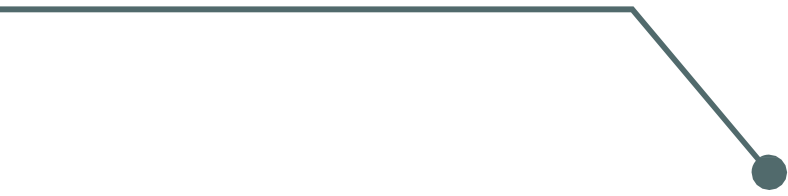




Real Advertising Pvt. Ltd.





Real Advertising Pvt. Ltd.

# About Us

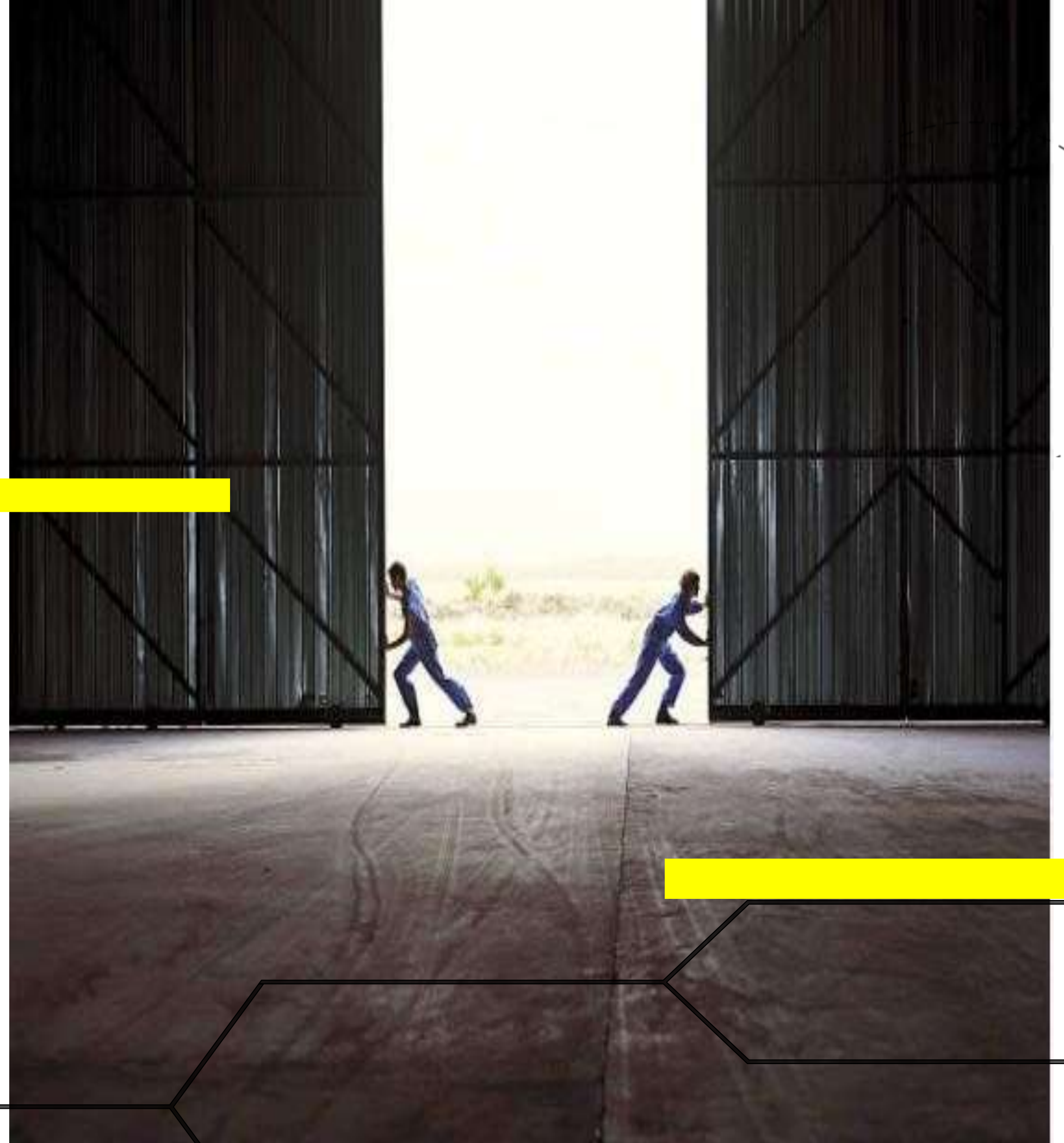
Real Advertising has a strong history of 26 years and has grown to become a complete service media agency with expertise across Media Planning, Media Strategy & Media Implementation



Real Advertising Pvt. Ltd.

# Our Philosophy

**Don't wait  
for opportunity.  
Create it.**





# Our Growing Experience





# Defined Expertise Across

**Brand Strategy & Marketing Planning**



**Media Planning**



**Sports Planning**



**Media Buying & Implement**



**Digital Service**



**Celebrity Management**





**Not just partnered clients but we've made  
Brands.**

**BIGGER**

BIGGER



Aiding their **Growth** .....



# Using Powerful and Well- Optimized media strategies

**The Brand journey  
includes a lot of  
steps.**

**Disruption  
Strategy**

**Dominating  
Visibility**

**Beating  
Competition**

**Impacting  
Sales**

**Increasing  
TOMA**

**Re-Defining  
Consideration  
Set**



Real Advertising Pvt. Ltd.







**“The greatest thing in this world is not so much where we stand as in what direction we are moving.”  
- Johann Wolfgang von Goethe**





# Thus, Mapping the path

**Intelligently.**



**Innovatively**



**Impact fully.**



# DIGITAL DOMAIN



Real Advertising Pvt. Ltd.

## Challenge

- Generate leads for SRL Home Collect Service.
- Bring down the cost per lead
- Increase App Installations & Test Booking.
- Optimize site for SEO & User experience.
- Social Media Management/Increasing engagement
- Increase traffic & increase brand visibility online.
- Create a content strategy for the brand & influencer marketing.
- Increasing the digital presence of the brand
- Improvements in their – SEO, SEM & SMO and lead generation.
- SEO required.
- Reduction in CPC required.
- Increase in conversions for Non Discounted products.

## Results

- Generated around 15,000 leads with approx. 30% conversion
- Doubled the leads and also improved the quality of the leads with approx. conversion rate of 40%.
- Started the app install campaign in June '17 and got a conversion rate of about 16% conversion rate
- Build conversations, Social media pages of Vivo got 1.5 mn likes across multiple platforms
- Worked on their SEO, social media management, creative strategy, publisher management, digital media buying and programmatic.
- Ad average position improved by 58%, Avg CPC reduced by 30%
- Traffic increased by 234%.
- Effective targeting through Lyxel Ad optimizer tool.



