



India's Leading Marketing Agency for Ticketed Events

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Built to Work Alongside Your Team

Thick&Thin markets events. Nothing else. With over ₹3 Crore+ in ad spend dedicated to selling tickets, ₹14 Crore+ in ticket sales and 6 Lakh+ footfall generated, our work is judged on one number: tickets sold. We have done it for festivals, touring IPs, conferences, OTT properties and brand-led events across India and Europe.

Large festivals and IPs already have teams, agencies and a way of working. We do not replace any of that. We take the part that decides sell-through, performance marketing, and run it as an extension of your team across your full event calendar, on a monthly retainer.

Our Expertise: An Extension of Your Team

Your team owns the event: the lineup, the venue, the partners and the brand. We plug in where ticket sales are decided.

Performance marketing. Full-funnel Meta campaigns, with budget moved daily to what is selling.

Audience strategy. Buyers split by motivation, each segment with its own message, as we did for ISF, RISE//DEL and Holi in Berlin.

Creative direction. We adapt ads from your creative team's assets, or produce them ourselves, within the same engagement.

Calendar planning. One partner across every event in your year, so audiences and learnings carry from one edition to the next.

Reporting. A live dashboard with spend, cost per ticket and revenue, and a direct line to the person running your account.

Stories

Thick & Thin

Indian Sneaker Festival (2023 - 2026)

One of our flagship projects, ISF started as a room of sneakerheads who already knew each other. By 2025 it ran two cities in one year, Mumbai and Delhi, drawing 45,000+ across the editions. The headliners went from DIVINE and KR\$NA to 21 Savage, Tyla, Charlotte de Witte and Lil Yachty, and we were there throughout it all. The lineup made people notice, and the community made it work - we never marketed ISF as a concert. We ran parallel tracks into every reason someone shows up: international hip hop, global electronic, India's DHH core, and the sneaker and streetwear crowd who come for the brands, culture and community. **The result: 45,000+ footfall, and one of India's biggest and most unique IPs, with The Chainsmokers headlining in 2026.**



Stories

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India Rising: Road to EWC by JioBLAST (2026)

JioBLAST brought India's official qualifier pathway to the Esports World Cup to Mumbai for the first time, with India's biggest esports organisations on one stage. A debut property has no past buyers to retarget, so positioning came first: one weekend, one community, a gaming festival rather than a tournament, with esports, creators, music and experiences under one ticket. We ran it end to end, from launch strategy to event day: strategy and positioning, creative production, socials and performance marketing, closing with the Grand Finals at Jio World Convention Centre. 3,000+ attendees for the first edition.



Stories

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iPopstar Live, Amazon MX Player (2025)

iPopstar is a music reality show streaming on Amazon MX Player, judged by King, Aditya Rikhari, Aastha Gill and Parmish Verma. When the producers took the finale offline as a live concert and meet-and-greet in Gurugram, we had fifteen days. We built the go-to-market around the fans the show already had: phase-based ticket launches from ₹499 up to VIP at ₹1,999, urgency-led campaigns across feed and stories, and creatives built on the finalists people had watched every week. Co-powered by Tuborg, Tecno, Amazon and MX Player. A complete 3,000-capacity sell-out in 15 days.



Stories

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Partung Carnival, Arunachal Pradesh (2026)

Partung Carnival is a three-day festival in Pasighat, Arunachal Pradesh, that blends music, art and wildlife conservation, in support of Bengal Florican awareness. The 2026 edition was headlined by Jay Sean, alongside Arunachali talent, Bollywood performances and carnival experiences from motorboat rides to bird watching. The brief was reach: a festival in the Northeast that needed audiences well beyond it. We produced the full creative suite and ran the performance campaigns, positioning it as local, yet international.

Full creative and performance for Northeast India's rising cultural festival, headlined by Jay Sean.



Stories

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RISE//DEL 2026

RISE//DEL had the lineup already. Artists, creators, founders, label heads and VCs across three days. That range is the product and it was also the problem, because a conference that speaks to everyone makes every buyer work out which parts are theirs. With just 8 days, we stopped selling RISE as a whole, but split it into three target groups instead. Artists, creators and founders each got their own campaign, with copy written to that group's ambition and the sessions and speakers that served it.

84% of the event's revenue closed in those eight days, at 8.5x blended ROAS.



CREATORS,

Learn about the creative economy from India's biggest names

India's first conference where music, startups, and the creative industry come together to **rise**.

LIMITED SLOTS REMAINING

BOOK NOW

RISE//DEL
March 11

The Auditorium
DLF Cyber Park
Gurugram

Stories

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Holi in Berlin by WeDesi.de

Holi in Berlin is the city's biggest Holi event. We came in ten days out, and the problem was not budget. Nobody knew which audience was buying.

Indians in Berlin wanted a connection to home. Expats wanted a night out. Students bought on price. Germans needed the whole thing explained, which came down to one line: The Indian Festival of Colors. For anyone curious about another culture, it turned an unfamiliar name into something they could picture and buy. All four ran at once, each with its own argument, and three days settled it. Budget consolidated behind the winners.

