

# Examples of various types of Advertisements



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**Display**  
**Copy heavy**  
**Print**  
**Advertisement**



ONE OF THESE TWO WILL  
GET YOUR ORGANS.  
YOU DECIDE.

Quem não doa órgãos está desperdiçando uma chance de salvar vidas. Seja um doador.  
81.3421.1311 - 0800.281.21.85 - [www.transplantes.pe.gov.br](http://www.transplantes.pe.gov.br)

**CENTRAL DE TRANSPLANTES**  
IMIP  
Instituto Materpro Infância  
Prof. Fernando Figueira

# Display Copy heavy Print Advertisement



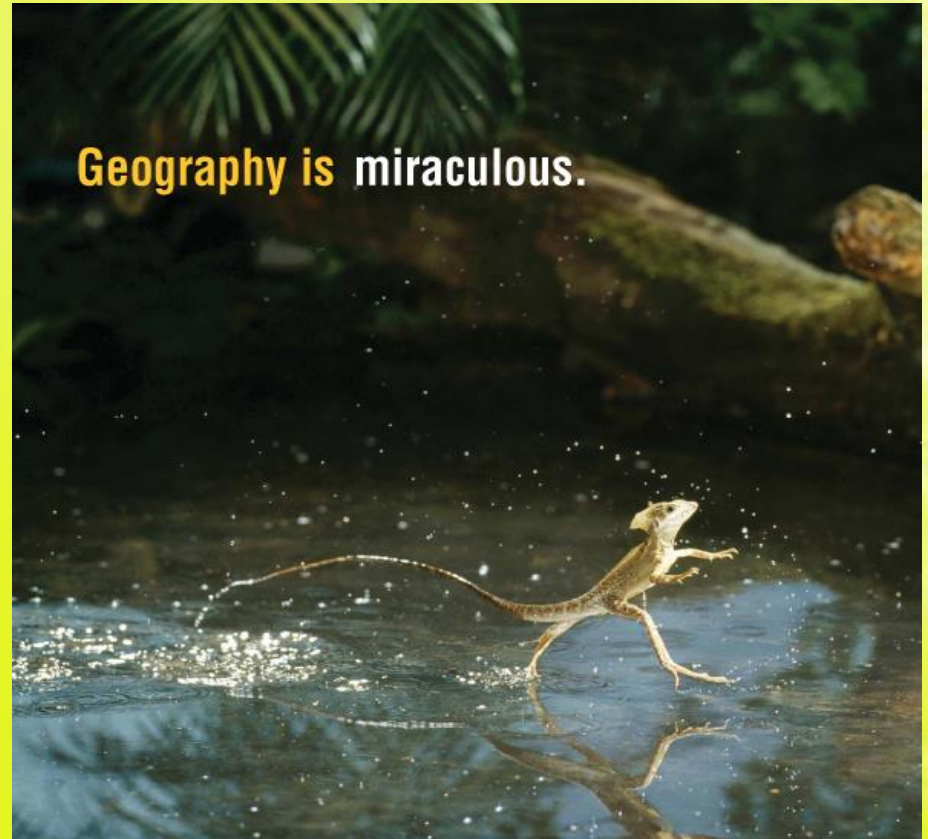
We are not alone.

There's a wonderful world around us. Full of fascinating places. Interesting people. Amazing cultures. And geography is what brings it all to life. But sadly, not enough of our kids get it. Half of America's youth can't find countries such as Japan, India and Iraq on a map – places essential to understand in a globally connected world. That's why we created MyWonderfulWorld.org. It's part of a free, National Geographic-led campaign to give your kids the power of global knowledge. Go there today and help them succeed tomorrow. Start with our free parent and teacher action kits. And let your kids begin the adventure of a lifetime.

**It's a wonderful world. Explore!**



**Display**  
**Copy heavy**  
**Print**  
**Advertisement**



**Geography is** miraculous.

There's a wonderful world around us. Full of incredible species. Fascinating places. Remarkable cultures. And geography is what brings it all to life. But sadly, not enough of our kids get it. Many don't even know where the Amazon River is, let alone what's running across it. That's why we created [MyWonderfulWorld.org](http://MyWonderfulWorld.org). It's part of a free, National Geographic-led campaign to give your kids the power of global knowledge. Go there today and help them succeed tomorrow. Start with our free parent and teacher action kits. And let those young minds run wild.