# Exploring the Entire Journey from

Brand ----- Consumer

Industry Trends

Product Insights

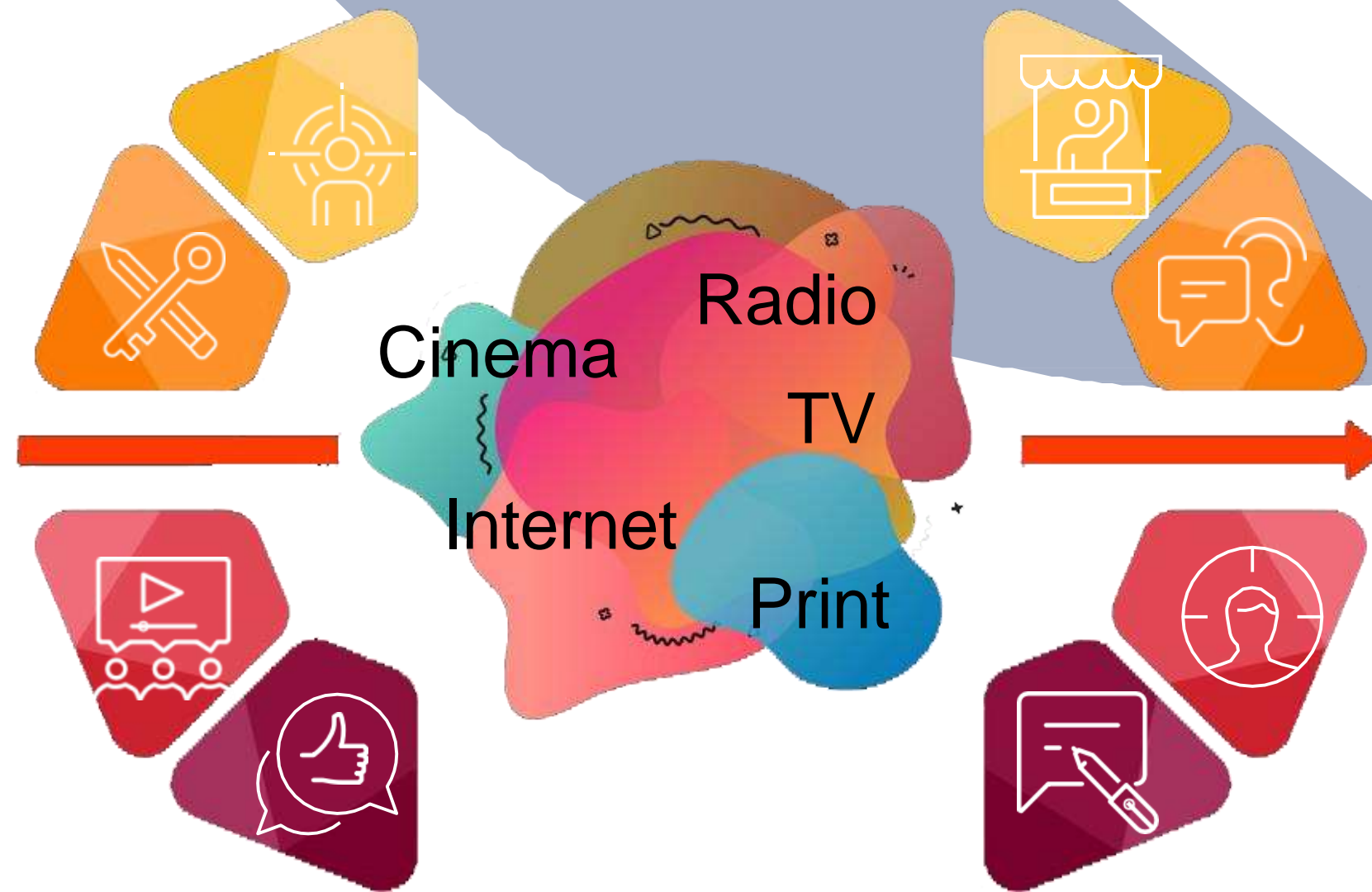
Target Market

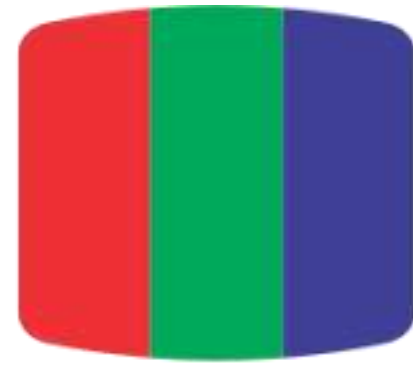
Target Consumer

Brand Challenge

Brand-Media Solutions

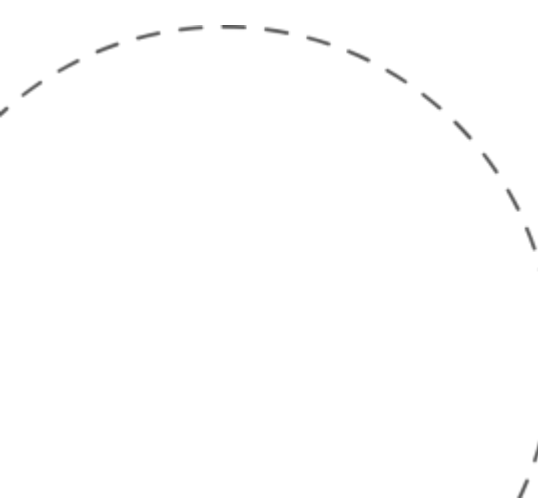
**Brand Equity Model Gives Media Solutions**





Real Advertising Pvt. Ltd.

**360° Media Solutions .....**



# Services



Real Advertising Pvt. Ltd.

**Creativity**



**PRODUCTION**



**Execute**



**!dea**



**CONCEPT**

**DESIGN**

**INNOVATION**



**BUYING**

**MEDIA RELEASING**

**MEDIA PLANNING**



# Productions



Real Advertising Pvt. Ltd.

## Ad Film & Corporate Film



## Digital Media



## Creative



**CREATIVE**  
*logos & designs*

## Print Media

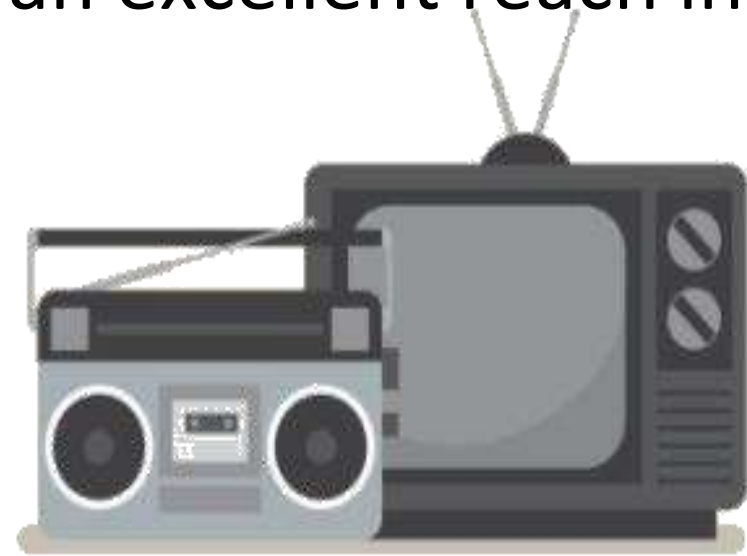


# Electronic Media



Real Advertising Pvt. Ltd.

Increasing trend towards electronic consumption  
Greater and innovative options  
Customized campaigns  
TV Advertising becomes very important when it comes to heavy branding at a lower price and localized campaign  
Television has defined audiences  
Highly cost effective  
Gets an excellent reach in it's Target Audience.





