



[www.adworthmedia.org](http://www.adworthmedia.org)



# ABOUT

## TEAM COMPRISES

Directors

Creative

Studio

Visualizers

Copy Writer

Client Servicing

Digital Marketing Ex.

BDM

Surely, we are not making our debut. We have been around in the business of Communication for half a decade now. Having flourished as a full service agency, catering to our cherished clients' varied needs, in the sphere of Marketing and Communication; we have successfully churned out super-hit campaigns, Brand after brand, year after year.

# SERVICES

Graphic Designing

Print | AD Film Making

Jingles

Photo-shoot

Website

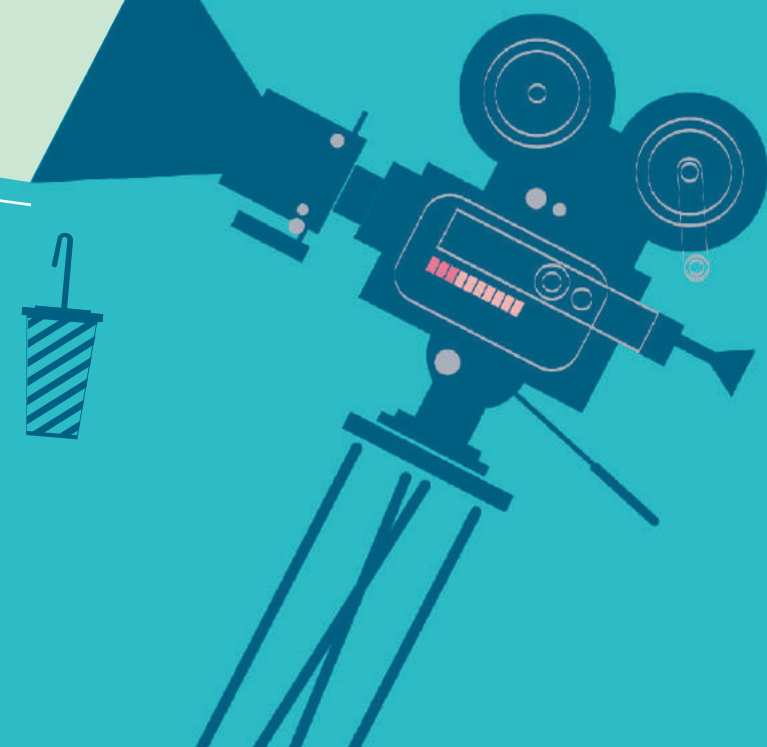
3D Designing

OOH | Radio | TV

Airlines Ad

Online Promotion  
(SEO & SMO)

We are the story-tellers in the business of Communication. When we write, we pour our heart and mind out. We always have a winning formula which goes by the name of Research, Insight and Creative. In doing so, we trail our sweat to taste success. We understand what will click with the audience, i.e. TA and follow the thumb rule : Audience is the king.





# HOW WE WORK

We keep it simple. We work hard. Rest follows. We don't let work pressure get into our nerves because that's not how we perceive work as. Work for us is good fun. In teams, we brain-storm and crack jokes, in client meetings we focus and get friendly, and it works either way, for us as well as the clients and their brands.



