

Advertising is the  
**lifeblood** of business!

feel it here!

**NO CORPORATE  
CAN EVER AFFORD TO SIT  
ON THE MOST IMPORTANT  
ASPECT OF BUSINESS!**



## As Forecasts Defy Global Economic Worries Advertising Prospects Bright through 2011-16

Adinn's recent foray into online advertising as part of its growth strategy was done after much thought and with clear foresight of the emerging trends in the global advertising arena. Coupled with the positive projections for the overall advertising industry leading up to 2016, the promise of the burgeoning online market, especially the viral social media networks, hold huge potential for the sustenance and future of advertising.

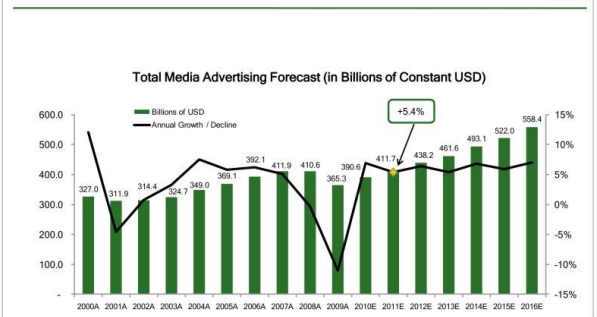
According to Magnaglobal, the strategic global media unit responsible for forecasts, "In dynamic currency terms (and from a US Dollar perspective) we expect global advertising growth of 9.2% in 2011, in line with the trend in 2010. Over the following five years we expect growth to average 7.3% in dynamic currency terms through 2016."

Commenting on the vast prospects held out by the internet-based market, Magnaglobal adds, "Online advertising is expected to grow by an

average rate of 11.0% through 2015. So by 2015 online advertising will account for \$103 billion dollars a year in sales.' With the internet-based traffic expected to quadruple over the next three years, sky seems to be the limit for those intending to advertise online. "By 2015, about three billion people will be using the

### GLOBAL SUMMARY

Source: Magnaglobal



Internet, according to data that Cisco provided to Mashable," screams a headline on The Atlantic dated September 20, 2011, confirming what others have already predicted.

To be continued on page 2



"My greatest achievement  
was convincing my wife  
to marry me"

**Sir Winston Churchill**  
Served 3 times as PM of England

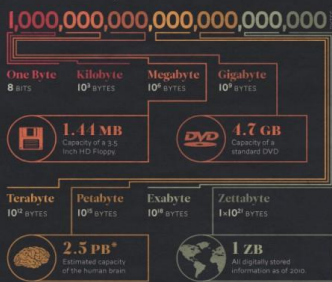
**EVERYTHING IS POSSIBLE**  
with the magic of right words!

## Global Internet Traffic Is Expected to Quadruple by the Year 2015

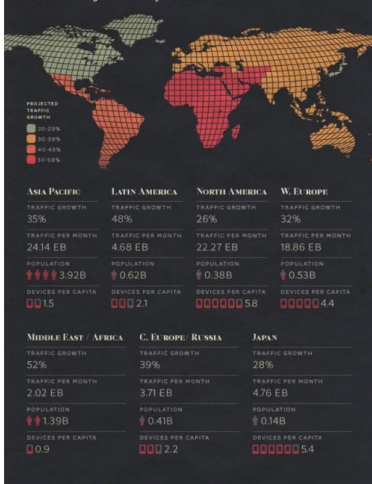
Worldwide Internet traffic will approach one zettabyte per year by 2015. This growth is driven by four primary factors:

- An Increase in the Number of Devices**  
The proliferation of smart devices is driving this increase in connectivity. There will be more than two connections for each person on Earth.
- Additional Internet Users**  
There will be nearly three billion internet users — more than forty percent of the world's projected population.
- Increased Broadband Speed**  
The average fixed broadband speed is expected to have a 4-fold increase from 7 Mbps in 2000 to 28 Mbps.
- More Video**  
One million minutes of video — the equivalent of 674 days — will traverse the internet every second.

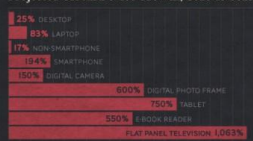
### What Is A Zettabyte?



### Traffic Projections by Location



### Projected Global Device Growth, 2010 to 2015



As social media continues to evolve as a means for participants to communicate, engage, and connect with their family, friends, and social media acquaintances, Facebook dominates online time. According to Nielsen, users spent 53.5 billion minutes there in May, 2011. It was this gigantic opportunity that drove Adinn to launch its own online advertising unit to help companies that do not have an online campaign to keep them on track, particularly in the sphere of social media.

