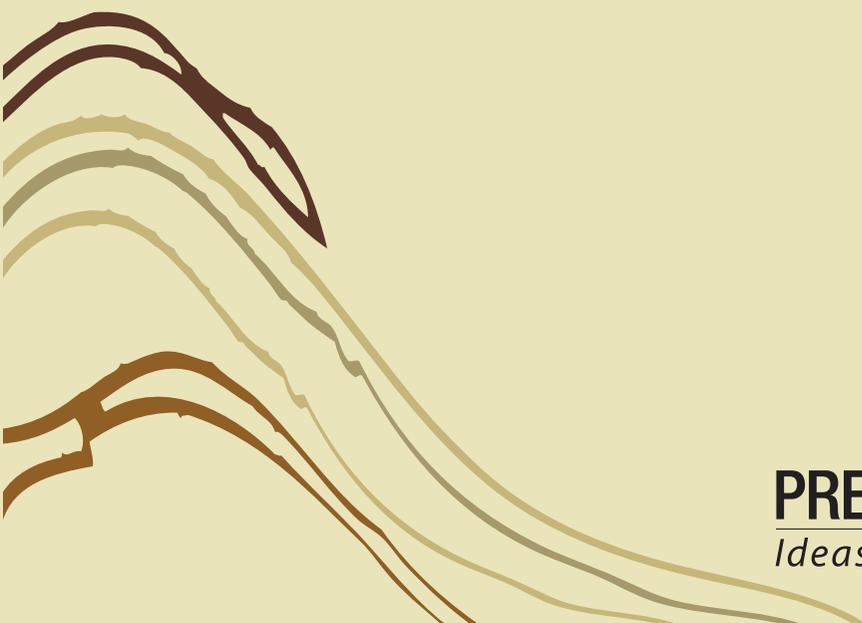


IDEAS THAT WORK.



PRESSMAN
Ideas that work.





We are one of India's leading independent full-service advertising agencies, with all round capabilities and a strong reputation built over more than four decades.

We provide advertising, design, media planning and buying, market research, digital solutions and public relations services to hundreds of clients.

What distinguishes us? Briefly:

- > A conviction that creativity should serve a larger strategy, rather than exist for its own sake
- > An emphasis on hard facts, simplicity and relevance in communications
- > An eye on the budget when making recommendations – because 'expensive' doesn't necessarily mean 'effective'
- > A focus on the specifics of a client's business and goals, rather than conventional generic thinking

Our work is characterized by a drive to create competitive advantages for our clients, enhancing brand value and enriching client equity.





About Us

Experience

Over the decades, we've built up a priceless store of an invisible, intangible asset.

It's our stockpile of knowledge and expertise. Experience in serving organizations of every size and scale... in every possible line of business, and every domain of activity. Competence in rising to every conceivable challenge. In meeting just about every requirement that our clients may have.

It's a resource that doesn't show in our books, yet makes all the difference in our results.

People

Our lifeblood is people with ideas. With a flair for compelling insights and solutions. And an ability to forge bonds with clients and business associates.

They're diverse in their skill-sets and specializations: especially our senior managers, who hail from backgrounds as varied as marketing, advertising, journalism, industry, finance and public relations. Just about every niche skill that a client may require is covered.

At the same time, they're united in key values. They all place a premium on knowledge and information in all its forms. They all like working with specifics rather than generalities. They all feel accountable for every outcome. It makes for a client-agency linkage that thrives on integrity, transparency, trust... and a shared commitment to achieving results.

Creativity

We remember when 'creativity' was the big thing, and the only thing. Advertising firms lived or died by how strikingly original or stunningly radical they could be. Measurable results didn't matter so much.

We, however, have always looked upon creativity primarily as a means to an end. As a means of getting audience attention. Or of making a point in a vivid and memorable way. Or of conveying the simple essence of a complex proposition. Or of enhancing substance with style.

In other words, we assess creativity by the results it creates.

Quality

In a profession where there's so much room for subjectivity, and so little can be quantified, defining 'quality' isn't easy. But we try.

We're the only full service advertising agency in India with ISO 9001 certification. That means our systems and processes are first-class.

We have equally strict standards for our output. Benchmarks which govern accuracy, finish, clarity, economy and impact. We know how slipshod execution can ruin a grand conception. So we keep our eyes on the ball from start to finish.

After all these years, we still can't really define 'quality' in advertising. But we've learnt to know it when we see it.

Speed

We know that speed is usually of the essence. That timeliness is money. And that slow and steady wins few races.

If we don't get it right the very first time, there may not be a next.

