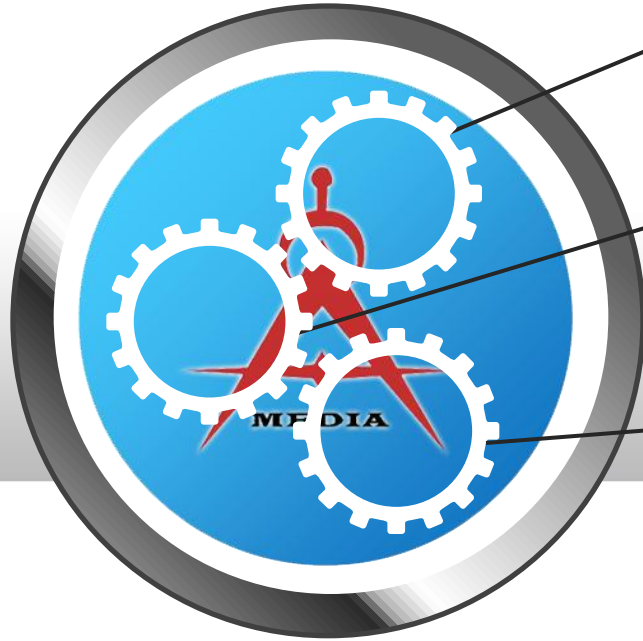




**Aaronn Media & Marketing  
Service Pvt Ltd**

# A BRIEF INTRODUCTION



## Introduction

Aaronn Media, India's leading 360 degree media buying solution company .

## Mission

Business Is All About Creating A Customer, Satisfying A Customer And Retaining A Customer.

## Vision

To be Better than the best.

*“wings are same we fly differently”*

# INTRODUCTION

*Aaronn Media and Marketing Services Private Limited, is a company run by media professionals, having long and distinguished careers in various television channels. The company deals with providing you with the best prices for the placement of your advertisements and video content, across various media platforms including television , radio, print and Cinema. Aaronn Media also provide targeted content, making of print, audio and video advertisements, documentaries and every other kind of audio-visual content.*

*Handling of media accounts of companies is part of Aaron's service profile. Aaronn Media also offers services like arranging press conferences, making press releases and guaranteed coverage of your event on all media platforms. The company arranges for celebrities from films, television and sports for your event or for promotional activities. Aaronn Media and Marketing Services Private Limited, is committed to the ideals of reliability and competitive pricing, for all its distinguished clients.*

# PRIME CLIENTELE



# BUSINESS PLANNING & STRATEGY

**Audio & Video  
Production**

**Press & Event  
Management**

**Media Planning &  
Buying**

**Digital Media  
Promotion**



**Our Prime Zones**

# Cinema Buying



➤ *Aaronn Media provides advertising opportunities in the multiplexes and Single Screen Cinemas operated by PVR, DT Cinemas (Now PVR) Inox, Cinepolis, Big Cinemas (Now Carnival), Carnival, Real Image ,Wave (Now Real image) and UFO. The company now represents some 6,000 screens across India , with offices in Delhi and Mumbai. The company's unrivalled experience in TVC's, slide and Off Screen advertising are offered with all formats available on a strictly limited basis to ensure an effective, uncluttered and premium environment for the company's advertising clients.*

# TV Planning & Buying



➤ **Media Planning:** *Planning a mix of TV media ( News, GEC, Sports, Music etc.) a judicious blend of traditional and innovative, in a way that it helps your advertisement break-through - the-clutter and reach out to your target audience effectively. We ensure that you get value for your money because we can offer you the unmatched lowest prices in the industry for placement of your advertisement.*

➤ **Media Buying:** *We buy media in a way that best suits the strategy. Moreover, ensuring that 'non-availability' is never an obstacle in your path. This includes buying slots, ensuring live or recorded coverage of events in television channels, ensuring stories on news channels. Could organize debates on various topics and could ensure your participation or your point of view gets space in that debate. 4*

# Print Media Advertising



➤ **Newspaper** : Aaronn gives a broader dimension to your newspaper ad. If you wish to run an ad campaign in the print media, local dailies offer a vibrant number of choices. At Aaronn, we help you select the right newspapers for your advertisement and make sure the newspaper ad reaches the target audience at competitive costs.

➤ **Magazine** : Aaronn offers its media expertise, in the selection of choices for magazine advertising. Our media planners have the essential tools to figure out the right combinations for your magazine advertisement.

