



Where Partnerships Become Power

Unlocking Revenue, Influence & Cultural Impact





WHY INDIGO BMC?

The Industry Gap That Created Indigo BMC

Partnerships should mean return, but they usually don't...

The Problem

Brands today have reach but lack real impact. The market is oversaturated, partnerships feel transactional, and exposure doesn't always translate to revenue.

The Opportunity

Indigo BMC connects strategy, partnerships, and execution, ensuring brands don't just get seen.

We drive engagement, unlock new revenue, and stay culturally relevant.

Where We Add Value

We cut through the noise with high-impact positioning.

We turn exposure into real business growth.

We build meaningful, revenue-driven partnerships.

We align brands with the right audiences at the right time.



WHAT SETS US APART?

Redefining Brand Growth Through Smart Partnerships & Execution

We don't just connect brands, we create high-impact ecosystems that drive revenue, influence, and industry leadership. Indigo BMC is a strategic growth and performance consultancy that builds collaborative ecosystems to drive brand impact and ROI.

What Sets Us Apart?

Visibility alone isn't enough. Brands need smart strategy and high-value partnerships that extend their reach and create lasting engagement.

We connect brands with the right audiences, blending creativity, data, and technology to develop measurable, high-impact growth strategies.



WE MAKE IT COUNT

Not All Reach is the Same. We Make It Count

We architect partnerships, positioning, and experiences that don't just generate attention, they convert it into lasting brand value.

Beyond Exposure

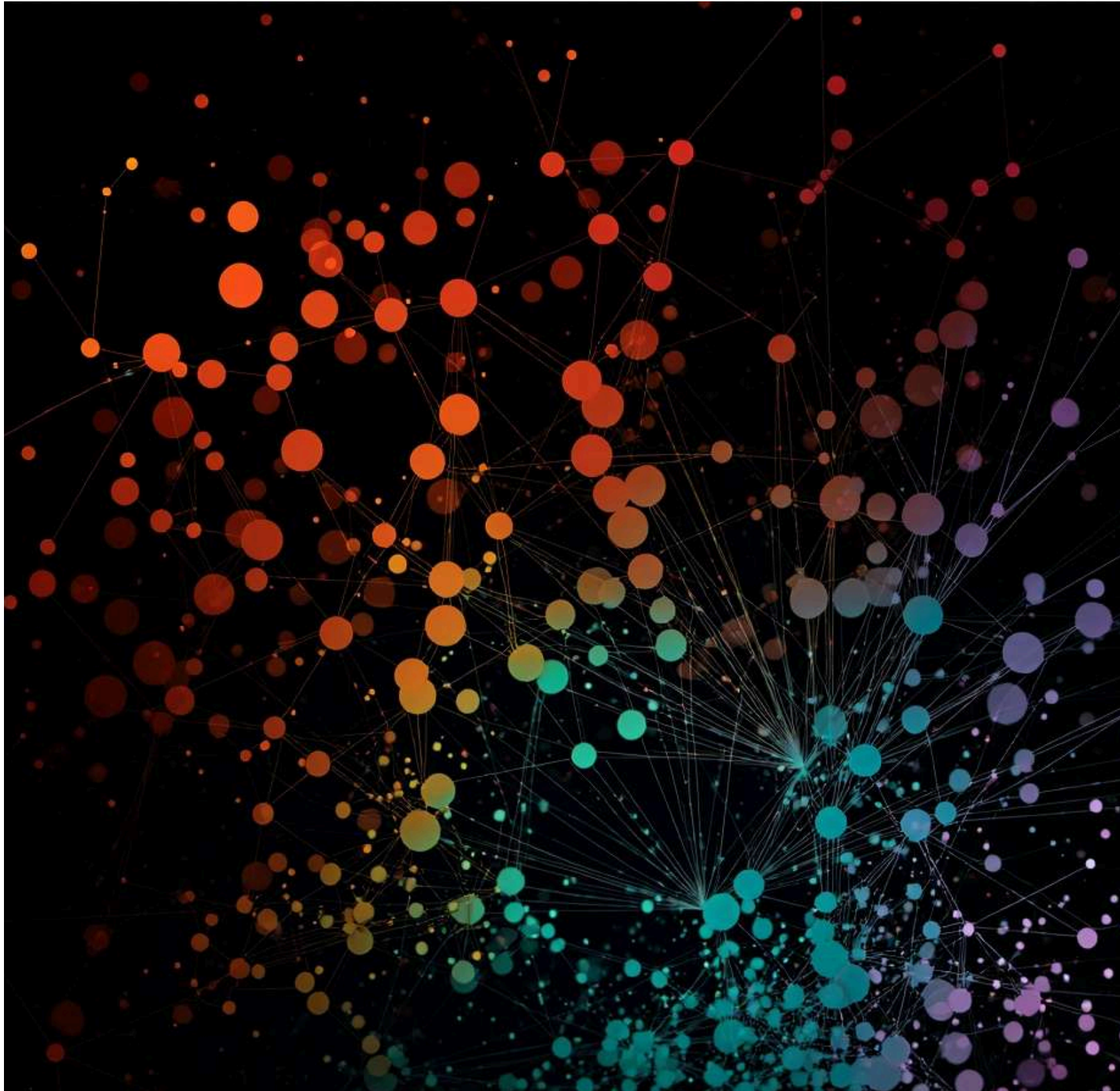
Aligning brands with culture, commerce, and high-value audiences.