# Top Hindi Channels



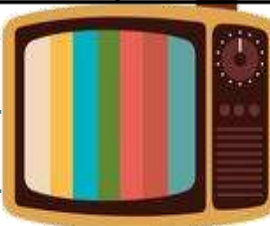
Real Advertising Pvt. Ltd.

Top Hindi GEC Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
STAR Plus	0.4	4.8	16	1816	91%
Dangal	0.3	3.4	16	1278	116%
SONY SAB	0.3	3.2	15	1205	99%
Colors	0.3	2.8	17	1050	93%
Zee TV	0.2	2.6	14	992	92%
Sony Entertainment Television	0.2	1.8	14	667	83%
Dangal 2	0.1	1.3	10	473	98%
Shemaroo TV	0.1	1.2	11	458	93%
STAR Bharat	0.1	1.1	11	431	93%
Shemaroo Umang	0.1	0.9	8	337	103%
Manoranjan TV	0.1	0.7	11	279	185%
Sony Pal	0.1	0.7	8	269	106%
STAR Utsav	0.1	0.7	6	259	104%
&TV	0.1	0.6	7	227	95%
STAR Plus HD	0.1	0.6	2	210	82%
Big Magic	0.0	0.5	9	182	117%
Colors Rishtey	0.0	0.5	5	172	104%
Manoranjan Grand	0.0	0.5	10	170	169%
Ishara	0.0	0.4	5	148	110%
The Q	0.0	0.4	11	140	170%
Chumbak TV	0.0	0.3	6	110	145%
Zee Anmol	0.0	0.3	4	99	100%
Zee TV HD	0.0	0.2	1	90	83%
Colors HD	0.0	0.2	1	81	91%
Sony Entertainment Television HD	0.0	0.2	1	73	84%
DD National	0.0	0.2	6	63	94%
SONY SAB HD	0.0	0.1	1	28	75%
STAR Bharat HD	0.0	0.1	1	19	80%
&TV HD	0.0	0.0	0	8	100%
Atrangii	0.0	0.0	0	2	100%

Top Hindi Movie Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
Goldmines	0.2	2.6	28	996	119%
Zee Anmol Cinema	0.1	1.6	25	585	101%
Zee Cinema	0.1	1.5	20	563	99%
Sony Wah	0.1	1.5	20	551	108%
Colors Cineplex Superhits	0.1	1.3	24	489	115%
STAR Gold	0.1	1.3	21	480	97%
STAR Utsav Movies	0.1	1.3	22	475	98%
Sony MAX(v)	0.1	1.1	19	430	96%
Colors Cineplex Bollywood	0.1	1.1	22	420	103%
STAR Gold 2	0.1	1.0	20	371	96%
Goldmines Bollywood	0.1	1.0	18	365	107%
STAR Gold Thrills	0.1	1.0	20	367	108%
Colors Cineplex &pictures	0.1	0.9	17	325	100%
Zee Bollywood	0.1	0.7	14	279	95%
Goldmines Movies	0.1	0.7	14	271	114%
B4U Kadak	0.1	0.7	20	261	103%
ABZY Movies	0.1	0.7	12	247	112%
Sony MAX 2	0.1	0.6	15	224	95%
STAR Gold Romance	0.1	0.6	15	223	93%
B4U Movies	0.1	0.6	17	206	98%
Zee Action	0.0	0.5	13	180	98%
Dhinchak	0.0	0.4	8	157	117%
Dhamaka Movies B4U	0.0	0.3	11	122	109%
Zee Classic	0.0	0.3	8	115	83%
Bflix	0.0	0.3	7	98	115%
Enterr 10	0.0	0.3	7	95	112%
Zee Cinema HD	0.0	0.1	2	46	92%
Sony MAX HD(v)	0.0	0.1	1	40	82%
STAR Gold HD	0.0	0.1	2	40	91%
Colors Cineplex HD	0.0	0.1	1	18	100%
STAR Gold 2 HD	0.0	0.0	1	13	75%
&pictures HD	0.0	0.0	1	15	100%
STAR Gold Select SD	0.0	0.0	1	8	100%
WOW Cinema One	0.0	0.0	2	2	100%
Cinema TV India	0.0	0.0	2	3	100%
&Xplor HD	0.0	0.0	0	2	100%
STAR Gold Select HD	0.0	0.0	0	3	100%

Top Hindi News Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
News18 India	0.1	0.6	19	206	80%
India TV	0.1	0.5	13	204	78%
TV9 Bharatvarsh	0.1	0.5	15	196	83%
Aaj Tak	0.1	0.5	15	193	78%
Republic Bharat	0.0	0.5	15	179	79%
Times Now Navbharat	0.0	0.3	13	128	79%
ABP News	0.0	0.3	12	98	81%
News Nation	0.0	0.2	10	83	82%
Good News Today	0.0	0.2	8	77	85%
News 24	0.0	0.1	4	41	73%
India Daily Live	0.0	0.1	6	34	78%
Aaj Tak HD	0.0	0.0	1	10	67%

Top Music Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
B4U Music	0.0	0.5	12	170	98%
Mastiii	0.0	0.4	11	162	100%
Zing	0.0	0.4	11	142	100%
9XM	0.0	0.3	12	128	106%
MTV Beats	0.0	0.3	12	104	104%
MTV	0.0	0.2	4	72	89%
Zoom	0.0	0.2	6	59	100%
Music India	0.0	0.1	3	33	111%
9X Jalwa	0.0	0.1	4	35	100%
Bindass	0.0	0.1	4	23	117%
E24	0.0	0.0	2	13	75%
VH1	0.0	0.0	1	9	100%
ABZY Cool	0.0	0.0	2	5	200%
MTV Beats HD	0.0	0.0	0	5	200%



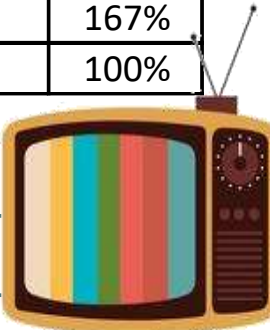


# Top Regional Channels

Top Ker Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
Asianet	2.2	21.8	63	535	97%
Zee Keralam	0.8	7.7	44	189	98%
Mazhavil Manorama(v)	0.7	7.4	60	181	95%
Flowers TV	0.7	7.2	54	176	99%
Surya TV	0.7	6.5	52	160	91%
Asianet Movies	0.5	5.1	51	124	104%
Surya Movies	0.4	4.2	50	104	103%
Kairali TV	0.4	3.5	52	87	104%
Asianet News	0.3	3.3	50	80	87%
Twenty Four	0.2	2.4	46	59	85%
Asianet Plus	0.2	2.3	43	58	99%
Manorama News	0.2	2.0	45	49	90%
We TV	0.2	2.0	35	48	99%
Amrita TV	0.2	1.7	38	41	94%
Asianet HD	0.2	1.5	5	37	94%
Mathrubhumi News	0.1	1.5	45	36	86%
Surya Comedy	0.1	1.3	39	32	105%
Kochu TV	0.1	1.3	13	32	156%
Reporter	0.1	0.8	30	20	89%
Kairali News	0.1	0.7	28	17	86%
Janam TV	0.1	0.7	21	16	86%
Surya Music	0.1	0.6	17	16	105%
Media One TV	0.0	0.5	23	11	100%
News18 Kerala	0.0	0.4	29	10	86%
Surya TV HD	0.0	0.3	3	8	97%
Zee Keralam HD	0.0	0.3	2	6	100%
DD Malayalam	0.0	0.2	12	4	89%

