

14.06.23

To,
Mr. Vetrichelvan
Times of India
Chennai

Dear Sir,
Warm greetings!

We are glad to introduce ourselves as **“ARCHER ADVERTISING”** a branding & communication agency based at Coimbatore.

Who we are?

An agency defined by its devotion to brands. Archer - a key player in providing strategies, concept & creativity through advertising media. We had the opportunity to work on a wide variety of brands and product categories in and around South India.

We believe in brands in their power, their value their increasingly important place in consumers' lives. More than just a goodwill entry on a corporate balance sheet, a brand is the single most important asset any company has.

The key thought that drives our agency is **“A competitive market demands a competitive advertising partner”**. It is this belief of being a partner to a client's business that helped our growth very much and has helped in creating, enduring business relationship with our clients.

We believe our job is to help clients build enduring brands that live as part of consumers lives and command their loyalty and confidence. How we go about doing this is through a proprietary way of thinking and working that we call - 360 degree brand creative.

We believe our role as 360 degree brand creative is this: Creating attention-getting messages that make a promise consistent and true to the brand's image and identity. And guiding actions, both big and small, that deliver on that brand promise. To every audience that brand has. At every brand intersection point. At all times.

What we are into?

Our Range of Activities consists of

- Ø Corporate Advertising,
- Ø Rural advertising,
- Ø New Product Advertising & Promotions.



Our range of services includes production of electronic & print media.

- ∅ Television Commercials,
- ∅ Corporate Films,
- ∅ Radio Jingles,
- ∅ Theater Slide Productions,
- ∅ News Paper Advertising,
- ∅ Preparation of Brand Identity (LOGO), Corporate Brochures, Product Catalogues, Calendars, Direct Mailers & Stationeries.
- ∅ And below the line communications that cater to your needs.

Outdoor advertising:

- ∅ Hoarding,
- ∅ Posters,
- ∅ Direct Marketing,
- ∅ Market Research,
- ∅ Public Relations,
- ∅ Exhibitions & Stalls,
- ∅ Event Managements etc.

Advertising Photography's

- ∅ Model Photography,
- ∅ Industrial Photography and
- ∅ Product Photography.

We are also into the following Registration Process.

- ∅ Barcode Registration
- ∅ Trade Mark Registration
- ∅ FSSAI Certification



Events:

Auto Expo 2017 (September 16th & 17th)

1. Multi branded cars, two wheelers, heavy vehicles, tractors, oils, tyres sectors participated in the event planned in Ooty (Nilgiris) for the first time till date. Total 27 stall display



Baduga Fest (2nd September 2018)

2. Awards & Musical Fest exclusive for Baduga Community, Nilgiris. Event planned in HADP Hall, Ooty (Nilgiris)



Events:

Nilgiri Property & Auto Fair 2019 (April 12, 13 & 14th)

1. Multi branded cars, two wheelers, real estate & builders expo conducted at Ooty (Nilgiris)



EVENT ORGANIZER

Nilgiri PROPERTY & AUTO FAIR 2019

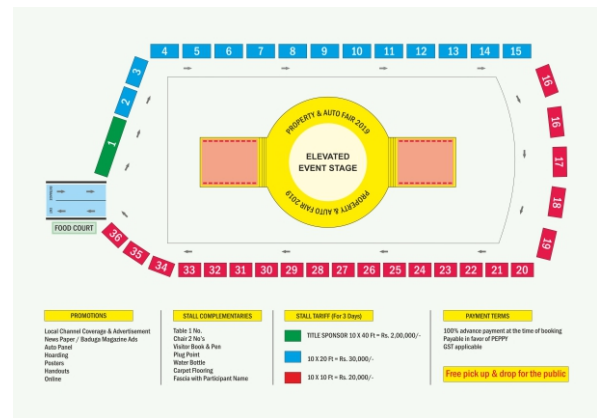
Venue:
YWCA ANANDAGIRI, Near ATC Bus Stand, Ooty.

Date:
April 12th, 13th & 14th.
(Friday, Saturday & Sunday)

Participants:
Builders | Real Estate | Interior / Exterior | Home Appliances
2, 3, & 4 Wheelers | Accessories | OEM Dealers & Manufacturers

For bookings, contact -
+91 78100 22330 / 63830 22808

#281-A, Alexandra Premises, Cash Bazaar, Ooty - 643 001.
E-mail: archeradvertising@gmail.com



Above all we try to understand your brand so as to promote it in today's market scenario, keeping the competitors & new comers in mind with our unparalleled client servicing abilities.

What do we offer?

We are in the business of building strong, distinctive brands. Our expertise stretches from visiting cards to television commercials, from brochures to web sites and from direct mailers to corporate identities. In short, any piece of communication.

Why are we better?

We are a pure creative & strategy shop. What it means in simple terms is that, we simply do not have a motive in making you spend unnecessarily. ARCHER strength comes from the outstanding creative and planning talent houses. Which is why you can always be assured that your TV commercials will always be art directed to perfection and that your print ads will be written impeccably and that the positioning of your company / organization via a corporate film will be precision perfect.

How do you pay our services?

This is the real good news. ARCHER operates on fee-based remunerations and retainship. So to reiterate, we have absolutely no stake in making you spend more! We believe in maximizing returns while minimizing ad-spends.

What we look from you?

We look forward to associate with your prestigious brand / organization and act as an advertising partner. We believe that strategy based creativity for your brand / organization will definitely infuse fresh blood into your marketing communications immediately.

Thanking you and assuring you our best services at all times.

Best regards,

SENTHIL KUMAR
78100 22330

