

# ASN

## Media & Communications



ASN



# How we started ?

**In September 2003**

**A group of young professionals decided to  
redefine the benchmarks of**

## **Advertising & Communication**

**At ASN we strive to:**

- **Understand your brand communication needs**
- **Devise the best Communication strategy & plans for your brand**
- **Deliver best 'Communication in style'**

# What we do ?

- ▶ ASN Advertising & Research
- ▶ ASN Events
- ▶ ASN Media Buying
- ▶ ASN Out of Home
- ▶ ASN Public Relationship
- ▶ ASN Digital Marketing



# “One Stop Shop for all type of Communication”

## HOW

- The Concept
- The Design
- The Décor

## WHAT

- Services
- Collateral
- Technical Support

## WHY

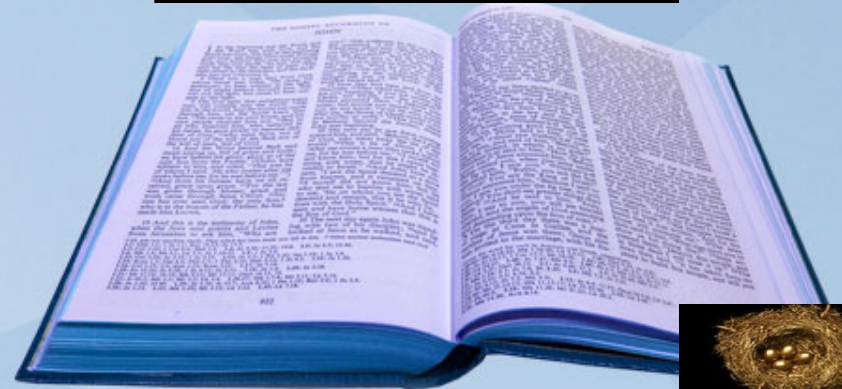
- Strategy

## EXPERTISE

- Advertising
- Public Relations
- Production House

## SUPPORT

- Artists & performers
- Fabrication (Set- up)
- Transportation



# Our capabilities ?

## Resources

- **Strategic Planning Team**
  - Understanding the brand & consumer needs
  - Delivering cutting edge Strategy for Brand
- **Creative Planning Team**
  - Giving a face to the Communication Strategy
  - Innovative marketing Ideas for Brand Communication
- **Production Cell**
  - Flawless execution – The most important element of a campaign



**Our network of associates  
across India help us to  
execute all communications  
in any part of the country or  
abroad**

# Why we are into Communication ?

The up-coming communication revolution is forcing us to redefine what Communication industry actually is

**“the creation of trust and satisfaction”**

- **The Client Vs Communication**

- Business partner in the Marketing operations of the client
- Client takes the agency much more seriously today and consults the agency on various issues
- Communication has transformed into a strategic role than mere operations



- Today an essential ingredient in brand communication
- The most effective tactical support to your integrated marketing communications strategy
- Communication have become:
  - Interface between Brand and Consumer
  - Effective promotion tools
  - A weapon to leverage the brand in Mass and Media through PR

**Offer support to a Brand Life Line**  
**VISIBILITY**





... ?

## Changing Consumer Lifestyle

- **Media Explosion**

- Advent of the Entertainment Economy
- Pressures of increased competitions – shrinking brand space in the consumer's mind

- **Every brand must entertain its consumer**

- **Indoor (media) entertainment Vs Outdoor entertainment – changing rules of the game**

**Today's Mantra  
Live DHAMAKA**



# Our core Values ?

- Communication Strategy – Our un-matched strength
  - Because we believe that WHY ? Comes before WHAT ?  
And HOW ?
- But above all
  - We understand the importance of strategy & execution
  - Value your time and budget



# Why Promotions for Brand / Product ?

- Why ?
  - To achieve specific communication objective
  - To provide a platform where the consumer can see, touch & feel the brand
  - To increase brand visibility
- High & Low level knowledge required
  - Complete product knowledge needs
  - Translation of knowledge into promotional message
  - Customer's answer of promotional information

**Brand's need today**

**AWARENESS AND ENHANCEMENT**



# ASN AT WORK

Concept, Production, Execution



GO ON A TRIP

# Reality Show



- Client: Star News Channel- Star Anchor Hunt
- Cities: 18,000 participants and 10 city auditions (Delhi, Mumbai, Chandigarh, Ahmedabad, Lucknow, Nagpur, Indore, Bhopal, Jaipur & Patna)



# Reality Show



- **Details: Produced the entire show . From conception to execution on ground and Television production**
- **Period :60 days , March – April 2010**



# Reality Show (On Ground Activity)

- Details: Designed and execute entire show in Delhi NCR
- Period : GPL 2011



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# Creative

- IndiaMart International Broucher for International exhibitions
- Australian Wool Innovation outdoor creative.

