



WE ARE THE IDEAS SHOP

Independent Strategic Advertising Agency

SINCE 2014

www.shubindia.com

MEDIA PLANNING EXCELLENCE

1

Behavior & Risk Investigation

Unpacks consumer behaviors and proposes media channels to deliver impact

2

Estimate Outcomes

Intelligent approach with realistic media metrics for campaign planning

3

Creative Recommendation

Expert placement locations, timings, and formats to maximize ROI

4

Value Additions

Promotional opportunities beyond traditional media planning

OUR APPROACH

80%

Listening

90%

Research

70%

Speaking

An agency who cares about results

Our Solutions

- Our approach to media planning goes way beyond recommendations & deep into the rationale. Reasons for advising display advertising campaign over print media, why flights should coincide/avoid with a competitor's messaging & why search engine marketing or social media advertising should be part of our client's approach, all are calculated carefully. We create media plans based on our collaborative work with our client's business, our research & our experience. Connect with Shubindia for the best Advertising Marketing Strategies today.

CREATIVE RECOMMENDATION



- We are experts in advertising strategies. We recommend ad placement locations, insertion timings, format & size to improve your reach, visibility, ROI both online & offline.

VALUE ADDITIONS



- Covers placement & promotional opportunities, beyond the formal media planning. Insights which help you disrupt traditional marketing.

BEHAVIOUR, RISK INVESTIGATION



- Unpacks consumer behaviours, propose media channels to deliver impact. De-risk & extract maximum value from media spend.

ESTIMATE OUTCOMES



- Intelligent and informed approach to share impressions, costs and other relevant, realistic media metrics one expects from campaigns for Media planning.

FULL-SPECTRUM

MARKETING & ADVERTISING SOLUTIONS

At Shubindia, we are more than just an advertising agency—
we are your **full-service partner** executing across every facet of brand and corporate identity.

Brand Identity

- Corporate Branding
- 3D Innovations
- Creative Services

Digital Marketing

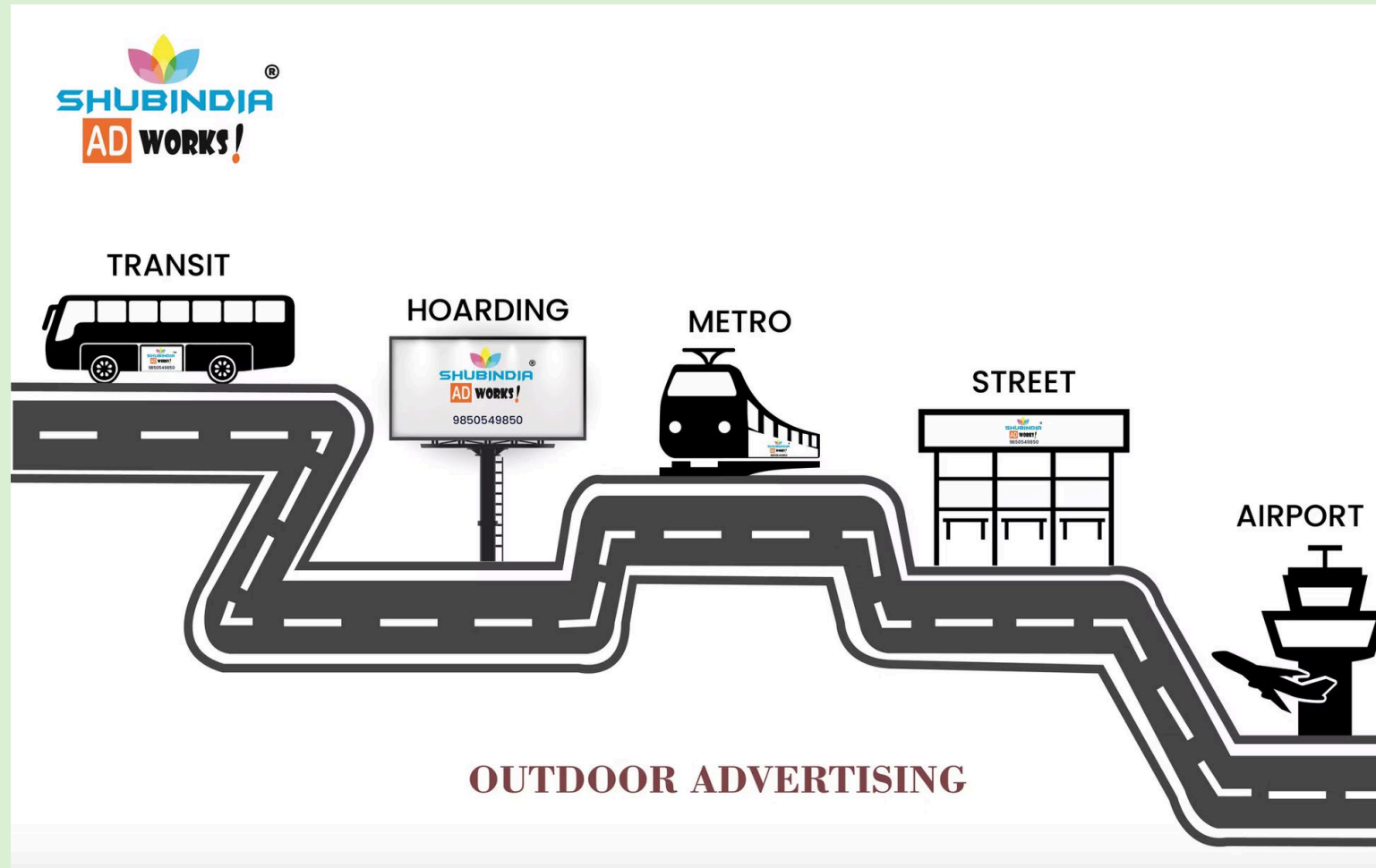
- Performance Marketing
- Social Media
- Content Marketing