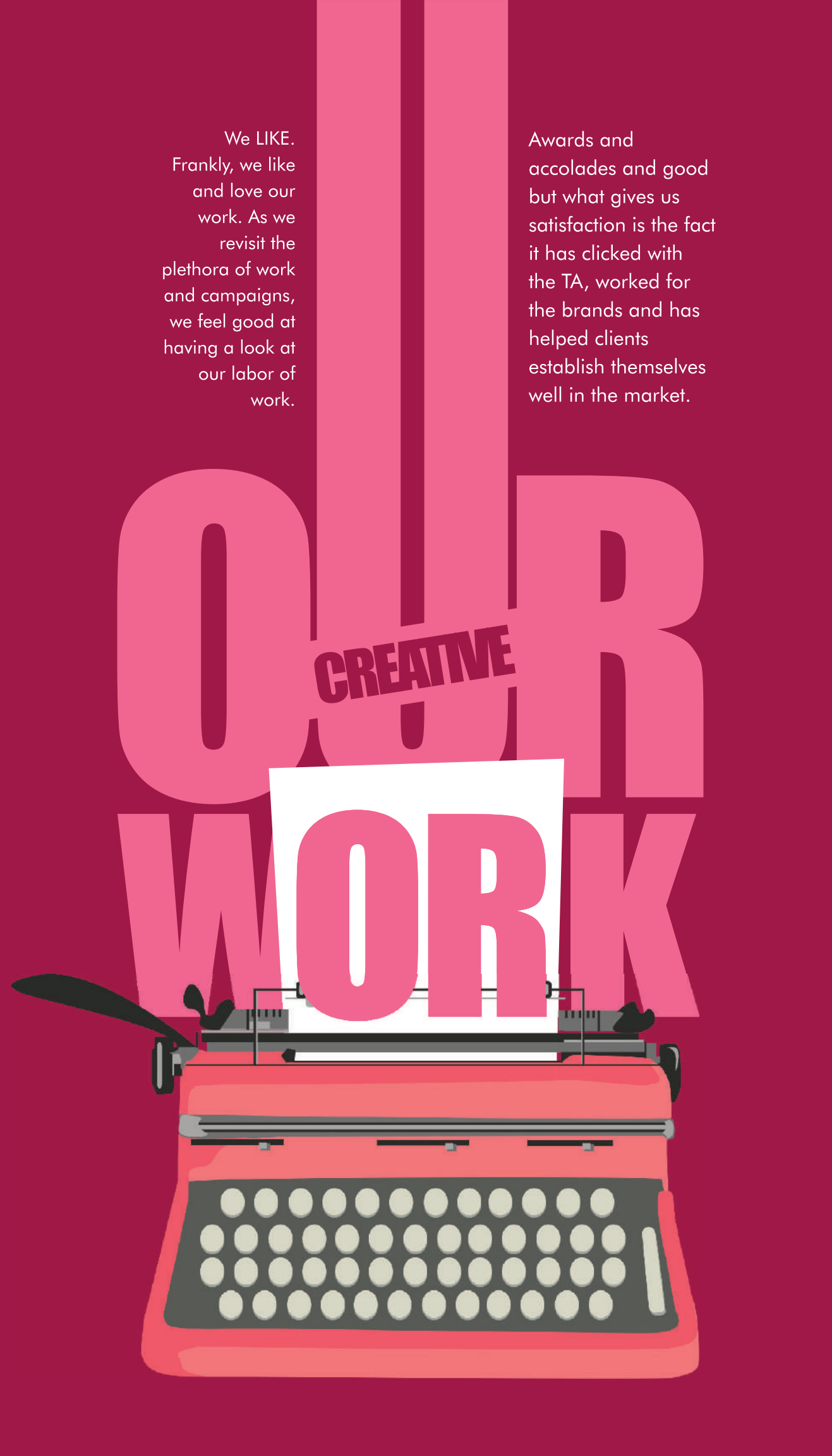
We yell, laugh, mimic, play a game of carom, work diligently, all under the same roof. You might be tempted to think we are a crazy lot. We are not even disagreeing here!





# CREATIVE

Creativity gives us the right kick. We constantly strive to break new grounds and explore innovative approach to meet exact requirements of our Clients. Real insights, coupled by precise and eye-grabbing content and visuals, we put our point across. And it always works for the brand. So, whether its about Print, Electronic, Digital or Gorilla Marketing, we have been there and done that.

