

CREATIVE THINKS MEDIA  
**CTM Branding Solutions**



# WHO WE ARE ?



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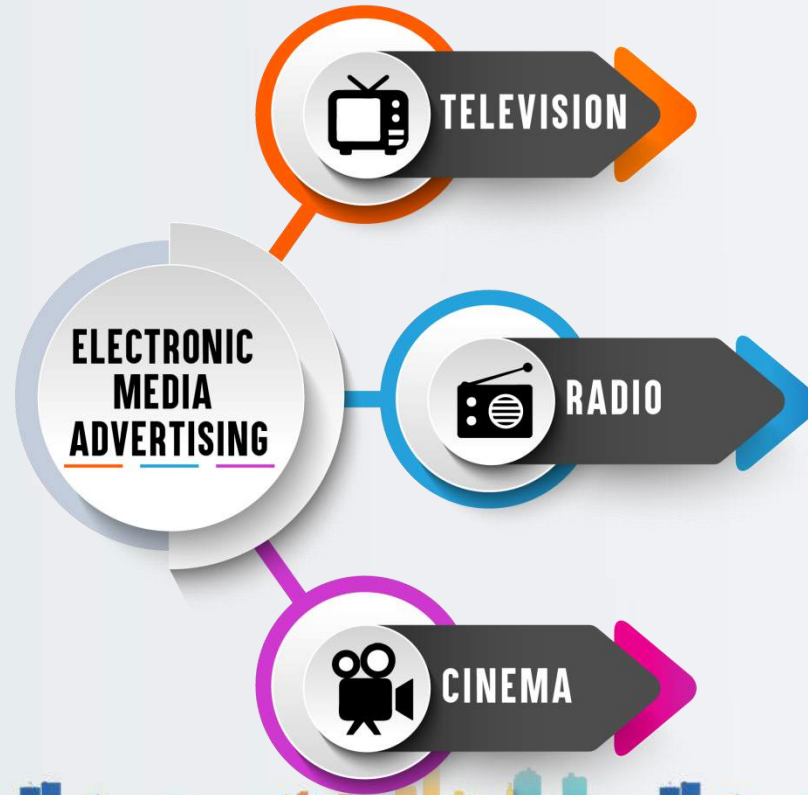
With innovation at its core, Creative Thinks Media aim to create the most compelling brand experiences across platforms and help build meaningful consumer connections. Creative Thinks Media is a full-service advertising agency with expertise in all marketing disciplines. Because we believe that great work is something conceived, nurtured, produced and evaluated together, we house all of our disciplines and specialty experts under one roof.



# WHAT WE DO?



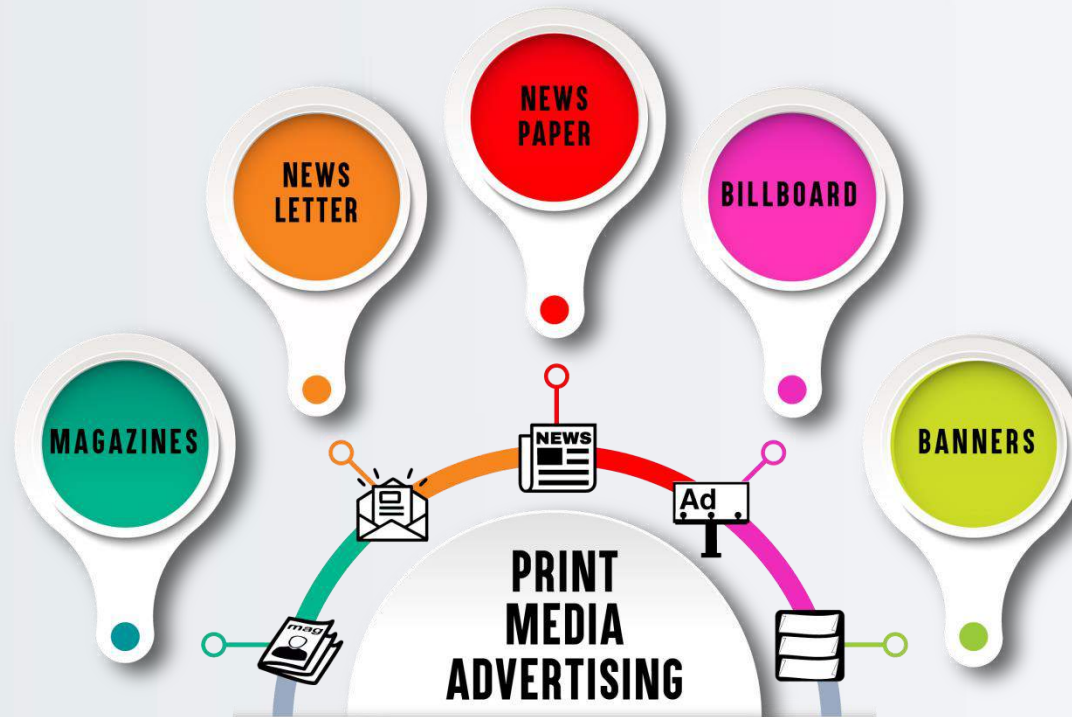
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# WHAT WE DO?



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# WHAT WE DO?



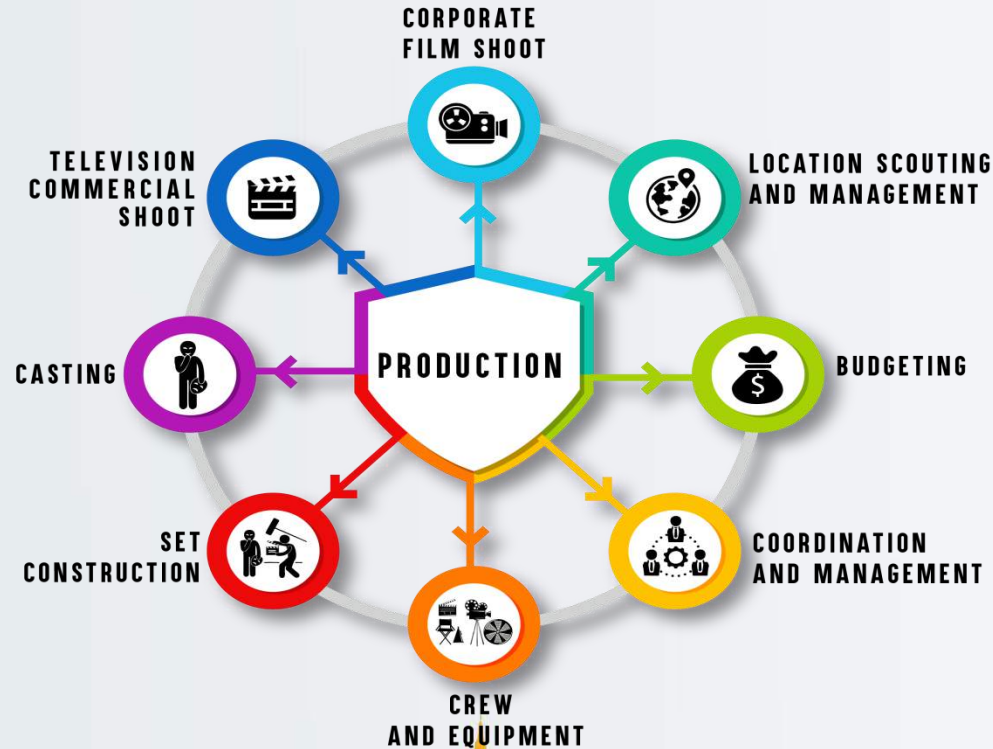
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# WHAT WE DO?