Media Services

- Planning & Buying
- Outdoor Advertising
- Print & Broadcast

Production

- Fabrication Unit
- Brand Activation
- Execution Team



Our approach to media planning goes way beyond recommendations & deep into the rationale. Reasons for advising display advertising campaign over print media ,why flights should coincide/avoid with a competitor's messaging & why search engine marketing or social media advertising should be part of our client's approach, all are calculated carefully. We create media plans based on our collaborative work with our client's business, our research & our experience. Connect with Shubindia for the best Advertising Marketing Strategies today.

Values

1

Creative Excellence: *Stunning visuals, compelling stories.*

2

Out-of-the-Box Ideas: *Innovative concepts to make your brand stand out.*

3

Multi-Channel Expertise: *Coverage across outdoor media platforms in Maharashtra.*

4

Strategic Approach: *Holistic, data-driven campaigns tailored to your goals.*

Full-Spectrum Marketing and Advertising Solutions

At Shubindia, we are more than just an advertising agency—we are your full-service full-service partner, executing across every facet of brand and corporate identity. From creative design, packaging, and content marketing to digital digital campaigns, web design, and internal communications, we have you covered. you covered. Our offerings also extend to marketing collaterals, videography, brand videography, brand activation, media planning, and buying.

Finding a better-suited agency to handle all your marketing needs would be quite a challenge. With our comprehensive services, strategic insights, and commitment to delivering measurable business results, we don't just meet expectations—we exceed them, adding genuine value to your business every step of the way.



The Shubindia Journey



1

Detailed History

- Founded in 2013 to transform businesses through creativity.
- Independent since 2014, delivering unique advertising solutions.

2

Key Milestones

- Years building brands with impactful campaigns since 2013
- Agency on record for leading brands across multiple sectors.
- Award-winning, pan-India campaigns for diverse clients.

3

Core Strengths and USP

- Creativity with purpose: Compelling stories and strategic engagement.
- Scalable solutions for all budgets.
- Customized, not one-size-fits-all strategies.

4

Philosophy

- *Creativity*: Transforming businesses through creative advertising.
- *Client Experience*: Ensuring positive interactions at every step.
- *People Matter*: The work, brand, and people are at the heart of everything we do.

