

# ADVERLABS

We Create Brands



Our Values, Aren't About Just Promising,  
They Are About Offering A Helping Hand.

ADVERLABS  
[www.adverlabs.com](http://www.adverlabs.com)

## Branding Solution

We are obsessed (in a good way) with helping our clients grow



We **create** and **manage brand value** by making the brand central to the business strategy



We help our clients find persuasive big ideas that connect with people and help build deeper, and **more satisfying relationships**



**We are** a creative **group of** smart thinkers, strategists & designers who take a prescriptive approach to developing measurable solutions that engage and perform

# Our Service Spectrum Includes



Brand Consulting  
& Strategy



Organization  
Administration



Branding



Digital Marketing



Public Relations



Media Planning  
& Buying



OOH Planning &  
Management



Entertainment  
Integrated



Retail Coverage



Celebrity  
Management



Rural Marketing



Designing  
Services



Ad Film  
Production



Media Auditing  
Services



Events &  
Activations

## Brand Consulting & Strategy Planning

We are here to solve all problems in your mind related to competition, customer, strategy, communication etc.

With evolving trends & modes of advertising, every organization needs brand consulting for maximized return on investment. Today, Globally there are lacs of advertisers with global advertising spending of 563.02 Billion USD for 2019.

By 2021, this number is expected to rise to more than 757.44 Billion USD. So, its time to maximize your return and stand out of the cluster with brand consulting services by Adverlabs.

### **What we offer:**

- Data Collection
- Competition Analysis
- Brand Collaterals
- Brand Promotion Plan
- Customer Satisfaction
- Market Research
- Brand Strategy
- Brand Training
- Brand Auditing
- Growth Analysis

## Organization Administration Services

With the high end development in India & growth of purchasing power, most of the companies are interested in targeting India for their products & services.

Our Organization Administration Services are for only those companies which are currently not in India & want all facilities as full fledged Indian Company.

As a OAS agent we act as their backbone in India, support their entire working and operation. Whether you need a full fledged office or just a sales office we are here to help.

We also take care of the manpower services, brand registration, marketing, approvals, franchise network development, revenue management & tailor made solutions as per your requirement.

### **What we offer:**

- Administration
- Operations
- Brand Strategy
- Marketing
- Digital Branding
- Communication
- Sales
- Brand Registration
- Manpower hiring & supervision
- Franchise network development
- Office Services
- Tailor Made Solutions

## Branding

We take care of all aspects required for launching a new product/ service/ organization. Development & Positioning of their name, Development of brand identity, Marketing Collaterals, Brand website, Training, Promotion Plan & Long term partnership.

### **What we take care:**

- Brand Name
- Tagline
- Brand Strategy
- Core & Promises
- Marketing Collaterals
- Brand Training Manuals
- Promotion Plan
- Brand Custodianship
- Brand Vision
- Brand Positioning
- Manpower hiring & supervision
- Development of Logo & Color Palette
- Website
- Onsite Training
- Social Media Infrastructure

# Digital Marketing

*Digital Marketing Strategy*



Digital Marketing Strategy

*Web Designing and Development*



Web Designing

*Pay Per Click*



Search & Display Ads



*Social Media Marketing*

Social Media Marketing

*Search Engine Optimisation*



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Search Engine Optimisation

*Lead Generation*



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Lead Generation Ads

*Influencer Marketing*



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Influencer Marketing

*Marketing Automation*



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Marketing Automation

# Media Planning & Buying



## 1. Planning Guidelines

We set media objectives that best reflect the category and brand requirements. We insist on using existing research data / supplement with our own analysis, as it is a benchmark against competition and visible / successful brands that target the same consumer.

## 2. Annual Media Plans

We develop annual media strategy for each individual brand and for company as a whole, based on marketing / advertising objectives. Based on that, we recommend the ideal budget to achieve these objectives, the right media-mix and weights by media, vehicle mix, scheduling strategies and sponsorship strategies.

## 3. Monthly Media Plans

We conceptualize monthly plans and flag off variances if any, from annual plans. Brand-wise CSL checks are done against pre-set goals. Feedback from monthly plans are factored into the planning cycle, to safeguard against dynamics of the media-marketplace

## 4. Competition Analysis

Monthly analysis on competition's media activities and their effect on our brands.



## Media Planning & Buying

### 5. Audience Delivery Analysis

A periodical analysis on the target audiences' media consumption habits is done. (Example: IRS updates, TV viewership trends etc.), based on which, we provide recommendations for change in brand media strategy or review buying decisions.

### 6. Portfolio Management

We develop differentiated brand media plans customized for national and local marketing needs. If media segmentation among similar brands is desired, a detailed analysis of the same is carried out, and recommendations are made. An overall company-level media philosophy is created and adhered to.

### 7. Media Research

We provide strategic recommendations about how media theory and findings should direct media choices and planning decisions for individual brands and the company as a whole.

Our thrust is on working together with company research team to interpret research findings and apply the same for better media value

Analysis of specific channels/markets/media is undertaken from time to time and recommendations are fed into planning / buying process.

# Media Planning & Buying



Newspaper



Radio



Cinema



Television



Magazine



Digital



Outdoor

## OOH Planning & Management



Adveroooh is out of home media specialist agency of Adverlabs which has Pan India, Canada, Vietnam, Dubai, US & UK coverage.

