



“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does”

Our Work To Help your business grow



4C Specialties:- Ad Film, Product Film Making, Print & Electronic media, Creative concept development, Creative writing, Public Relations. We book ad. In all over India in Newspaper & Electronic Channels, Marketing, Strategy Planning, Identification of Optimization and Monetization Opportunities for Clients, Account Management & Client Relationship Management, Conceptualization and formation of Business Models, Project/Process Management (including set up & management of systems), Team Management.



Dear Entrepreneur's

An idea can turn to magic or dust, depending on the talent that rubs against it,

Reaching peoples mind that's what we do at **4C** Advertising, thru public communication about organization, its goods, services, its people, through means such as direct mail, telephone, print, radio, television, and internet.

We are an upcoming marketing, advertising and branding agency with big ideas and even bigger results. We provide in depth ideas and media plan to promote your brand in market

4C believes that an integral part of marketing, advertisements are public notices designed to give hope, to inform, motivate and to change the thinking pattern or buying behaviour of the recipient, so that he or she is persuaded / influence people to take the action desired by the advertiser when aired on radio / television or other avenues.

If you are looking for a place where insights are melted in the furnace of brainstorming and then shaped into great ideas, then we are the right choice, You brief us on your company products/services, and we work out in tandem, the brand, its imagery, the ideals and values behind it, the target segments and so on. If given the opportunity, we will convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user.

We would be happy to work with you. Do get in touch with us at:

Thanking you always,

Prof. Chandramohan Nair
C E O

4C – Foresee Advertising & Marketing Pvt Ltd

Website :- www.4see.co.in

Email: cmn@4see.co.in, contact@4see.co.in

4C conducts workshop and trainings for companies on fundamentals before advertising:-



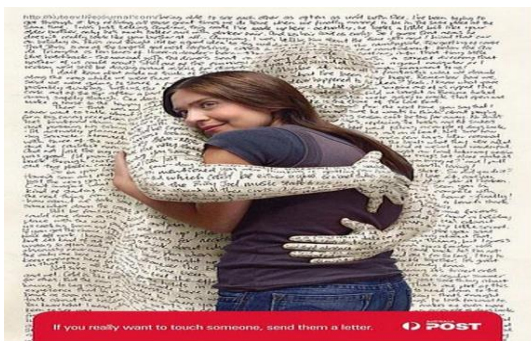
Setting out Clients advertising objectives.-

4C provides for a cost effective way and steps required in developing an advertising program, what are the advertising and communication objectives, to do, to know, to believe. Based on the Sales Goal of an Organization, advertising objectives are set.



Creations of ideas to meet Client goals -

4C believes that an ad's impact depends not only on what it says, but more often more important on how it says it, in the new and always changing communication environment.



Developing an Successful Advertising campaign

4C treats advertisement as an investment, and not an expense, **4C**

advertisement campaign messages provide the buyers a reason to buy and for more potential customers who buy something. Advertising does not come cheaply, so it is important that our client hard earned funds are spent on the most effective campaign possible. Working through a relatively short creative brief **4C** defines your advertising aims and detail how your campaign will achieve them.



Advertising Budgets.

When recession sink in teeth in to business, companies drastically reduce its advertisement budget, in doing so their brands will never recover, Estimates suggest that firms who have tempted to cut marketing budgets would end up

having to spend four times the amount 'saved' in order to regain their position., Before such times, Companies need to find people who really understand their business, their sector, who can add insight and value.” **4C** as the body responsible for promoting the interests of brand communications of Companies, before finalizing the advertising budget of an organization or a company it takes a look on the favourable and unfavourable market conditions which will have an impact on the advertising budget.



Assisting our Clients in improving overall communication effectiveness.

4C trains and conducts workshops on how all communication have a result, Business relationship / Inter officer work force relationship are often rocky due to poor

communication, a lack or misinterpretation of facts, pressurized environments, and a mutual commitment to success, Unforced errors. Mole hills become mountains, and mistakes become disasters due to emotions and overreactions. At **4C** we focus on problems and not personalities, Management and Leaderships are learned skills, working in Tandem with our client companies make their organization sail through difficult and testing times.



5 M of advertising. – Advertising is art of promoting yourself through different media. In today's complex environment where everything is getting changed and being

systematic, advertisement is also being converted into a whole subject. **4C** – Training and Workshop sessions talks and explain in details 5 M of Advertising, it's importance, many things are to known on this subject. Five M's of advertisement- Mission, Money, Message, Media and Measure, to understand the whole concept of advertisement.








Event Management.

4C as an service provider plans and executes an event with perfect balance of organizational excellence and the entertainment quotient. We organize Exhibition Show, Trade Show, Government Event,

Corporate Event, Religious Event, Inauguration Events, etc., with distinctive and unique ideas. Our aim and goal is obtaining the ultimate satisfaction of our patrons.

4C also works on the below Marketing Channels in Advertisement.

1)	Films	
	a)	Advertising Films (Commercials)
		
	b)	Product Feature Films
		
	c)	In Films
		
	d)	Corporate Films
		
	e)	Radio Jingles
		

2) Videos for Social Media /
Whatsapps/ Face Book
/U.Tube /
(Digital Marketing)



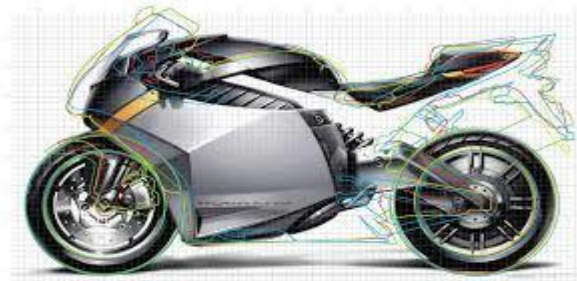
3)
Logo



Catalogue Design



Product Design






Stall Design



Corporate Identity



4)	Animation 2D / 3D	
	Visual Effects	
	Story Boards	

5)	Website Development	
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6)	Neon Sign	
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7)

Hoardings



Railway & Platform Publicity



Bus Hoardings and Best Shelter Hoardings



Taxi / Cool Cabs



Auto



8) Media Planning

TV



Radio



MEDIA PLAN FOR RADIO ONE

TIME BAND	COST/30 SEC	SPOT	SLOTS	PROGRAM	COST
0700-0800	3500/-			MJ HRISHI	
0800-1000	4500/-	140 SLOTS	MON-FRI 3	MJ HRISHI	2,70,000
1000-1100	3500/-	FOR WHOLE	MON-FRI 2	MJ HRISHI	1,40,000
1100-1800	2500/-	WEEKDAYS OF		MJ YAMINI & MJ PRACHI	
1800-2200	3500/-	1 MONTH	MON-FRI 2	MJ PRACHI & MJ GYA	1,40,000
2200-0700	1500/-				

TOTAL COST FOR 1 MONTH- \$50,000/-
FOR 2 MONTHS- \$1,00,000/-

Newspaper



Magazine, etc. etc.