There is good news for the Display Advertising industry too, as it is expected to witness a boom, according to leading advertising experts. Neal Mohan, Vice President of Display Advertising for Google, in his keynote speech at the Interactive Advertising Bureau (IAB) Innovation Days @ Internet Week, declared recently that prospects for the display advertisement will "change for the better by 2015."

The icing on the cake for the Indian advertising industry is that, with bright economic forecasts and India ranking way ahead of other nations among the fastest growing markets, growth in business will essentially lead to boom in the advertising industry as well. In a nation blessed with 1.3 billion people, with many already occupying a prominent area in the social networking space, sky will be the limit for online marketing in India. Adinn Advertising Service, which has already set up a full-fledged online marketing unit, can take pride from the fact that it is geared to exploit the unfolding scenario to the advantage of the valued clients and showcase their products and services to the target audience whether they dwell in (social) space or any other place!

## As Adinn Moves into High Gear on Several Fronts

# Outdoor Team and Factory to Step up Coordination

With a view to accelerate the pace of decision making and improve coordination between the Outdoor Team and the Factory for more effective delivery and faster processing, Adinn at a recent meeting of Dept Heads has decided to strengthen its strategic focus on several key areas.



**THE SUPER SPIDERMAN:** Behind every billboard we see on the road, there's a great deal of thinking. Mr. M. Kanaga Sundharan's expertise helps meet the applicable engineering standards.

"We decided to redouble our efforts by fine tuning some of our existing strategies in the processes involving concept, design, development and manufacture," announced Mr. Ramesh, Head of Marketing Dept, joined by Mr. Lakshman, Market Processing. They are both key members of the Outdoor Team which is a strong pillar

**Roadshow - Adinn on Wheels :** Adinn's emergence as the undisputed king of Roadshow in South India, with a fleet 70 vehicles, is a rare achievement in the history of Indian advertising agency. 'Mobile exhibitions', as they are popularly called, the Roadshow is a hit with the Indian consumer as it showcases all facets of latest products and events. Besides, it comes in search of the consumer to the doorstep while allowing him the luxury of 'touch & feel' experience. Adinn is proud to have the lion's share of India's 'Roadshow' business!

**Out of Home(OOH) :** Adinn's OOH ads are created with the aim of grabbing the attention or inviting a glance from the ever-moving and busy consumer populace in Indian cities. Our experience in this category of advertising has given us cutting-edge advantage over others.

**Events :** Adinn has established itself as a leader of Event management and Advertising because of its enviable capacity and capability in organizing any event, meeting the highest of industry's standards.

**Signages :** Ever since its inception, Adinn has grown from strength to strength thanks to its powerful signage industry that has made adinn a conspicuous presence in public domain.

**Media :** Apart from the creative advertisements for Newspapers, journals and magazines, Adinn's electronic media wing creates digital ads and produces TV commercials.

**Web design :** Blessed with a talented pool of creative designers, over a short period of time, Adinn has carved a niche for itself as a professional website designing agency.

coordinates with the Factory to ensure highest standards in meeting the client expectations and speedier delivery of finished products. Besides, they too monitor and assess quality and measurement at different stages of production to check if they meet specifications.

In the Team, Ms. Rekha and Mr. Karthick, who maintain strong relationships with clients and their representatives in person, vial e-mail and by phone, play significant roles in Communication and Client Servicing. Mr. Deepak, who is in-charge of operations and cost dealings, passes on specific tasks to Mr. Pushpanathan, Head of Factory, for execution and completion of jobs.

The real test of expectations of the Outdoor Team lies with the Factory and its Team of experts which executes the job to the entire satisfaction of the Outdoor Team. However, it is the effective coordination between the two legendary departments at Adinn that gets

of Adinn Advertising Services.

Hailed as a role model in winning and boosting business opportunities, the Outdoor Team directly



Men of Steely Nerves: The Execution Team, headed by Mr. Pushpanathan, also the Manager of the factory, carries out the tasks set by the Outdoor Team at lightning speed.

successful finished product. The proposed measure to Step up coordination between them would infuse even more vigor for higher performance.

