

Editorial Desk

Vol. I, No: 7 | January 2012

Publisher:
Senthil K Naidu

Deputy Editor:
Saravanan K

Arts Editor:
Tilbin Thambi

Photography:
Veeranayagam G

Design:
Adinn studio

Adinn Advertising Pvt. Ltd.,
Tel : +91 452-4344800
Fax: +91 452-4351225
www.adinn.co.in
saravanan.k@adinn.co.in

The views presented herein are those of the authors or the editor. All rights reserved. Neither this publication nor any part of it may be reproduced in any form or by any means, nor it may be printed, photocopied or stored on microfilm without the written permission of the publisher.

For Private Circulation only.

Cardiovascular for advertising Creativity and Execution

Chairman Speaks


Creativity celebrates its creation through excellent execution. When you are at complete relaxed state of mind creativity is born, when you act execution grows. Creativity and Execution are two breaths of one full respiratory circle in our organization.

It is like our brain which is the source of Intuition blossoms from left hemisphere and Logical evolves from right hemisphere – Creativity and its execution is the inseparable part of our Adinn business growth. Adinn consists of people who are creating arts at the backend and stalwart leadership at frontend execution.

When creativity enters into execution leadership plays major role. Execution needs snug team with shared goals lead by compassionate leader. Team spirit, decentralization, defined objectives; aligned strategies are key areas to be focused in Execution. Every team member's contribution aligned with the organization mission is a prerequisite criterion for perfect execution.

When the creative ads are executed, it occupies the heart of people. Execution bridges people and professionals. The mass is being covered and focused by execution and remains significant in every organization.

Adinn expertise in execution part with experienced, robust, synergetic team members and its maximum utilization of existing resources.


P Ramesh, Chairman



your advertising budget.
Don't allow them to fly away.

we will plant it perfectly
in the New Year



4th October 2011, 0600 hrs Sun raised with more shine than ever

Mr. Saravanan, Deputy Editor of read, interviewed
Mr. Senthil K. Naidu, COO of Adinn,
the excerpts are as follow:

"I took over the reins of Adinn on 4th October 2011, at 0600 hours as Chief Operating Officer, P Ramesh, Chairman of Adinn; an old business acquaintance of mine shared a vision to make it big in this cut throat advertising business world, which was mutually shared with my vision statement, soon we clicked and started chalking out of modus operandi towards our joint and shared vision and mission statement for Adinn" told Mr. Senthil K. Naidu, with love addressed as SEAL.

He asserted very confidently and beamingly that "I began my first day of conquest with a clear cut objective and framed 'Renaissance of Adinn'. The very first aspect was to implement all the learning and experiences earned while working with big corporate in India and in Abroad, thus the first thing was, create a good culture to create a sense of ownership in team members, second was to invest wisely and rationally on quality, innovation and manpower for the long term basis, third was to get rid of unnecessary labor and inefficiency, fourth was trust people and empower them, fifth was that

everyone should have a number base target, and finally to reward when targets are met."

Mr. Senthil further explain, Getting rid of unnecessary labor and inefficiency was very crucial and critical for the long term growth, we did lot of deliberations as any single wrong step would entangle lot of emotional turmoil amongst the team members, thus the 'right sizing' was carefully planned and executed without disturbing anything right from morale of the men, to the bottom line, meanwhile we implemented various innovative standards specifically meant to increase the occupancy levels of the respective team members, that was the sole reason our bottom line kept on growing in this quarter.

Mr. Senthil quickly added that, 'he formulated 'Corporate Polymath', which means developing and managing cross functional capabilities, with proper team member

engagement towards common and shared short term goal and sustained long term growth, due to this 'Corporate Polymath' we were able to sustain growth in this quarter despite hurdles and stayed in predefined course' thus we are looking forward to conclude this fiscal year on a positive note and frame.

Finally concluded, that we wish you very happy and merry Christmas and prosperous New Year.



Adinn's Think Tank Mr. SKN in action

Mission RAKHT is new buzz word for Adinn for the Q4 i.e., Jan to March 2012, conceptualized and formulated by our joint commander in chief, the SEAL (Mr. Senthil K. Naidu).

RAKHT is a Hindi word which means sheer blood, as the color of blood is Red, thus SEAL has watchfully chosen Red color which denotes and symbolizes life and vitality moreover it brings focus to the essence of life and living with emphasis on survival with passion, and also evades fears and anxieties. He correlates Mission RAKHT, in the manner that it demands us to display exceptional courage by Dreaming and by Visualizing Big, and pouring sweat in the form of Blood to see the dream coming true.

SEAL explains, Mission RAKHT, has been conceptualized on the board guidelines from his office to exercise creative free will, coupled with perfect amalgamation of seam less execution thus finally ensuring the delivery standards. Further SEAL elaborates that Mission RAKHT is the first leg towards stepping into the shoe of large format integrated agency, once this first leg is achieved by Q4, we shall move aggressively with predefined progression into the second leg, which is final phase of Mission RAKHT, for which he reserved his opinion for time being.