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# WHAT WE DO?



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# WHAT WE DO?



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# WHY CHOOSE US?



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**1. Creative Thinks Media uses a unique blend of digital and traditional research to uncover opportunities and help you understand your customers** – Developing a marketing strategy and putting it into action are just the first steps. Our team acts, generates actionable data, and leverages those insights to make our marketing efforts more profitable. We use a combination of analytics and old-fashioned customer feedback to spot untapped opportunities and connect with customers on a deeper level.

**2. Creative Thinks Media has creative and tech specialists who work together to bring our strategy to life** – Our team consists of a combination of creative and tech experts. They work together seamlessly, combining their expertise to help you understand your customers through data and connect with them through unforgettable creative. This holistic approach helps you get the most marketing bang for your buck.



# WHY CHOOSE US?



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**3. Creative Thinks Media approach focuses on building lasting relationships** – We don't believe in gimmicks or short-term solutions. Our team excels at building meaningful relationships that translate into leads and customers regardless of changes in technology. This lays a foundation of long-term profitability and success – even in an unpredictable online environment.



# Some of our clients in Real Estate Sector



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# Some of Our Clients in Gems and Jewel Sector



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R C JEWELLERS  
KAROL BAGH | NOIDA | SOUTH EX



mehrasons  
J E W E L L E R S

# Some of Our Clients in Education Sector



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(Established under Galgotias University Uttar Pradesh Act No. 14 of 2011)



**NOIDA PUBLIC  
SR. SEC. SCHOOL**

*Affiliated to CBSE*

# Some of our clients in Healthcare Sector



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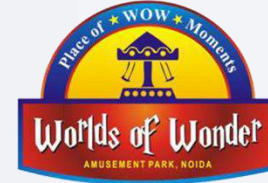




# Some of our Clients in Corporate and FMCG Sector



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# Advertising Data Mining and Data Crunching

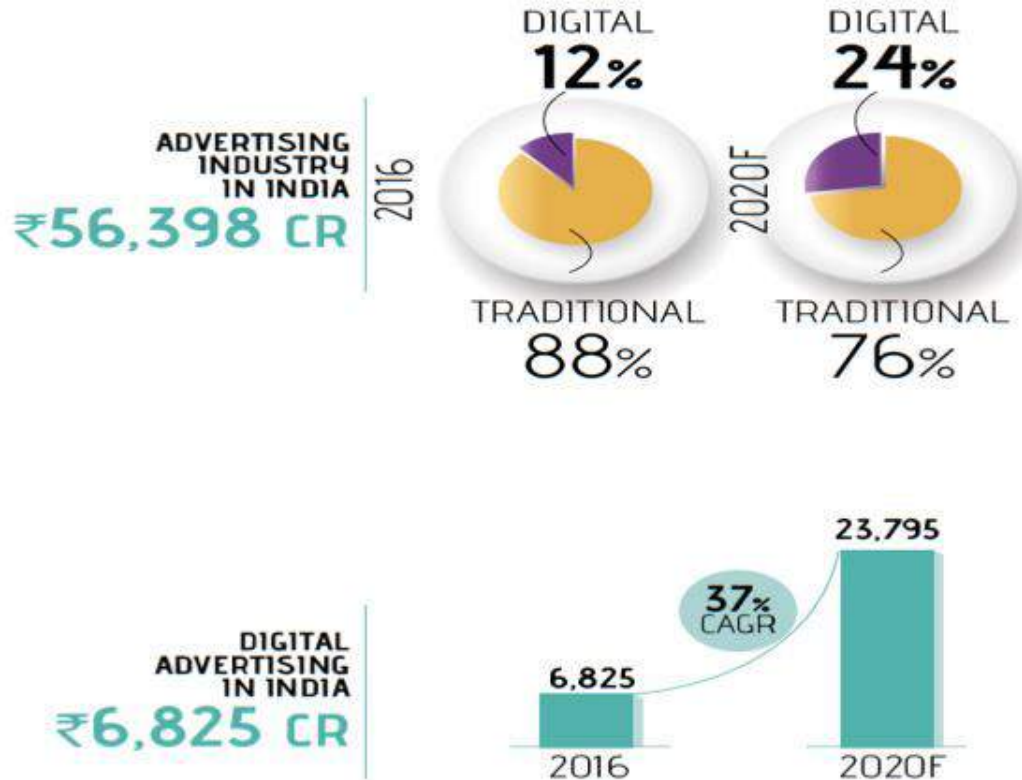
## Examples done by CTM

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# Traditional Vs Digital Advertising in India

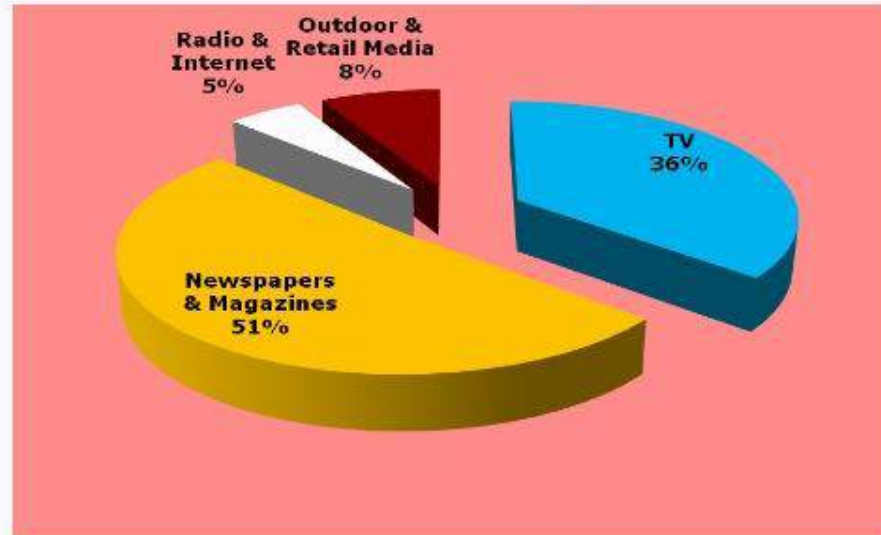


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## Share of Different Types of Traditional Media in Market



Maximum share still lies with Print Media, TV holds second largest share in the advertising media market.



