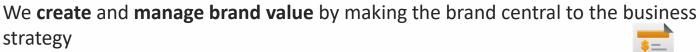
## **ADVERLABS** We Create Brands

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



## **Branding Solution**

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



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

## ADVERLABS.com

## Branding

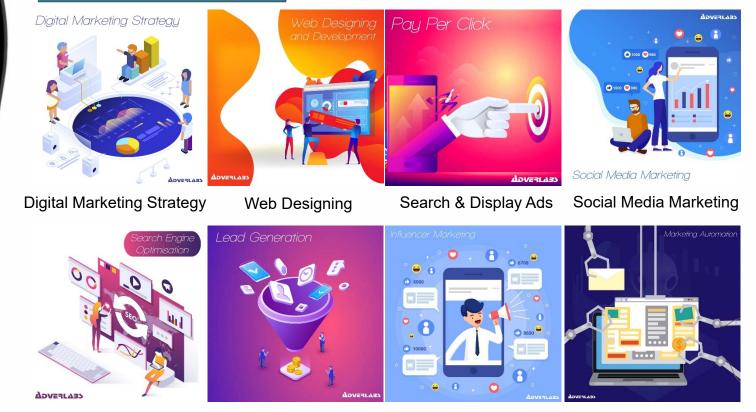
We take care of all aspects required for launching a new product/ service/ organization. Development & Positioning of their name, Development of brand identity, Marketing Collaterals, Brand website, Training, Promotion Plan & Long term partnership.

#### 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**



Search Engine Optimisation Lead Generation Ads Influencer Marketing

Marketing Automation



## Media Planning & Buying



#### 1. <u>Planning Guidelines</u>

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





Adverooh 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** 

Name		MEDIA HANDLED
Subr⊚s	Subros	OOH Media
	JK Tyre	OOH Media
Windshield Experts	Windshield Experts	Print & OOH
SAINT-GOBAIN CORPORATION	Saint Gobain	OOH Media
	Audi	Planning, Digital & Print
BMW Financial Services	BMW Financial	Planning

Name		MEDIA HANDLED
SBI Life INSURANCE With UR, You're Sure	SBI Insurance	Designing, Planning, OOH & BTL
Oriental insurance	Oriental Insurance	Designing, OOH
	LIC	OOH Media
	Manappuram	OOH Media
<mark>৩ ব্যত্তাৰ ল</mark> ীছালল ৰাঁজ punjab national bank	Punjab National Bank	ATM Screen Designing
HDFC BANK	HDFC Bank	OOH Media

Name		MEDIA HANDLED
THE LEELA PALACES HOTELS RESORTS	The Leela	Designing, Planning, Digital & Print
WYNDHAM	The Wyndham Hotel Group	Planning, OOH & Digital
<u>IEDua</u>	Lebua Hotel & Resorts	OOH Media
SHANGRI-LA HOTELS AN RESORTS	Shangri-La Hotel & Resorts	OOH Media
	Embassy of Korea	Planning, Designing, OOH, Digital & Print
FAMILY FOOTWEAR MANUFACTURING GROUP	Welcome Shoes	Planning, Designing, OOH, Digital & Print

Name		MEDIA HANDLED
Levis	Levis	OOH Media
DUKE	Duke	OOH Media
<b>U</b> TITAN	The Titan Company	OOH Media
	Metro Shoes	OOH Media
	Omax Watches	Planning, Online & OOH
XOPPER S S S TOP	Shoppers Stop	Planning, OOH



Name		MEDIA HANDLED
	Avaaz	Planning, PR & OOH
<b>S</b>	Cancer Research Foundation	OOH Media
JK PAPER LTD. Creating lesting impressions	JK Paper	OOH Media
Mahindra Holidays	Club Mahindra	BTL
Cssilor	Essilor	OOH Media
Transitions	Transitions	Digital & OOH



Name		MEDIA HANDLED
CII	CII	Planning, Digital & OOH
ZEBRONICS	Zebronics	Planning & OOH
Dell	Dell	Planning, BTL, Print & OOH
G	Crompton Greaves	OOH Media
	Anchor	OOH Media
řm lovin' iť	Mc Donalds	Planning & OOH

Name		MEDIA HANDLED
Joyalukkas World's favourite jeweller	Joyalukkas	Radio & OOH
GITA-NJALI	Gitanjali	OOH Media
NIVEA	Nivea	Planning, BTL, Print & OOH
RANBAXY LABORATORIES LIMITED	Ranbaxy	BTL
Dr. Morepen	Dr Morepen	OOH Media
	h&g	Planning & OOH

Name		MEDIA HANDLED
	CavinKare	Planning, BTL, Digital & OOH
TONI&GUY	Tony&Guy	Planning, OOH & Print
Mothering Pride	Mother's Pride	OOH Media
Cambridge Cambridge	Cambridge Schools	Planning, Print & OOH
<b>AMITY</b> UNIVERSITY	Amity University	OOH Media
NEESA	Neesa Rice	Planning & OOH

### **Adverlabs**

www.adverlabs.com

# Thank You

## For Details Contact:

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We Create Brands



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adverlabs