




Because
Winning
is Everything
that



Clarity
v/s **Chaos**
Winning
v/s **Existing**
You
v/s **Them**

Overcome the barriers

The limitations

The expectations

The mindsets

The budgets

The competition

Winning brands are created,
market share is acquired and
success is a natural and
enduring outcome with
Advertising that Works!



Content v/s
Style
Copy v/s
Art
Message v/s
Medium



**It takes more than style to create
Advertising That Works...**



- > It takes expertise that comes from knowledge and experience
- > It takes an analytical mind to spot, decipher and predict trends
- > It takes creative ability to translate information into images and craft communications that build lasting impressions
- > It takes strategy that is grounded in logic and learning
- > It takes planning to distinguish between media and opportunity
- > And, it takes masterful orchestration to bring them all together seamlessly

Advertising That Works
walks the fine line
between hard-sell and
soft-sell. Gut-feel rubs
shoulders with deep
strategy to achieve
outstanding results,
based on the rare
equilibrium of approach
and execution.



Art^{v/s}
Science
Insight^{v/s}
Instinct
Obvious^{v/s}
Inconspicuous





Creative v/s Strategy Production v/s Media Event v/s PR



Everything has changed. Advertising is not what it used to be. While creative and strategy still rule, skills in new media, online and social; planning, production, PR, events and customer experience design give you the edge to outperform your competition on every parameter. That is our forte!

Print
v/s Television
Radio
v/s Multimedia
Online
v/s Outdoor
DM
v/s Collateral
Social Media
v/s Everything
Else

Different brands have different communication needs. And only a precise, judicious blend of media and promotion can help optimize message delivery and achieve tangible and sustainable results.

Our expertise across media helps ensure maximum impact in every medium.





Fresh v/s
Familiar
Energy v/s
Apathy
Unconventional v/s
Predictable

At Adverto, the teams that take the onus of brand stewardship have a healthy blend of seasoned and young professionals, replete with unconventional thinking and dedicated to every detail and deadline. Every member is fired with energy, enthusiasm and a deep commitment to winning. For you, your organization and your brand.





Technology & Real Estate Hospitality & Healthcare Fashion & Lifestyle Manufacturing & Retail...

Across industries,
across the country,
our clients delight in their winning
brand equity. Confident in the
reality that their brand is in the
capable and nurturing hands of
those who make winning their
business and are masters at the
art of creating
Advertising That Works.



The business of winning

Since 1986, Adverto has been in the business of winning. Winning by breaking stereotypes. By going beyond the brief. By taking the path less traveled. By looking at things from a new perspective.

Our advertising not only addresses your marketing and branding requirements in the most strategy-relevant and refreshing way possible, it also elevates your brand to the forefront of mindshare and market share.

Our work philosophy focuses not only on creating winning brands, but enabling our brands to win consistently in today's hyper competitive market environments.



How do we do this?

Our unique
7-POINT approach
to advertising says it all:

1
We believe that the primary purpose of advertising is to sell. And advertising that does not sell, not only wastes resources, but also squanders opportunity.

2
We believe that advertising must reflect the best qualities of every client's organization, product and personality. It must speak to each client's audiences directly & clearly, and with imagination & style to attract and hold attention. It must inform, involve, motivate and sell.

3
We believe that you can find out what people are really thinking, by listening carefully... until you hear them. At Adverto, we always listen to our customers, and to our customers' customers.



4
We believe that it is not companies, but people that make decisions. That's why our advertising does more than just tell the facts. We talk to the person inside the business person. And we influence and convince that person. That's why our advertising is different. And it sells.

5
We believe in the power of creative visual thinking as a key to solving communication problems. We believe that design is intelligence made visual and we believe that in communication design, problem solving and creativity must occur simultaneously.

6
We believe that time is both opportunity and money. Which is why our systems, processes and teams are optimized to respond to and deliver services rapidly, and on time. We also believe that money is best spent on things that really matter. We abhor egotistical, wasteful spending and work to maximize reach and outcomes from client budgets.

7
We recognize that only by working closely with clients and understanding their perspective, can we craft solutions that have a genuine, positive impact on the worlds in which both our clients and we live and operate in.

Star Branding

Creating, managing, extending and consolidating the value of your brand

Brands have never been more important than they are today. The accelerating rate of change, the volatility of economies and markets, the relentless progress of technology and increasing market fragmentation have made strong brands an imperative to survival and growth. Strong brands differentiate companies and products from competitors, make access to new markets easier and provide for superior returns and profitability.

Brands when nurtured and managed properly give companies enduring success and longevity. Good brand management helps create successful and strong brands, and builds great customer relationships.



Built around the concept and reality of brands being the sum total of customer experiences, Star Branding is a process that works to direct and control everything a brand does and says, so as to influence the way it is perceived, while creating and maintaining brand excellence.

An integrated system of brand management, Star Branding involves a three stage process: The first is defining the brand and achieving brand clarity; The second: aligning company activity with the promise of the brand; and The third: communicating the brand promise to all audiences.

The result of Star Branding is a shift in focus from merely delivering products and services to delivering unique and compelling customer experiences. By working closely with management and putting brand strategy at the heart of the organization, Star Branding brings brands to life through strategy and change and energizes people across the organization to deliver on the brand promise to achieve positions of leadership.

**WIN BY
DESIGN
NOT BY
CHANCE!**

IN A WORLD WHERE
MARKETING IS WARFARE,
PERCEPTION IS REALITY
AND YOU DON'T GET A
SECOND CHANCE TO
MAKE A FIRST IMPRESSION,
IT TAKES ADVERTISING
THAT WORKS TO GIVE YOU
THE WINNING EDGE.

PLAY TO
WIN

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