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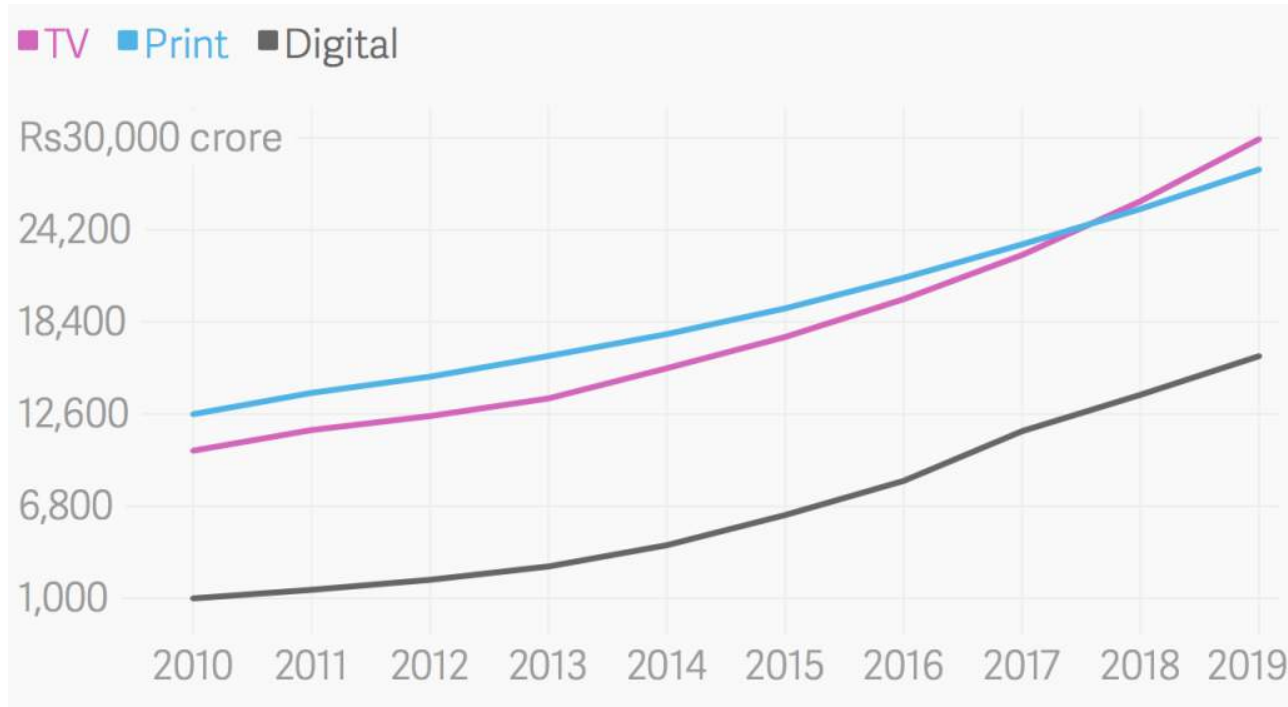
## Advertising Growth In 2018

Media category	2017 Estimate		2017 (year-on-year, %)	2018 estimate (Dec)	2018 (year-on-year, %)	
	(Jun)	(Dec)				
Television	24,516	24,607	10.7	27,617		12.2
Print	20,644	20,613	5.6	21,842		6
Digital	10,227	10,227	28	12,808		25.2
OOH	3,552	3,411	8	3,743		9.7
Radio	2,227	2,114	7.2	2,325		10
Total	61,166	60,972	11.1	68,334		12.1



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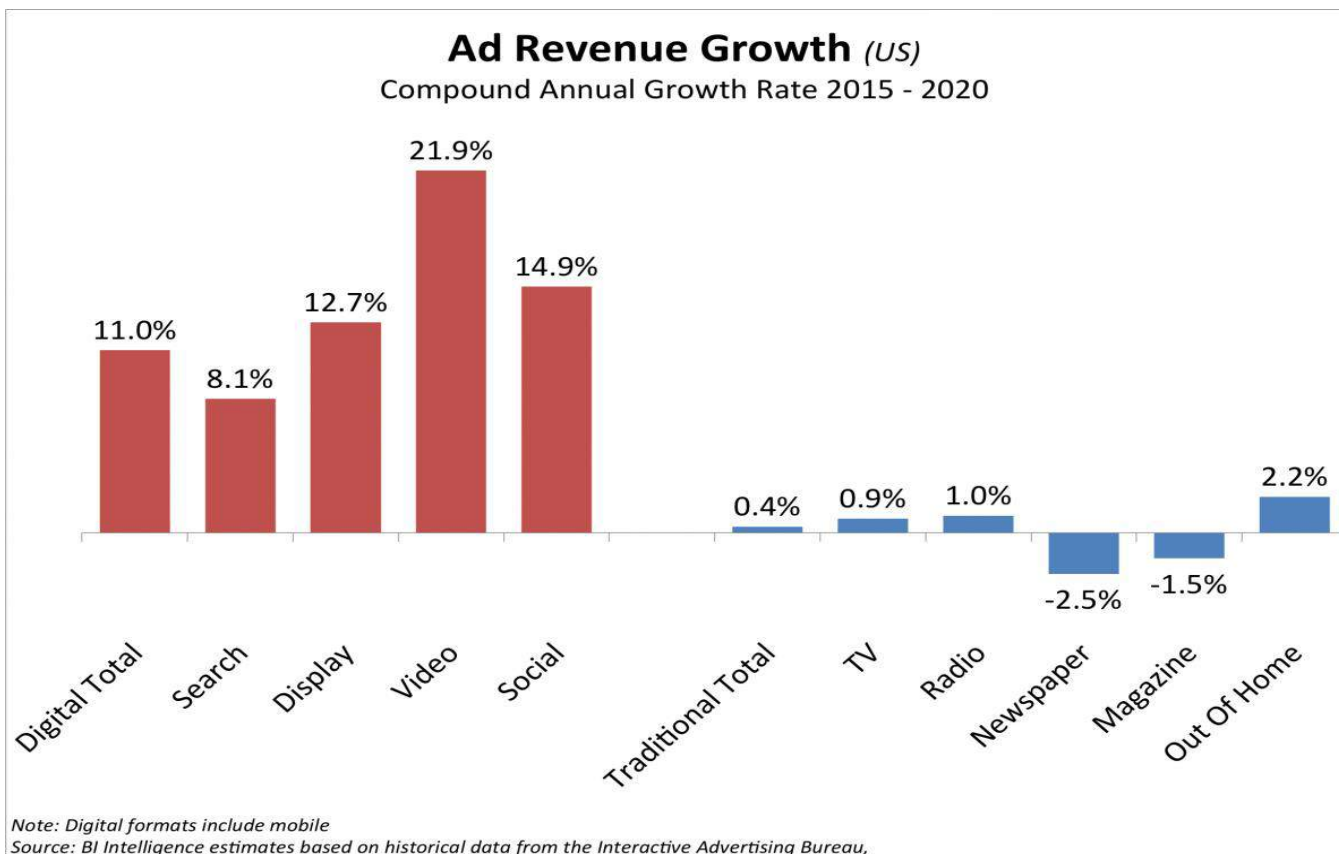
## Advertising Revenues across Mediums







