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Ascent Brand Communications officially unveils Fifth Season Events

by EVENTFAQS Bureau | Corporate/Brand Marketing | September 24, 2013

Ascent Brand Communications launched its wedding management wing called Fifth Season Events at the Wedding Asia exhibition held in Indore from Sept. 13 to 15. The communications company used the wedding expo as a launch platform to introduce the various solutions offered by the agency, like venue selection, accommodation, hospitality, design and décor, wedding stationery, food and beverage, gifts and packaging, entertainment, photography, videography, styling and other wedding services.

Commenting on the its target market, Akansha Chauhan, Design Director, Fifth Season Events, said: "We are competing at a national level and working out of the box ideas, so regional level competition is as such not a threat. We have our strength from our parent company, Ascent Brand Communications, which has its offices across India so a national market is what we are looking at."

Fifth Season has offices in Noida, Mumbai, Kolkata, Indore, Hyderabad and Gwalior and in-house production capabilities through all its servicing offices. Customized services like pre-wedding photo shoots, candid camera, live wedding forecasts, destination weddings at exotic locations in India and abroad, entertainment options, eco-friendly weddings and personalized wedding websites are also offered by the agency. It has reached out to clients in Indore, Mumbai, Delhi, Jaipur and Bhopal since its official launch this month.

When asked about how Fifth Season plans on competing with bigger national players in the wedding space, Chauhan said: "We take pride in saying that we operate on a superficial base and also carry a strong operational base of production with ten years of rich experience. We have skills to identify operational feasibility of the plan and we cherish the idea generation bank that we have. We operate not (plan and the differentiation factor. Most importantly, we have our v available anywhere and anytime. The client does not have to wait team and production."

Chauhan added further, saying: "We come up with mainly out of box and consciously take an effort to not just throw the same ideas to an essence of difference attached to it."

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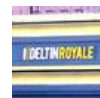
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