75% of ticket revenue closed in ten days, at 13.6x ROAS with overall 18,000+ attendees



More Work

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Van Gogh: An Immersive Story
Strategy, socials and performance



Vivaan Festival, Goa
Branding, socials and performance



Great India Beer Festival
Branding, Socials and Ads



HIVE Festival
Strategy, socials and performance



Mona Lisa Immersive
Strategy, socials and performance



DRIPLAND Pune
Branding, Socials and Ads



Blooming Earth by Pop-IN-Asia
Strategy, Branding, Socials and Ads



More on our website
thickandthin.media/our-events

How We Work: Monthly Retainers

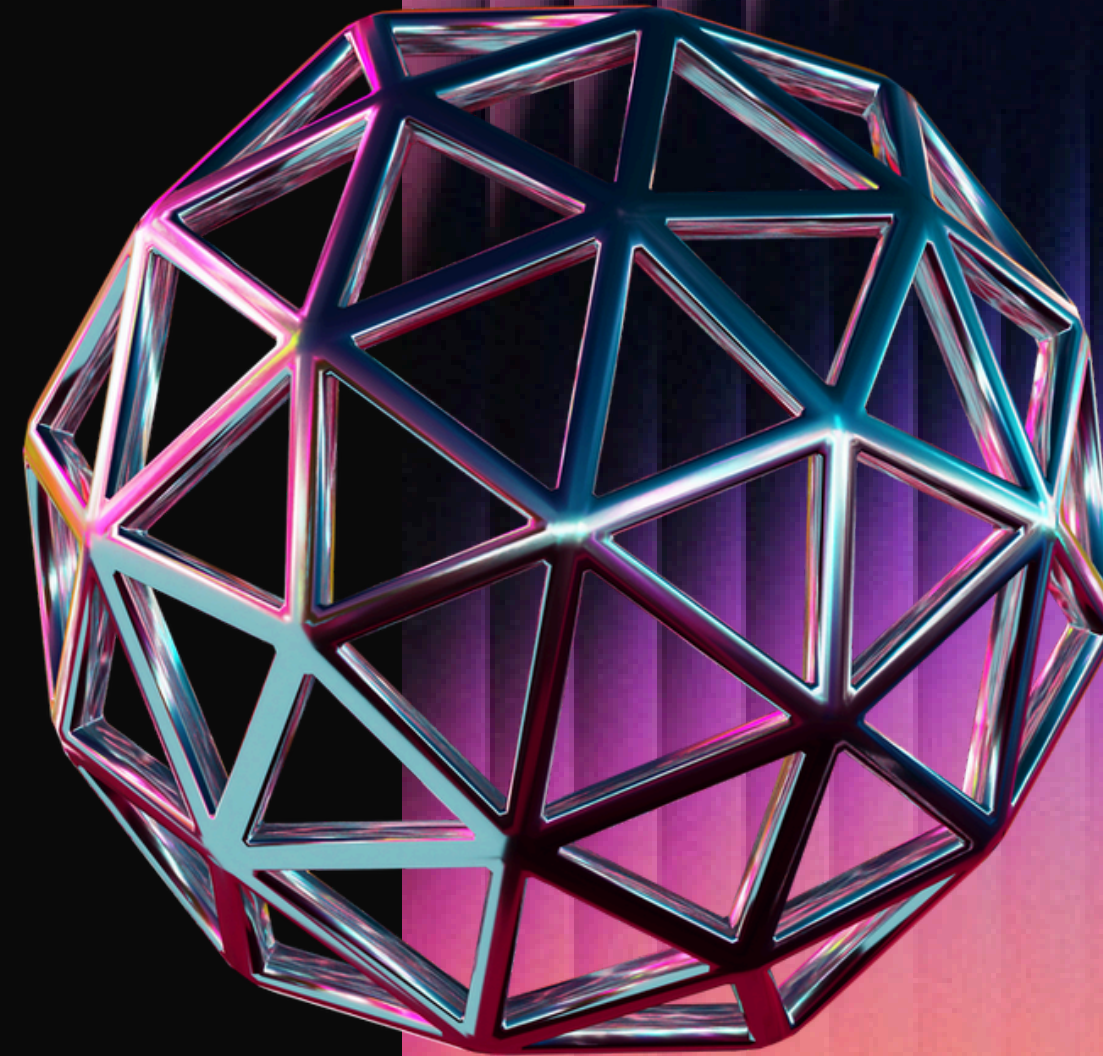
We work with festivals, IPs and multi-event organisers on monthly retainers, not one-off campaigns. One team stays on your account across your event calendar, so every edition starts with the audiences, creatives and data from the last one.

Performance retainer. Strategy, audience segmentation and full-funnel performance marketing across every event in your calendar. Creatives are optional: we work from your team's assets or produce them, within the same engagement.

Full-scope retainer. For properties that want us across strategy, creative, socials and performance. Scoped on request.

Billed monthly in advance, with a minimum term agreed upfront. Ad spend is paid directly to Meta and is never part of our fee. Commercials are shared in your proposal after a first call.

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