

# THE CORPORATE RAPPER PROJECT!

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**360 DEGREE SOLUTION**



**PRESENTED BY : RAJA MUKHERJEE**

**WORLDS ONLY MC THAT  
STRATEGIZES AND  
CUSTOMIZES RAP MUSIC  
FOR BRANDS !**

**THE STATESMAN**

**Every occasion deserves a theme song!**



A Concept act presented by Raja Mukherjee

NOT YOUR AVERAGE RAPPER BUT WORLDS 1ST AND ONLY CORPORATE RAPPER

The perfect energy booster for your employees and management. Can be used as pre event activity, during event celebration and a surprise act.

Even though we are divided due to circumstances but we are united in spirit as one.



I love creating brand or event theme songs, as it adds a personalized touch to the creation and brings out the brand USP's

Every occasion is special, may it be an Award Function, Foundation day, R&R, Dealers meet, MICE event, Gala Dinners or a Social occasion.

We love customizing your message without being preachy in a fun and entertaining way.

Our team keeps in mind the crux of the Brand image and the theme of the occasion.

We love involving your employees and others from the organization and making them a part of the music and the video project all this with our professional team.

Raja really loves performing the theme song for your audience during an online or an on ground event making it an experience to remember.

We love having the crowd be a part of the entire experience and customizing the performance to it.

## TARGET AUDIENCE & STRUCTURE

Technical and product oriented.  
Target audience is 35++ age group

## MOOD

Energetic and Motivating.

## BRIEF

Our time is NOW !  
We are ready to be  
number 1 in our product division.

## DATA GIVEN BY THE CLIENT

- Theme of the event
- Product information (Pharma)
- Internal systems and applications
- Unity
- Hunger to win

# APNA TIME AAGAYA!

"OUR TIME IS NOW"

## VIRTUAL EXECUTION

CASE STUDY - 1



# EXECUTED

## AUDIO

Rapping,  
Music Composing,  
Professional Mixing Mastering

## VIDEO

Shooting, Editing,  
Post production, Packaging



OUTCOME - 1

# ONLY RAJA



# EXECUTED

Training in making a virtual hip-hop video with employees

## AUDIO

Rapping,  
Music Composing,  
Professional Mixing Mastering

## VIDEO

Shooting, Editing,  
Post production, Packaging



OUTCOME - 2

# RAJA WITH EMPLOYEES

## TARGET AUDIENCE & STRUCTURE

Very listener friendly nothing fast in terms of rap.  
No complicated words, easy for general listener to absorb, Target audience

AGE: 35++

Who don't primarily listen to rap but listen to basic commercial music.

## MOOD

Energetic, Thematic and Chill Rap that people can groove to.

## BRIEF

Evolution of Insurance and the industry with technology but retain the human touch.

## DATA GIVEN BY THE CLIENT

- Next Generation, New Generation, Innovation,
- Belief of the company
- Building Tech and Products for Tomorrow
- We are tech savvy but nothing without you (employees),

# SCRIPTING TOMORROW

17<sup>th</sup>  
FOUNDATION  
DAY

CASE STUDY - 2

**HDFC  
ERGO**

# EXECUTED



## AUDIO

Song writing,  
Rapping, Music  
Composing, Professional  
Audio engineering

## VIDEO

Shooting, Editing,  
Post production, Packaging

## OUTCOME

Video link  
<https://youtu.be/RAkjmGIFWpY>



# R&R / AWARDS

## 25 years celebration.

I'M HERO - R&R / AWARDS

VIRTUAL  
EXECUTION

CASE STUDY - 2



### TARGET AUDIENCE, STRUCTURE & BRIEF!

PERFETTI VAN MELLE, entered India in 1995.

Known for its brands like Centre Fresh, Mentos, Alpenlibe, Chupa Chups, HAPPYDENT and more

Even during times of Covid-19 the employees of the company met all targets went the extra mile to deliver and the company HR wanted to felicitate them with the theme Im a Hero

Joining in was Team Nepal and senior management ..