That's why we keep ourselves in a state of readiness, with people and resources poised for quick response. To a marketing opportunity, or corporate crisis, or overnight deadline, or media opening, or breaking news. Or any of the other ticking-clock scenarios in this high-pressure age.

Reactive? Yes, some of the time. Proactive? Yes, the rest of the time. Active? All of the time.

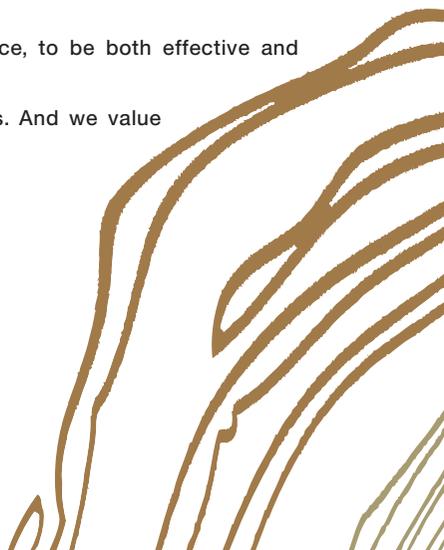
Cost-effectiveness

We stretch ourselves to stretch the available funds. To squeeze the greatest possible value from the spend.

We do that by finding creative and ingenious ways to get more bang out of fewer bucks. By finding big ideas that compensate for a small budget. And by making the smartest choices in media buying. In printing and production. Even in travel and logistics when managing events.

It takes a lot of work, based on a lot of experience, to be both effective and cost-effective.

We do what it takes. Because we value our clients. And we value their money.



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Corporate Advertising

We are one of India's leading agencies in corporate communications. More importantly, our record extends into just about every domain and sector of industry and service, in every conceivable market segment, on any scale from regional to global.

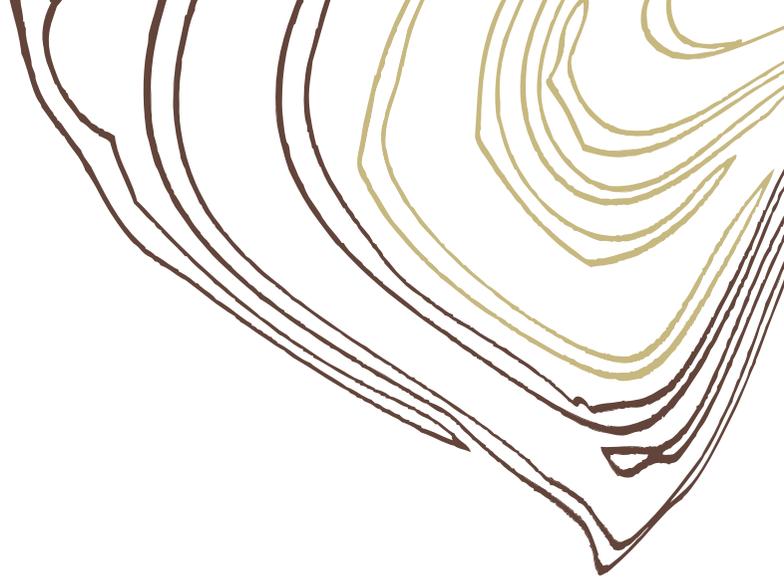
The scope of our work ranges from logo design and signage, through tactical occasion-based messaging, all the way to full-blown exercises in corporate identity and branding. It always strives for positive outcomes for client bodies, such as:

- > helping minimize their cost of capital
- > helping maximize the stability of their investor base
- > adding perceived value through proper positioning
- > attracting fresh interest, and stimulating new demand

A core methodology applies in all our corporate work: accurately identify the clients' particular strengths and qualities, and make them the basis of all communications.

When a company speaks with a voice grounded in fact rather than fluff and fantasy, it almost never fails.





Brand Advertising

We operate from the belief that a brand is the enduring essence of a product, service or organization. The substance may change, but that soul remains.

Our capabilities begin with brand creation: giving form and definition to that inherent quality. It continues with the roll-out of the brand, making it stick in public awareness, and – over the years – developing and evolving it without losing its vital core.

Over that entire agenda, our strategic plans and creative efforts are tuned to the market. They keep sight of the audience to be engaged, informed and persuaded. They come to life not in the hothouse of conference rooms and design studios, but in the real world of customers.

At all times, the objective is to capture their attention, guide their thinking and feeling, and cause them not just to buy the brand, but buy into it.

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Financial Advertising

Pressman was one of India's first agencies to communicate financial information in mass media, and remains a leader in this genre.