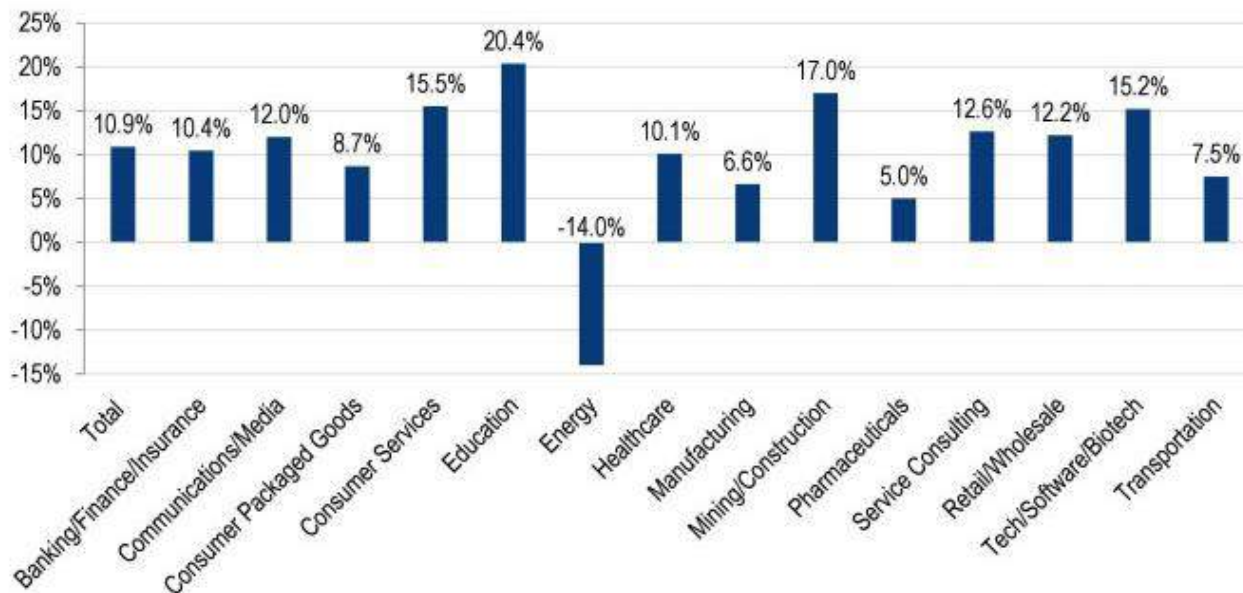
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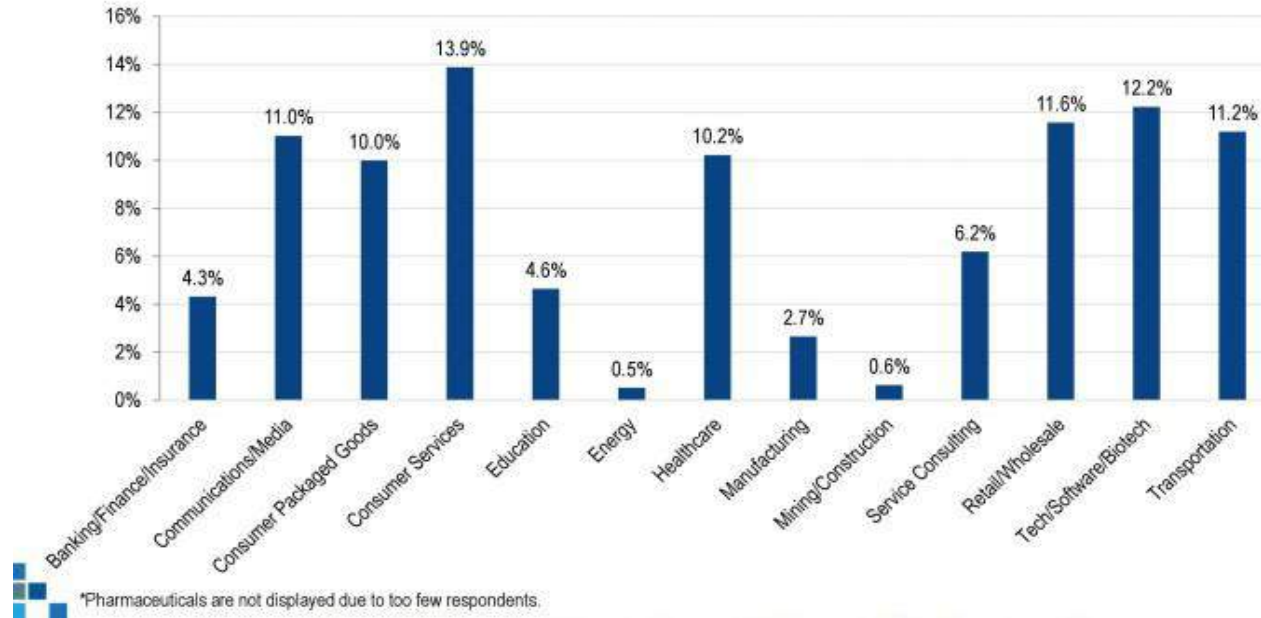
**Marketing spending as percent of company revenues across industries.**





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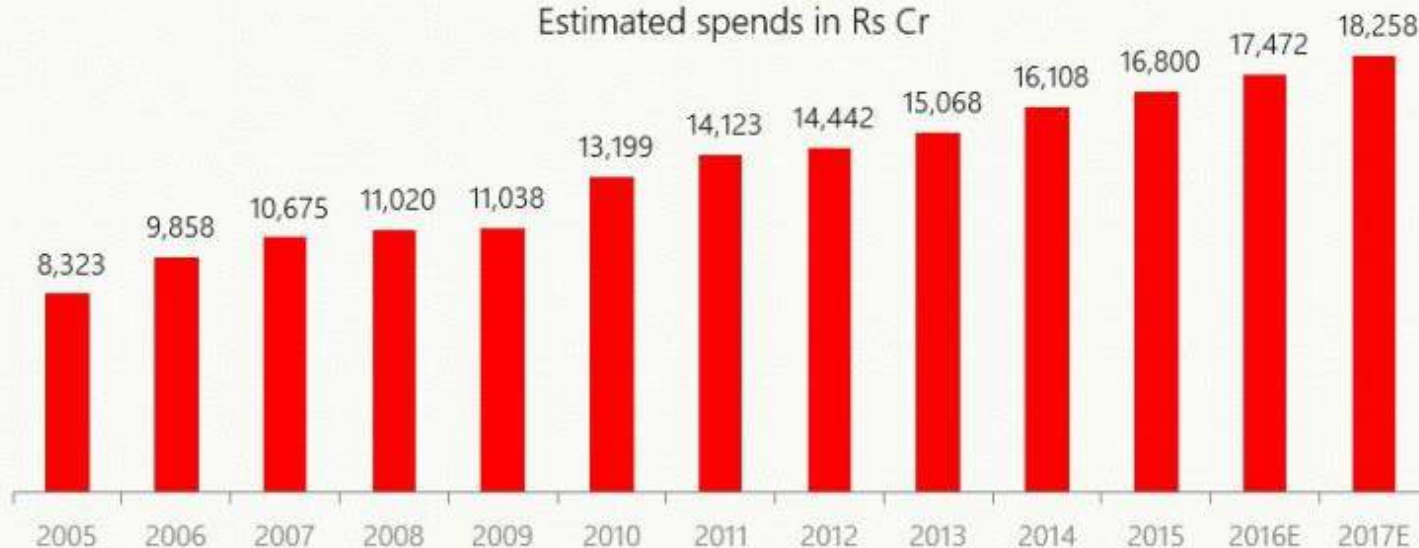
## Expected percent change in marketing budget across Industries in next 12 months.