Top AP Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
STAR Maa	2.9	22.6	70	1794	98%
Zee Telugu	1.8	14.1	61	1119	104%
ETV Telugu	1.2	9.2	61	731	94%
Gemini TV	0.7	5.1	60	401	100%
Gemini Movies	0.7	5.0	56	396	99%
Star Maa Movies	0.7	5.0	57	394	101%
Zee Cinemalu	0.6	4.2	58	334	105%
Star Maa Gold	0.3	2.5	50	200	102%
Star Maa Music	0.3	2.2	37	171	100%
NTV Telugu	0.3	1.9	44	150	96%
TV9 Telugu	0.2	1.8	45	146	91%
ETV Plus	0.2	1.7	42	137	99%
ETV Cinema	0.2	1.7	37	132	95%
Gemini life	0.2	1.5	42	117	103%
STAR Maa HD	0.2	1.1	5	89	88%
Gemini Comedy	0.1	0.9	35	75	101%
STAR Sports 1 Telugu	0.1	0.9	14	72	99%
Gemini Music	0.1	0.7	27	59	107%
Zee Telugu HD	0.1	0.7	4	57	83%
Bhakti TV	0.1	0.7	8	55	84%
V6 News	0.1	0.7	23	55	91%
ABN Andhra Jyothi	0.1	0.7	23	53	91%
Kushi TV	0.1	0.7	12	52	141%
ETV Telugu HD	0.1	0.6	4	48	89%
Sakshi TV	0.1	0.6	27	49	90%
TV 5 News	0.1	0.6	24	47	92%
ETV Andhra Pradesh	0.1	0.5	25	42	85%
T News	0.1	0.4	18	30	92%
10 TV	0.1	0.4	21	30	92%
STAR Maa Movies HD	0.0	0.3	5	27	100%
Gemini TV HD	0.0	0.3	4	27	100%
Zee Cinemalu HD	0.0	0.3	4	25	94%
Gemini Movies HD	0.0	0.3	4	23	97%
Vanitha TV	0.0	0.3	15	21	96%
Mahaa News	0.0	0.2	9	18	82%
ETV Telangana	0.0	0.2	16	15	89%

Top WB Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
STAR Jalsha	2.2	23.1	50	855	91%
Zee Bangla	1.7	17.7	48	655	88%
Zee Bangla Cinema	0.3	3.3	34	122	98%
Colors Bangla	0.2	2.6	29	97	107%
Jalsha Movies	0.2	2.5	34	92	106%
Colors Bangla Cinema	0.2	2.4	29	89	106%
Sony Aath	0.2	2.0	22	72	101%
Enterr 10 Bangla	0.2	1.6	16	60	131%
Rongeen TV	0.1	1.5	12	56	97%
Sun Bangla	0.1	1.4	20	53	97%
ABP Ananda	0.1	1.4	32	51	78%
Aakash Aath	0.1	1.1	18	42	87%
Khushboo Bangla	0.1	1.1	20	39	158%
Zee Bangla HD	0.1	1.0	2	35	76%
R. Bangla	0.1	0.9	27	34	83%
TV9 Bangla	0.1	0.8	25	30	78%
STAR Jalsha HD	0.1	0.7	2	27	84%
Kolkata TV	0.1	0.6	16	22	86%
News18 Bangla	0.1	0.6	25	22	83%
DD Bangla	0.0	0.4	9	13	97%
Calcutta News	0.0	0.3	15	13	82%
R Plus Gold	0.0	0.3	4	11	96%
R Plus	0.0	0.2	10	8	82%
Rupasi Bangla	0.0	0.1	7	4	92%
Sangeet Bangla	0.0	0.1	10	4	108%
News Time Bangla	0.0	0.1	9	3	78%
YO TV	0.0	0.0	4	1	75%
Jalsha Movies HD	0.0	0.0	1	1	75%
Colors Bangla HD	0.0	0.0	1	1	167%
Tribe TV	0.0	0.0	1	0	100%





# Top Regional Channels

Top TN Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
Sun TV	2.8	21.0	69	1688	100%
STAR Vijay	2.2	16.1	59	1287	95%
Zee Tamil	1.4	10.4	51	832	98%
KTV	0.9	6.8	66	542	99%
Kalaigarnar TV	0.5	3.6	51	285	96%
STAR Vijay Super	0.4	3.3	50	264	100%
Sun TV HD	0.3	2.4	8	193	92%
Sun Life	0.3	2.1	45	168	94%
Adithya TV	0.3	1.9	51	151	102%
Colors Tamil	0.2	1.7	45	134	102%
Zee Thirai	0.2	1.6	32	130	101%
Isaiaruvi	0.2	1.3	37	107	102%
Sun Music	0.2	1.2	36	99	101%
Sirippoli	0.2	1.2	33	95	99%
Jaya TV	0.2	1.2	36	94	95%
Chutti TV	0.2	1.1	18	90	124%
J Movie	0.1	1.0	26	80	100%
STAR Sports 1 Tamil	0.1	1.0	15	79	92%
Polimer News	0.1	0.9	33	76	90%
Sun News	0.1	0.9	34	71	95%
News Tamil 24x7	0.1	0.9	32	69	93%
Murasu TV	0.1	0.8	31	66	99%
Jothi TV	0.1	0.7	8	59	88%
Jaya Max	0.1	0.7	28	53	98%
STAR Vijay HD	0.1	0.6	3	51	105%
Mega TV	0.1	0.6	21	51	92%
Puthiya Thalaimurai	0.1	0.5	30	43	91%
Polimer	0.1	0.5	29	42	98%
Sathiyam TV	0.1	0.5	14	41	92%
Raj Digital Plus	0.1	0.5	18	40	98%
Vijay Takkar	0.1	0.5	22	37	100%
Vasanth TV	0.1	0.5	19	36	93%
News18 Tamil Nadu	0.1	0.4	22	35	93%
KTV HD	0.1	0.4	6	35	93%
Puthuyugam TV	0.1	0.4	16	31	92%

Top Maha Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
STAR Pravah	1.8	15.4	34	1362	95%
Zee Marathi	0.6	4.8	26	428	89%
Colors Marathi	0.5	4.2	24	372	90%
Zee Talkies	0.3	2.3	27	201	93%
Sony Marathi	0.2	1.6	20	146	95%
Sun Marathi	0.2	1.6	15	142	95%
Zee Chitramandir	0.2	1.5	6	129	101%
Shemaroo Marathibana	0.2	1.4	21	121	88%
Fakt Marathi	0.2	1.3	22	112	92%
TV9 Marathi	0.1	1.0	26	89	89%
Zee Yuva	0.1	0.9	21	77	93%
Pravah Picture	0.1	0.9	19	75	100%
News18 Lokmat	0.1	0.6	25	56	90%
ABP Majha	0.1	0.6	25	55	85%
STAR Pravah HD	0.1	0.6	2	51	88%
Saam TV	0.1	0.6	22	51	95%
Maiboli	0.1	0.5	10	44	110%
Zee Marathi HD	0.0	0.4	2	32	89%
News State Maharashtra-Goa	0.0	0.3	15	30	88%
DD Sahyadri	0.0	0.3	10	27	93%
Colors Marathi HD	0.0	0.2	2	21	100%
Lokshahi Marathi	0.0	0.2	14	19	86%
Sangeet Marathi	0.0	0.2	7	18	105%
Zee Talkies HD	0.0	0.2	2	16	106%
9X Jhakaas	0.0	0.2	5	13	120%