Mission
RAKHT

CII to bring business professionalism in Madurai based industries

Advertising is essential to sustain a brand in the market place. There are so many factors involved in formulating advertising policy. In this consumer oriented world it is no doubt advertising is a complex subject and there is no ready made solution available for a company to decide it's product promotion. A blend of expertise guidance and intuition may help businesses in this regard.

Explain briefly the CII contribution to industrial growth in Madurai Chapter?

The Confederation of Indian Industry (CII) Madurai Zone works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes. CII Madurai Zone focuses on the development of environment, Tourism, ICT, Healthcare, MSME & education which provides platform for sectoral consensus building and networking. In simple terms, CII plays the catalyst's role for the holistic development of the region.

Tell your opinion, how the advertisement plays a major role for business growth?

Advertising is essential to sustain a brand in the market place. There are contradicting researches and views about the effectiveness of the advertisement in today's overcrowded market economy. In my opinion, time and type of promotional activities would vary company to company and there is no guarantee that mere ad campaigns would bring business. There are so many factors involved in formulating a company's or a product's advertising policy. In this consumer oriented world it is no doubt advertising is a complex subject and there is no ready made solution available for a company to decide it's product promotion. A blend of expertise guidance and intuition may help businesses in this regard.

In general, advertising helps consumers informed about whatever new products or services available in the market and its upto the

consumer to take it as such or analyse for the right facts.

Frequent Power cut is one of the factors for Industry / business slow down. What are your initiatives to resolve this issue?

As a catalytic forum, we are investing resources and engaging expert agencies to periodically evaluate the problems arising out power shortage and suggesting the government with remedial suggestions. We have submitted several such proposals and continuously following up with the respective authorities for a speedy solution in this regard.

Is Madurai based industries are getting ready to meet global competition? What will be the limitations for Madurai based Industries after five years?

Madurai based industries are slowly but steadily moving towards meeting the global standards. One of the drawbacks for Madurai based industries is access to professional knowledge and guidance which CII plays a major role. It is evident that in the recent past CII has brought number of world class expositions and knowledge workshops for the benefit of industries and the general public. Infrastructure development is one of the key issue we could see remarkable improvements in the recent past such as the multilane roads and international standard airport, IT parks etc. However, making them fully functional seems to be challenge.

In the future, Madurai should try to erase its notorious image and attract big businesses and resource bridging agencies for earning a place in the global business map.

Mr. K Saravanan, Deputy Editor of read and Ms. R Ramya, Account Manager for Adinn's Activation SBU interviewed Mr. R. Sivarajah. Read the excerpts



R.Sivarajah, with a strong vision

R.Sivarajah, CEO and Joint Managing Director of Winways Systems Private Limited, one of India's exclusive open source focused companies with base operations in Madurai.

Sivarajah is the President of the Software Industries Development Association of South Tamilnadu (SIDA), an association for the IT software and services companies in south Tamilnadu. He is also the Convener of the ICT Panel, CII, Madurai Zone and an EC Member of MADITSSIA.

He is also the Managing Trustee of APR Rajam Trust which sponsors the range of e-services to the world famous Madurai Meenakshi Temple.

Anna University of Technology, Madurai has appointed him as an industry representative in their Board of Studies for the year 2010-11. He is also serving as adviser in two other colleges.

He was recognized by CII as one of the 101 successful entrepreneurs in the state of Tamilnadu in the year 2008.

He is also the past Secretary of the Rotary Club of Madurai and involved in many social service organizations.

Handled hundreds of seminars, guest lectures on Entrepreneurship, Innovation, IT trends and Personality Development. Delivered number of Key note addresses as Chief Guest at several occasions.

Chaired or part of the team in organizing number of high profile conferences organized by CII, MADITSSIA and SIDA.

His wife Padmini is a professional Journalist, working as Senior Correspondent for the news paper Times of India. He is blessed with two kids doing their schooling.



Hear day event for CII

No-smoking campaign for CII by Adinn

For want of proper strategy and more serious effort by India inc, Rs. 80,000 cr. rural market still a distant dream

Market Analysts have established that 53% of fast moving consumer goods (FMCG) sales happen in Rural India.



Adinn's Chairman, Mr. P. Ramesh, asserts "Volumes have been written about the untapped gold mine called India's rural market which is estimated at Rs. 80,000 Cr. but the lack of proper market strategy and more serious effort by India Inc to reach out has made 743 Million people accounting for 72% of India's population, that inhabit 627,000 villages spread over 3-2 million sq.km the least.

He says, in another 20 years, rural Indian Market will be larger than the total consumer markets in countries such as South Korea or Canada today, and almost 4 times the size of today's urban Indian market. Studies show, at present, rural India has a large consuming class with 41% of India's middle-class and 58% of the total disposable income accounting for consumption.