## Available Outdoor Options

- Hoarding
- Wall Site
- Traffic Signals
- Traffic Gantry
- Traffic Island
- Pole Kiosk
- Police Umbrella
- Centre Median
- Tree Branding
- Bus Branding
- Barricade Branding
- Bus Shelters
- Signage Displays

## Major Cities For Outdoor Advertising

- Madurai
- Chennai
- Coimbatore
- Trichy
- Salem
- Tuticorin
- Hosur
- Karur
- Kanyakumari
- Pondicherry
- Villupuram
- Karaikudi
- Kadaloor
- Kanchipuram
- Kumbakonam
- Kodaikanal

## Important Contacts at Adinn

- **Printing**  
Mr. Elango | 9894645125  
elango.ns@adinn.co.in
- **FM**  
Mr. Keerthi Raja | 9677785001  
keerthiraja.k@adinn.co.in
- **TV**  
Mr. Karthick | 9003411111  
outdoor-marketing@adinn.co.in
- **Events**  
Ms. Ramya | 9894085122  
ramya@adinn.co.in
- **Paper Ad**  
Mrs. Vinita | 8754010993  
vinita.v@adinn.co.in
- **Outdoor**  
Ms. Rekha | 9894085126  
rekha.r@adinn.co.in
- **Signage and others**  
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clientservice@adinn.co.in
- **Roadshow**  
Ms. Sailaja | 8754010991  
rsonlinemarketing@adinn.co.in
- **Advertisement agency**  
Ms. Charumathi | 9944485015  
charumathi@adinn.co.in

## General Survey on Advertising Preferences

### Aware of Adinn's 'Total Solution' Concept, Say Captains of Industry



T. Thinesh  
Business Head  
Thiagaraja Agro Pvt Ltd



P. Srinath  
Partner  
Senthil Murugan Jewellery

The General Survey on Advertising Preferences carried out by Adinn Advertising Service has revealed that every valued client is aware of the Adinn's 'Total Solution' concept, with a whopping 100% respondents saying 'YES' to the question if they were aware of the Adinn's 'Total Solution' concept for corporate houses in the questionnaire. The following samples published with permission show how some captains of industry responded to the questions in the General Survey on Advertising preferences:

- Do you agree that advertising plays a major impact on the decisions made by consumers?  
 Agree  Disagree  Not Sure
- Do you agree with the corporate maxim 'the more you advertise the greater your sales.'  
 Agree  Disagree  Not Sure
- Does your company/enterprise advertise to promote its products/services?  
 Yes  No
- Is your company engaged in direct marketing?  
 Yes  No
- Do you agree that advertising gives immense choices for consumers to select?  
 Agree  Disagree  Not Sure
- Do you agree that advertising helps consumers to make the right choice?  
 Agree  Disagree  Not Sure
- Do you agree that advertising helps consumers in terms of price and quality?  
 Agree  Disagree  Not Sure
- Do you agree that advertising makes shopping a less time-consuming experience?  
 Agree  Disagree  Not Sure
- Do you agree that children are greatly influenced by attractive advertisements?  
 Agree  Disagree  Not Sure
- Do you agree that the success of a product/service launch depends to a large extent on its accompanying winning advertisements?  
 Agree  Disagree  Not Sure
- Have you heard about the concept of 'TOTAL SOLUTIONS' for corporate houses as being promoted by Adinn Advertising Services?  
 Yes  No
- If your answer to the above is YES, which of the following modes of advertising would you say is most result-oriented?  
 Hoarding  Roadshow  Signage  Events  
 Paper Ad  Magazine Ad  Outdoor  TV Ads
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Continued from the previous Lead Story titled:

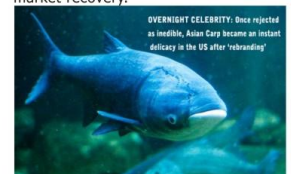
## 'Adinn to Help Rebuild 'Brands' in Decline'

Renaming a product, which also involves some degree of risk, is another strategy of successful re-branding. It is well known that once a consumer's mind is made up about a brand, it's next to impossible to change it. In such a scenario one of the best options is to rename the product. In this context, it is worth mention the often quoted re-branding story of the Asian Carp which was once rejected as inedible fish and hunted down for prey on the native fish varieties in the US. When the millions of dollars doled out by the federal

govt. failed to eradicate the fish, Louisiana-based wildlife officials re-named the fish the Silverfin, and enlisted seafood Chefs to create recipes for encouraging consumption of the fish. Within weeks the once-loathed fish was in great demand in several parts of the US, with Kentucky calling it Kentucky Tuna and Chicago introducing it as Shanghai Bass. The change of the name did the trick for the rejected fish which is a delicacy now.

Although one single solution does not fit all the Brands in decline, with

specialized approach and care, recapturing of the lost market is possible. Experts at Adinn are more than willing to assist in the process of market recovery.



*Taste  
the  
Variety  
from  
different spatulas!*



**Total Solutions**  
For all your advertising needs

from **Ad inn**  
Advertising Services Pvt. Ltd.

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**Call Free : 1800 103 1819 (IST - 9.30 am to 7:00 pm)**