Top Guj Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
Colors Gujarati	0.21	2.38	9	85	78%
Colors Gujarati Cinema	0.1	1.5	11	54	105%
News18 Gujarati	0.1	1.1	20	37	91%
ABP Asmita	0.1	0.9	20	33	83%
TV9 Gujarati	0.1	0.7	19	24	82%
Sandesh News	0.1	0.6	17	20	78%
VTV News	0.1	0.5	16	19	85%
DD Girnar	0.0	0.3	6	10	89%
Mantavya 24x7 News	0.0	0.2	9	6	87%

Top Odisha Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
Zee Sarthak	1.57	17.39	46	282	96%
Tarang	1.5	16.6	51	269	100%
Siddharth TV	0.4	4.7	36	76	92%
Alankar	0.3	3.0	34	49	102%
Prarthana	0.2	2.6	22	42	87%
OTV	0.2	2.2	40	36	81%
Siddharth Gold	0.2	1.9	23	30	83%
Siddharth Bhakti	0.1	1.4	14	23	79%
Colors Oriya	0.1	1.4	22	22	121%
STAR Kiran	0.1	1.2	21	20	99%
Tarang Music	0.1	1.2	26	20	97%
Kanak News	0.1	1.0	28	17	80%
News18 Odia	0.1	0.8	24	12	87%
News7	0.1	0.6	21	10	92%
Nandighosha TV	0.1	0.5	19	9	79%
Kalinga TV	0.0	0.5	23	7	82%
DD Oriya	0.0	0.3	10	4	88%
Argus	0.0	0.2	16	4	83%

Top Assam Channels					
Channel	TVR	Shr%	Rch%	Imp 000'	Affinity
Rang	0.3	4.04	17	54	71%
Rengoni	0.2	2.4	15	32	73%
News Live	0.2	2.3	31	30	72%
Ramdhenu	0.1	1.1	14	14	84%
Prag News	0.1	0.9	25	12	70%
Protidin Time	0.1	0.8	20	10	70%
Spondon	0.1	0.7	9	9	76%
News18 Assam	0.0	0.5	18	7	68%
ND24	0.0	0.4	16	6	67%
NKTV Plus	0.0	0.4	16	5	70%
DY 365	0.0	0.4	15	5	78%
Jonack	0.0	0.3	8	4	69%
Pratham Khabar 24x7	0.0	0.2	10	2	72%
North East Live	0.0	0.1	6	1	60%

# Radio Station



Real Advertising Pvt. Ltd.

RADIO CITY - 91.1		
Nanded	Mumbai	Kota
Sangli	Delhi	Udaipur
Akola	Bangalore	Ajmer
Nasik	Pune	Bikaner
Kolhapur	Ahmedabad	Patiala
Jalgaon	Hyderabad	Jamshedpur
Agra	Lucknow	Kolkata
Bareilly	Chennai	Gwalior
Gorakhpur	Surat	Madurai
Hisar	Baroda	Kanpur
Jalandhar	Jaipur	Ahmednagar
Karnal	Nagpur	Sholapur
Ranchi	Coimbatore	Patna
Varanasi	Vizag	

RADIO MIRCHI 98.3		
Delhi	Aurangabad	Guwahati
Chandigarh	Nagpur	Akola
Amritsar	Ahmedabad	Amravati
Patiala	Surat	Srinagar
Jalandhar	Vadodara	Bharuch
Simla	Rajkot	Bhavnagar
Jodhpur	Bangalore	Durg-Bhilainagar
Jaipur	Mangalore	Jamnagar
Kanpur	Hyderabad	Hubli Dharwad
Lucknow	Vijayawada	Mehsana
Varanasi	Vishakhapatnam	Jhansi
Patna	Kolkata	Mysore
Bhopal	Chennai	Junagadh
Indore	Coimbatore	Palanpur
Jabalpur	Madurai	Pondicherry
Raipur	Cochin	Raigarh
Mumbai	Trivandrum	Siliguri
Pune	Kozikhode	Rajahmundry
Kolhapur	Jammu	Tiruchi
Nasik	Shillong	Tirunelveli
Ujjain	Warangal	

RED FM-93.5		
Chennai	Mysore	Rajamundry
Gulbarga	Hubli	Tirupati
Mangalore	Kannur	Vijayawada
Coimbatore	Kochi	Vishakhapatnam
Erode	Kozhikode	Nellore
Madurai	Trissur	Guwahati
Salem	Trivandrum	Patna
Tirunelveli	Bhopal	Muzaffarpur
Trichy	Indore	Chandigarh
Tuticorin	Jabalpur	Ahmedabad
Vellore	Aurangabad	Rajkot
Chennai	Mumbai	Surat
Hyderabad	Mumbai	Vadodara
Warangal	Nagpur	Jammu
Hyderabad	Nashik	Srinagar
Agartala	Pune	Leh
Allahabad	Dhule	Jamshedpur
Delhi	Nanded	Bangalore
Kanpur	Shillong	Bhubaneshwar/Cuttack
Lucknow	Aizwal	Pondicherry
Varanasi	Jaipur	Amritsar
Jhansi	Jodhpur	Siliguri
Dehradun	Gangtok	Asansol
		Kolkata



# Radio Station



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TOP FM	ISHQ FM	LOVE FM
Jamnagar	Delhi Ishq	Hyderabad 95
Junagarh	Mumbai Ishq	Kool FM- HYD
Bhavnagar	Kolkata Ishq	Bangalore 95
Porbandar		Kanpur Love
Veraval		Surat Love
Mehsana		Lucknow Love
Godhra		Nagpur Love
Bharuch		Pune Love
		Ahmedabad Love
		Jaipur Love

My FM		
Bhopal	Jodhpur	Aurangabad
Indore	Udaipur	Nagpur
Jabalpur	Kota	Nasik
Gwalior	Ajmer	Sholapur
Raipur	Bikaner	Jalgaon
Bilaspur	Chandigarh	Sangli
Rajkot	Amritsar	Ahmednagar
Ahmedabad	Jalandhar	Nanded
Surat	Hissar	Akola
Jaipur	Karnal	Dhule

BIG FM-92.7		
Hyderabad	Indore	Jodhpur
Tirupati	Bhopal	Kota
Itanagar	Gwalior	Udaipur
Guwahati	Mumbai	Chennai
Shillong	Pune	Pondicherry
Patna	Panaji	Agartala
Muzaffarpur	Nagpur	Lucknow
Delhi	Ahmednagar	Kanpur
Hissar	Aurangabad	Agra
Baroda	Kolhapur	Aligarh
Surat	Sholapur	Allahabad
Rajkot	Aizwal	Jhansi
Shimla	Bhubaneshwar	Varanasi
Jammu	Rourkela	Bareilly
Srinagar	Chandigarh	Gorakhpur
Ranchi	Patiala	Kolkata
Jamshedpur	Amritsar	Asansol
Bangalore	Jalandhar	Mysore
Mangalore	Ajmer	Trivandrum
Bikaner		