Further, according to Mr. Senthil.K Naidu, Adinn's Chief Operating Officer, as per IRS data, over half million rural homes in India earn between Rs. 1000 - Rs. 5000 per month. Market Analysts have established that 53% of fast moving consumer goods (FMCG) sales

happen in Rural India. While there is a general tendency to equate rural India to BoP (Base of Pyramid) market some of the consumption numbers blow our minds. For instance 46% of the soft drinks sales happen in the rural areas; Rural India accounts for 49% of motorcycle sales; Rural India accounts for 59% of Cigarettes sales; and Hero Honda, on its part had 50% of its sales coming from rural market in FY'09. He said, these figures are a clear indication that the rural markets offer the great potential to help India Inc which has reached the plateau of their business curve in urban India to bank upon the volume driven growth.

Lack of efficient distribution network, poor roads and infrastructure, and illiteracy (the majority of the rural population is still unbanked) prevent reach of products and services into rural India. However, given the large population, growth consumption, rising prosperity, life cycle changes and forecasts of higher market growth should compel India Inc to give serious thought and formulate the right strategy to tap the untapped gold mine, that is rural India.



Adinn out of home got a out of box thinking leader



Mr. M Karthik (left) from left, the newly promoted head for OOH division, receives his shield from the SEAL, Mr. D. Deepak (right) and Mrs. V. Lavanya from the OOH operations also in the frame.

Mr.M.karthick, one of the Adinn's young and energetic leader now raised into head the department of the most prominent advertising media. Out Of Home.

Read the expertise from his interview:

"Adinn OOH will have a new face in a certain period of time. My first mission is to find more prominent OOH sites for Adinn. Madurai is highly connected to the metros, Chennai and Bengaluru and the highways leave a great place for Adinn OOH. Our place is highly linked to tourism as well. I want to completely get into the roads and get the OOH division more prominent and profitable".

As he explains his plans and thoughts for expansion of his division he thanked Mr.P.Ramesh, Chairman and Mr.SKN, COO for the trust they have on him.

"The introduction of new manpower's starting from our COO Mr.SKN is the start of new era here in Adinn and I have got a fine place to be a part in that. It takes immense pleasure in sharing the

changes that brought by our COO.

To the initial level, Mr SKN has decreased the company expenditures in all possible way. The next level incorporated with various strategies like ISO, Corporate Kitty in order to save the pool of money that found from bake sales, couch cushions & others. Also he initialized the process of fine tuning all the departments of Adinn, by altering the work flow in various sections in an effective manner.

With his incredible achievements & experience, he has proved his leadership qualities which everyone in the company would like to admire. This makes the team members to achieve more in the business, which would indirectly help the organization to raise to the corporate level in the market. Being a corporate leader he has been a great role model by setting high standards in the mind of employees and also helps us to expose the company's versatility among the competitors. With his guidance, we wish to achieve many milestones in the industry we are surviving.

Mrs. V Lavanya, MCA, joins Adinn OOH operations team.

Adinn welcome her with full team spirit and assure her all the support for her future endeavors.



The COO - operation

India, is grooming up and placed in the top of the world, lots of revolution that make her to go up to the level Mr. Varghese Cuerian, who made a white flood over India through Anand Milk union Limited (AMUL) and Mr. Norman Borlaug who spread the green revolution in India by genetically modifying high yielding wheat which resulted in white and green revolution respectively. Adinn is on its path for the creative revolution, sphere headed by Mr.Senthil.K.Naidu, COO with the strong support from our Chairman Mr.P.Ramesh.

The revolution was planned before 6 months and initiated in the 3rd quarter of this financial year. The revolution hit its initial aim by achieving 130% more turnover than its previous year arithmetic for the month of October to December (Q3).

The Mission Footloose for ultimate creative pitching also integrates to this vision. The stones are placed and the construction are initiated. The number of bricks joined to make the massive effort to build the Tajmahal of advertising.

The professional restructuring and strategic business analyses by Mr.SKN made this height most reachable. The development of its strategic business units upgraded with monotonous department headed by young brains like Mr.Saravanan- HR Head, Mr.Mathews- Head-Activations team, Mr.Tilbin Head-Arts and Creative, Mr. Karthik Finance Head, Mr. Karthick, Head - OOH & Mr. Suman, Branch Manager - Chennai.

An additional diamond to Adinn's crown, now into its new path of targeting the rural sector, attaining the prestigious membership from Rural marketing Association of India (RMAI)

We are presenting the integrated Adinn, with a new mode of COO-Operation.

From the copy desk



Snap shot from the New Vista advertisement series



Unimor stand tall with Adinn OOH



Dulmia cemented 35 Adinn -OOH's in Madurai read | Jan 12



MISSION
RAKHIT

The red is near you
Hold it and make your business stable

Total Solutions

For all your advertising needs

Contacts

Road Show

Saijaja M. | 87540 10991
rsonlinemarketing@adinn.co.in

Outdoor

Karthick M. | 90034 11111
outdoor-marketing@adinn.co.in

Events

Ramya K. | 98940 85122
ramya@adinn.co.in

Signages

Prem Anand J. | 99949 85105
premanand_j@adinn.co.in

Media

Prathu B. | 98940 85128
prathu_b@adinn.co.in

Web Design & Graphic Design

Vinith M. | 96003 85532
vinith_m@adinn.co.in

Roadshow - Adinn on Wheels :

Adinn's emergence as the undisputed king of Roadshow in South India, with a fleet 85 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.

