

FLC Marketing expands into virtual space as Covid'19 disrupts experiential economy

FLC LIVE, a virtual event solution and Virtual Promoter, a contactless engagement service picks up speed amongst brands



Dubai, Aug 26, 2020 ([Issuewire.com](https://www.issuewire.com)) - Covid'19 saw a surge in endless digital entertainment options, but as per market forecasts live events will continue to drive attendance backed by advanced technology, evolving customer behaviors and move to Hybrid Events with a combination of Real and Virtual till we all come back to the original normal

FLC Marketing Group, pioneers in shopper marketing & brand activation, adapted instantly to the changing needs and challenging scenario by focusing on a futuristic digital approach. During the Covid-19 Pandemic, the world experienced a surge endless digital entertainment options and FLC chose to channelize their energy towards creating a range of highly engaging virtual services.

FLC Group created an innovative platform, **FLC LIVE**- a virtual event solution that offers web-based live events and integrated remote audience interaction to brands. The FLC LIVE platform enables conferences, fashion shows, PR/ Influencer events/ product launches, brand activations, and offers customized innovative engagement with key target audiences. FLC LIVE is a solution-focused towards the current pandemic situation and addresses the shift in customer interaction in the future. It is customizable, scalable, provides a measurement of success and tracks 'Direct link to Sales.'

Ganesh Iyer, Managing Partner & Co-Founder, said, “With the ongoing pandemic situation and social distancing challenges, we want to offer our clients all the possible innovative virtual solutions which connect them with their audiences instantly.

In addition to the virtual events platform, FLC Group also introduced the ‘**Virtual Promoter**’ platform- an engagement service which takes away the fear of interaction with a person. The virtual promoter interacts with the customer through brand messaging, consultancy, objections, sales all handled remotely. The customer interface is with a robot bringing the brand back on top-of-mind, Talk-of-town while providing PR mileage.

Adriana Usvat, Managing Partner & Co-Founder, said, We can bring lots of value addition based on the experience accumulated across GCC, focus being as always, strategic, out of the box solutions and measurable ROI. We look forward to assisting brands and companies who are seeking to connect with their customers, and increase their market share”.

FLC a leading Shopper Marketing& Brand Activation agency has recently expanded its operations in India and KSA. Founded in the UAE in 2009, FLC has been instrumental in the success of leading brands in the GCC for over a decade. Having engaged with popular brands like P&G, Nestle, [Huawei](#), Samsung, Hisense, Acer, Aujan Coca Cola, IFFCO, Etude House, Estee Lauder, Coty, Guerlain, Givenchy, Ajmal Perfumes and many more they are pretty ahead of their game when it comes to shopper marketing, brand activations, consumer engagement and marketing innovations.



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