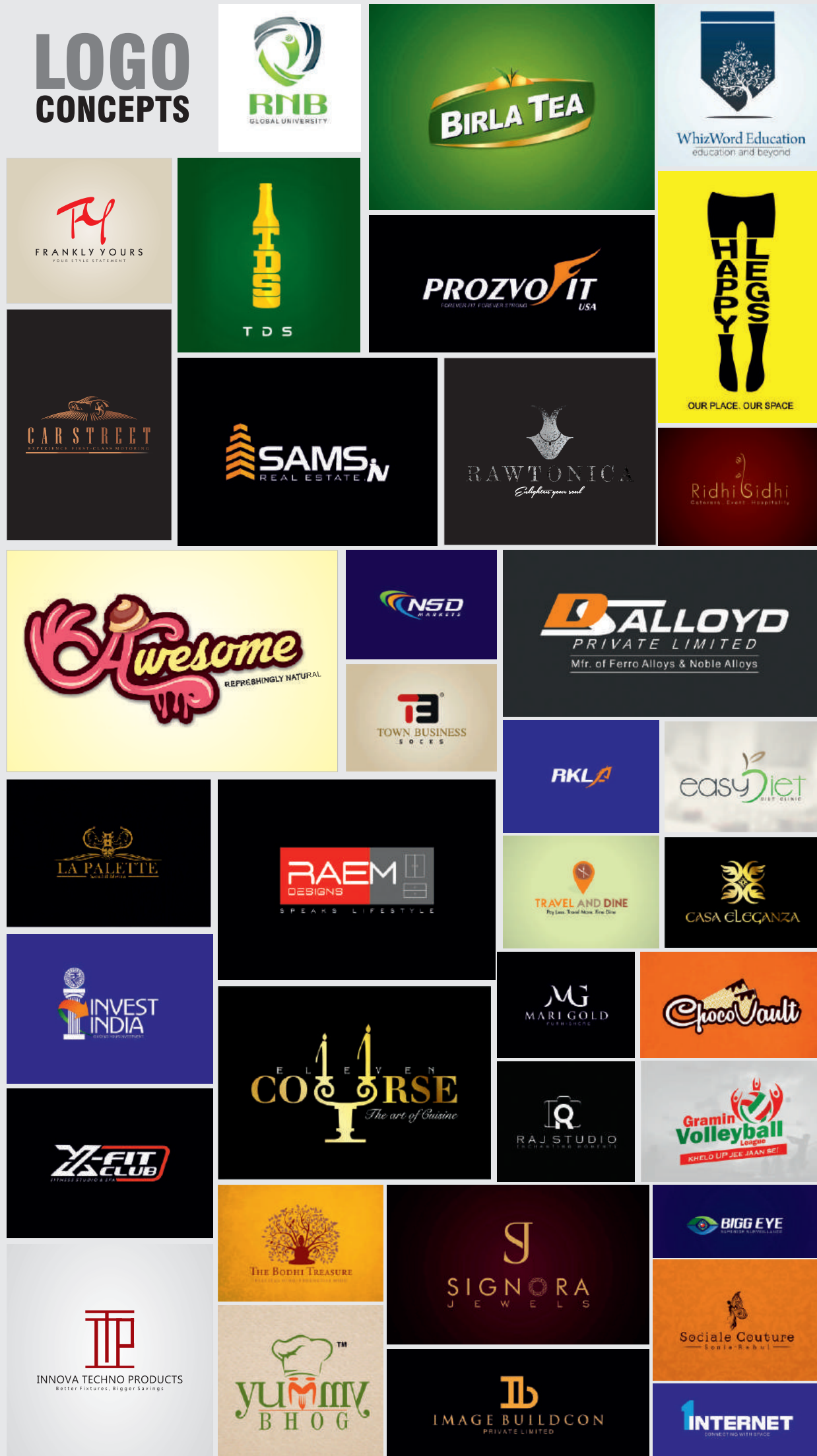


We LIKE.  
Frankly, we like  
and love our  
work. As we  
revisit the  
plethora of work  
and campaigns,  
we feel good at  
having a look at  
our labor of  
work.

Awards and  
accolades and good  
but what gives us  
satisfaction is the fact  
it has clicked with  
the TA, worked for  
the brands and has  
helped clients  
establish themselves  
well in the market.



# LOGO CONCEPTS



# PRINT MATERIAL CONCEPTS



# PACKAGING CONCEPTS





PRINT AD CONCEPTS

**The Hottest Destination**  
**Hauz Khas Village**  
*Is Now The Most Sinful Too*  
Come open the vault of pure Belgian chocolate

**Chocolate Vault**  
THE FIRST CHOCOLATE CAFE IN INDIA

**Coming soon in Delhi...**

**THE FIRST CHOCOLATE CAFE IN INDIA**

COMING SOON TO HAUZ KHAS VILLAGE, DELHI

**Poddar**  
Savory & Spicy

**Letke Aloo Bunde Bar Bar**  
Mud Khas Masha Khas Tandoori  
Mys Khasi Sabzi Khasi  
Kha Khasi Khasi Khasi  
Kha Khasi Khasi Khasi