About TURN



Saravanan K
Head
HR & Quality systems
management

Buddha does not speak about god to become godliness, whereas we speak always about god....

Lao Tzu is a Master who does not teach anything to his disciples, whereas we live in words and sentences.

Osho uses sex and pornography as pathway to super consciousness, where as we labeled as sex is immoral.

Jesus Christ touches the body of prostitution which we feel socially deviant.

The aforesaid so called gods contradict our belief and accept negativities are also ways to grow.

Likewise, our organization uses demotivation as a tool for irrational enthusiasm (fanatics), seriousness as a tool for unconsciousness and laziness and stringent action as a tool for restructuring / compact organization for continuous growth.

Hence employees are being welcomed to communicate their problems and negativities to their vertical heads and pass into the HR desk. Management will find out solutions which would not only cure your wounds and also improve holistically.

If employee passes their negativities and problem to their colleagues and down level that becomes rumors and gossips whereas if they bring into the top level which becomes medicines to cure their problems and organization as well.

Let's turn opposite and try it,
Some what we will find fruitful...

Standardized Adinn

ISO Stands for International Organization for Standardization" would have different acronyms in different languages ("IOS" in English, "OIN" in French for Organisation internationale de normalisation), its founders decided to give it also a short name. They chose "ISO", derived from the Greek isos, meaning "equal". Then they make short form of the organization's name is always ISO.

ISO is the world largest standards developing organization. Between 1947 and the present day, ISO has published more than 18 500 International Standards, ranging from standards for activities such as agriculture and construction, through mechanical engineering, to medical devices, to the newest information technology developments.

At the London conference in 1946, Geneva was elected as headquarters of ISO. There are, ISO 9001:2008 – Quality Management, ISO 14001 Environmental Systems Management and ISO 26000 Social Responsibilities etc.

Now the ISO will lead the Brand of the Product or company's name in the market. In English one proverb is consists "Men may Come and Men may Go, but the System is Working". So the System is most important to each and every organization. In the Organization 5M's is very important, its call 5 pillars. Man, Machine, Money, Method and Material. The Method is one of the pillars of the organization.

In ISO the PDCA (Plan – Do – Check – Act) is very powerful one. The ISO will expect from us the continual improvement plan.

The Plan – Do – Check – Act (PDCA) cycle is the operating principle of ISO's management system.

Plan – establish objectives and make plans (analyze your organization's situation, establish your overall objectives and set your interim targets, and develop plans to achieve them).

Do – implement your plans (do what you planned).

Check – measure your results (measure/monitor how far your actual achievements meet your planned objectives).

Act – correct and improve your plans and how you put them into practice (correct and learn from your mistakes to improve your plans in order to achieve better results next time).

Now we are entering the Process of the ISO. First step we will regularize our day to day activities and record our activities. We will formulate the SOP (Standard Operating Procedure) and make Forms to our communication, to record the transactions. We are going to introduce the standard format to record our systems.

Responsible to the society, with a pinch of advertising...



Mr. SKN, COO sharing his experience with the students.

Adinn is becoming corporate in its nature, style and execution. Its responsibility and accountability is immeasurable to create our society knowledgeable and non-dependable. Adinn delivers so many programs as a part of its Corporate Social Responsibility mission.

We dedicated our Activations infrastructure in Madurai regions for Brama Kumarigal Organization also did the same for the Family

care – voluntary organization based in Coimbatore, which brings value to physically challenged societies.

Furthermore, Adinn is place of opportunity for college students to learn and to execute their new projects and proposals. Three girls (refer to the pictures) were utilized for this valuable chance from Sourastra College for women, Madurai, for the period of ten days.

Kailasapathy S
Deputy Head
HR Systems and
Quality Management



Mission 9, "The Black Thunder"



Mr. Suman K, Adinn's Event manager promoted as Acting Branch Manager for Chennai marketing office.

Mission 9 "Black Thunder", has been carefully chosen by our COO, the SEAL, as 9 represents attainment, satisfaction, accomplishment, and our success to achieve an influence in our circumstances. Moreover, 9 beseeches us to recognize our own internal attributes, and extend these abilities out into the world to make a positive, influential difference.

Suman has been appointed to achieve this mission in our Chennai Office, his academic qualification in management and indepth experience in events marketing and operations strongly supports him to lead this mission. The dusky youth with distinct slang in communication attracts people and professional easily.

He is starting his new leadership role with full of assignments to enrich our Chennai market and extend its span of growth.

Adinn wishes him to achieve this mission at ease.

The dusky and robust young blood of Adinn, Mr. K Suman took charge as the Acting Branch Manager for Chennai marketing office.

He started his career in 2009 with Adinn as concept creator and continued for one year during which he reminded his remarkable achievement on human branding for Uninor – the event was held in Merina Beach in Chennai by 100 bikers by carrying the lighting sign board on their backside.