We had to make sure we make them feel special and that's exactly what we did !

# EXECUTED

## AUDIO

Song writing,  
Rapping, Music  
Composing, Professional  
Audio engineering

## VIDEO

Shooting,  
Editing, Post production,  
Packaging



# OUTCOME

Video link  
<https://youtu.be/9f8iK5-Y1P0>

## TARGET AUDIENCE, STRUCTURE & BRIEF!

WOW Anthem is still known as the theme song for the event fraternity in India

## Thought behind the official theme song of WOW

- We all belong to the event fraternity and are in this together.
- We are people who get the job done, no matter what challenges we face.
- Despite all the challenges, we own the moment and run the experience.

# COMMUNITY AWARDS SHOW ANTHEM

NO LIMIT  
WOW  
AWARDS ANTHEM

CASE STUDY - 3



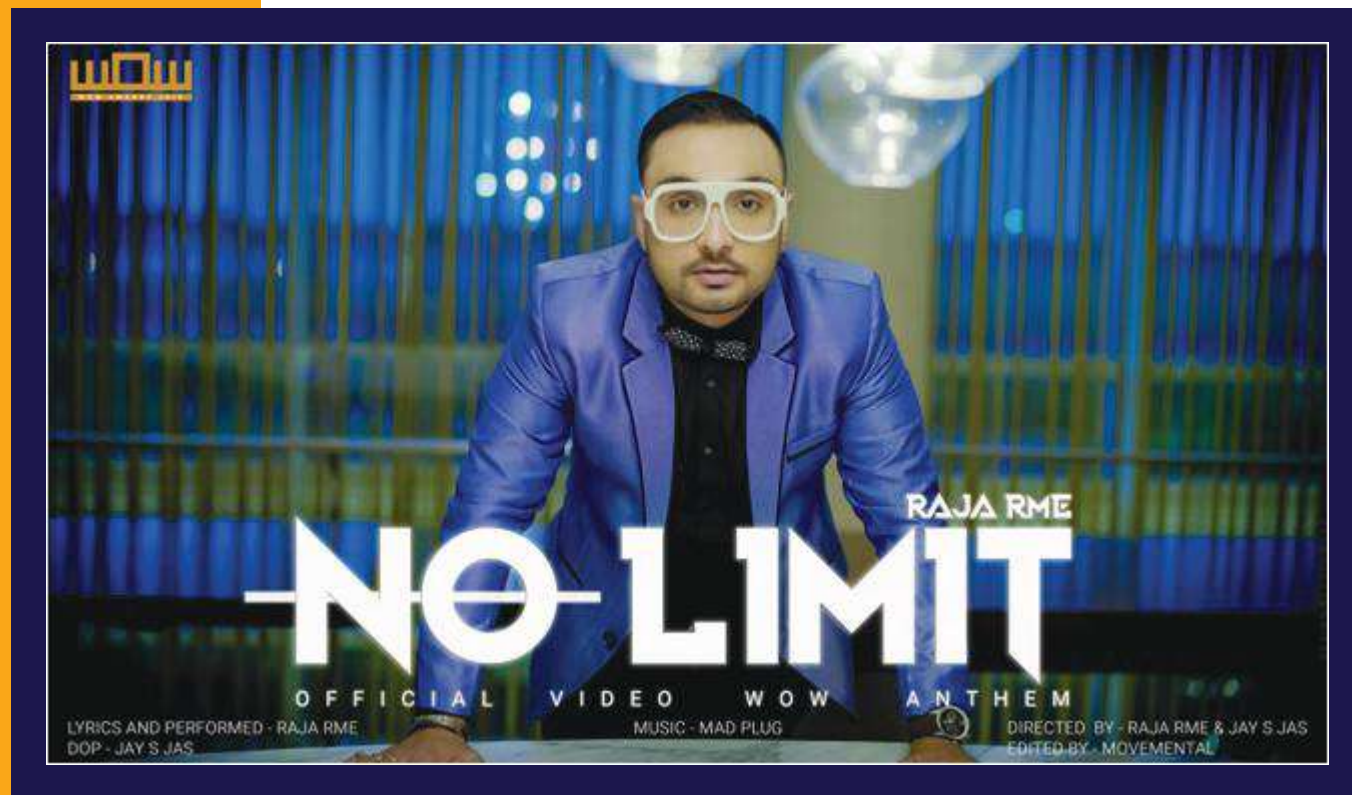
# EXECUTED

## AUDIO

Song writing,  
Rapping, Music  
Composing, Professional  
Audio engineering

## VIDEO

Shooting, Editing,  
Post production, Packaging



## OUTCOME

Video link  
<https://youtu.be/Wxz7iXBp9mE>

## TARGET AUDIENCE & STRUCTURE

Hinglish and Bumbaiya rap lingo with putting past achievements & future vision in a perspective.

Target audience is 25++ age group who don't primarily listen to international rap but listen to basic bollywood and gully style rap

## BRIEF

20 YEARS YOUNG !

## DATA GIVEN BY THE CLIENT

- 20 Years young
- 2 decades of evolution
- Always evolving
- Trusted brand name & agency in the market.
- Glorious 20 years but looking forward to the next 20 years to come.

# 2 DECADES IN 2020!

20 YEAR OF  
CELEBRATION

CASE STUDY - 4



# EXECUTED

## AUDIO

Song writing,  
Rapping, Music  
Composing, Professional  
Audio engineering



# OUTCOME

Video link

<https://www.facebook.com/watch/?v=388856585408730>

## TARGET AUDIENCE & STRUCTURE

Internal Audience / Super heroes who conquered 2020 and are ready to take over

## MOOD

EPIC and FUN!

## BRIEF

We are The super hero's of the MCU – all top management as marvel super hero characters

