie) — an offline college movement that's loud on the outside and real on the inside. Bold branding meets emotional authenticity: we create moments where students can let it out, connect, and remember the feeling.



# LOUD STALL. REAL EMOTIONS.



## Attention Magnet

Giant can-shaped stall + air balloon + bright 'FREE DRINKS' branding pulls immediate footfall.



## Let It Out Zone

NGL Punching Bag: cathartic physical release built into a playful, shareable moment.



## Compliment Chit Bowl

Prompted kindness: pick a compliment and give it away — encourages human connection in a noisy world.



## Expression Wall

Anonymous 'Let-It-Out' wall — honest, relatable, and highly shareable content for social channels.

Design cue: Fun and loud externally — intentionally soft, emotionally intelligent prompts inside. Positioning: experiential activation, not just sampling.

# FROM EXPRESSION TO EXPERIENCE

## 20–30 min Speaker

Short, high-impact mental health talk — honest stories, practical coping tips, calls to action.

## Student Jams

Open mic / jam session to channel energy and build community vibes.

## High-Energy Close

Short, celebratory send-off powered by NGL — branded moments for photos & stories.

## Content Engine (Min 8 pieces / college)

- Punching-bag reactions — visceral, shareable clips
- Compliment moments — candid smiles and connections
- Anonymous confessions — raw, authentic fragments
- Event crowd energy — hero footage for reach
- Speaker highlights — 30–60s clipables
- Student testimonials — trust-building social posts
- Stall visuals — hero stills for OOH and paid
- Aftermovie recap — emotional narrative for channels

Goal: Awareness + emotional brand recall + organic social reach. Make every moment content-first and community-first.

# EMOTION DRIVES ENGAGEMENT. DATA DRIVES SCALE.



## Data Capture

Registrations, phone numbers, emails — opt-in first; privacy-forward collection for follow-up.



## On-site Metrics

Footfall at stall, dwell time, event attendance % — measure activation pull and conversion.



## Content Reach

Impressions, shares, UGC volume, hashtag traction — content multiplies impact campus-to-campus.



## Scalability

Replicable kit: stall blueprint + vendor playbook + city roll plan — scale across campuses and cities.

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**Measurement focus:** registrations/college · stall footfall · event attendance % · content reach · leads generated — iterate weekly, scale monthly.

📄 **INSIDE MATTERS** — By NGL: Not Gonna Lie. Let it out. Drink it in. Built to be loud, human, and measurable.

# ₹40,000 In. Massive Youth Impact Out.

Not Just Spend. Strategic Campus Acquisition Engine.

**Total Investment Per College:**  
**₹35,000 – ₹40,000**

Can-shaped  
NGL Stall

Selfie Booth  
Setup

Punching Bag +  
Installations

Free Drink  
Sampling

Event Execution  
Cost

On-ground  
Team + Logistics

All-Inclusive Cost: ₹40K Max

01

## Direct Data Acquisition

**300–400** Verified Gen Z  
Registrations (Phone +  
Email)

Cost Per Lead: ~₹115 per verified  
Gen Z lead

Extremely competitive vs digital CPL.

02

## Sales / Conversion Leads

**8–12** High-Intent Leads  
per College

Warm leads, not cold digital traffic.

03

## Content Engine Output

- **8–12** High-Quality Content Pieces (Reels, reactions, confessions)
- Expected Organic Reach: **20K–30K** views per reel + potential **100K** breakout
- Projected Total Reach: **~200K–350K** Organic Impressions
- Cost Per Impression: **₹0.16** (approx.) — Extremely efficient for brand awareness.

04

## Retargeting Advantage

- **300–400** first-party Gen Z contacts
- Performance marketing retargeting ready
- Lookalike audience creation & long-term campus database

This is not one-day marketing. This is owned youth data.

**₹40K buys you:** Data • Content • Community • Campus Penetration • Retargeting Asset • Brand Goodwill

**This isn't an expense. It's a campus growth system.**