RESULTS THAT MATTER

Success driven by impact, not just creativity

645+

Projects Delivered

1,200+

Campaigns

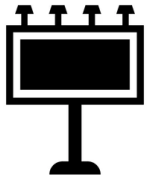
300+

Happy Clients

96,750+

Questions Answered

OUR SERVICES



**Outdoor
Advertising**



**Transit
Advertising**



**Metro
Advertising**



**Cinema
Advertising**



**Print
Advertising**



**Digital
Advertising**



**OTT Platform
Ads**

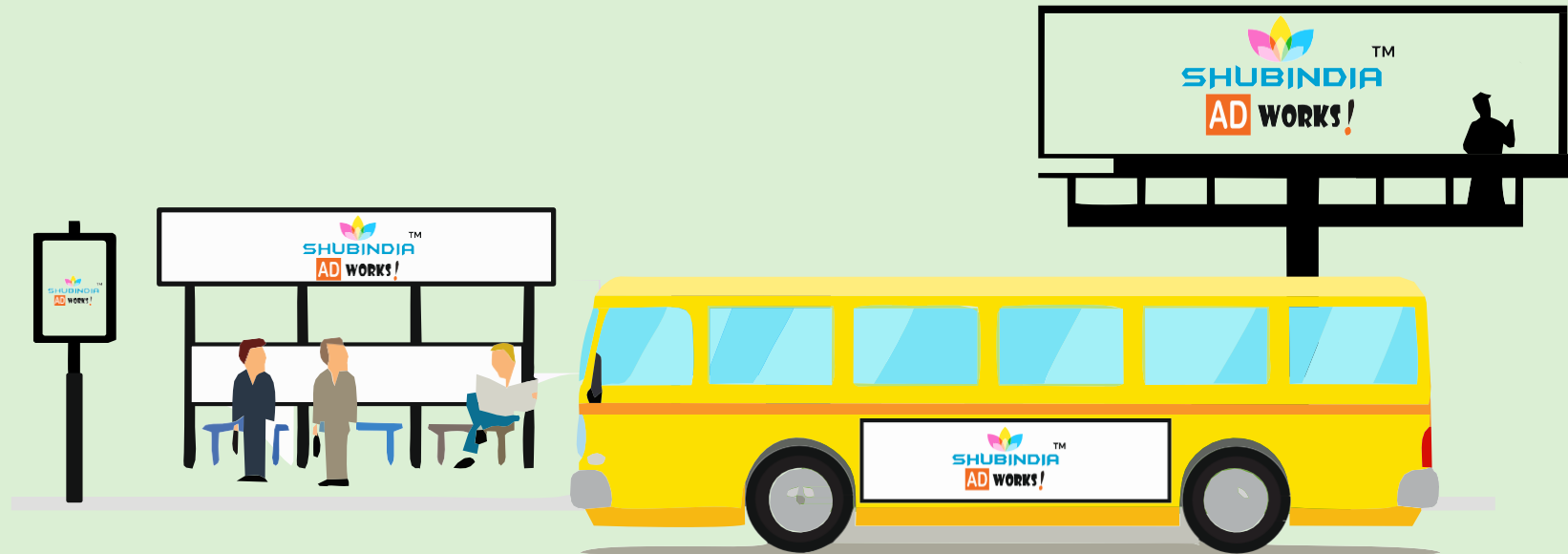


**Brand
Activation**

Outdoor Advertising

Outdoor Advertising provides brand visibility on the go

- Form of advertising that moves around with people.
- Non-Avoidable & widely exposed to eyeballs.
- Reaches every corner of the city – Local on-road exposure.
- Geographic Targeting – Allows you to target only certain areas.



BILLBOARDS / HOARDINGS BRANDING



BUS BRANDING & BUS PANELS ADVERTISING



BUS SHELTER ADVERTISING



THEATRE / CINEMA ADVERTISING

Why Shubindia Ad Works?

Shubindia Ad Works is the single destination for cinema advertising in India. We offer the most comprehensive on-screen advertising plans, branding, activation & innovations to achieve your plan objectives.

Shubindia Ad Works is the most preferred advertising partner of major multiplex chains like PVR, INOX, Cinepolis, Carnival Cinemas & other multiplexes.