One of our key strengths is our analytical eye: the ability to capture the essentials of complex financial data relating to performance, services, instruments and other specifics.

We bring to the task a close familiarity with financial markets and investing communities; and with the norms regulating communications and promotions. That first-hand knowledge guides our creative efforts; it helps us craft campaigns tuned to investors' decision-making processes.

We apply that proficiency to diverse communication needs: IPOs, banking products, mergers & acquisitions, buy-back offers, mutual fund schemes, open offers, financial results and more.

Do we produce results? Yes indeed. It shows in our track record, in our truly remarkable portfolio and client roster – and in the respect we command in the nation's financial circles.

EAS
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Government Advertising

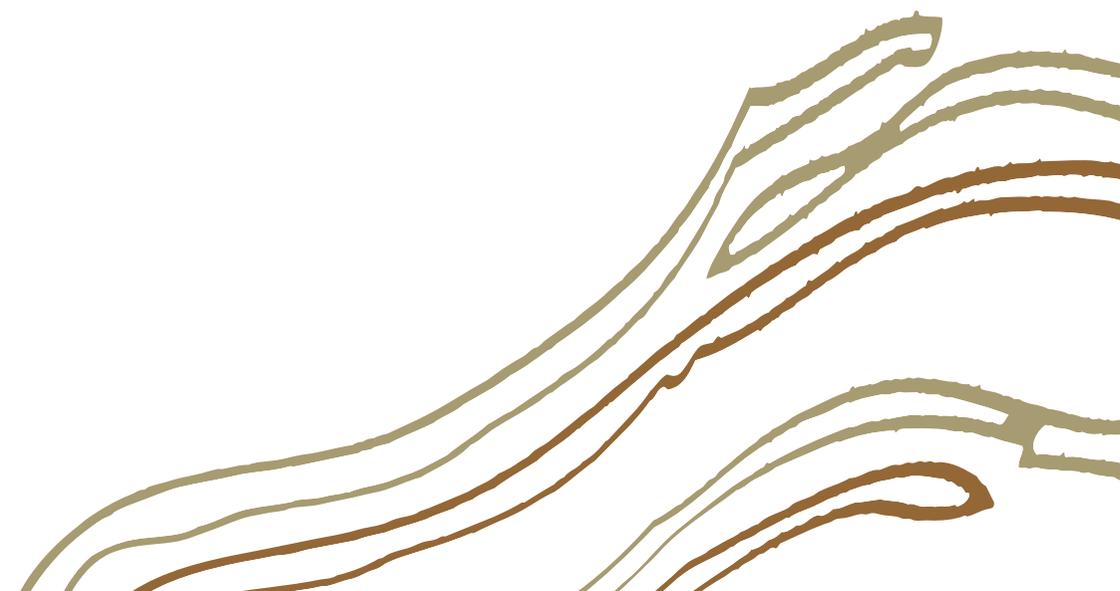
Pressman's portfolio includes substantial volumes of work done for the Indian government, at both the central and state levels.

It's an ever-growing output that spans recruitment ads, special announcements, event-based notices, tender solicitations, public instruction, tourism promotion and specialized communications for particular Ministries and Departments.

It calls for a highly structured approach, in compliance with official systems and procedures – without compromising on effectiveness and timeliness.

That's why we have specialized teams trained for the special requirements of our governmental clientele, speaking their language, following their code.

That mutual comfort level – almost as much as the effectiveness of our work – could well be responsible for our enviable client portfolio in this segment.



WORK.

And more...

It's not all full-blown ad campaigns, creative extravaganzas and national brand building. Organizations' needs are micro at least as often as they're macro.

In other words, they need prompt, efficient and professional service for routine communications. For tender solicitations, announcements, statutory advertising, recruitment... it's a long list.

When the task is something as mundane as a change-of-address notice, it's not memorable creativity that's called for. It's more important to have a meaningful and cost-effective media plan that targets the necessary audiences.

At Pressman, we excel in developing templates and workflow models that deal with such regular and routine needs. The watchwords are speed, efficiency, accuracy and economy... and a load off our clients' minds.





Design

We value design not just as the embellishment of a message, but part of its language. More than merely being attractive or arresting, good design makes its own statement. It helps establish brand personality and identity, and adds layers of meaning and feeling.

Design creates a context for the content.

These are principles that guide our teams of designers, illustrators, graphic artists, production specialists and digital operators. It's seen in a body of work that spans corporate brochures, logo design, newsletters, posters, billboards, print ads, catalogs, direct mailers, marketing and merchandising collaterals, exhibition displays, exhibition kiosks – and, increasingly, websites and web ads.