# Radio Station



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TADKA 95.0	Radio One 94.3	Fever - 104	DHAMAAL
Jaipur	Delhi	Delhi	Hissar
Udaipur	Mumbai	Mumbai	Karnal
Kota	Kolkata	Banglore	Patiala
Bikaner	Ahmedabad	Kolkatta	Shimla
Ajmer	Banglore	Chennai	Muzafarpur
Aligarh	Pune	Hyderabad	Ranchi
Agra	Chennai	Lucknow	Jabalpur
Allahabad		Aligarh	Dhule
Bareilly		Kanpur	Jalgaon
Gorakhpur		Agra	Ahamad Nagar
Jhansi		Bareilly	
Muzaffarpur		Gorakhpur	
Bilaspur		Allahabad	
Raipur			
Jammu			
Srinagar			
Jalgaon			
Solapur			





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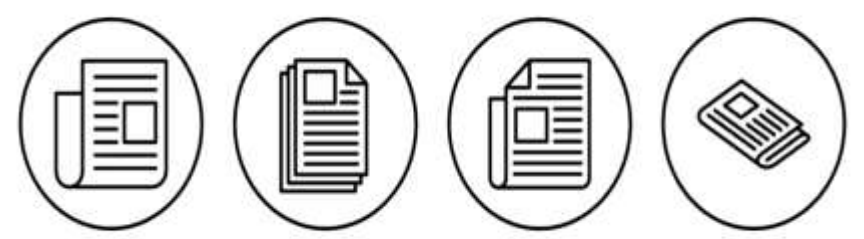
# Electronic Media





# Print Media

Print media is an easy medium to spread awareness or advertise to any particular geographical area. Like, a local newspaper is the best way to spread the news about any local event of the place.







# Print Media

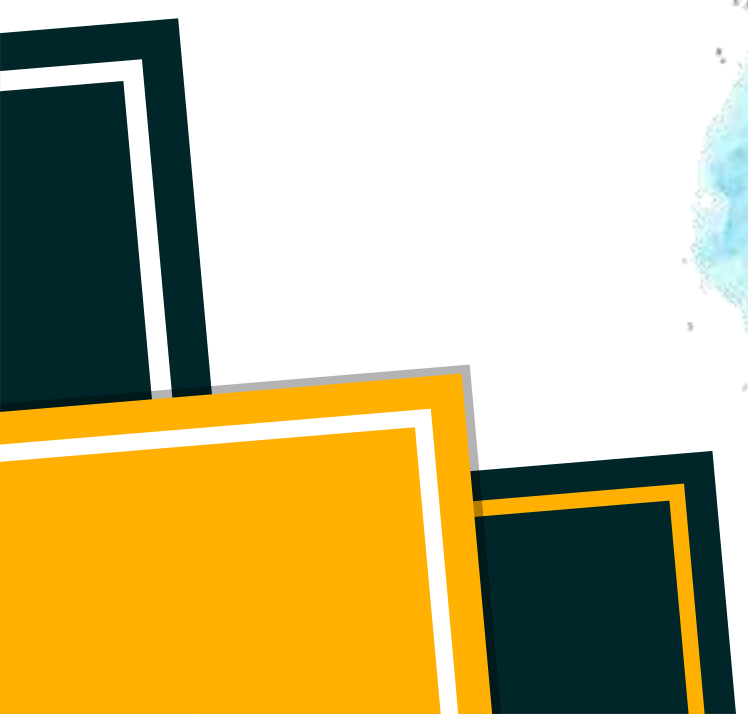




# Online Advertising

Unlike traditional advertising, Online advertising is increasingly more accessible for every business and enables you to quickly, easily, efficiently and affordably reach your target public. That's why it's gaining more ground among those businesses with an online presence.

So, while having a blog is fundamental, having a presence on social networks is indispensable and having an online marketing strategy is necessary. The reality is that online advertising is also essential and is becoming a more habitual and necessary practice.



# Digital Media



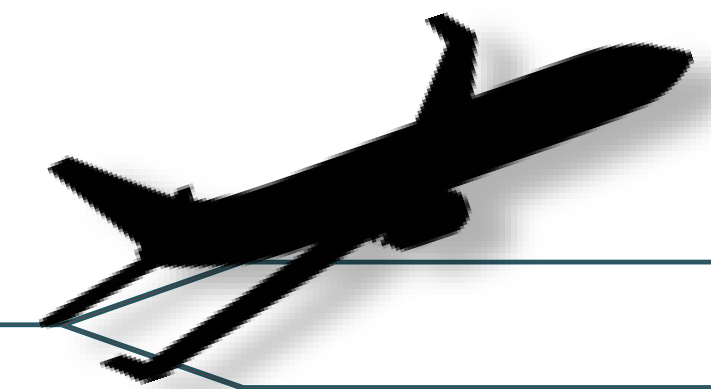
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# Airport Advertising

The number of footprints on Indian airports (both Domestic and International) has been increasing exponentially in last couple of years, forcing companies and brands, to look to lucrative advertisement options on airports, may be in form of billboards, LED display boards and hoardings. Visitors and Travelers have ample time for viewing and noticing brands on arrival and departure.





# Airport List



## South

- ❖ Bangalore Airport
- ❖ Coimbatore Airport
- ❖ Trichy Airport
- ❖ Hyderabad Airport
- ❖ Madurai Airport
- ❖ Chennai Airport
- ❖ Cochin Airport
- ❖ Calicut Airport
- ❖ Trivandrum Airport
- ❖ Tirupati Airport
- ❖ Mangalore
- ❖ Vishakhapatnam
- ❖ Vijaywada Airport
- ❖ Hubli Airport

## North

- ❖ Delhi Airport
- ❖ Chandigarh Airport
- ❖ Dehradun Airport
- ❖ Ranchi Airport
- ❖ Amritsar Airport
- ❖ Jaipur Airport
- ❖ Varanasi Airport
- ❖ Lucknow
- ❖ Gaya Airport
- ❖ Patna Airport
- ❖ Kanpur Airport
- ❖ Jammu Airport
- ❖ Srinagar Airport
- ❖ Shimla Airport
- ❖ Gwalior Airport
- ❖ Allahbad Airport



# Airport List

## East & North East

- ❖ Kolkata Airport
- ❖ Dibrugarh Airport
- ❖ Silchar Airport
- ❖ Guwati Airport
- ❖ Shillong Airport
- ❖ Agarthala Airport
- ❖ Imphal Airport
- ❖ Bhubaneshwar Airport
- ❖ Dimapur Airport
- ❖ Bagdogra Airport
- ❖ Silchar Airport
- ❖ Aizol Airport
- ❖ Ranchi Airport

## West

- ❖ Mumbai Airport
- ❖ Vadodara Airport
- ❖ Rajkot Airport
- ❖ Ahmedabad Airport
- ❖ Pune Airport
- ❖ Goa Airport
- ❖ Indore Airport
- ❖ Nagpur
- ❖ Aurangabad Airport
- ❖ Bhavnagar Airport
- ❖ Surat Airport
- ❖ Jamnagar Airport
- ❖ Porwandar Airport
- ❖ Jabalpur Airport



# Airport Media



# Airlines Media



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# Railway Advertising

Just like airport advertising, railway advertising creates opportunities for strong domestic and regional campaigns. Railway Stations provide an opportunity to reach out to the large mass of people travelling from one place to another throughout the day. Railway advertising can be done on any railway stations across the nation according to the brand's requirement. It can effectively target both upper and lower middle class.