Data-Driven Impact

Using analytics to maximize engagement, revenue, and retention.

Seamless Execution

Strategy is only as good as its execution, we deliver, every time.





The Power of Influence, Culture & Commerce

We drive growth across industries where experience, emotion, and engagement matter.

Destination & Experience

Travel, hospitality, and lifestyle brands that need global resonance.

Culture & Community

Sports, events, and live entertainment that bring people together.

Sound & Influence

Music, media, and digital platforms shaping what's next.

We've helped the world's largest superclubs, leading music festivals, and hospitality giants redefine how they connect with audiences.



WHAT WE DO?

Strategy, Partnerships & Execution at Scale

High- Impact Brand Positioning	Partnerships That Unlock Revenue	Content & Experience Innovation	Data & Audience Intelligence	Advisory & Execution
Making brands undeniable market leaders.	More than collaboration, strategic expansion.	Creating brand moments that stick.	Turning insights into influence.	From ideation to activation, we make it happen.

Visibility is easy. Real impact takes strategy.



We Don't Just Plan, We Build, We Execute.

Market Insight & Competitive Positioning

Precision-crafted strategies for long-term impact.

Global Reach, Local Relevance

Seamlessly integrating brands into global and niche markets.

Omnichannel Engagement

Connecting brands with audiences across digital, physical, and experiential touchpoints.

It's not just about
visibility,
it's about lasting
influence.



OUR NETWORK & PARTNERS



The Power of Connection, Amplified

We collaborate with best-in-class partners across:

Production & Creative

Bringing brand narratives to life.

Media & Communications

Expanding reach, visibility, and engagement.

Tech & Data

Leveraging analytics to drive smarter decisions.

Event & Live Activation

Turning brand strategy into unforgettable experiences.



WHO WE ARE?

Behind Indigo BMC

A Team of Growth Advisors & Senior Project Leaders.

Experts in strategic partnerships, brand expansion & market positioning.

Specialists in building ecosystems that drive long-term success.

We curate high-performance teams, handpicking experts for each project to ensure precision, impact and scalability.

Iñaky Bau, Founder & Managing Director

25+ years in music, hospitality, and brand strategy.
Built global partnerships, multi-million-dollar deals,
and cultural movements.

Trusted by industry leaders to drive impact at scale.



LET'S BUILD THE FUTURE

We Create, We Execute, We Move Markets.

Indigo BMC is partnering with global brands, cultural institutions, and entertainment giants to shape the future of audience engagement.



Want to be part of it? Let's talk.
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