### **What we offer:**

- OOH media strategy and plan
- Smart buying
- Outdoor specific layout
- Fastest & accurate execution
- Monitoring
- Post campaign evaluation

# Outdoor Media



## Entertainment Integrated



Audience is tired of traditional advertising media. They always accept communication in an entertaining way.

Entertainment integrated solution integrates the advertisement into a running movie/ in television program episode.

### What we cover:

- In-Film Advertising
- Co-Branded Promotions with movie/serials
- In-Serial Advertising
- Sponsored Movies/Serials
- Music association



## Retail Coverage



Adveretail is retail specialist agency of Adverlabs which targets Branding options in Departmental stores, super markets, hyper markets, hospitals, hotels etc

### What we offer:

- Retail media plan
- Layouts possible
- Fastest & accurate execution
- Monitoring



## Celebrity Management



Adverbase is a platform from where clients of Adverlabs can choose their brand ambassador or male/female actors for their promotional film/ design.

### **These Include:**

- Bollywood Celebrities
  - Regional Stars
  - Models
  - Sport Stars
  - Television Stars
  - Singers
  - Directors
- and many more...

## Rural Marketing



Adverural is rural media specialist agency of Adverlabs which has a Pan India rural coverage.

### What we offer:

- Rural media strategy and plan
- Smart activations
- Rural Outdoor specific layout
- Post campaign evaluation





# Innovative Design Services



Basic foundation of brand promotion is its advertisement design the more attractive and innovative is the design the more will be brand's publicity.



## Ad Film Production



We, at Adverlabs adapt the contemporary, yet holistic approach to deeply understand the customized methodology of each project and ensure best concept for strategically engaging the audience through ad films.

FILMS ARE THE BEST MEDIUM TO EDUCATE.

And we assure we will be good tutors.

Reliability is an unimaginative, tired word. The image that it renders is that of middle aged men in banks. But unfortunately, we have no better term to describe ourselves. Justice **GUARANTEED** to every project we undertake.

Ok, then here's our promise.

Your budgets are not within our control but what we can do with it, **BLOODY WELL IS.....!!!!!!**



## Media Auditing Tools



Tools for Bull's eye targeting of your campaign.

### **These Include:**

- Correct Media selection
- Correct site selection
- Correct creative selection
- Delivery Verification
- Process Audit
- Financial Control



# Events, Exhibitions & Activations Services



Look Walkers



Road Shows



Sampling









Canopy Activation









Promotional Events





# The Companies Who Have Trusted Us

Name		MEDIA HANDLED
	Subros	OOH Media
	JK Tyre	OOH Media
	Windshield Experts	Print & OOH
	Saint Gobain	OOH Media
	Audi	Planning, Digital & Print
	BMW Financial	Planning







# The Companies Who Have Trusted Us

Name		MEDIA HANDLED
	SBI Insurance	Designing, Planning, OOH & BTL
	Oriental Insurance	Designing, OOH
	LIC	OOH Media
	Manappuram	OOH Media
	Punjab National Bank	ATM Screen Designing
	HDFC Bank	OOH Media

# The Companies Who Have Trusted Us







Name		MEDIA HANDLED
 <b>THE LEELA</b> <small>PALACES. HOTELS. RESORTS.</small>	The Leela	Designing, Planning, Digital & Print
 <b>WYNDHAM</b> <small>HOTEL GROUP</small>	The Wyndham Hotel Group	Planning, OOH & Digital
 <b>lebua</b> <small>HOTELS &amp; RESORTS</small>	Lebua Hotel & Resorts	OOH Media
 <b>SHANGRI-LA</b> <small>HOTELS and RESORTS</small>	Shangri-La Hotel & Resorts	OOH Media
	Embassy of Korea	Planning, Designing, OOH, Digital & Print
 <b>WELCOME</b> <small>A FAMILY FOOTWEAR MANUFACTURING GROUP</small>	Welcome Shoes	Planning, Designing, OOH, Digital & Print

# The Companies Who Have Trusted Us







Name		MEDIA HANDLED
	Levis	OOH Media
	Duke	OOH Media
	The Titan Company	OOH Media
	Metro Shoes	OOH Media
	Omax Watches	Planning, Online & OOH
	Shoppers Stop	Planning, OOH









# The Companies Who Have Trusted Us

Name		MEDIA HANDLED
	Avaaz	Planning, PR & OOH
	Cancer Research Foundation	OOH Media
	JK Paper	OOH Media
	Club Mahindra	BTL
	Essilor	OOH Media
	Transitions	Digital & OOH







# The Companies Who Have Trusted Us

Name		MEDIA HANDLED
	CII	Planning, Digital & OOH
	Zebronics	Planning & OOH
	Dell	Planning, BTL, Print & OOH
	Crompton Greaves	OOH Media
	Anchor	OOH Media
	Mc Donalds	Planning & OOH

# The Companies Who Have Trusted Us

Name		MEDIA HANDLED
	Joyalukkas	Radio & OOH
	Gitanjali	OOH Media
	Nivea	Planning, BTL, Print & OOH
	Ranbaxy	BTL
	Dr Morepen	OOH Media
	h&g	Planning & OOH

# The Companies Who Have Trusted Us

Name		MEDIA HANDLED
	CavinKare	Planning, BTL, Digital & OOH
	Tony&Guy	Planning, OOH & Print
	Mother's Pride	OOH Media
	Cambridge Schools	Planning, Print & OOH
	Amity University	OOH Media
	Neesa Rice	Planning & OOH

# Thank You

For Details Contact:

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