METRO TRAINS ADVERTISING



Metro advertising can be done in many ways - viz. Advertising on inside & outside metro trains, via billboard advertising on platforms, high definition digital screens (both inside and on the stations), train wraps, static media, median junction advertising, ticket advertising, etc.

It is an ideal medium to reach higher middle class & working professionals. It has the potential to create a huge impact on any brand. It gives a golden opportunity for brands to take advantage of a wide audience base, as the Pune Metro is slated to connect Swargate, Kothrud, PCMC, etc.



PRINT ADVERTISING



Shubindia knows how to leverage the power of print media effectively – to maximize your brand's inert potential



OTT Platform Ads

1

Non-Skippable Ads

Many OTT ads are non-skippable, ensuring your message is seen by viewers.

2

Premium Ad Placements

OTT platforms offer premium ad spots in high-quality content, boosting brand credibility and recognition.

3

Personalised Ad Experience

Use data-driven insights to deliver personalized ad content that resonates more deeply with individual viewers.

4

Creative Flexibility:

Allows for diverse ad formats like video, interactive ads, and product placements, offering brands creative freedom.

Success Stories

In 2024, Shubindia Ad Works collaborated with Odoo, a leading ERP software provider, to create an innovative 3D billboard at Swargate, Pune. This anamorphic installation became a social media sensation, significantly enhancing Odoo's brand visibility.

Shubindia

Client: Odoo, ERP Software Industry

Challenges: Odoo aimed to increase brand awareness in a competitive market and sought an advertising solution that would captivate and engage a broad audience.

Campaign Approach: Shubindia Ad Works designed a massive 3D anamorphic billboard, strategically placed in a high-traffic area to maximize exposure. The innovative design created an illusion of depth and movement, capturing the attention of passers by and encouraging social media sharing.

Outcomes: The campaign garnered extensive media attention and became a social media sensation, significantly enhancing Odoo's brand visibility.

Shubindia

This innovative approach not only increased brand awareness but also set a new standard for outdoor advertising in the region.



Success Stories

Client: UltraTech Cement Limited, Cement Industry

Challenges: UltraTech targeted the rapid urban shift toward **PCMC and PMRDA** where real estate development is booming due to central Pune congestion. A major roadblock was UltraTech's strict policy requiring **100% legal permissions** to protect their brand image, yet no existing hoardings in this high-growth corridor held official **PMRDA permissions** for erection.

Campaign Approach: Shubindia Ad Works undertook a **14-month process** to secure the first-ever legal PMRDA permission for a hoarding in this zone. We engineered a massive **40-tonne steel structure** parallel to the **Talegaon-Urse Toll Naka**, capturing **100,000 daily passengers**. To ensure **24/7 brand dominance**, the display was integrated with **32 high-intensity lamps** for night illumination.

Outcomes: The campaign's success led to Shubindia becoming an officially **Registered Vendor** for UltraTech Cement. National Senior Management visited the site and was impressed by the **large-scale brand presence**, resulting in an immediate **extended booking** for several months. This project highlights our commitment to delivering **results that move businesses forward** through integrity and hard work.



Success Stories

Client: State Bank of India (SBI)

Challenges: SBI faced the challenge of cutting through the competitive advertising clutter in Pune. The goal was to ensure that their messaging resonated with the local audience while strategically enhancing visibility in key areas such as Tilak Road, Wakad, Sinhagad Road, and Camp.

Campaign Approach: The campaign adopted a highly targeted outdoor advertising strategy, focusing on prime high-traffic areas to ensure maximum visibility. Billboards and hoardings were deployed in these locations, delivering 24/7 exposure. The messaging was tailored to reflect local sensibilities, building a deeper connection with the audience. Enhancing visibility in key areas such as Tilak Road, Wakad, Sinhagad Road, and Camp. Moreover, the campaign's effectiveness was amplified through media coverage, with news articles highlighting the initiative, thus extending its reach beyond physical advertising.

Outcomes: The campaign resulted in a substantial increase in brand recall among the Pune audience. It drove higher footfall and customer inquiries at SBI branches in the targeted areas. The media coverage further reinforced the campaign's impact, enhancing SBI's credibility and strengthening its position as a preferred banking partner in Pune.