**IPL**  
CHECK YOUR FAVORITE IPL TEAM WITH A NEVER-BEFORE OFFER

**EID MUBARAK**

**Poddar**  
Savory & Spicy

**TERA AANKHEN DUAAN MASALA TERI BAATEIN DUAAN MASALA**

**Poddar**  
Savory & Spicy

**TERA AANKHEN DUAAN MASALA TERI BAATEIN DUAAN MASALA**

**Poddar**  
Savory & Spicy

**TERA AANKHEN DUAAN MASALA TERI BAATEIN DUAAN MASALA**

**AIRCEL**

**GET THE POWER GET THE SPEED ON AIRCEL**

**COMING SOON.....**

**AIRCEL**

**EVERYONE WOULD WANT TO BECOME A FRESHER LIKE YOU**

**FRC 64 Validity - 3 months**

**WIN TO MANY!**

**WIN BIG WITH PANTHER LOYALTY PROGRAM. LOYALTY PAYS OFF.**

**JINDAL PANTHER TMT REBARS**

**1**

**AIM BIGGER. WIN BETTER.**

**WIN BIG WITH PANTHER LOYALTY PROGRAM. LOYALTY PAYS OFF.**

**JINDAL PANTHER TMT REBARS**

**CANYONS CLUB**

**THE PLANET OF JOY IS DISCOVERED IN THE SKY OF THE ELITE**

The elite must have a distinguished place specially crafted for them. Canyons Club is the all new destination that revolves around elite life. Welcome to this new Planet of Joy.

**RICOH**  
imagine. change.

**BEING BIGGER GETTING BIGGER**

**RICOH**  
imagine. change.

**VISION WITH A HIGHER INSIGHT**

**THE KING DESERVES ITS DOMINION**

**RICOH**  
imagine. change.

**HARDWORK DEFINES OUR DIGNITY**

**RICOH**  
imagine. change.

**INTRODUCING THE HAPPY TECHNOLOGIES**

**ALANKAR**  
Since 1960

**The ultimate in LUXURY AND STYLE.**

**ALANKAR**  
Since 1960

**JEWELS FROM THE SOUL**

**ALANKAR JEWELLARTS PVT. LTD.**

**THE STEEL THAT BUILT THE NATION WILL NOW STRENGTHEN YOUR HOME.**

**JINDAL PANTHER TMT REBARS**

**Cafe Maple**

**COFFEE & WAFFLE**  
NOT JUST DELICIOUS, MAPLECIOUS



# TV AND TVC

Words together with visuals are better and interesting stories. It simplifies communication. When a story is said in a 30 or 45 seconder, and when it is said well, it gets etched into the minds of the audience. This also holds true for a viral or a youtube video. We do all that for your brand.





# RADIO

The way radio has revived itself is phenomenal. With so many private players, plugged in ear-sets is a common site. Surely, you can't afford to miss out on the on-the-go population. We provide you not only creative solution by creating Radio ads / Jingles but also do a complete media planning, i.e. deciding on the right FM channel, booking air-time, deciding on the timing it gets aired and all.



## JINGLE MAKING

We deal in all the radio stations Pan India and can release ads in innovative ways and least costs. We also deal in Jingle Making and have made notable jingles for various brands. Some of the Radio stations we deal in are mentioned.



## AIRLINES & AIRPORT BRANDING MEDIUM



SEAT BACK



STEP LADDER  
EXTERNAL BRANDING



STEP LADDER



INFLIGHT MAGAZINES



HAND BAGGAGE TAGS



PRODUCT SAMPLING

# AIRPORT AND INFLIGHT

We ensure the brands fly high by getting Airports / In-flight visibility. The percentage of the air-travellers has witnessed a rise and hence, keeping in mind specific requirements of our clients, we get their brands communicated in a not-be-be-missed fashion. For that we provide them premium bandwidth to place their messaging on the Airports, across the country.

