

SOURCE

A D V E R T I S I N G



About Us

Ranked among the top niche advertising agencies of the town, Source Advertising is one such communication house that endeavors to satisfy all corporate communication needs. Knit together by shared values, mutual respect for each other, precise quality systems and structured specialist groups, the source family ensures specialized professional services giving due respect to customer responsiveness. These structured specialist groups include well-equipped design studio, concept development zone, customer service sphere.

Conceived in mid 90's, Source Advertising from then has been working in close connection with the major publications of the state as well as the country. Its strong bonds with the media give it the advantage of negotiating on all crucial aspects of advertising. The well-equipped design studio supports the creative zone in producing artworks at the minimum time period possible. The most important aspect of the services rendered is that we attempt to visualize from your viewpoint. At the same time we understand your emotions that you associate with the work you want to be done.



Our Philosophy

To grow, with every step taken forward in the course of providing our clients an effective, ineffable and contemporary creative piece, in parlance with the growth of our clients.



Our Services

Being a corporate communication house we dish out services in almost all areas of mass communication. Ranging from advertisements of the smallest in evening dailies to full page advertisements in the leading national publications, from designing of a small visiting card to designing of corporate brochures, you name it and we do it. Some of the distinct services that we cater are: .

Print Advertising

Newspaper Advertising (Display, Tender & Appointment), Magazine

Designing & Printing

Brochures, Catalogs, Folders, In-house Journals, Packaging Designing

Public Relations

Media Coverage, Press Conference

Sales Promotion

Point of Purchase, Mailers

Event Management

Meetings, Exhibitions, Conferences


Product Launch

Promotion Mix, Media Planning



Print Advertising

- The specific areas covered under print advertising are designing, production and release of advertisements in all major publications consisting of newspapers and magazines.
- Press advertising comprises display advertising, tender notices, appointments, classifieds etc...
- Consultancy for media planning in regards to selection of media vehicle and scheduling of advertisements is undertaken.




Designing and Printing

- Brochures, catalogs, folders are the regular features of our designing and printing job.
- Some of the exclusive areas where we claim our expertise are designing and printing of in-house journals and product packaging.
- In context of In-house journal we can offer additional facilities like: conceptualization and composition of the content to be printed, editing of the content and approval form Client, collection and upgradation of mailing data and subsequent mailing activity may also be done.
- Designing and printing of product packaging includes understanding and working upon the requirements of the product in focus.
- Collecting requisite information from the organization and creating prototypes and producing the same after approval.
- Designing and printing of these packages in various sizes as required.



Public Relations

- The activities comprising public relations are press releases, press conference and media coverage of events etc...
- For timely and effective press release all that our client has to do is give us the initial briefing of the points to be covered. After this we do the complete job. From the development of the article to the release of the article, we do it all in a preplanned manner.
- We also organize press conferences and maintain a level of interface with the media for different brands.
- In case of any event, taking place, we can provide exclusive services of media coverage of the event by utilizing our relations with the media.



Sales Promotion

- Sales promotion tools like mailers and point of purchase are designed and printed at the most cost effective prices and within reasonably lesser time period.
- Distribution of these tools can be undertaken as an exclusive facility for your organization.



Product Launch

- A proper blend of various media vehicles and choices among them are planned to launch any product in the market.
- Employment of the different promotion mix elements in terms of their utility and feasibility as per the requirements of the product.
- These elements design, production and timely release of advertisements, maintaining an interface with the media, designing and production of various sales promotion tools and creating brand awareness among the targeted public.



Event Management

- In a special case as that of yours event management is yet another avenue where we can extend our services.
- This shall comprise organizing of meetings, conferences, specific areas in trade exhibitions etc...
- In organizing of meetings, we can offer our services in areas of identification and selection of the venue, design of the display materials and literature, selection of gifts to be distributed etc...
- For trade exhibitions, services in the domain of design of stalls, placement of photographs and other display materials, fabrication, and overall layout of the stall can be delivered.



A sculptor is judged by what he carves out of clay, so are we judged by the services and goods produced by us to cater the needs of the deferent business houses. A bunch from the huge garden of our clients is stated for your kind perusal.

- # Reliance Telecom Ltd.
- # Tata International Ltd
- # IIM-Indore
- # Mahle Migma Ltd.
- # Essar Steel
- # ICICI Bank
- # Honda SIEL Power Projects
- # Indo-Germen Tool Room
- # Concor
- # Afcons Infrastructure Ltd.
- # Kesari Tours & Travels
- # Entertec Solutions
- # Bureau of Indian Standards
- # Choice Bakery Products (Kenya)
- # Vakson Real Estate Developers (Dubai)
- # MPAKVN(SEZ-Indore)
- # HLL
- # Apollo Tyres
- # Kisan Group of Companies
- # Tata Net
- # Moneywiseindia.com
- # Cinemeta entertainments
- #H& R Johnson (I) Limited
- # Honda Siel Power
- # Frequent Travels and Cargo
- # Mehidpurwala Furniture
- # Medi-caps Group
- # Acropolis Institute
- # VLCC
- # Shell Gas
- # Tata Pipes
- # Naidunia
- # Acropolis
- # Dewas Metals
- # Cyber Infrastructures P. Ltd.
- # Dazzle Foods P. Ltd.
- # Nice College
- # Prime Feeds
- # Sang Kitchens
- # Habibs
- # Babyliiss Heath and Beauty
- # NMIC
- # Adore Welding
- # Afcons Infrastructure
- # Choice Bakeries, Africa
- # Dynasour Concrete Solutions
- # Hind Terminal Ltd.
- # Thakur Shipping
- # Amada India Ltd.
- # IRMRA
- # Western Tiles Ltd.
- # Vijay Fire Ltd.
- # Pnestec Software Solutions
- # Powertech Electronics
- # Radix Impex Ltd.
- # Yash Technologies
- # Renuka Softech
- # Career Computer Pvt. Ltd
- # Abacus Consulting Services
- # Pathfinder
- # DCPL International Ltd.
- # Amey Worldwide, Pune
- # Career Launcher
- # i-Cad Center
- # Kasliwal Honda
- # Medinova Retreat



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