In all these and more, we strive for design that doesn't just draw the viewers in, but gives them something to take away.

THAT WORK.

Public Relations

Years ago, Pressman played a key and pioneering role in PR's evolution in India: from being almost entirely 'press relations' to encompassing investors, government bodies, opinion-leaders and other audiences.

Today, we remain at the forefront of professional PR in India, with many demonstrated capabilities.

These include formulation of PR strategies, targeting of particular stakeholders and other constituencies, generation of news worthy of coverage, creation of a consistent PR identity and other wide-ranging skills.

Pressman also deploys a varied tactical arsenal, including press conferences, analyst meets, media interviews, event management and road shows, with all the detailed planning logistics and execution entailed.

All in all, the Pressman brand of PR is a strong force in securely establishing an organization within the landscape of public awareness and opinion.





Digital

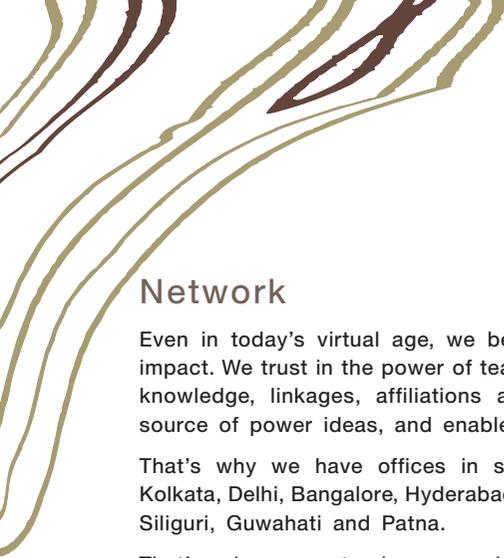
The world is going digital at an accelerating tempo, spawning new media, channels, markets and communication modes on an almost daily basis.

We help our clients navigate those complex and confusing waters. For example:

- > we create professional and user-friendly websites that serve as a captive medium for marketing and messaging
- > we develop digital strategies that integrate online PR, sites, blogs, social media and telecom-based channels
- > we identify areas within the social web where their target audiences are most prevalent, and ensure a suitable presence there
- > we help our clients build interactive relationship with their customers, suppliers, shareholders and other constituencies

To all that, we bring the strategic communication skills that apply in the digital domain no less than in the physical world.

IDEAS



Network

Even in today's virtual age, we believe that physical presence makes its own impact. We trust in the power of teams on the spot with strong local and regional knowledge, linkages, affiliations and influence. A network that's a continual source of power ideas, and enables delivery that's quicker and more accurate.

That's why we have offices in so many locations across India: in Mumbai, Kolkata, Delhi, Bangalore, Hyderabad, Chennai, Ahmedabad, Bhubaneswar, Nagpur, Siliguri, Guwahati and Patna.

That's why we extend our reach globally through a shareholding in ECCO International, one of the world's leading independent public relations networks.

It's all seamlessly integrated by IT infrastructure and online systems, into a single 'virtual' office. Information and ideas are routed along well-defined paths, delivering a consistently high standard of collaborative work.

Services

Advertising

- Corporate Advertising
- Brand Advertising
- Consumer Advertising
- Financial Advertising
- Social Advertising
- Government Advertising
- Media Planning
- Media Buying

Public Relations

- Corporate Communications
- Marketing Communications (B2B & B2C)
- Financial Communications
- Social Communications
- Media Relations
- Investor & Analyst Relations
- Media Training
- Event Management
- Crisis Management
- Market Research
- Editorial Services
- Sponsorships

Design

- Corporate & Brand Identity
- Print Advertisements
- TV & Radio Commercials
- Corporate Presentations
- Brochures
- Annual Reports
- Mailers
- House Journals
- Catalogues
- Marketing Collaterals
- Signage
- Exhibitions
- Photography Services

Digital

- Web Design & Development
- Flash Design & Development
- Web Hosting & Maintenance
- SEO Services
- Viral Marketing
- Social Media

Sector Experience

- Government
- Banking, Financial Services & Insurance
- Information Technology
- Telecommunication
- Pharmaceuticals & Healthcare
- Construction & Real Estate
- Industry - Steel, Cement, Engineering, Chemicals, Petrochemicals, Fertilisers, Automotive, Textiles, Electronics, etc.
- Infrastructure & Mining
- Power, Oil & Gas
- Media & Entertainment
- Hotels, Travel & Tourism
- Retail & FMCG
- Gem & Jewellery
- Food & Drink
- Lifestyle & Interiors
- Education
- Environment
- CSR & Social
- Trade Organisations
- Professional Bodies



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