After that he moved to look after the entire services execution work in and around Chennai. His fast thing brain and problem solving nature contributes much in execution for the period of eight months, which is immeasurable and spreads our good services among the clients. With the splendid experiences in execution he moved into Marketing & Operation of Events profile, which he was responsible for all over Tamil Nadu for Events operation. The brilliant man turned the fortunes in his way and make all the talents of him to explore new business areas for Adinn.

The three years experience in the entire gamut of Total solutions and his academic qualification in Business Management offer a career growth as a Acting Branch Manager in Chennai office.

"It is real hard working job, there need a lot of developments in the Chennai Office. Under the guidance of the management we are planning new strategies for the developing scenario. Advertising is a fantastic field to work on and lot of new talented man power are coming to the area. Visual Communication and Management courses in Advertising are enriching the field. I'm Really happy and motivated by the new role and responsibility. It's the time to prove me again. Thanks to COO, Mr. SKN and our Chairman to promote young people like me." The energy flowing as words from him.

Adinn got one of it's most talent person to lead the metro marketing...

Purely.. in to purchase



Mr. R. Dhanraj (2nd from right), Account manager for Purchase and vendor management Poses with team, while receives his shield from the SEAL.

A long journey starts with a small step; Mr.R.Dhanraj started his carrier in Adinn as a purchase executive. His hardworking and honest character make him promoted as Account manager - Vendor Management.

In a time span of 3 years Mr. Dhanraj came across lot of experience to manage the vendors and other execution and related works. During the period he went through lots of sweet and soar experience that make him able to handle this.

While talking to the Editor he reveals his thought as "I am planning to work a step ahead of others. My boys have to be motivated and work more actively than the past." He also commented that all the execution and related works will be faster and will be completed before time.

His humble and hard working nature and his B.A (English) graduation from Sourashtra College, Madurai made most of his talent enriched.

"I am very much privilege to work under the able guidance and leadership of our COO Mr. SKN. His activeness and dedication towards the work is a great sense of inspiration to me., and I'm relayed to work with the mission"

He recalls his early days at Adinn "The humble living style of our Chairman inspired me very much. His vision towards advertising is ver impressive, which make me to work with Adinn. When I joined Adinn he encouraged and guided me a lot. I engaged in a special mission to find out wall sites all over Tamil Nadu and my prominent find helped me to find a good reputation in Adinn".

Mr.Dhanraj, who is heading the vendor Management department, is reporting to Mr. Karthick - Head Finance & Accounts.

Management wishes him all the best and will extend full co-operation to Mr.Dhanraj and team.

FB, In, G+... leading the world of mass online advertising

Man found wheel to make his travel easy, when men starts to find wheels, he create advertising to make his wheel stand first among others. Advertising will be there as there are two or more products. In a busy vegetable market the nearest shops will advertise them self by loud announcements. Advertisements born as man search for options.

Mass advertising – most cost effective mode of advertising

Advertising through news papers, television and OOH are very much in line with mass media communication. The smartest addition of these is the World Wide Web. The e-era also gave a lot more advertising options to the business world. The world of the online ads was emerging in a very fast way lead by Google.

The social media transplanter Face book (FB) also provides a huge scope to build your online ads. One of my friend, who is producing handmade jewellery, sells her products for Rs. 5 lacks per month only through FB. Reach over 800 million people where they connect and share in FB. Get the 50 likes for your FB account now, and open your own FB page. The following link will guide you for FB advertising <http://www.facebook.com/advertising/>

The features of FB ads

- ☒ Connect with more than 800 million potential customers
- ☒ Choose your audience by location, age and interests
- ☒ Test simple image and text-based ads and use what works
- ☒ Promote your Facebook Page or website
- ☒ Use our "Like" button to increase your ad's influence
- ☒ Build a community around your business
- ☒ Set the daily budget you are comfortable with
- ☒ Adjust your daily budget at anytime
- ☒ Choose to pay only when people click (CPC) or see your ad (CPM)



In, the icon stands for linked-in, in the internet world also provide a lot of business linkages and advertisement options. Linked-in, the leading business network online channel with 100M professionals (including me), have around 1.3M small business holders. They offer the following as their ad options



- ☒ Acquire New Customers for Your Business
- ☒ Reach your exact audience. Start with as little as \$10/day.

Post now, through <http://www.linkedin.com/advertising>



Google introduced as a simple Search engine program to the world, now leading the entire software industry. The new entry to the Google family G+ hits the youth. Google provides multiple frames for it's advertising campaigns.

The main programs adwords and adsence leading the race read the benefits as follows.

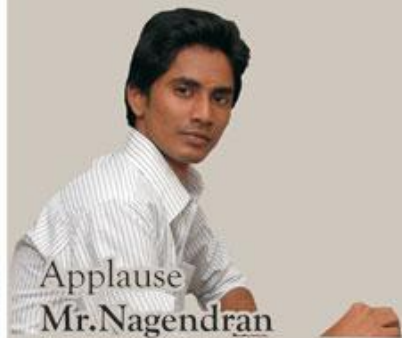
Benefits of AdWords

- ☒ Advertise to people searching on Google
- ☒ Reach people looking for your products and services online
- ☒ Pay only when people click on your ad

Benefits of AdSense

- ☒ Maximize your website's revenue potential with targeted ads
- ☒ Track the success with online reports
- ☒ Customize ads to complement the look and feel of your site

Now the time to join Adinn's online experts to get the expertise in online marketing!!!