Success Stories

Client: Shriram Finance

Challenges: The campaign faced the challenge of creating widespread visibility across Maharashtra's geographically diverse regions while addressing local audience sensibilities. Competing with established financial institutions for attention required a strategic and cohesive approach to capture the interest of various demographic segments, including small business owners, salaried professionals, and rural entrepreneurs.

Campaign Approach: The campaign adopted a dual-media strategy utilizing hoardings and bus shelters to maximize visibility across all targeted cities. Key locations in **Parbhani, Aurangabad, Jalna, Nanded, Nagpur, and Pune** were carefully chosen to ensure continuous exposure. In Pune, critical areas like Kumbharwada and Mundhwa Main Road were selected to engage high-traffic urban zones. Messaging was customized to resonate with local communities, emphasizing Shriram Finance's core values and financial solutions.

Outcomes: The campaign successfully enhanced Shriram Finance's brand visibility across **Parbhani, Aurangabad, Jalna, Nanded, Nagpur, Pune**, and other regions. It led to a notable increase in inquiries and footfall at Shriram Finance branches in these areas. The strategic use of hoardings and bus shelters proved effective in delivering consistent brand exposure and driving meaningful engagement across both urban and semi-urban audiences. This campaign highlighted the effectiveness of a localized yet unified approach in reaching diverse markets across Maharashtra.



Success Stories

Client: Mankind Pharmaceuticals (Manforce)

Challenges: The primary challenge was to create impactful visibility in a highly competitive market while ensuring consistent messaging across a diverse and busy urban audience.

Campaign Approach: Bus shelters in prime locations were selected to ensure maximum visibility and engagement throughout Pune and PCMC. These locations were chosen based on high commuter density and strategic relevance to the target audience. The creative designs were crafted to draw immediate attention and deliver clear messaging in a compact format suitable for quick consumption by passersby.

Outcomes: The campaign successfully increased brand recognition and engagement across Pune and PCMC, with prime locations such as **Jadhav Nagar Bansal Complex, Grahak Peth, Tilak Road, Spicer College, Sinhagad Road** (including opposite MSEB), **Shankarseth Road, Pashan Road, Mumbai Pune Road (Wakdewadi), Mehendale Garage Road, Katraj Kondhwa Road, Karve Nagar Road, Gokhale Nagar Road, Ganeshkhind Road, Hinjawadi Road, Gawade Colony, Baner Road, Baner Bridge, Bajirao Road, and Aundh Road**. The strategically chosen locations ensured high visibility, leading to enhanced brand recall and positive word-of-mouth. This campaign highlighted the effectiveness of hyper-local outdoor advertising in urban markets.



Success Stories

Client: Planet Marathi (Movie: Gosht Eka Paithanichi)

Challenges: Planet Marathi aimed to promote the Marathi movie *Gosht Eka Paithanichi* across Pune, ensuring strong visibility and audience engagement in a competitive regional cinema market. The challenge was to capture attention in high-traffic areas while creating anticipation for the movie among diverse audiences.

Campaign Approach: The campaign utilized outdoor media in key locations across Pune, including Mundhwa Road, Deccan Bridge, Alka Chowk, Magarpatta Road, Laxmi Road, Hadapsar Road, and Shankarseth Road. These high-traffic spots were selected to maximize reach, with vibrant visuals and striking designs from the movie creating excitement and engagement among passersby.

Outcomes: The campaign successfully increased awareness and anticipation for *Gosht Eka Paithanichi* across Pune. Prime locations such as **Mundhwa Road, Deccan Bridge, Alka Chowk, Magarpatta Road, Laxmi Road, Hadapsar Road, and Shankarseth Road** ensured consistent visibility among the target audience. The movie received significant traction, contributing to its strong box-office performance and appreciation from Marathi cinema enthusiasts. This campaign underscored the power of outdoor advertising in promoting regional films effectively.



Success Stories

Client: Prega News

Challenges: Prega News aimed to strengthen its presence and build brand awareness across Maharashtra, targeting a diverse audience in both urban and rural regions. The challenge was to create impactful visibility and effectively communicate the brand's message across a variety of cultural and demographic segments.