**YOUR GATEWAY TO GROWTH**

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to 100+ cities

**MORE SUPPLIERS**  
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to 100+ cities

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Hyderabad	27126000
India	4022000
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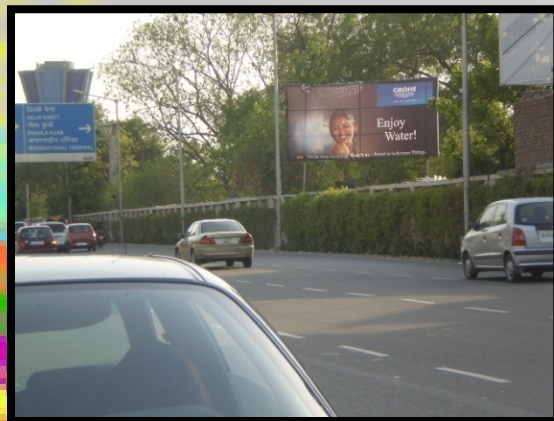
*Celebrate togetherness  
With fine merino wool clothing*

**wool celebration**



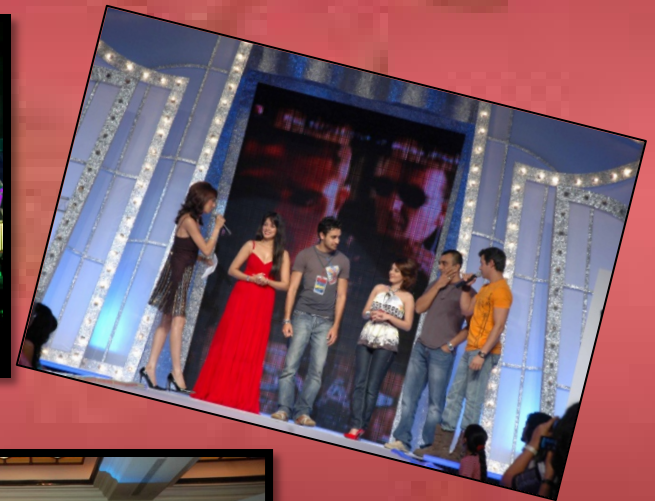
# Outdoor

Over 10,000 sites we have across India



# Events

- Over than 50 Corporate events, 45 conferences, 40 Fashion show, 30 Entertainment Events and more.....



## Activation

INDIA'S GOT  
**T★LENT**  
KHOJ 2

- Details: Mall activation for IGT 2
- Period: 3 days (30<sup>th</sup> July 2010 – 1<sup>st</sup> August 2010)

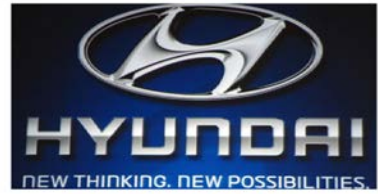


# Conceptualized Event

- Gully Premier League (GPL), Shoppertainment Carnival



# Our Clientel



expect the best



indiamart.com

Source > Supply > Grow



IndianOil



supertech

Tours for Life



Hindustan Unilever Limited

91.1 FM

Radio City

FM Bole Toh Radio City



awi

Australian Wool Innovation Limited

THE WEEK

THE VERY BEST OF THE BRITISH AND INTERNATIONAL MEDIA



emami



Triumph

Triumph

vorher

nachher

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Standard Chartered



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# Contact Details

## Head Office

A-252, 301 & 302, IIInd Floor  
Lakshyadeep Plaza,  
East of Kailash, Sant Nagar,  
Delhi 110065

Landline: 011 41061568

Mobile – 9953333071, 9350571737

E-mail - [nitin@asnmediacom.com](mailto:nitin@asnmediacom.com)

Website – [www.asnmediacom.com](http://www.asnmediacom.com)





**Thank You  
for your Time**

**Hope to See You Soon.**