# Railway Station In-side & Out-side





# Train In-side & out-side



# Metro Station In-side & Out-Side



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# Metro Train In-side & out-side





# Association with Malls Multiplexes

Shopping malls are a favorite amongst the elite class and youngsters. Malls are a great way to advertise. It is quick, easy and effective since people are in the right frame of mind to shop, enjoy and relax. Advertising at shopping malls is an attractive medium for advertisers who wish to target all types of customers-from high end to youngsters. An interesting fact about mall advertising is that malls attract more customers than video advertisements. Recent market study shows that advertising in malls and multiplexes can reach an astounding number of customers-75% recall seeing an advertising display versus 45% on the internet.





# Cinema in-Door





# Cinema Out-Door







# Mall Out-Door



# Mall in-Door



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# Event Sponsorships

Sponsorship of events in particular can be especially effective as a marketing tool because it can be a means of accessing a wide range of audiences such as decision makers in business, government entities, and of course customers.



**EVENTS**





# In House Events / sponsorship

## women's achievers Award



## Dehradun International Film Festival



## Hola Rang Barse



## Chandigarh Music & Film Festival



# Events



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Brand Launch



Dealers Meet/Seminars



Fashion Show

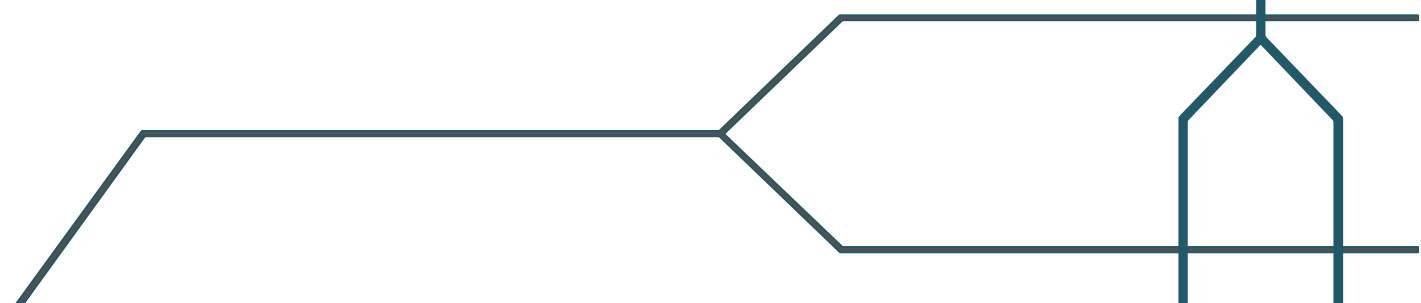


Activations





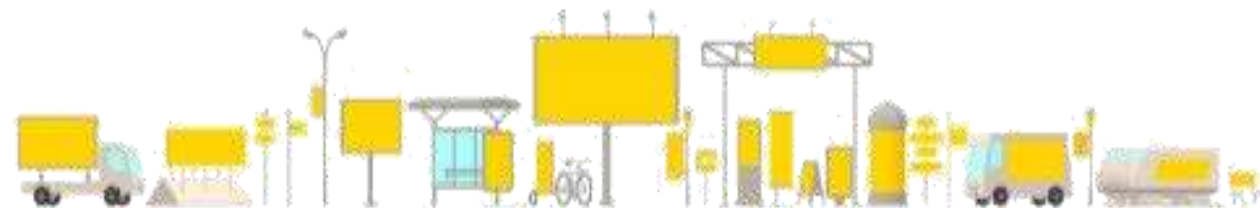
# Celebrity Management



# Out-door



- Research has revealed that OOH used to serve more contextually relevant messages increases spontaneous advertising awareness.
- Furthermore, ad-serving relevant content by audience increases the effectiveness of a campaign by at least 15%.
- With the ability to reach consumers on an acceptable, positive level, outdoor advertising has the ability to trump your in-home marketing efforts. Using outdoor advertising space can save you time, money, and generate higher consumer response than many forms of in-home or digital advertising.





# Out Of Home







# Wall Painting

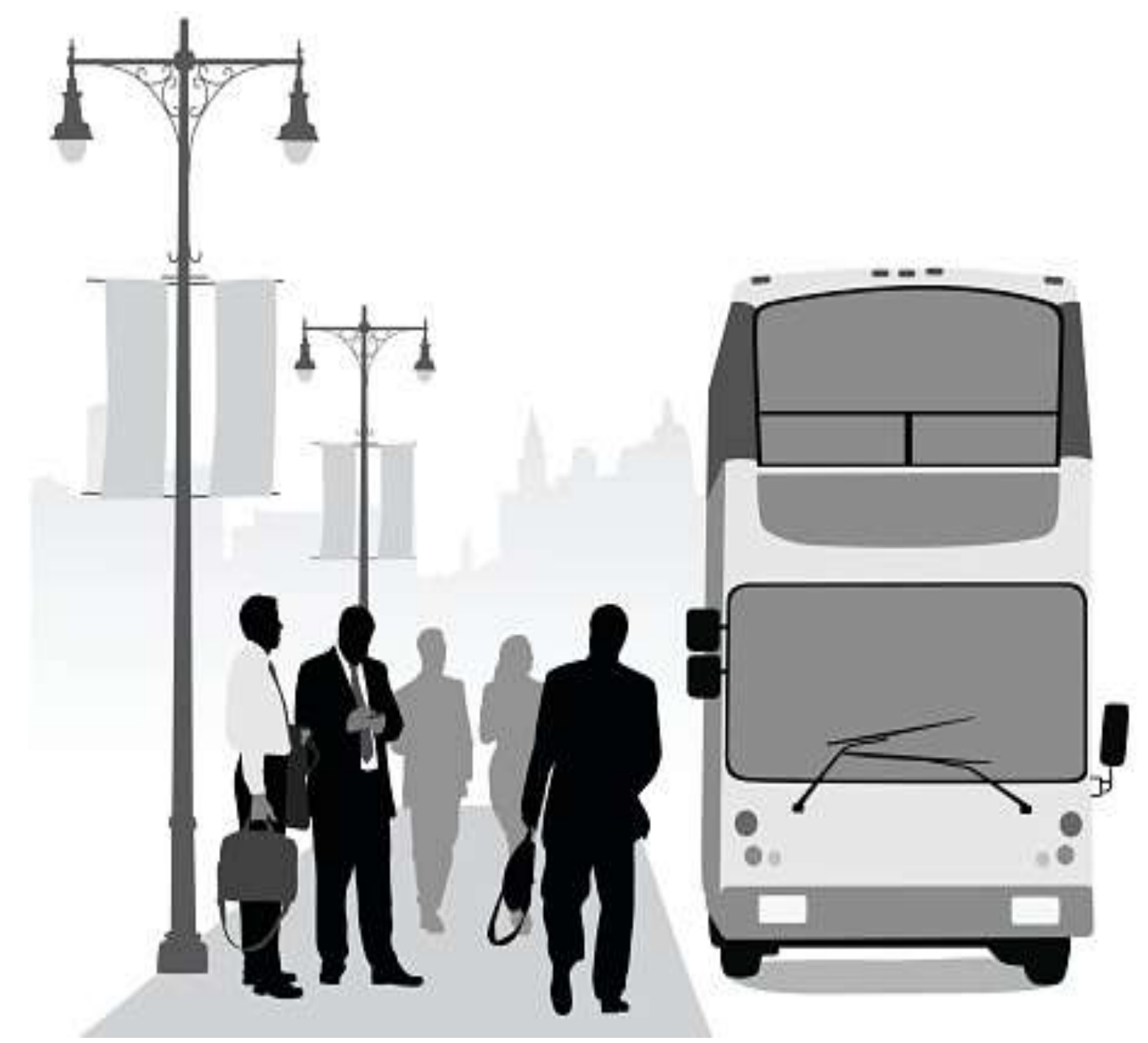




# Transit Advertising

Transit Advertising in India has been a successful example of OOH Advertising because of various reasons.

