

Clarity v/s Chaos Winning V/s Existing You Y/s Them

Overcome the barriers
The limitations
The expectations
The mindsets
The budgets
The competition

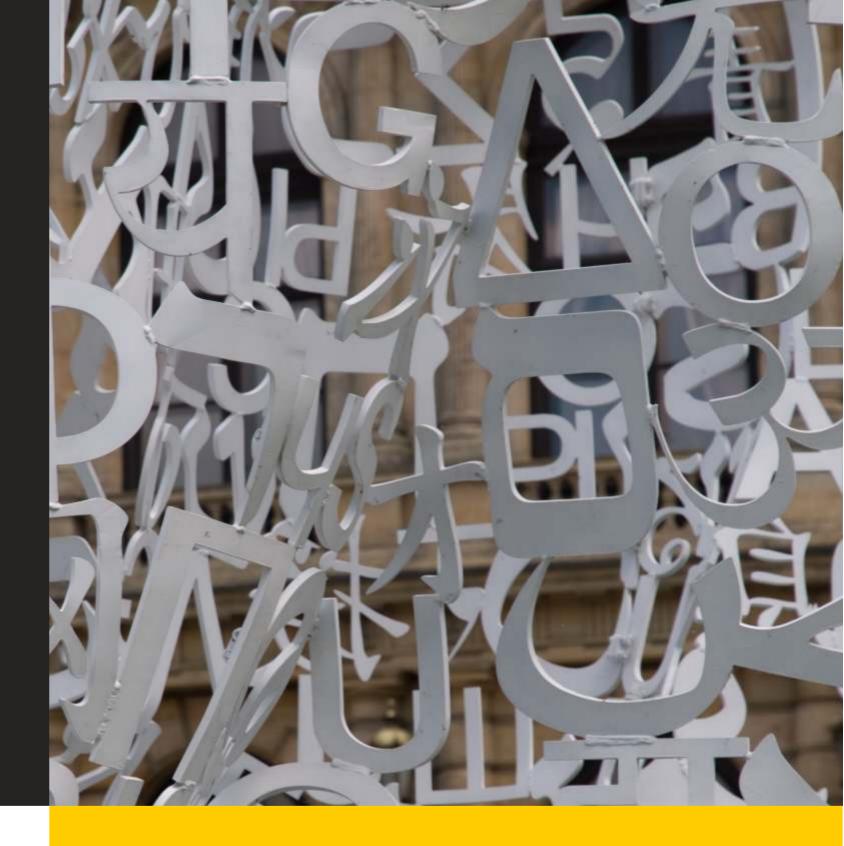
Winning brands are created, market share is acquired and success is a natural and enduring outcome with Advertising that Works!