## Print Advertising in India

Estimated spends in Rs Cr



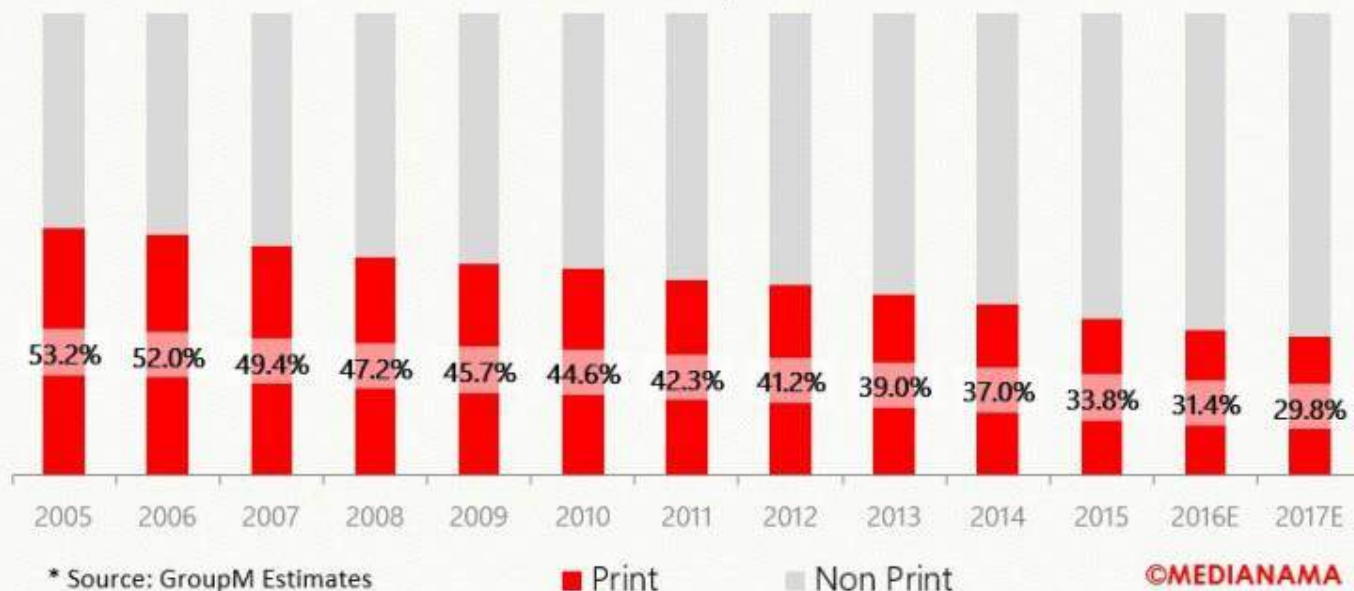
\* Source: GroupM Estimates

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## Print Advertising in India

% of Total Media Spends

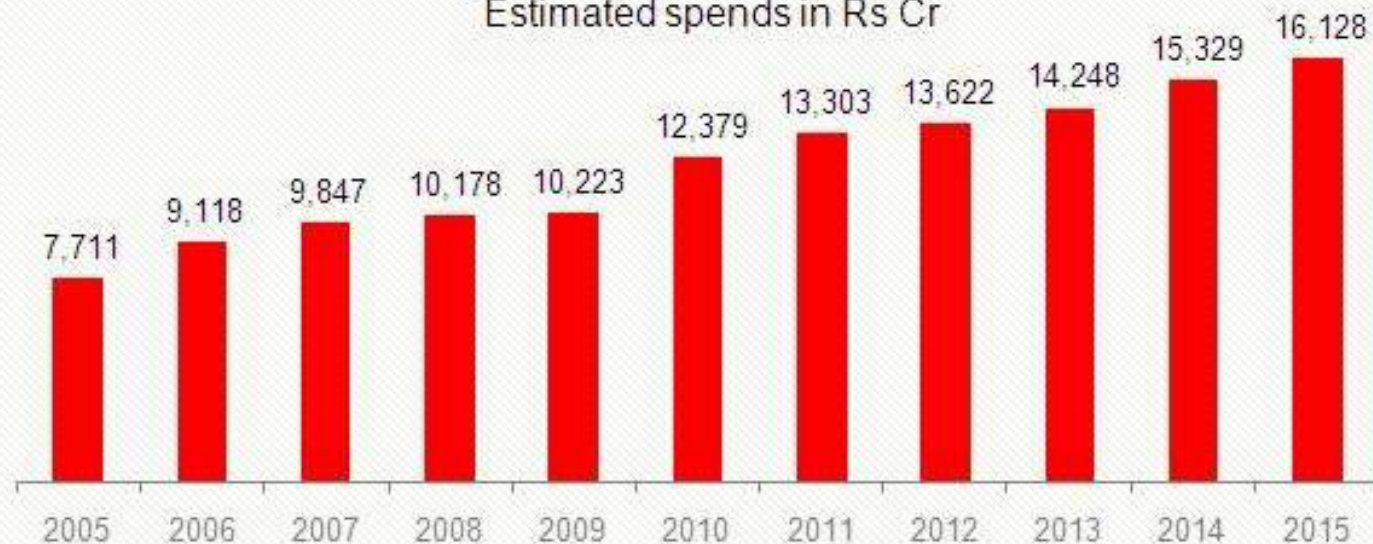




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## Newspaper Advertising in India

Estimated spends in Rs Cr



\* Source: GroupM Estimates

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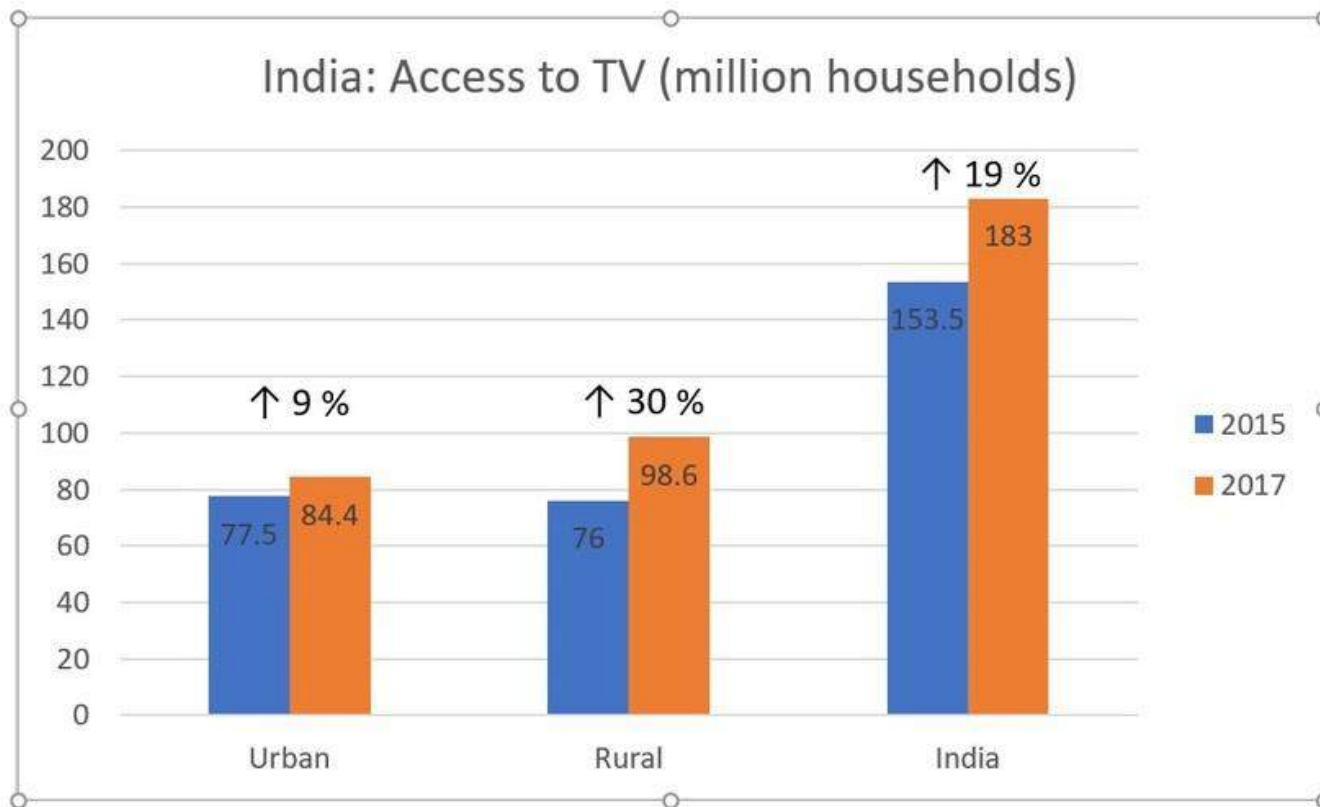
## Newspaper Advertising in India