Cost- Effective Medium— Keeping in mind the reach and impression it leaves, Transit Advertising proves be a cost-effective medium as compared to other forms of advertisements



# Bus Branding



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# Cab Branding



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# Tram Branding



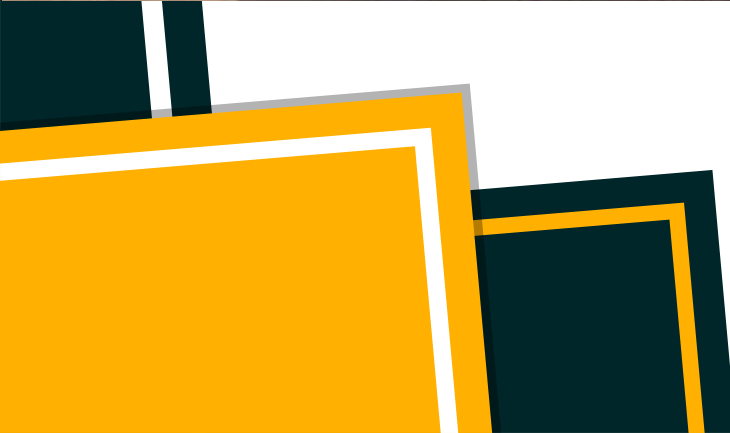
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# Auto Branding



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# Boat Branding @ Varanasi



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# Boat Branding Shikara - Srinagar



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# Our Clients



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# Our Clients



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# Our Clients



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# Our Clients



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stryker®



Rosmerta Autotech Pvt. Ltd.  
(formerly known as Multispeed Gears Pvt. Ltd.)  
an ISO 9001:2008 Certified Company



Champs®  
SHOES



Panasonic

SUMMERCool



# Profile

1. Child Games Zone
2. Sweet Shop & Restaurant
3. Barbeque & Bar
4. Banquet
5. Shopping for wedding purpose



# Media Options



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- ❖ Influencer
- ❖ Hoarding
- 1. Ring Road
- 2. Patel Nagar
- 3. Naraina Vihar
- ❖ Barter
- ❖ Digital
- ❖ Flyers
- ❖ Auto Advertising
- ❖ Cinema Advertising (PVR)
- ❖ FM

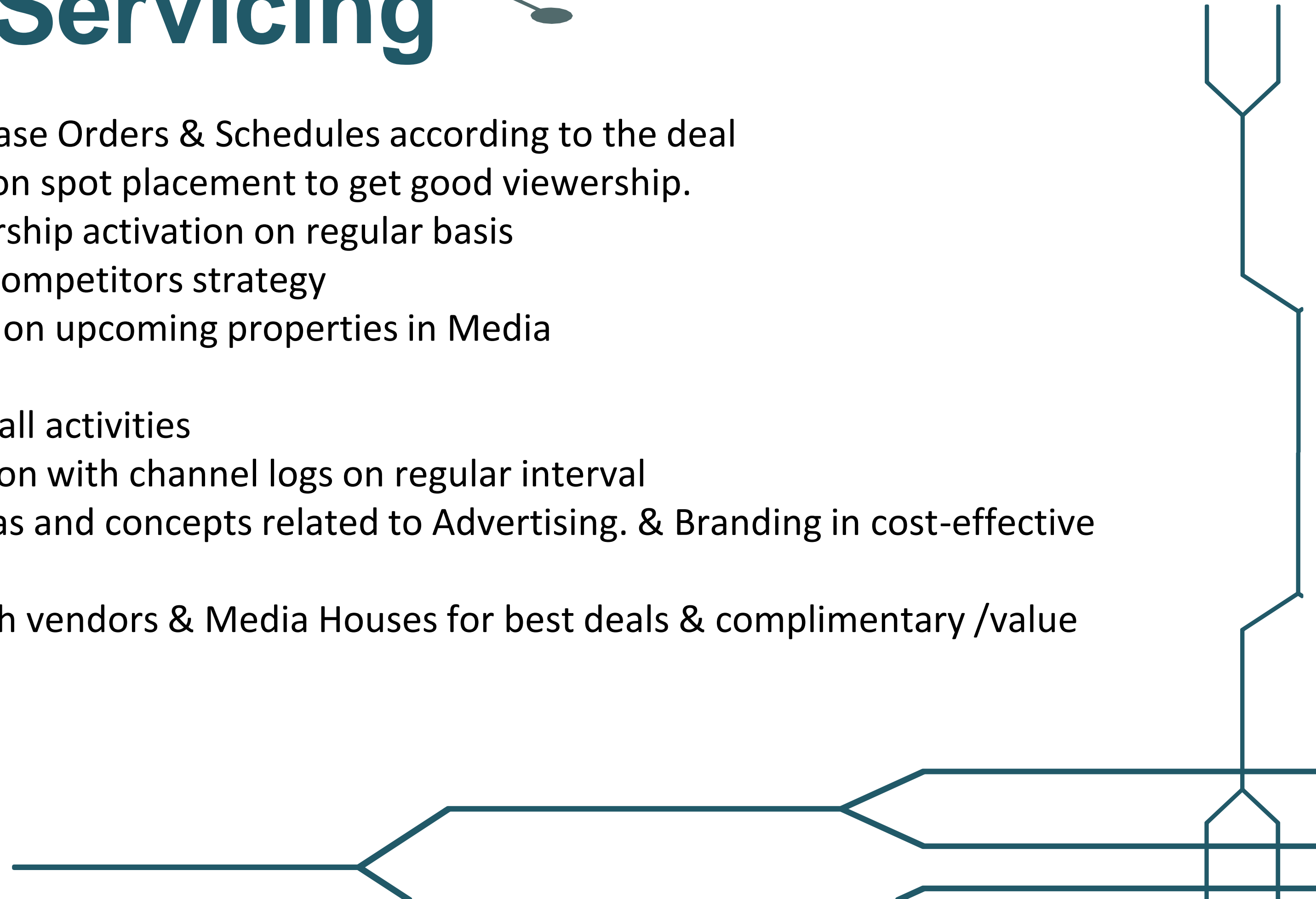


designed by freepik



# Clients Servicing

- Monitoring Release Orders & Schedules according to the deal
- Keeping a track on spot placement to get good viewership.
- Monitor Sponsorship activation on regular basis
- Keeping tab on competitors strategy
- Regular updates on upcoming properties in Media
- Post Evaluation
- Transparency in all activities
- Invoice submission with channel logs on regular interval
- Sharing new ideas and concepts related to Advertising. & Branding in cost-effective rates / deal.
- To negotiate with vendors & Media Houses for best deals & complimentary /value additions.





Real Advertising Pvt. Ltd.

***Thanks...!***

*For your precious time!!!*

**Real Advertising Pvt. Ltd.**

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