Magazines of general interest to specific and focused magazines, like sports, entertainment, current affairs; we give you the perfect media mix by selecting the magazines which matter most to your product or service.





# AUDIO & VIDEO PRODUCTION



# AUDIO & VIDEO PRODUCTION

- *Take advantage of end to end Electronic Media Solutions like TV, Radio, and associated options. TV commercials, radio spots, Jingles and TV content; programmes designed to create a splash in the prevailing markets, to help you achieve your desired objectives.*
- **Television:** *In the last decade or so, the **Electronic Media** has carved a niche for itself. **Electronic Media** is the most sought after mode to reach your target group. We offer quality **ad films** that appeal to your audiences. Besides that we also make **TV shows, talk shows, corporate films** and even specific theme based **documentaries**. **Television** is an **audio-visual** medium and its reach is very wide. We are involved in the **production** and **broadcasting/telecasting** of **television programs**. We have an **experienced** and **talented team**, which will give you a fruitful result.*
- **Radio:** *Radio is a blind medium. It gives pleasure to our ears through words and music. It is one of the oldest mediums of advertising. We can create good, effective, effectual and ear-catching advertisements which get results. We can do on-show promotion, tag promotion for our clients and also make rhyming jingles.*

# AUDIO & VIDEO PRODUCTION

- **Ad films:** *Now a days, ad film and infomercial making is becoming the most acceptable medium of electronic media, for advertisers. It convinces and helps potential customers to know more about products and services. Our team comprises of people who will think out of the box as well as take customers out of the box.*
- **Corporate Films:** *A **corporate film** is a showcase of a company's history, team, services, background, achievements, infrastructure, facilities etc. The presentation of vital information of a company in corporate films, helps to market its products and services. It helps in building an exceptional brand image of a company. Our endeavour is to convert your company's image into a brand image.*
- *This everlasting image of your company makes an impression on clients. A well made corporate film makes an eternal bond with viewers or clients. We specialize in doing our work with clarity at every step.*

# AUDIO & VIDEO PRODUCTION

➤ **Documentary:** *A **documentary** is the audio-visual presentation of facts and documents. It conveys a message to a large number of people. It creates mass awareness. It is the best way to educate your audience with the help of audio-video presentation. We will give you an excellent output at every stage of documentary making, from the initial stage to the final product. Our scope includes exclusive as well as inclusive subjects; Like history based documentaries, educational documentaries, health oriented documentaries, awareness oriented documentaries etc. Our team comprises talented writers, editors and directors. We provide exceptional service in pre-production, innovative editorial, shooting equipment and post-production. We will also broadcast it through various media. We keep in mind the knowledge level of our target audience and according to that represent the message in a documentary.*

➤ **Demo CD:** *Demo stands for demonstration. It is a demonstration of your brand. Demo CD is a tool to demonstrate the look and feel of your business, product and service. It showcases your business development, achievements, strategies, policies etc. We offer you this service with guaranteed satisfaction.*

➤ **Note :** *Tvc's are separately attached in Mail.*

A photograph of a press event in a large hall. In the foreground, several professional video cameras on tripods are visible, with their lenses pointed towards the front of the room. The camera on the right has a small LCD screen showing a person's face. In the middle ground, an audience of people is seated in rows of chairs, facing away from the camera towards the front of the hall. The background features a stage area with a dark curtain and some lighting equipment. The overall lighting is warm and indoor. A black horizontal band is overlaid across the center of the image, containing the text 'PRESS & EVENT MANAGEMENT' in white, bold, sans-serif capital letters.

**PRESS & EVENT MANAGEMENT**

# PRESS & EVENT MANAGEMENT

➤ *When the time is right to start talking about your company or product, we help you define your messages and get your communications engine in place. Whether we're coordinating a launch event, managing a rolling program, or ensuring continued momentum, we ensure an integrated PR approach. We use our journalistic expertise and production capabilities to create quality thought leadership content and then we promote it through traditional PR and social media to drive credibility and conversions. We are decidedly more entrepreneurial and risk-taking than other agencies our size. We relish the hunt for ideas, for solutions and for brand opportunities.*

