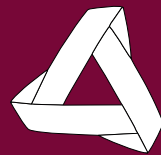




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**advitas media**

COMMUNICATIONS PVT. LTD.

WWW.ADVITAS.IN

An Advertising Network

# ADVITAS MEDIA COMMUNICATIONS

## PRIVATE LIMITED

# ABOUT US



## About Advitas Media Communications Pvt Ltd

Advitas is one of the leading advertising agency in India based in New Delhi working across India with 40+ professionals with more than decade of experience in their respective fields.

We love generating and executing ground breaking ideas.



## Innovations & Ideas

Advitas's creative ideas delivers quality of thinking and innovative communication solutions alongside an eclectic breadth and depth of services. We are young and less obligated to old ways of doing business. You could always expect us to be present with a bucket full of fresh, innovative ideas.

# OUR REGIONAL OFFICES



- Delhi –New Delhi
- Haryana –Gurugram & Yamuna Nagar
- Punjab – Ludhiana
- J&K – Jammu
- Himachal – Solan
- UP – Kanpur
- UK – Dehradun
- Rajasthan – Jaipur
- Bihar – Patna
- Maharashtra – Pune
- Gujrat – Ahmedabad
- West Bengal –Kolkata
- Telengana & AP –Hyderabad
- Karnatka –Bengluru

# OUR SERVICES



Above-the-line refers to a specific approach in marketing where businesses use traditional mass media channels to reach a wide and diverse audience. These channels include television, radio, print (such as newspapers and magazines), billboards, and sometimes even cinema advertising.



Below-the-Line uses less conventional methods than the usual specific channels of advertising to promote products and services. It typically focuses on direct means of communication. With the increasing pressure on the marketing team to achieve communication objectives more efficiently, there has been a need to find out more effective and cost efficient ways to communicate with the target markets.



Innovation is a key part of advertising and marketing. Uncovering and promoting the newness of a product or service is essential for grabbing the attention and the wallets – of would-be customers. On the other hand, unconventional advertising involves using alternative or creative methods to promote a brand or product. This approach is less formal and often uses non-traditional channels such as social media, influencer marketing, guerilla marketing, or event marketing to reach the target audience.



Whether it's launching a product, showcasing a brand or motivating staff, Evolve create corporate events which are impactful. We work closely with all our clients to create an event that stands out and delivers results and are known for bringing the personal touch to every event we organise. From receptions and gala dinners to conferences and press days, we have a wealth of ideas and experience.

# ATL (Above the line advertising)

ATL advertising stands for "Above The Line" advertising. It refers to a specific approach in marketing where businesses use traditional mass media channels to reach a wide and diverse audience. These channels include television, radio, print (such as newspapers and magazines), billboards, and sometimes even cinema advertising.



## Key Characteristics of ATL Advertising:

- **Mass Reach:** ATL advertising aims to cast a wide net, targeting a broad audience. This approach is ideal for businesses looking to generate widespread awareness about their products, brands, or messages.
- **High Production Values:** Producing ATL advertisements often involves significant investments due to the use of professional actors, high-quality production, and substantial media buying costs.
- **Brand Building:** Many businesses use ATL advertising to build and reinforce their brand identity, making it a powerful tool for brand recognition and recall.
- **Limited Interactivity:** Unlike digital advertising, which allows for direct engagement with the audience, ATL advertising is primarily a one-way communication channel. Messages are broadcast to viewers or listeners without interactive features.
- **Measurable Impact:** Although measuring the impact of ATL advertising can be less precise than digital methods, it is still possible to gauge reach and effectiveness through metrics like audience size and demographic estimates.

## BTL (Below the line advertising)

Below-the-Line uses less conventional methods than the usual specific channels of advertising to promote products and services. It typically focuses on direct means of communication. With the increasing pressure on the marketing team to achieve communication objectives more efficiently, there has been a need to find out more effective and cost efficient ways to communicate with the target markets. We at Adzone Communications always put our whole hearted effort to develop an objective oriented activity and execute with the best possible care. For Example: Sampling Activities, In-shop Activation, Rural Promotion.