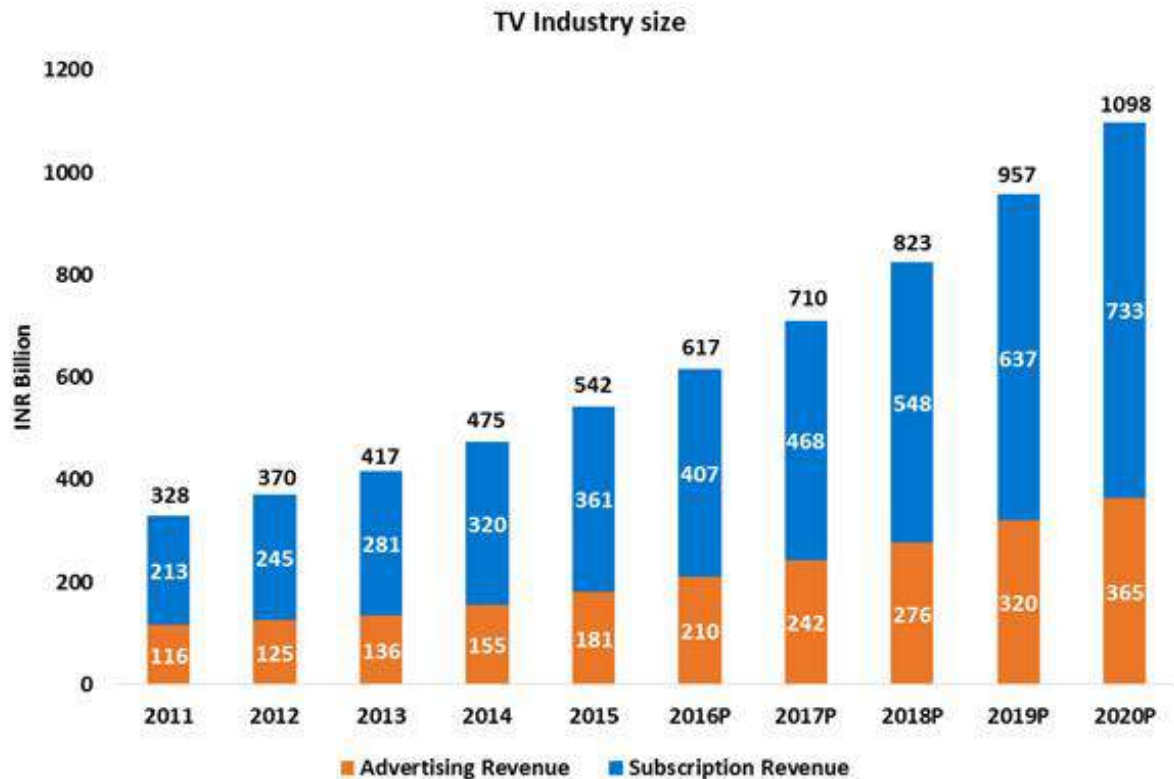
Estimated spends in Rs Cr



\* Source: GroupM Estimates

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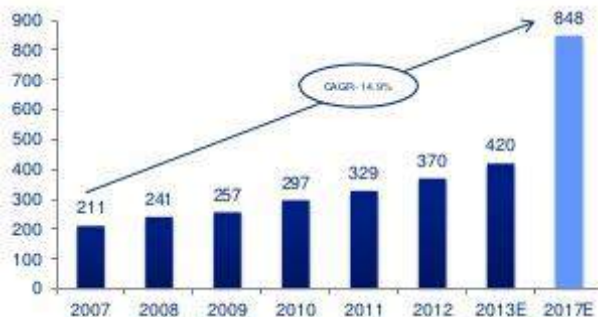


Source: FICCI KPMG M&E Industry report 2016



## The Indian television industry is estimated to reach INR 848 bn by 2017

TV Industry size in India (INR Bn)



Revenue segmentation of the Indian TV industry (2013)