➤ *Crisis Communications*

➤ *Event Management*

➤ *Financial/Investor Relations*

➤ *Marketing PR*

➤ *Media Relations*

➤ *Public Affairs*

➤ *Presentations*

➤ *Research*



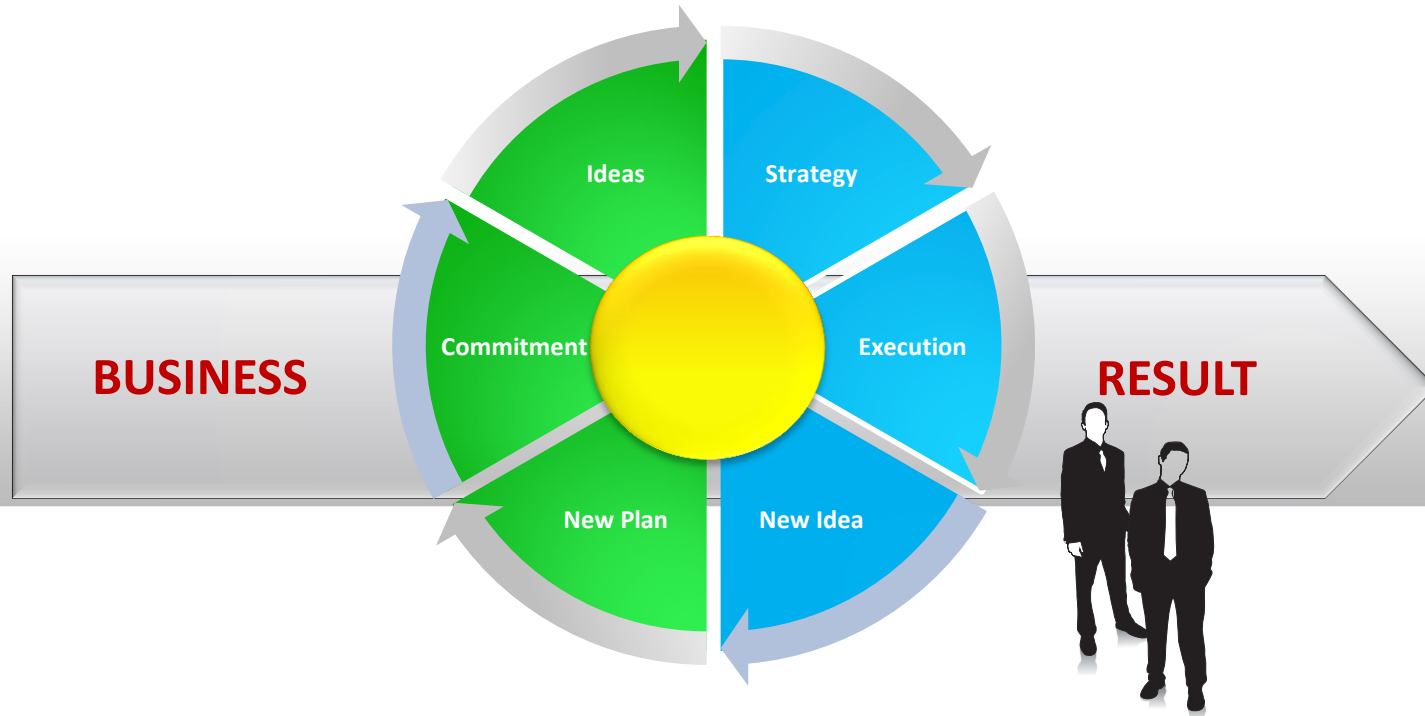
# DIGITAL MEDIA PROMOTION

# DIGITAL MEDIA PROMOTION

- *Access to new technologies and information is dramatically changing communication, enabling people to consume, create and share information on their own terms, and creating a culture that values individual voices over corporate ones.*
- *Organizations are being forced to re-assess how they connect and converse with their stakeholders. They need to find new ways of talking with, rather than at, their audiences, and to do so in ways that are authentic and credible.*
- *Aaronn Media helps organisations understand, adapt to and participate effectively, in this challenging new communication environment. Our teams devise and deploy communication strategies, typically as part of a broader integrated communications' campaign.*
- *We offer clients a holistic approach to digital communication via the following products and services:*
- *Interactive Reputation Management: Creating communications' strategies, devising policies and procedures, and leveraging social media and blogs to build and protect a company's brand and reputation online.*



# OUR BUSINESS STRATEGY



The image features a dark blue background with a faint world map. In the center, two men are shown in silhouette, shaking hands. A horizontal black band is superimposed over the middle of the image, containing the text "OUR CLIENTS" in white, bold, uppercase letters.