## Key Characteristics of BTL Advertising:

- **Targeted Approach:** BTL advertising is highly targeted and aims to reach a specific audience segment. It is designed to engage with individuals or groups who are more likely to be interested in the product or service being promoted.
- **Personalization:** BTL advertising often involves personalized communication, such as email marketing, direct mail, social media advertising, and one-on-one interactions at events or trade shows.
- **Measurable Results:** BTL campaigns can be easier to measure and track in terms of ROI (Return on Investment) because they are designed for specific outcomes, such as lead generation, conversions, or customer retention.
- **Interactivity:** BTL advertising encourages interaction between the brand and the audience. It often involves two-way communication, feedback, and engagement through various touchpoints.

## Innovations

Innovation is a key part of advertising and marketing. Uncovering and promoting the newness of a product or service is essential for grabbing the attention and the wallets – of would-be customers. At Springwise, we've feature many advertising and marketing innovations, from a metaverse marathon to promote digital diversity, to a digital platform that pays people to watch ads.



## Unconventional

On the other hand, unconventional advertising involves using alternative or creative methods to promote a brand or product. This approach is less formal and often uses non-traditional channels such as social media, influencer marketing, guerilla marketing, or event marketing to reach the target audience.

# Corporate Events Management

Whether it's launching a product, showcasing a brand or motivating staff, Evolve create corporate events which are impactful. We work closely with all our clients to create an event that stands out and delivers results and are known for bringing the personal touch to every event we organise. From receptions and gala dinners to conferences and press days, we have a wealth of ideas and experience. We are experts in designing and implementing exceptional corporate events, drawing on our many years of experience.



## Types of Events that Advitas do

### Conferences:

Conferences are a fundamental part of the modern world, playing a pivotal role in various fields and industries. Whether you're a seasoned professional or new to the concept, understanding what a conference is and its significance is essential. In this article, we'll explore the ins and outs of conferences, from their purposes and types to their benefits and how to participate.

### Seminars:

A seminar is a structured gathering or meeting where a group of individuals, often led by an expert or presenter, engage in discussions, presentations, and interactive activities related to a specific topic, subject, or theme. Seminars are designed to foster learning, critical thinking, and the exchange of ideas among participants.

### Dealers Meet:

A dealers meet is a specialized event organized by a company or organization to bring together its network of dealers, distributors, and business partners. These meetings are designed to enhance communication, provide updates, and align strategies with those who play a significant role in the distribution and promotion of the company's products or services.

### Product Launches:

A product launch is a well-planned and coordinated marketing and promotional effort aimed at introducing a new product or service to the target audience. It's a pivotal moment in a company's journey, marking the culmination of extensive research, development, and preparation.



# OUR TEAM

**Our Team – A perfect blend of creativity and expertise to create paragons in comprehensive marketing and advertising solutions. Advitas team includes business professionals, advertisement professionals, sales team, accounts team, designers, printing staff, Outdoor working staff etc.**

**Advitas Team meets all B2B, B2C & corporate branding jobs as well as offer outdoor advertisement management services coupled with innovative advertising ideas.**

**In a media-fragmented world, we won't complicate your communication. At the core of every communication strategy, Advitas team embed the essence of the brand and convey it to the defined audience with a flair that stimulates them emotionally as well as rationally.**



# OUR CLIENTS

We are proud to partner with a diverse range of organizations, businesses, and individuals who trust us to deliver exceptional solutions and services. Here, we'd like to extend our gratitude to our valued clients and showcase some of the fantastic collaborations we've had the privilege to be a part of.

Before we show our esteemed clients, it's important to understand why they choose to work with us.





# OUR PORTFOLIO

Welcome to our portfolio, where we showcase the fruits of our labor, creativity, and expertise. Our work reflects our commitment to excellence and our passion for delivering results that exceed expectations.

**OOH - Conventional**

**BTL-Below The Line**

**Unconventional Media Option**

# OOH CONVENTIONAL



# BTL-BELOW THE LINE



# UNCONVENTIONAL MEDIA OPTION





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