



EYECATCHERS

ADVERTISING THAT SELLS.

www.eyecatchers.co

**IF IT DOESN'T SELL,
IT ISN'T CREATIVE**

- DAVID OGILVY





360° SOLUTIONS

ADVERTISING
BRANDING
CREATIVE
DIGITAL
EYECATCHERS

GETTING YOUR BASICS RIGHT!

Eyecatchers is a one-stop shop for our clients advertising, branding, creative & digital needs !

We provide a comprehensive menu of services under one roof: advertising, branding, direct marketing, sales promotion, package design, product placement, media planning and buying traffic, event planning, public relations, digital marketing, website design/ development, web hosting, social media management and an ever-evolving list of attributes that contribute to the brand communications, marketing & selling of the clients goods and/or services.

In the world of technology, digital marketing and social media has immense impact on how we behave socially, act as consumers and how we do business in this digital era.

We deliver holistic integrated solutions by being our clients single point of responsibility and accountability, the clients gain by

Dealing with a single agency & thus avoiding the hassles involved in coordinating with multiple players.

Eliminating the need for an in-house coordination team and resultant costs. Optimized performance & process efficiency.

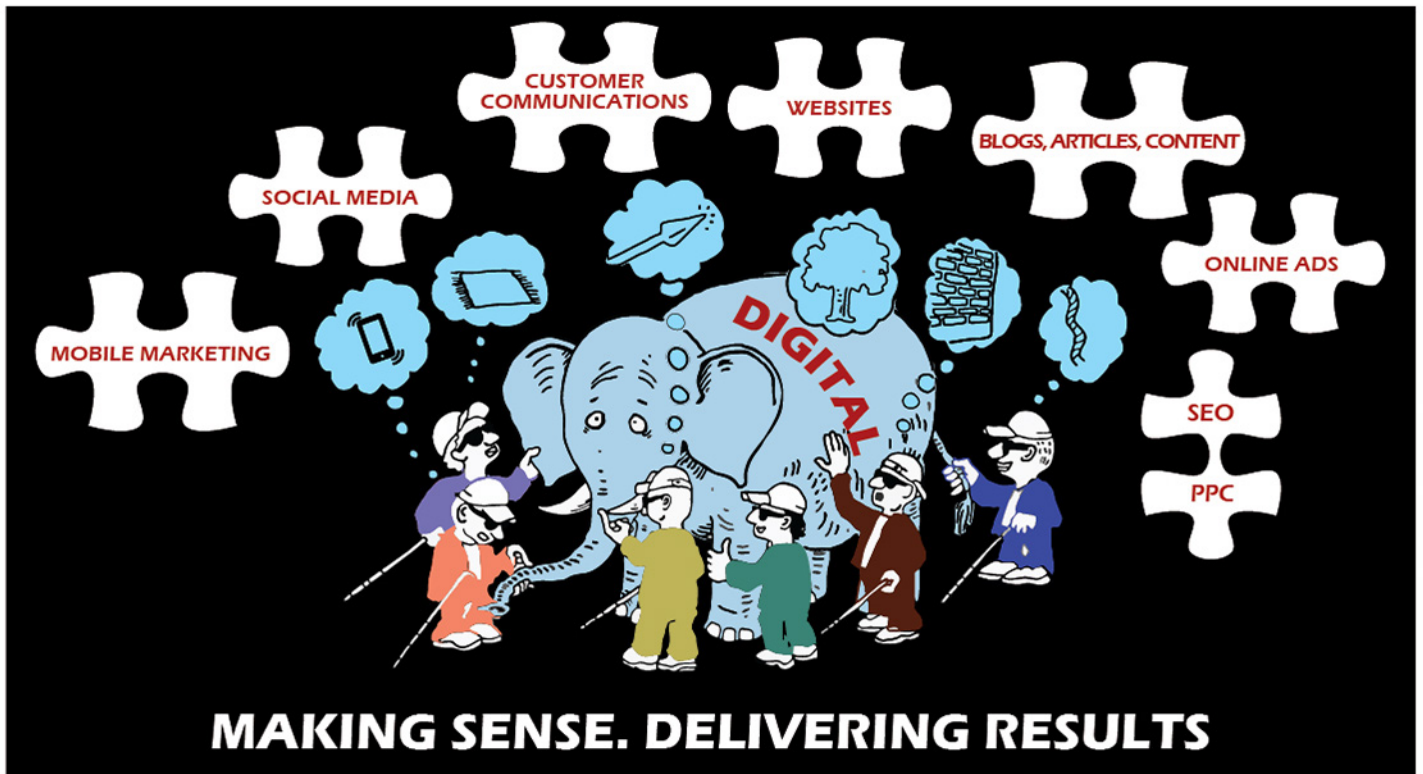
Sending out a consistent brand message across all platforms and media.