**It's a wonderful world. Be amazed!**



**MyWonderfulWorld.org**

A National Geographic-led campaign

# Storyboard (Shot by Shot) for TVC

AGENT 500 / FAIL SAFE MISSION

\* COMMUNICATO RESILIENCE / SECURITY

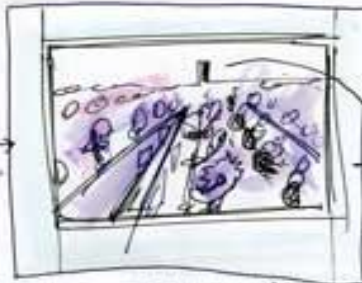
ATTITUDE DESIGN



1/ ESTABLISHING  
\* SUN OUT

"AT 500 WE RECEIVE VOICE IS MISSION CRITICAL"

PAN TO WINDOW



2/ VIEW THROUGH WINDOW

\* OFFICE  
\* PEOPLE "URGENT TRAFFIC" ON PHONE

ZOOM IN THROUGH WINDOW



3/ AGENT 500 ON COMPUTER

\* COMPUTER SAYS "AUTO FAILSAFE" ACTIVATES"  
\* REASONS ORANGE

"ALL OUR SYSTEMS WORK WITH THIS EMERGENCY OPTION"

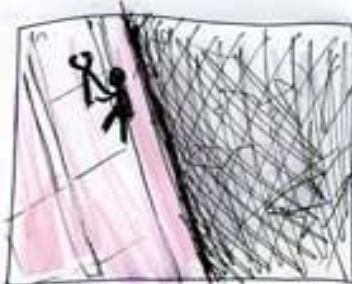
ZOOM BACK OUT TO BUILDING



4/ BUILDING - DARK LIGHTING

"SO THAT IF SOMETHING GOES WRONG"

FIGURE ON ROOF



5/ "BADDIE" COMING DOWN SIDE OF BUILDING

"BIG CHIPPERS" TENDS LOTS WIRE - RIGID BUILDS UP AS IF SOMETHING WAS SUPPOSED TO HAPPEN



6/ CUT TO SHOT OF PEOPLE ON PHONE - WHO KEEP TALKING... "WE HAVE YOU COVERED!"

MAYBE VISUAL REPRESENTATION OF RE-ROUTE



7/ BADDIE CONTINUES FRANTICLY CUTS LOTS OF WIRES

\* HE HOLDING THEM! HE FALLS.



8/ AGENT 500 AT DESK "BADDIE FALLS BEHIND HIM SEEN THROUGH WINDOW AGENT 500 SNEEZES!"

"... 500 - VOICE IS MISSION CRITICAL"

# Storyboard(Shot by Shot) of Maruti Suzuki TVC



The film opens on four Rajasthani men sitting near a desert.



The next shot is of a Maruti car – occupied by a man and his wife – driving along the desert.



"Bahut door jaana hai, car toh check kar lo," advises the wife. Seeing the four men, the husband stops the car.



Not really sure of a Maruti service station there, he asks them if there is one around.



To the couple's surprise, the four men point towards four different directions.



VO: "Jayegein aap jahan, payegein aap Maruti Suzuki service station wahan."

# Outdoor advertising

## Example of Transit Advertising





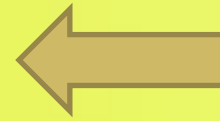
# Flexes Sing Boards:





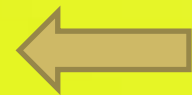
# Arial Advertising / Flyvertising





**Mobile Vans**

**Gantries**



**Illuminated Kiosks**



← **Toll Plaza**

**Bus Shelter** →



← **Bus Back Panels**

# Full Train Painting



# Foot Over Bridges



# Traffic Sheds



# Solus Bus paintings



# Ticket and Transfer Panel, Window Displays



# Types of Banners

The most practical way to promote your business. Easy setup & dismantal, it comes with a carry bag.

## Economic

Item No. DX01  
600 x 1800mm

## Classic Ajustable

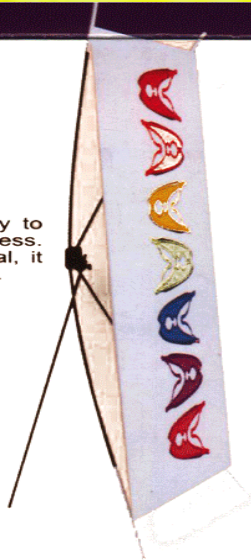
Item No. DX02  
600 x 1800mm

## Luxury Ajustable

Item No. DX03  
600 x 1800mm

## Mini Table Top

Item No. DX04  
250 x 450mm



## Roller Banner

The most popular way to display your products. Easy setup & collect, Comes in many different styles & with a carry bag.