## DATA GIVEN BY THE CLIENT

- Identity of the team member
- Relating them to MCU character
- Acknowledging their super powers

# SUPER HERO TEAM

SUPER  
HEROES

CASE STUDY - 5



GlaxoSmithKline

# EXECUTED

## AUDIO

Song writing,  
Music Composing, Professional  
Audio engineering



OUTCOME

# 2020 TO INFINITY

## TARGET AUDIENCE & STRUCTURE

INFORMATIONAL approach about the brands and sale, USP, brand quality and product line.  
Should appeal to all age group and target

## MOOD

LOUD, Energetic, Informative that people can hum along.

## BRIEF

INDIA'S BIGGEST 24 HOUR SALE!

## DATA GIVEN BY THE CLIENT

- 24 hour SALE party
- Best deals ever.
- Made for the youth.
- International appeal.
- BEST SELLERS INDIA  
(JACK AND JONES, VERO MODA, ONLY ETC)

# BIGGEST & INDIA'S ONLY 24 HOUR SALE!

SUPER  
SATURDAY  
SELL

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CASE STUDY - 6

**JACK&JONES**

# EXECUTED

## AUDIO

Song writing,  
Music Composing, Professional  
Audio engineering

## Audio link

<https://soundcloud.com/rajarme/super-saturday-raja-rme>



OUTCOME

**2020 TO  
INFINITY**



## **1 BRIEFING**

Here we sit down 1-1 with the client to understand what his / her requirement are. What adjectives & thoughts they would like to associate with the occasion, do they want to talk about the brand or just about the theme or the mood of the occasion.

## **2 DEMO FOR APPROVAL**

We send in lyrics and choice of words for approval within 2-3 days of the 1st meeting. Within 4-5 working days you get a demo recording of the song – this is 20-25% of the final product.

## **3 FINISHING**

Once an approval is given we start working on the final song which is submitted within a week from the time we receive the approvals. Video will be shot at the event or virtually. Pre and Post event activities will be sketched and presented as per availability and timelines.

**3  
STEP  
PROCESS**

# CONTACT

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**THANK  
YOU**