We partner you in creating a brand identity for your business from Brand-name Research to Trademarking, from effective and elegant Brand Design Solutions to creating a Brand Personality, for companies of all sizes, from start-ups to start-overs.

Thinking like a Designer can transform the way organisations develop products, services, processes and the Business – Brand Strategy. Design Thinking builds 'relevance' to intuition-inspiration and data-driven-rational approach to find solution. It brings together what is desirable from a human point of view. Resulting in building an unconditional attachment to the brand.

We research, analyze and help close the gap between your existing Brand Identity (the way in which you want consumers to perceive your brand) and the Brand Image (what consumers actually think). This keeps you in complete touch with the market sentiment and making the selling of your product/ service easier!

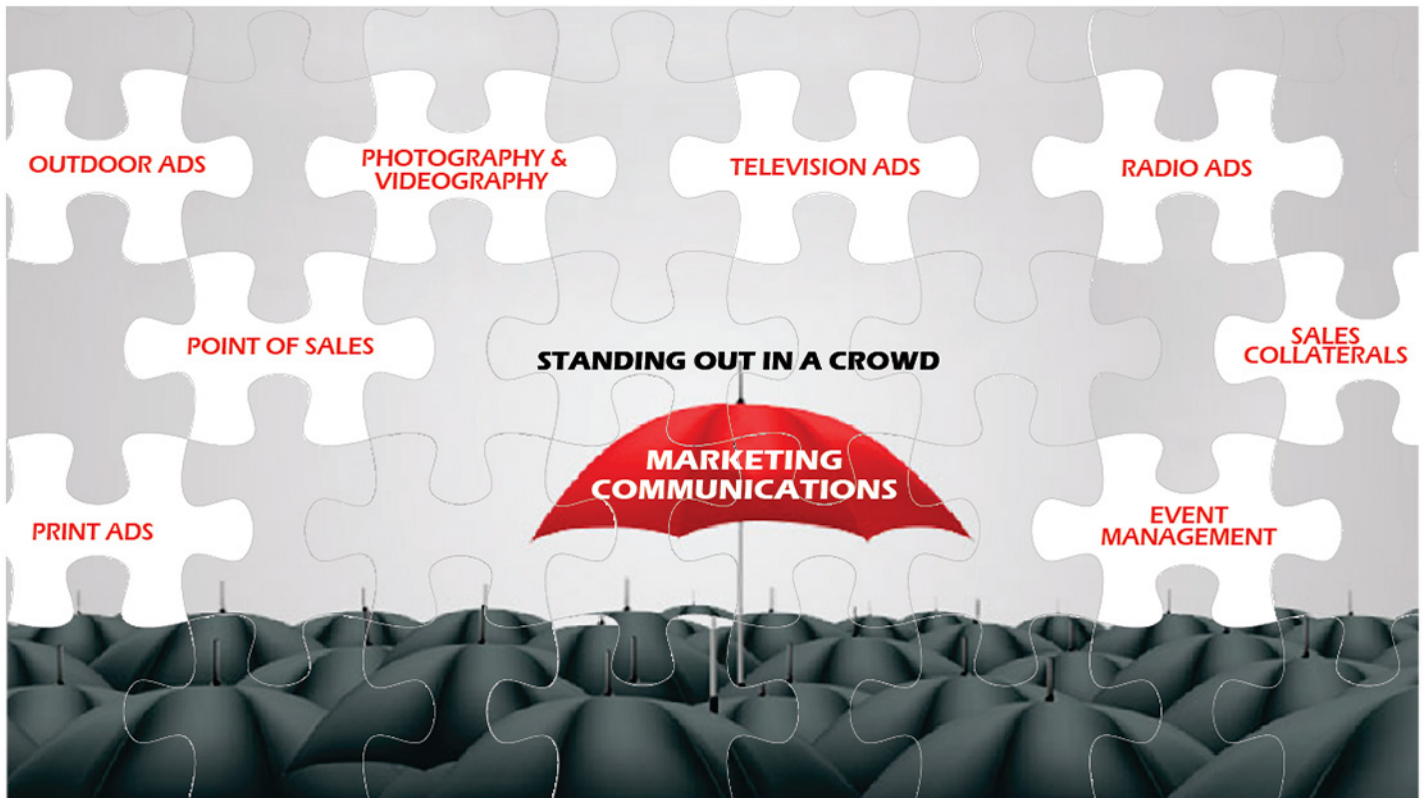


The world of technology, digital marketing and social media is having a significant impact on how we behave socially, act as consumers and how we do business. If you're reading this, chances are you're either a marketing professional or a business owner who understands the importance of internet marketing today. You 'get it' that traditional marketing methods are becoming both ineffective and expensive, and you know that if you neglect to market your business online, you'll be missing out on the powerful results that an effective internet marketing strategy can bring about!