Applause
Mr. Nagendran

Mr.D.R.Nagendran, Adinn's online executive has set another milestone by making Adinn's corporate Website ranked No.1 in Google search "Advertising Agencies in Madurai" and No.8 for "Advertising Agencies in Chennai.

The Mission initiated by our COO, Mr. SKN was a great success and one of the remarkable achievements in the history of Adinn.

"Adinn is highly integrated by the Restructuring and Business strategies of Mr.SKN. We started our International operations and web designing unit. I am really thankful to him for the achievements". He expresses his heartfelt gratitude towards the Business gun of Adinn.

"Q4 will be a mission over mission for me; I am planning to improve all the Adinn sites through search engine optimization. I have to work hard and make Adinn No.1 advertising agency. I thank the Adinn family and a special thanks to Mr.Ravichandran visualizer-Web designing for his help in this achievement.



Ms. Sailaja M and Mr. Mohan Kumar set the new records for Adinn Road show. This time it's for Tata Nano-2012 Design Assistance: Mr. Narashimman M



Johnson bath fittings breezed before the Adinn services lead by account manager Ms. Jeeva Design Assistance: Ms. Ramesh Babu and Mrs. Gulzar Banu read | Jan 12



TT
From the creative desk

Hatching the Brains...



TWO to TANGO "visionary and strategist at play"

Advertisements are all around us, and they vary greatly in their attempts to attract consumers. Some ads highlight the product's features, services or to engrave the brands in the public.

Researchers focused on two different types of advertisements. The first type of ad, called "logical persuasion," or LP, presents facts about the product, such as, "This car gets 15 kilometers per liter." The second type of ad is referred to as "nonrational influence" (NI) because it circumvents consumers' conscious awareness by depicting a fun, vague or sexy scene that seems to have nothing to do with the product.

Adinn, an expert in LPs are now concentrating hardly in the other side of advertising, ie NI, which indirectly enter in to the thoughts of the people. The modern day advertising relayed on NI, which is termed as creative ads in the public, than LPs.

The development becomes so strong and gets an aggressive mode as our COO get in to

charge. He strongly believe that youth can win and will have more Aggression towards the target. As u read from the other writers, We went through a complete restructuring based on youngsters.

"This world demands the qualities of youth: not a time of life but a state of mind, a temper of the will, a quality of imagination, a predominance of courage over timidity, of the appetite for adventure over the life of ease."

Quote from one of my favorite leader Robert Kennedy.

As my top management believes the same with out any doubt, we are rolling up to the next level with unlimited creativity and bounded execution. The concept is highly empowered by COO, Mr. SKN with complete change in the second level management.

"The best thing ever happened to us, is all Young Turks' are in Elite SEAL TEAM heading our vision and mission, creative wizard,

- TT for art and creative,
- active self loading gun, MPR for activations, silent killer and raider commando, KM for OOH, unrelenting brigade officer, KR for finance and accounts,
- fleet officer for Chennai branch, SK chief barrack officer, SK for Human Resources,
- counter intelligence & liaison officer, SF for Systems & Monitoring."

-SEAL

The change made all the fast moving blood holders get in to the top of the fast moving advt industry. The change and it's expected results are named as **mission Rakht**, by the office of our COO.

Here we are the young and energetic Adinn with average age of 26.5 years among our vertical heads. All these brains are under the motherly heat and care .

Advertising have to be fresh and young always, Me too want to be so...

Searching a good product among advertisements!



IN MATHEMATICS

$$3 + 3 = 6$$

IN ADVERTISING

$$3 + 3 = 8$$

YOU ARE ALREADY 2 STEPS AHEAD
ADD MORE WITH UR
MAGICAL SKILLS


AND MAKE IT



Wallpaper Mania

Every person has different reasons for working. The reasons for working are as individual as the person. But, we all work because we obtain something that we need from work. The something obtained from work impacts morale, employee motivation, and the quality of life. To create positive employee motivation, we are treating our employees as if they.

Here in Adinn, all employees are inspired working hard towards their target and for the growth, they all work with Zeal and enthusiasm. As a piece of our motivation plans, we follow a system of changing the desktop wallpapers of each and every computers twice in a month which will be based on concepts for motivation which in turn makes them work more actively.



Time Management Techniques... Manage yourself

We have plenty of time in every day. That is not going to change so we are going to have to accept it. You cannot manage time, but you can manage yourself. This is the secret of effective time management. You have to identify the things in life that truly matter to you - this is where you should spend your time. Everything else is just a waste of time.

Time Management Techniques - Know yourself

Knowing yourself is the essential first step on the road to effective time management. So this is the first step in effective time management - finding out what you really want from life. This is where you find your vision. Think about how you would like your life to be at home and at your work. You should also think about your capabilities and what is possible for you in life. This is your vision.

Where are you now?