### Key Insights

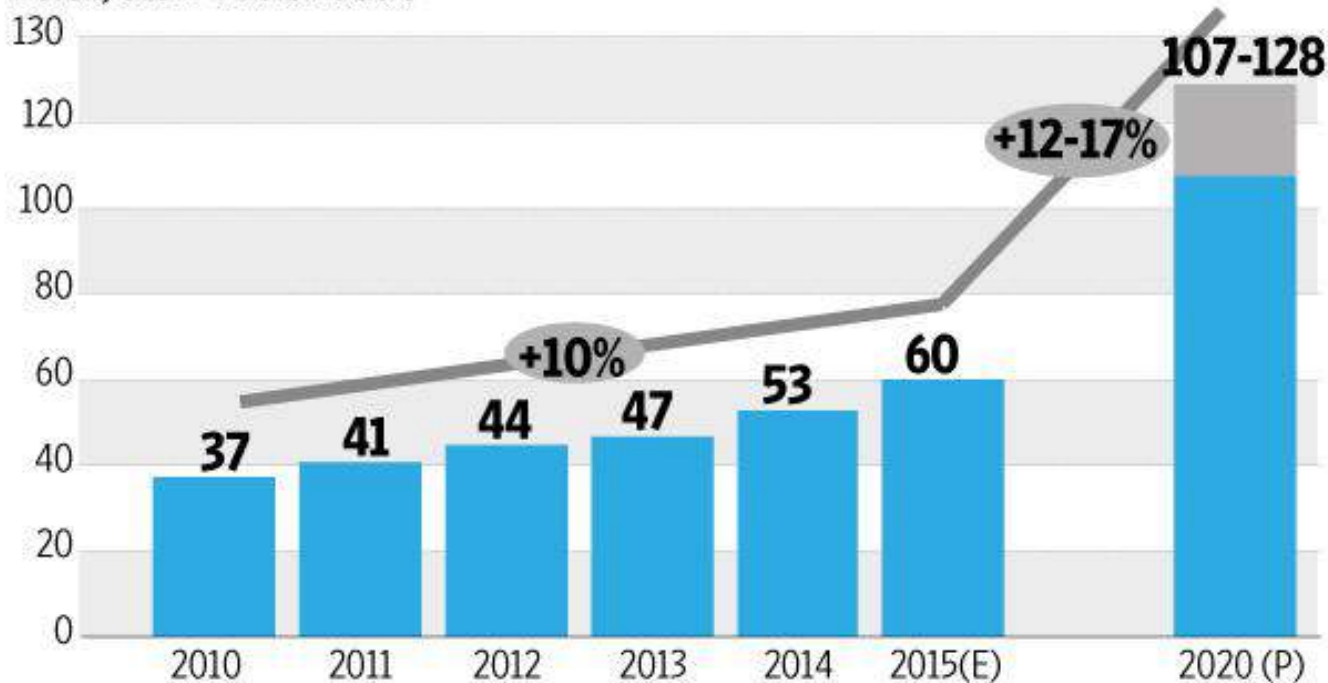
- The television industry in India is estimated at INR 370bn in 2012, and is expected to grow at CAGR of 18 percent over 2012-17
- India is amongst the countries with lowest ARPU i.e. approximately US\$3.5 as compared to developed countries like US and UK where ARPU is around US\$45 to US\$60.
- Aided by digitization, a consequent increase in ARPUs (Average Revenue Per User) is expected along with the share of subscription revenue to the total industry revenue increasing from 66 percent in 2012 to 72 percent in 2017
- According to the new deadline, pan India digitalization is expected to happen by December 31, 2014. Rapid DTH expansion and TV advertising also have high contribution towards the broadcaster's revenue growth. Advertising revenue contributes almost 2/3rd to Broadcaster's topline.
- The continuous growth can be inferred from instances such as- 'From a single state owned channel, Doordarshan in the 1990s, there are more than 800 active channels now in the country.'



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# TV industry can grow from ₹60,000 crore to ₹107,000 crore-128,000 crore

Industry size in ₹ thousand crore

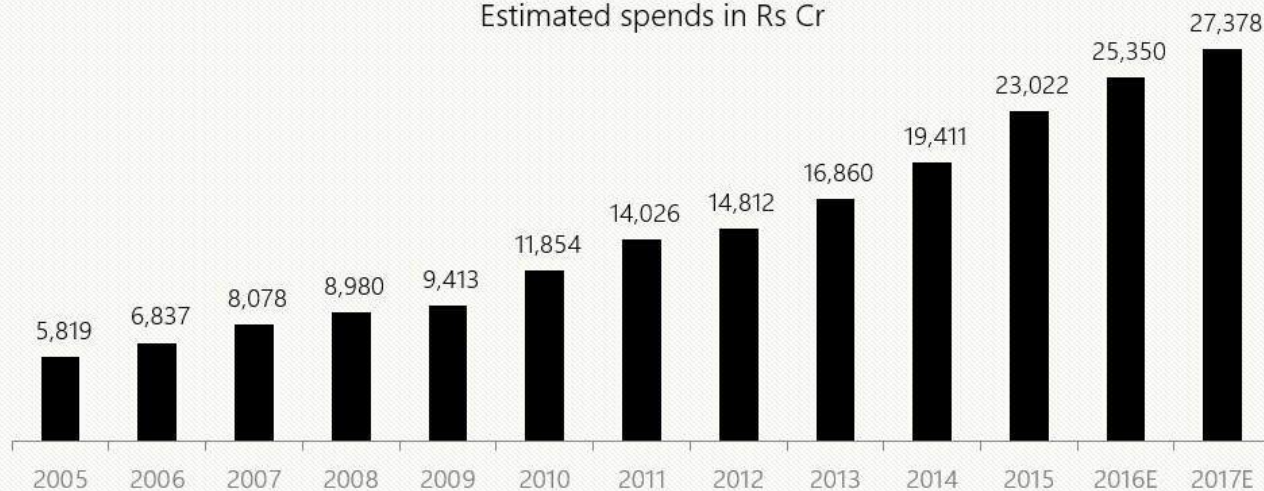




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## TV Advertising in India

Estimated spends in Rs Cr



\* Source: GroupM Estimates

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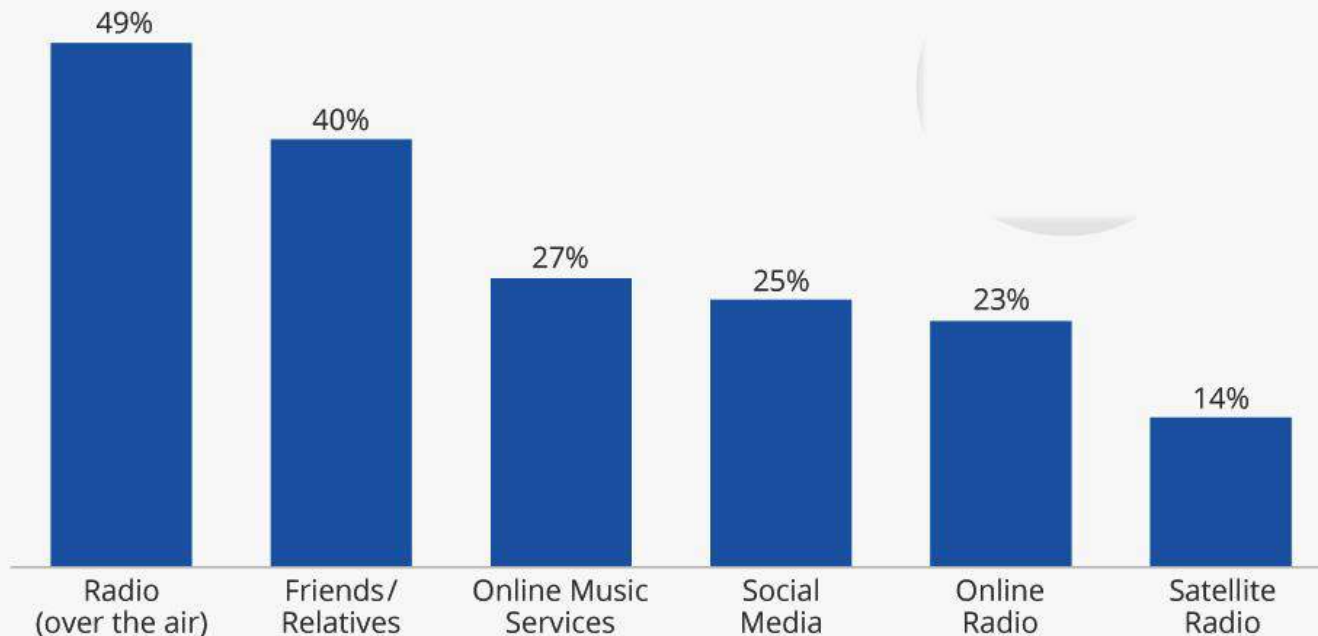




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## Radio Rules Music Discovery in the India