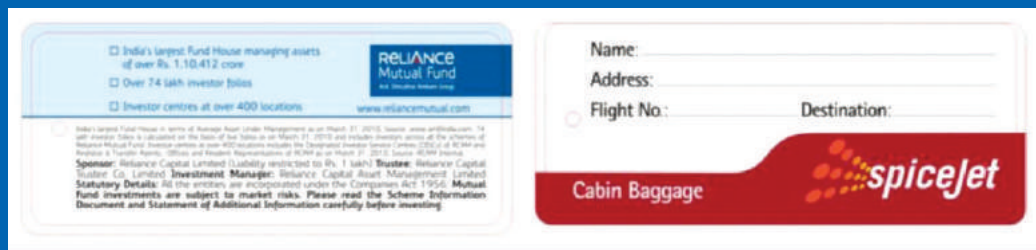




# MEAL TRAY BRANDING



# BOARDING PASSES

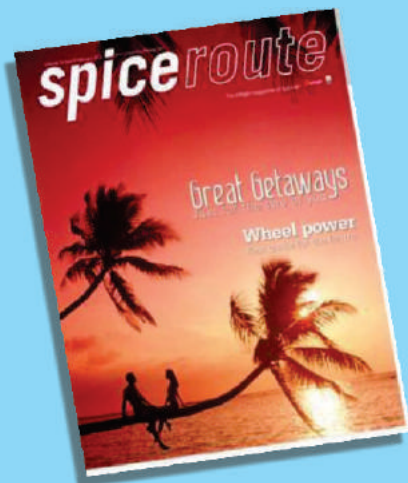


FRONT SIDE OF BOARDING PASSES

BACK SIDE OF BOARDING PASS

# INFLIGHT MAGZINES

SPICEROUTE



INFLIGHT MAGAZINE OF SPICEJET AIRLINES

JET WINGS



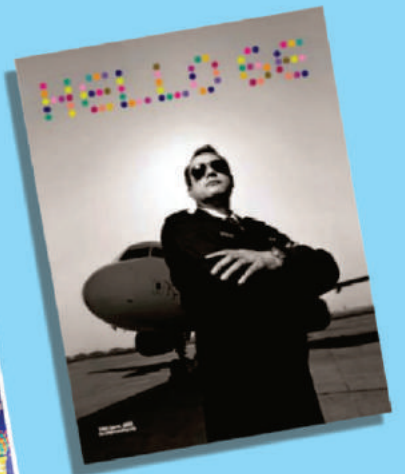
INFLIGHT MAGAZINE OF JET AIRWAYS AIRLINES

SHUBH YATRA



INFLIGHT MAGAZINE OF AIRINDIA AIRLINES

HELLO 6 E



INFLIGHT MAGAZINE OF INDIGO AIRLINES

# AIRPORT MEDIA



DIGITAL SCREENS



CONVEYER BELT MEDIA

## Airports We deal in:

Delhi T1 & T3, Mumbai, Kolkatta, Patna, Pune, Hyderabad, Bangalore, Kochi, Dehradun, Chennai and Pan India



## DUMMY TEXT IS HERE

Lorem ipsum dolor sit amet, et montes sapiente quis ligula, nulla ut pellentesque nascetur pulvinar lobortis suscipit facilisis donec ut pharetra neque in pulvinar, suspendisse. In tellus vestibulum, id justo etiam pariatur enim, Maecenas vestibulum pellentesque aliquet. non mus ullamcorper, Egestas augue orci lobortis et vehicula, non Suspendisse sed, Sed non, lectus sagittis sodales duis eu, Integer tempor sed, eros nam vel est, massa non vitae, luctus nonummy odio fringilla massa malesuada ac donec, fermentum et amet

# PRINT MEDIA

Lorem ipsum dolor sit amet, et montes sapiente quis ligula, nulla ut pellentesque nascetur pulvinar lobortis suscipit facilisis donec ut pharetra neque in pulvinar, suspendisse. In tellus vestibulum, id justo etiam pariatur enim, Maecenas vestibulum pellentesque aliquet. non mus ullamcorper, Egestas augue orci lobortis et vehicula, non Suspendisse sed, Sed non, lectus sagittis sodales duis eu, Integer tempor sed, eros nam vel est, massa non vitae, luctus nonummy odio fringilla massa malesuada ac donec, fermentum et amet