Campaign Approach: A pan-Maharashtra outdoor advertising campaign was launched, leveraging key locations across the state, including Tuljapur Mandir Road and other high-footfall areas. Strategically placed hoardings and other outdoor media ensured widespread visibility. The creative designs were tailored to resonate with audiences, emphasizing the brand's message of care and reliability.

Outcomes: The campaign successfully enhanced Prega News' brand awareness across Maharashtra, with significant visibility in key locations such as **Tuljapur Mandir Road** and other prominent areas. The campaign achieved widespread recognition, boosting brand recall and reinforcing Prega News' position as a trusted product in the maternity and healthcare segment. This initiative demonstrated the effectiveness of localized outdoor advertising in creating statewide impact.



Success Stories

Client: Škoda Volkswagen

Challenges: Škoda Volkswagen sought to enhance internal communication and reinforce key messages among employees at their factory. The challenge was to create a highly visible, engaging, and efficient medium to convey important updates, safety protocols, and motivational content within the factory premises.

Campaign Approach: The campaign utilized strategically placed internal factory billboards to deliver clear and impactful messages. These billboards were installed in high-traffic areas within the factory, ensuring maximum visibility for employees during their daily routines. The content was designed to be concise, visually appealing, and aligned with the company's branding and values.

Outcomes: The campaign significantly improved internal communication and employee engagement at the Škoda Volkswagen factory. The strategic placement of billboards ensured that key messages were consistently visible, leading to better awareness of safety protocols, company updates, and motivational content. This initiative reinforced a positive workplace culture and demonstrated the value of effective internal communication tools.



Success Stories

Client: Zeno Health

Challenges: Zeno Health aimed to establish a strong footprint in the competitive Pune market. The primary challenge was to build immediate brand authority and trust while loudly communicating their core value proposition—"Guaranteed 70% Savings" on medicines—to a mass audience. They needed a strategy that would ensure high frequency and unmissable visibility over a sustained period to drive footfall to their new stores.

Campaign Approach: Shubindia Ad Works executed a massive, multi-month outdoor advertising blitz designed to dominate Pune's skyline. We deployed a strategic mix of large-format hoardings (40x30, 40x20, 30x20) across the city's most critical high-traffic zones to ensure total market coverage. Key locations included **Kumbharwada, Katraj, Sinhgad Road, Viman Nagar, Kalyani Nagar, Airport Road, Tilak Road, Sangamwadi, Deccan, Camp, Ravet, Pimpri, Chinchwad, Wakad, the Expressway, and Market Yard.** This widespread network ensured the brand message was visible to commuters across every major arterial route.

Outcomes: The campaign successfully helped Zeno Health gain a commanding presence in Pune. The sheer volume and strategic placement of the hoardings created an "always-on" brand effect, establishing top-of-mind recall among Pune citizens. The high-visibility campaign effectively educated the market on the savings proposition, driving significant brand awareness and contributing to the successful launch of their stores across the region.



INTEGRATED IDEAS

360 degree Integration for successful business results

- > Multi-disciplinary agency that provides strategic branding, design and creative services, all under one roof
- > Working with an integrated advertising agency will ensure that you spend your time wisely
- > As a mid-sized company, we're proficient, diligent and we possess the high-end capabilities
- > We also present an obligation-free proposal before commencing a project, so you know exactly what to expect before-hand
- > We are strategic thinkers who look to achieve commercial success for our clients and partners
- > We transform our clients' businesses through creativity and lend them the leading-edge in a hyper-competitive landscape



Print – Media | Creative – Services | Brand – Management | Radio – Advertising | Outdoor – Management | Broadcast – Management
Events – Exhibitions | Public – Relations | Web – Solutions | Social – Media – Marketing | Below - the - line – Strategy | Mobile - Marketing

Key Statistics

1200+

Number of Campaigns Delivered

300+

Number of Clients

14+

Years in Industry

BRANDS



BRANDS



BRANDS

Ready to Drive Results? Let's Begin!

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CREATIVE BRIEF SHEET

Click here to download the CBS form and submit the same duly filled. Note: It is mandatory to fill in all the fields.

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MEDIA BRIEF SHEET

Click here to download the MBS form and submit the same duly filled. Note: It is mandatory to fill in all the fields.

[Download](#)