If we build a website, visitors will come. That's the plan! However, if you really want to attract visitors (and potential customers) to your business's website, you need to do more than simply build it: you need to optimize it.

Search engine optimization, or SEO, is the key to getting your website discovered via search engines like Google, Bing, and Yahoo. Today, search engines are smart. They can tell the difference between spammy websites that are designed to game the system, and legitimate websites that are providing, relevant high-quality content. Modern SEO is about optimizing for the searchers, not the search!

Social media provides a platform for direct communication between your customers, prospects, and employees. What's more, it is a key driver of content distribution and brand visibility online. While there are a wide array of social networks that you can use to your advantage, we focus on the ones relevant to your industry, business, target audience and business goals!



We originate & manage all internal and external communications aimed at creating a favorable point of view among all stakeholders: employees, media, channel partners and the general public, transmitting the necessary coherence, credibility and ethic.

We create effective corporate & marketing communications. product advertising, direct mail, personal selling, sponsorship activities, events & exhibitions, public relations, public affairs, investor relations, environmental communications, crisis communications, media relations, corporate advertising, and employee communication.

PRINT ADVERTISING

The medium is still as relevant and powerful as vintage posters ever were, whether small scale magazine ads or national newspaper's jackets. We strongly believe the key to success here lies in refreshing creativity backed by honest & thorough research.

TELEVISION ADVERTISING

The multi-sensory appeal mass medium is also the one most exciting! We make Ads that capture the attention of the audience, incorporating the right text, sound, images and movement, to get consumers talking, and, effectively reaffirming the advertising message!

RADIO ADVERTISING

Jingle your way to a million hearts... Ride the fast growing channel of FM radios with adverts , RJ mentions, contents, interview bytes & more! Today's hotly competitive marketplace demands an active medium. That's radio! And we at Eyecatchers know exactly how to leverage this medium's strengths to deliver for your business!

SALES COLLATERALS

Banners, Posters, Flyers, Leaflets, Handbills, Brochures, Catalogs, Stickers, Button Buddies, Magnets, Advertisements, Direct Mail Letters, Postcards, Handouts for Sales Presentations, PowerPoint Presentations, E-Newsletters, Sales Sheets, Selection Guides, Printed White Papers and more!

PHOTOGRAPHY & VIDEOGRAPHY

Show, don't tell! Use effective visuals to power up your communications, boost engagement, and spark up your communication. With visual content's ability to convey information faster, we at Eyecatchers help you make a strong case for your brand or ad before your audience chooses to leave! With our experienced team of photo & videographers meshed in the advertising agency, we provide you the perfectly engaging photo or the potentially viral video!

OUTDOOR ADVERTISING

At Eyecatchers we understand how critical it is to do Outdoors & its broad messages the right way, or it is simply a waste! With the advent of mobile technology, and websites, outdoor can now drive people to something instantly. From QR codes, to simple web addresses, or even apps like Snapchat and Instagram, outdoor can be a way to begin a conversation with the consumer, or prompt an outdoor campaign to go viral.

POINT OF SALE

Whether you are executing an advertising campaign, an exhibition, or a presentation, we provide you with these effective marketing tools, well thought out and properly presented to attract consumer attention to stimulate direct purchase and promote the brand - Digital Displays, Buntings & Dangers, Standees, Wobblers & Cube Displays, Graphic Panels, Wall Signage, Mirror Decals & Window Decals, Counter Top Units (CDUs), Free Standing Display Units (FSDUs), Tent Cards, Shelf-talkers & Shelf Strips, Price tags, Packaging, Product Display Boxes. Promotional stands & Roll-stands. Banners, Hanging Banners, Posters, Hard posters, Back - Lit Posters, etc.

OUR CLIENTS



A	M	U	Q	G	L	K	B	S	Z	P	X	E	L	D
B	B	X	Q	D	J	L	T	Z	A	O	M	R	N	Q
O	Z	E	U	I	A	F	O	X	S	S	K	E	B	C
K	P	G	A	F	O	M	B	D	U	I	A	S	U	A
S	V	L	L	R	P	C	J	Q	T	T	T	P	N	L
X	Q	A	I	E	U	R	E	L	E	I	H	O	C	H
Q	T	M	T	S	N	E	C	U	C	V	O	N	T	H
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T	I	I	R	C	A	V	E	D	L	M	G	E	X	J
O	V	C	I	H	L	E	D	I	O	E	H	L	J	Q
Q	M	S	U	S	O	R	V	D	G	B	K	S	I	C
P	G	B	Z	D	Q	A	B	K	Y	F	Q	O	M	L
S	A	K	X	U	Y	S	C	Z	I	F	J	J	O	L

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