At this stage you probably have a fairly clear picture of what your ideal life would be like. So here comes the tough part. I want you to compare this vision of your ideal life to your life as it really is now. Be prepared for a shock here as there will most likely be a vast difference between the two.

Many people think effective time management is all about calendars and diaries. Not so. Effective time management can transform your life on a much more fundamental level.

Planning your day

You need to have a very clear idea of what needs to be done, how long it will take, and when it is going to be done. If it is your first time using a time plan you may want to keep a time log for a week or two first. In your time log you need to write down what you do every day and how long it takes. Keeping a time log for a week should give you a clear picture of how long the various tasks you

need to do take. When you know this you can plan your days much more accurately and effectively.

The 4 Ds of time management

Now you can move onto looking more closely at the things you need to do each day and deciding how to handle them. For this you will need the four Ds of self-management. These are:

- Do it - This cannot wait and needs to be taken care of now.
- Delegate it - It needs to be done, but someone can take care.
- Dump it - This is not important, trash it.
- Defer it - This needs to be done, but it can wait until later.

Time wasters

And finally a quick word on time wasters. Here are just a few time wasters:

Lack of or poor planning - File things properly, write down appointments, that kind of thing. Basically, you need to be organized to use your time effectively.

Procrastination - If you keep putting things off you will miss the best opportunities in life.

Not delegating - No one person can be good at everything. You need to delegate tasks that eat into your time unnecessarily to other people.

Interruptions - Don't let clutter and noise eat into your productive time. Make sure there are no interruptions when you want to work.

These and other time wasters are probably eating into your time, so try to identify them and get rid of them.

There is no need to hurry, take the changes you need to make at your own pace. Each of these small steps will bring you closer to your vision and leave you with time to do all of the things you want each day.



Driving in the receivables...

Mr. Govindarajan K has done great job in Account Receivable task. He has recovered and documented with proper bills and necessary supporting for which he has contributed nearly 12 hours per day. He was in direct touch with our Road show drivers and took the responsibility of completing the task with in a stipulated time period. He streamlined the account receivables procedure and created proper systems to submit their bills. He introduced weekly accounts closing systems for our Raod show drivers.

Management wishes him to continue his good efforts in his future endeavors also.



Supreme advertising

R. Vidya, Account Manager for Signage division, placed one more feather in the big hat. Total solutions for Supreme furniture which includes banners, hand bills, canopy and road shows in Tamil Nadu and Karnataka.

Hats Off for Mr. M. Narashimman for the design assistance.



Adinn releases 2 new web sites for its events and media departments.

Mr P Ravichdran - Visualizer for web designing unit bags most of the credits. Systems head Mr. Stelious Fernando and SEO expert Mr. Nagendran along with the Adinn studio team also shares the achievement.

adinnevents.com | adinnmedia.com

Christmas and New year

Whether it's Christmas, Holi or Diwali our festivals are more inclusive and secular than ever in Adinn, under the new regime.

Adinn Celebrated it's Christmas which was organized on eve of christmas in a grand manner. The celebration mood is started 10 days before as the entire office was decorated with balloons and Christmas tree was hosted in the reception area.

The celebration start with two of our Adinn staff attired Santa Claus and invited all staffs to the party area. All the staffs got the santa - caps from Chairman and Chief operating officer. Christmas cake dole out to happiness. Mr.SKN, our COO extend the celebrations by gave way greeting cards and gifts to the staffs.

It was mold to a great sense of joy and excitement...



Karthikai deepam





May the Joys of the season
Fill your heart with cheer.
May the chimes of glory
Add up more shine
Smiles across miles,
To-day & In the New Year.



Lighting up the 'Diyas'

People celebrate karthigai deepam festival in a very grand manner by lightening of lamps. The festival is celebrated in the Tamil month of "KARTHIGAI" and the word "Deepam" which means light, and is called Karthigai deepam. They feed the poor and down trodden and help them. This festival gives unity and the feeling of oneness among the people, and had a look over about the Adinn's Karthigai Deepam celebration.

The celebration was started by lighting up the diya by the top management and flow over all the floors and steps of Adinn by its dedicated man power.



Mobile hotel Roadshow for Sastha



It's hot 'Dosa' on your door steps from 'Sastha' oil. Mr. Keerthi Raja from the marketing team and Mr. Shankar from the designing side shares the credit. Stand up before the fabrication team for the live hotel...

Bag full of Bajaj



Bajaj doing massive advertising for the festive season with Adinn. Mr. Prem and Mr Anna Durai doing the activation part, with the strong and dedicated design assistance from Mr. Manikandan and Mr. Johns



Japan got the beauty of Black

Adinn Creative hits another sixerr for Japan made Takeda and Taiwan made Sunraise machines. The machines made their entry in to a number of international magazines and trade fares through the designs...

Salutes to Mr. Shankar and for Mr. Veera for handling the designing part so effectively.

MTS mega mela and exchange offer



Banners, Even in cloth attracts the public attention



One of the mobile handset exchange stall.



It's an exhibition, an adm made MTS exhibition.



Registration counter .