**OUR CLIENTS**

# OUR CLIENTS



AFFINITY SALON

Luthra & Luthra  
Chartered Accountants



# OUR CLIENTS



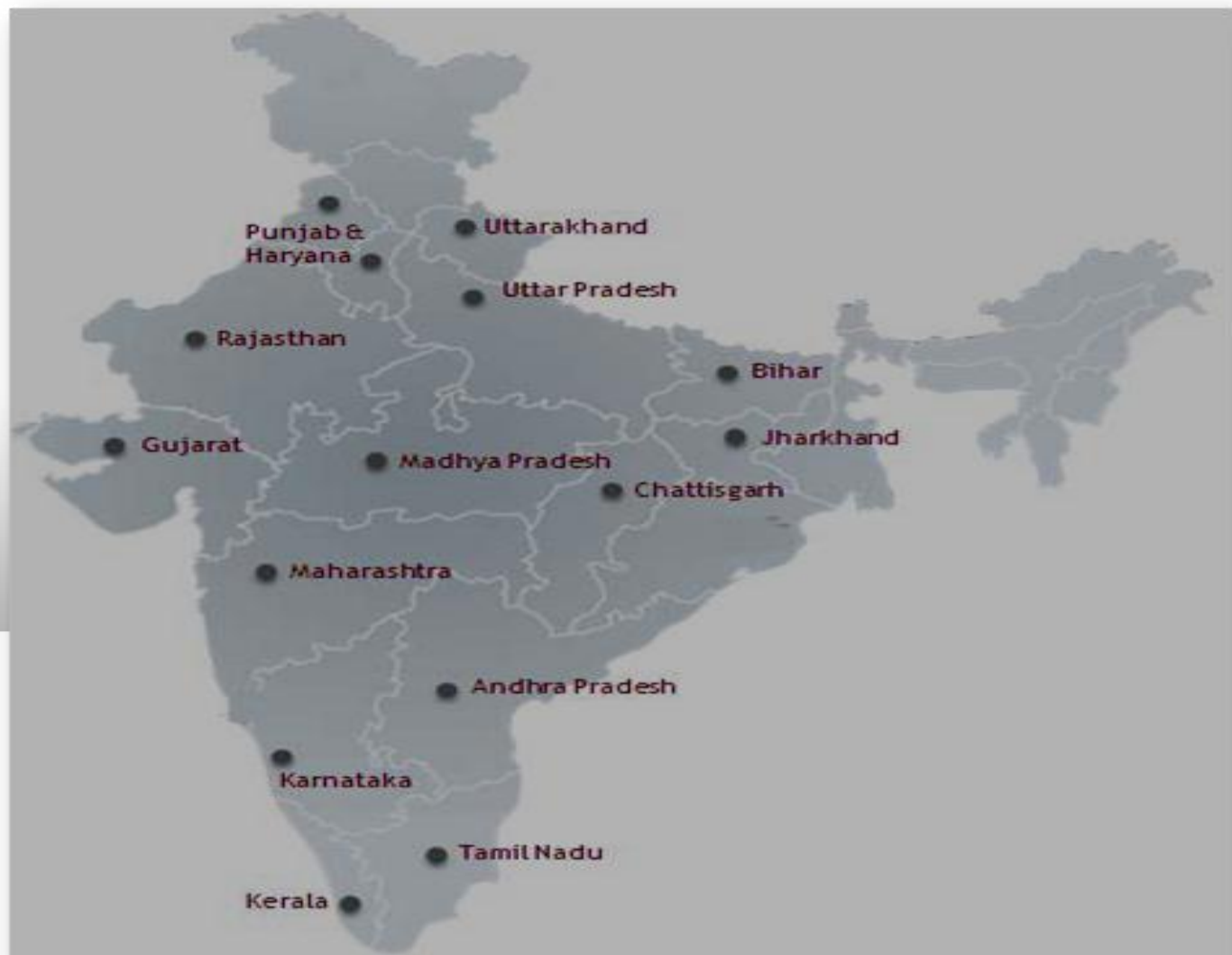
SADGURU DHAM ASHRAM



BRAHMA KUMARIS  
WORLD SPIRITUAL UNIVERSITY



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**THANK YOU**

MEDIA