NAVBHARAT TIMES

HINDUSTAN TIMES

THE TIMES OF INDIA

NEW DELHI | TUESDAY | SEPTEMBER 22, 2015 | PAGES | CAPITAL | NEW DELHI | TUESDAY | SEPTEMBER 22, 2015 | PAGES | CAPITAL

## NEWSPAPER AD

NEW DELHI TUESDAY SEPTEMBER 22, 2015 PAGES CAPITAL

When words and pictures are static, they hold a larger impact than anticipated. Print Media is the preferred choice for marketers for its long lasting impression, if executed wisely. Adworth integrates marketing strategy with innovations to make print media indispensable. We associate with the best of the best newspapers and magazines pan India and understand what region to focus on, according to your target audience. From The Times of India, Hindustan Times to Dainik Jagran and Punjab Kesari, we've created the best of campaigns for leading brands. Similarly, we tie up with the most appropriate magazine houses to keep your brand identity indispensable for your consumer.

दैनिक भास्कर



NBT  
नवभारत टाइम्स

पंजाब केसरी

प्रभात खबर  
क्रयकार नहीं क्रायोलन

hindustantimes



दैनिक जागरण

अमर उजाला



# PHOTO SHOOT



A photograph speaks a thousand words, they say, and they say it just right for your business. No matter what product or service you offer, the correct pictures can enhance the appeal for your consumers and entice them enough to be wonder about you. We offer product shoots, model shoots, and lifestyle shoots, with full vigour and patience of a veteran. These pictures remain with you for a lifetime and become an active memory for your shoppers.





# OUTDOOR

If it's out of sight, it's out of mind. Isn't it? Outdoor place a humongous role in placing the Brands into the heads of its audience. Be it a highway, metro or a mall, as one steps out of his home, it automatically means he's not cluttered by print and electronic communication.

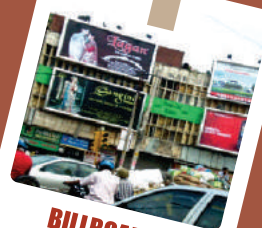
## IMAGES OF TYPES OF OUTDOOR MEDIA WE DEAL IN TO GIVE A FAIR INSIGHT



BRIDGE PANELS



UNIPOLES



BILLBOARDS



DELHI METRO DUCTS



DELHI METRO PANELS



DESIGNER SHELTERS

## TRANSIT MEDIA

Transit Media is now a days becoming a very popular media being its capacity to move and change location at comparatively lesser cost. We deal in :-

Taxi/ Cabs Branding (Meru/ Radio Taxi/ Mega Cabs)

State Roadway Buses (Haryana/ Delhi/ Mumbai/ Punjab/ Rajasthan/ Himachal Pradesh / Uttar Pradesh)

Railway Branding

Aircrafts Branding

Delhi Metro Buses

Auto Rickshaw Branding

Hoho Buses (Delhi)

Chartered Buses

Airport Buses



## TAXI CABS AUTO BRANDING



Right hand side of DMRC Bus



Left hand side of DMRC Bus

## DMRC FEEDER BUSES



Back side of DMRC Bus



## DELHI METRO TRAINS {A BOON FOR ALL}

### Delhi's Pride A Metro Ride

Advertise inside the Swank Passenger Cabins through Inside Panels & Handle Bars



# DIGITAL PROMOTION

Marketing has moved beyond the confines of print, TV and radio to a digital age where appealing to a global audience and building a unique brand value are important. Customers now-a-days shift buying preferences to online, that is why digital marketing has become mainstream and is the preferred, cost effective and reliable way to gain clientele and build brands.

## SEO

### Search Engine Optimization

SEO services are customized according to a client's business model, his products and his geographical areas of operation. Our search engine optimization services take it a step further by creating back links aligned with Google's latest algorithms

## SMO

### Social Media Optimization

Social Media is the hottest buzz, an inexpensive way to reach out, create circles and groups that work to spread your message and assure a never ending stream of targeted traffic from potential customers



## PPC Pay Per Click - Google Adword

PPC Advertising yield immediate results. We conduct research; analyze search patterns, customer preferences and market competition in order to select the appropriate key words to design a campaign

# OUR CLIENTS





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For Design : [info@adworthmedia.org](mailto:info@adworthmedia.org)

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