

Midas Modelling

Background: Midas is a selective company specialising in the recruitment, development and management of models for work in fashion, advertising, television and movies. They are a prime resource for new talent for clients throughout India

Mission: Collecting leads of potential models.

Execution: 5 weekend activity outside Fun Zone at Oberoi Mall. They had branded stand with a professional photographer clicking pictures of shoppers showing interest in modeling career. There were 3-4 members of staff providing info about the company and taking contact details. Midas also executed fashion show with child models which was an add-on to Mall's shoppers experience.

Venue: Oberoi Mall, Mumbai

Results

Total data acquired surpassed clients expectation, with over **2000 leads generated**. Fashion Show was rocking and got tremendous brand exposure to client. Also found the venue staff helpful and friendly.



“We achieved everything we wanted from our promotion at Oberoi Mall. SpaceandPeople were very helpful and delivered a top quality service, their suggestion to be outside Fun zone on third floor was accurate.”

Rajeev Singh, CEO, Midas Modelling, Mumbai