Contenty/s Style Copyv/s Art Messagev/s Medium

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



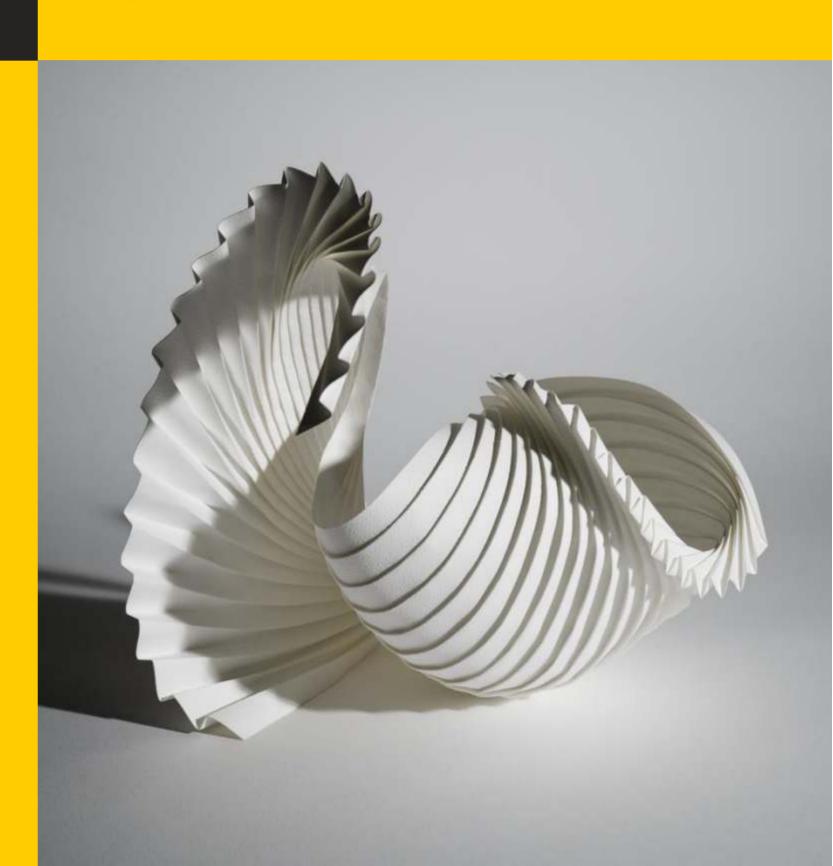


- > It takes expertise that comes from knowledge and experience
- > It takes an analytical mind to spot, decipher and predict trends
- > It takes creative ability to translate information into images and craft communications that build lasting impressions
- > It takes strategy that is grounded in logic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

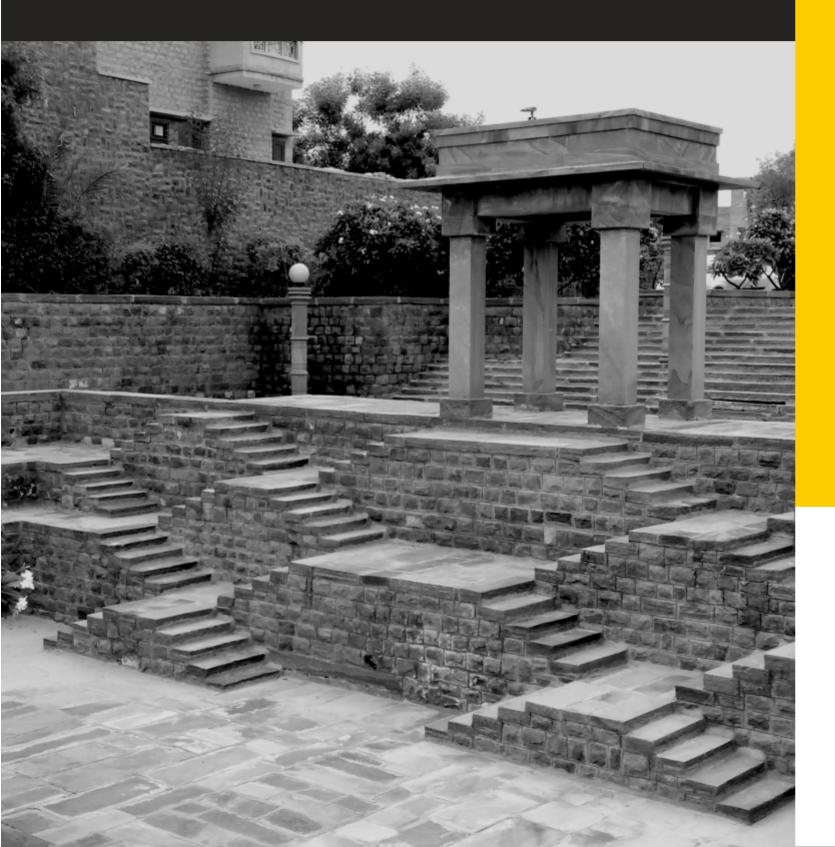


Advertising That Works walks the fine line between hard-sell and soft-sell. Gut-feel rubs shoulders with deep strategy to achieve outstanding results, based on the rare equilibrium of approach and execution.

Artv/s Science Insightv/s Instinct Obviousv/s Inconspicious







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!

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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.



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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.





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.

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







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

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 the primary imagination & style purpose to attract and hold attention. is to sell. It must inform, involve, motivate that does and sell. not sell.

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.

OVERTO° Pertising that works

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.

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.



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.

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.

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.



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.



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