### Economic

DR01 900 x 2000mm  
DR02 1200 x 2000mm

### Classic Ajustable

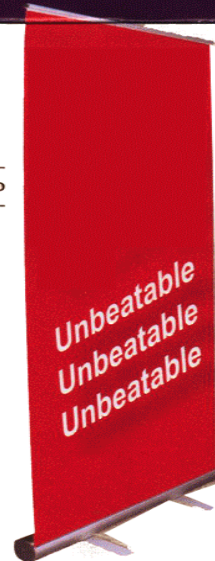
DR03 900 x 2000mm  
DR04 1200 x 2000mm

### Luxury Ajustable

DR05 800 x 2000mm  
DR06 850 x 2000mm  
DR07 1200 x 2000mm

### Clip & Hold Luxury Ajustable

DR08 900 x 2000mm  
DR04 1200 x 2000mm



## Slim Light Box

SO, SO, SO, thin, just 28mm,  
Plug & Play

No Carpenter  
No Electrician  
No Taking Space  
No Hassel

DL01 470x360x28mm  
DL02 610x470x28mm  
DL03 890x660x28mm  
DL04 1200x890x28mm

**Make in order for any different size.**



## L-Banner

Elegant looking, Just simple and nice, easy setup & with carry bag.

Item No. DD03  
800 x 2000mm



**Crazy Price !!!**



## Elec. Roller Banner

Turning your picture & making it more eye-catching!!

DE01 800x2000mm  
DE02 1200x2000mm

## Luxury

DE03 1200x2000mm

## Poster Stand

Heigh ajustable, Single and Double sides changable, with carry bag.

### Single side

Item No. DD01  
800 x 2000 mm

### Double side

Item No. DD02  
800 x 2000mm



# Examples of Hoardings



# Streamers

Sabah Super  
**PHOTOGENIC MODEL 2007**  
Party & Prize Presentation  
Saturday 22nd December 2007  
7.30 PM @ ATLANTIS  
Bistro



# Danglers



# Example of Indoor advertisements Kiosk





# Examples of Direct mail Advertising Examples of a Catalogue



Sanctuary 200x200cm  
by VS Glass



Bowls 25cm, by FAP

# Examples of Brochure

**The Smart Way to Sell on YouTube**

**Fee Structure**

**Service Levels**

**What Sells?**

**How It Works**

**Drop Off Your Item**

**We Do All the Work**

**Get Your Item**

## AT A GLANCE

**SITUATION**  
The century-old Salem Baptist Church in Atlanta strives to continue its growth and realize its mission by raising the quality of its broadcast ministry.

**ACTION**  
Hire C&M Backdrops and Echo Visualization as specialized experts to "bring it all together" as a turnkey broadcast set service:

- Consultation
- Design
- Theme Development
- 3D Rendering
- Lighting
- Fabrication
- Installation

Have C&M and EchoViz create an animated, three-dimensional "virtual walkthrough" and deliver it as a video tape to share the excitement with the congregation.

### RESULT

- A high-quality, professional broadcast presence that will help Salem further its mission.
- A satisfied, repeat customer.
- An engaged, enthusiastic and supportive congregation

## ABOUT US

While the message you're teaching is universal... your ministry's appeal is unique. C&M Backdrops & Echo Visualization consult with you to create a visual identity that complements the personality of your presentation, with timeless designs that enrich the worship experience.

Whether your plans include updating an existing traditional church sanctuary, or building an all-new worship center with full broadcast capabilities, C&M Backdrops & Echo Visualization have the artistic ability to create innovative scenic designs that help you clearly communicate and powerfully position your ministry's mission.

You'll benefit from our years of experience in designing traditional broadcast sets and corporate event-staging, combined with the lessons learned as we've worked in collaboration with numerous churches and broadcast ministries.

We invite you to call us soon, and allow us the opportunity to help you create an image that will convey your ministry's unique identity, as you strive to teach and reach the world.



## VISUAL IDENTITY FOR MINISTRY

traditional & broadcast



## CONTACT US

C&M  
BACKDROPS, INC.



404.355.1415

404.727.0282

King Graphic Design, Inc. © 2004  
www.religiousbroadcastdesign.com

C&M  
BACKDROPS, INC.



set design & construction

theme development

turnkey services

# Leaflets



# Folded Leaflets



# **Advertising Tools & Practices:**

- **Naming of Product**
- **Packaging: color should be according to target audience**
- **Promotional tools: social charity, sponsoring shows like Close up Antakshari**
- **Display: products placed in racks, kiosks**
- **Using Celebrities**
- **Brand Ambassadors**
-

- **Putting products in movies & serials**
- **Discounts & offers**
- **People's participation**
- **Musical themes**
- **Sponsored Programs & shows**