The red roads: Roadshow, with promoters.



New smart phone from MTS "Mag" on display...



MTS Mela in flex banner.



The welcome arch, Cheyyar.

The Event take place in 9 locations as follows

- Cheyyar 11, 12 - Nov
- Triuppur 14, 15 - Nov
- Erode 17, 18 - Nov
- Thanjur 19, 20 - Nov
- Kovilpatti 21, 22 - Nov
- Chennai 23, 24 - Nov
- Karaikudi 24, 23 - Nov
- Mettupalayam - 16, 17 - Dec
- Kumbakonam - 16, 17 - Dec

Congratulations to
Events Team:
Mathews P R
Ramya K
Alocius Charles
Mohan Kumar

Design Assistance:
Ramesh Babbu

Warm welcome..
A Pleasing
cartoon character
welcome's people



Lucky Draw, the crowd simply love that.



Red & White: The balloon brands for MTS

Clients

HAPPY NEW YEAR 2012

*Vacate your
tensions
to vacations*

Total Solutions
For all your advertising needs

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

JAN	2012	JUL	2012
1	M	1	M
2	T	2	T
3	W	3	W
4	T	4	T
5	F	5	F
6	S	6	S
7	S	7	S
8	M	8	M
9	T	9	T
10	W	10	W
11	T	11	T
12	F	12	F
13	S	13	S
14	S	14	S
15	M	15	M
16	T	16	T
17	W	17	W
18	T	18	T
19	F	19	F
20	S	20	S
21	S	21	S
22	M	22	M
23	T	23	T
24	W	24	W
25	T	25	T
26	F	26	F
27	S	27	S
28	S	28	S
29	M	29	M
30	T	30	T
31	W	31	W

*Appointment with
Ad inn advertising*

FEB	2012	AUG	2012
1	M	1	M
2	T	2	T
3	W	3	W
4	T	4	T
5	F	5	F
6	S	6	S
7	S	7	S
8	M	8	M
9	T	9	T
10	W	10	W
11	T	11	T
12	F	12	F
13	S	13	S
14	S	14	S
15	M	15	M
16	T	16	T
17	W	17	W
18	T	18	T
19	F	19	F
20	S	20	S
21	S	21	S
22	M	22	M
23	T	23	T
24	W	24	W
25	T	25	T
26	F	26	F
27	S	27	S
28	S	28	S
29	M	29	M
30	T	30	T
31	W	31	W

MAR	2012	SEP	2012
1	M	1	M
2	T	2	T
3	W	3	W
4	T	4	T
5	F	5	F
6	S	6	S
7	S	7	S
8	M	8	M
9	T	9	T
10	W	10	W
11	T	11	T
12	F	12	F
13	S	13	S
14	S	14	S
15	M	15	M
16	T	16	T
17	W	17	W
18	T	18	T
19	F	19	F
20	S	20	S
21	S	21	S
22	M	22	M
23	T	23	T
24	W	24	W
25	T	25	T
26	F	26	F
27	S	27	S
28	S	28	S
29	M	29	M
30	T	30	T
31	W	31	W

APR	2012	OCT	2012
1	M	1	M
2	T	2	T
3	W	3	W
4	T	4	T
5	F	5	F
6	S	6	S
7	S	7	S
8	M	8	M
9	T	9	T
10	W	10	W
11	T	11	T
12	F	12	F
13	S	13	S
14	S	14	S
15	M	15	M
16	T	16	T
17	W	17	W
18	T	18	T
19	F	19	F
20	S	20	S
21	S	21	S
22	M	22	M
23	T	23	T
24	W	24	W
25	T	25	T
26	F	26	F
27	S	27	S
28	S	28	S
29	M	29	M
30	T	30	T
31	W	31	W

MAY	2012	NOV	2012
1	M	1	M
2	T	2	T
3	W	3	W
4	T	4	T
5	F	5	F
6	S	6	S
7	S	7	S
8	M	8	M
9	T	9	T
10	W	10	W
11	T	11	T
12	F	12	F
13	S	13	S
14	S	14	S
15	M	15	M
16	T	16	T
17	W	17	W
18	T	18	T
19	F	19	F
20	S	20	S
21	S	21	S
22	M	22	M
23	T	23	T
24	W	24	W
25	T	25	T
26	F	26	F
27	S	27	S
28	S	28	S
29	M	29	M
30	T	30	T
31	W	31	W

JUN	2012	DEC	2012
1	M	1	M
2	T	2	T
3	W	3	W
4	T	4	T
5	F	5	F
6	S	6	S
7	S	7	S
8	M	8	M
9	T	9	T
10	W	10	W
11	T	11	T
12	F	12	F
13	S	13	S
14	S	14	S
15	M	15	M
16	T	16	T
17	W	17	W
18	T	18	T
19	F	19	F
20	S	20	S
21	S	21	S
22	M	22	M
23	T	23	T
24	W	24	W
25	T	25	T
26	F	26	F
27	S	27	S
28	S	28	S
29	M	29	M
30	T	30	T
31	W	31	W

*Business activities
around calendar*