% of India who are discovering music via these sources

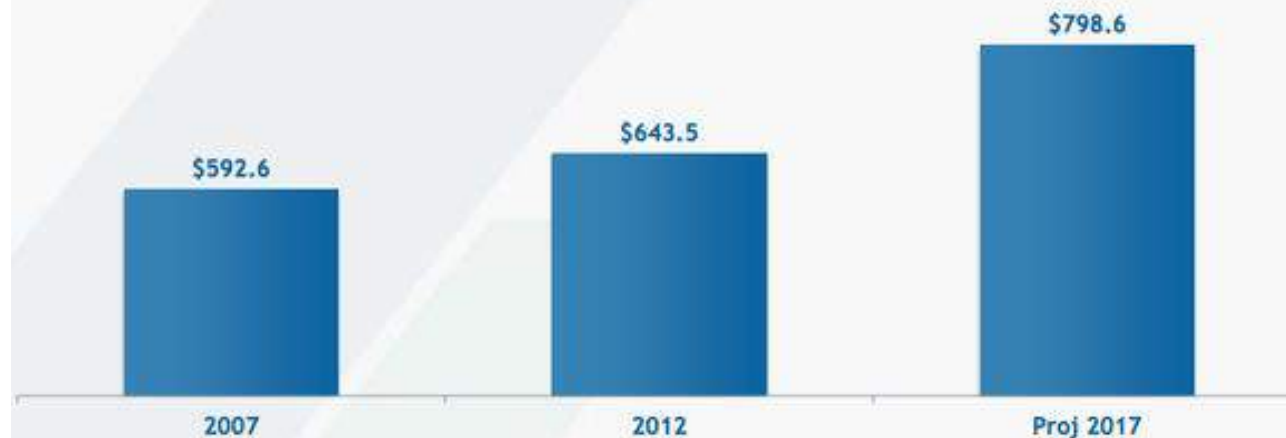




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## Cinema Advertising Has Shown Consistent Growth Over The Last Ten Years

Cinema Advertising Revenues  
(millions)

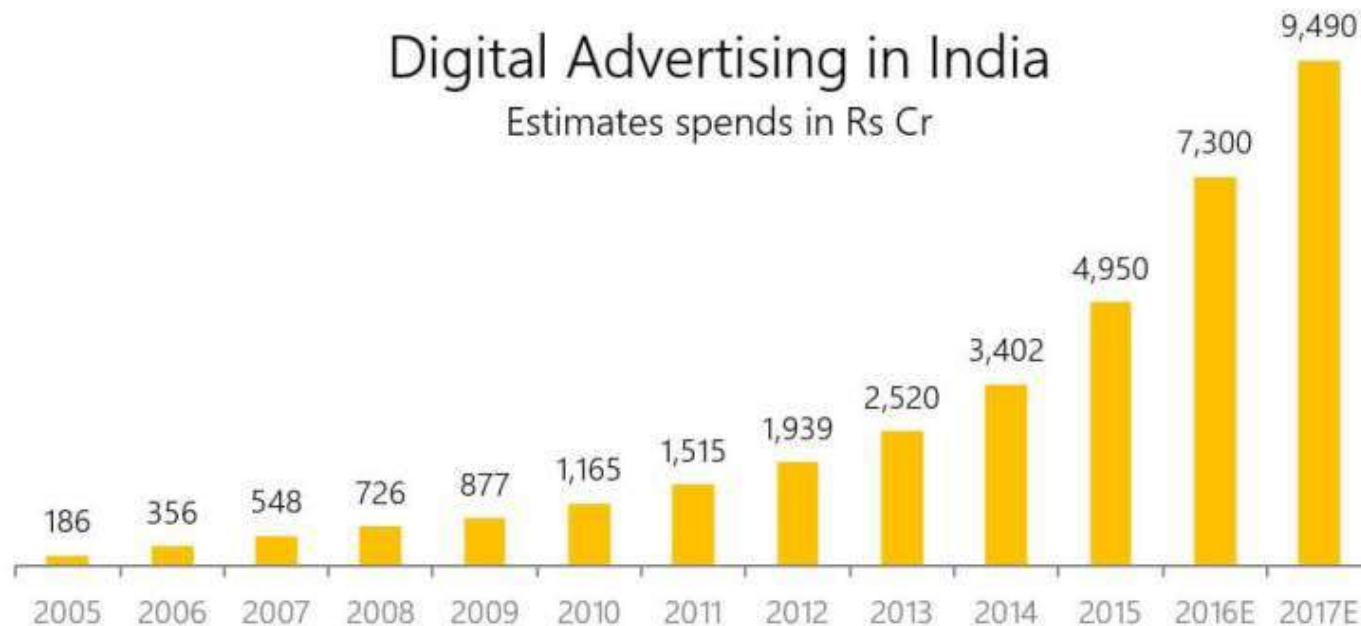


Source: VAB



## Digital Advertising in India

Estimates spends in Rs Cr



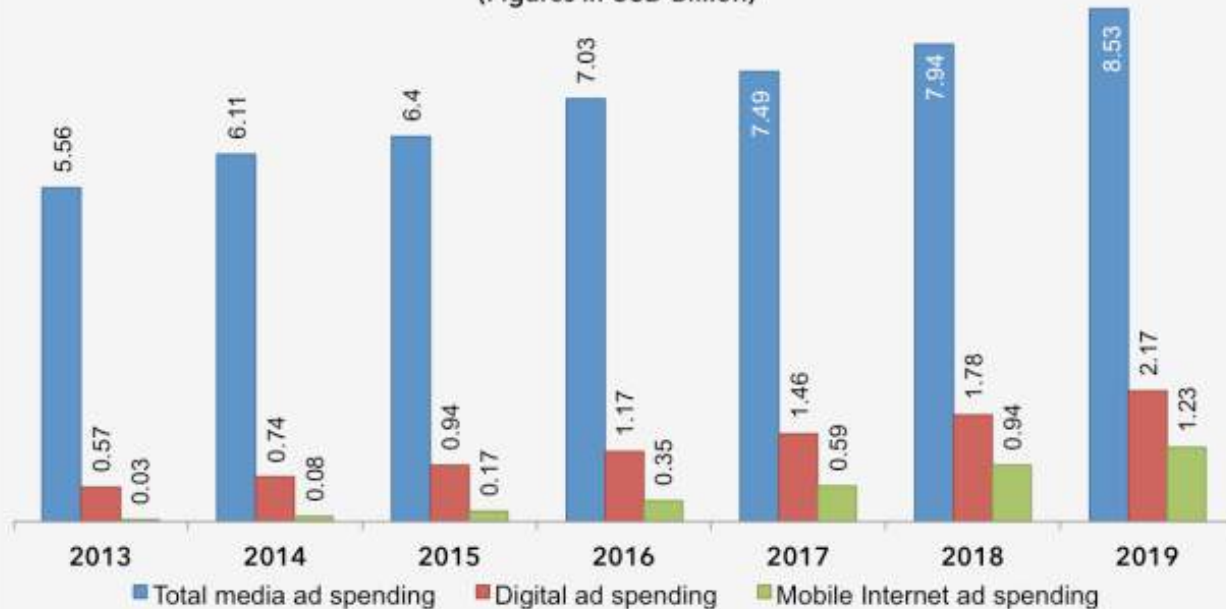
\* Source: GroupM Estimates

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## Total Media, Digital and Mobile Internet Ad Spending In India, 2013 - 2019

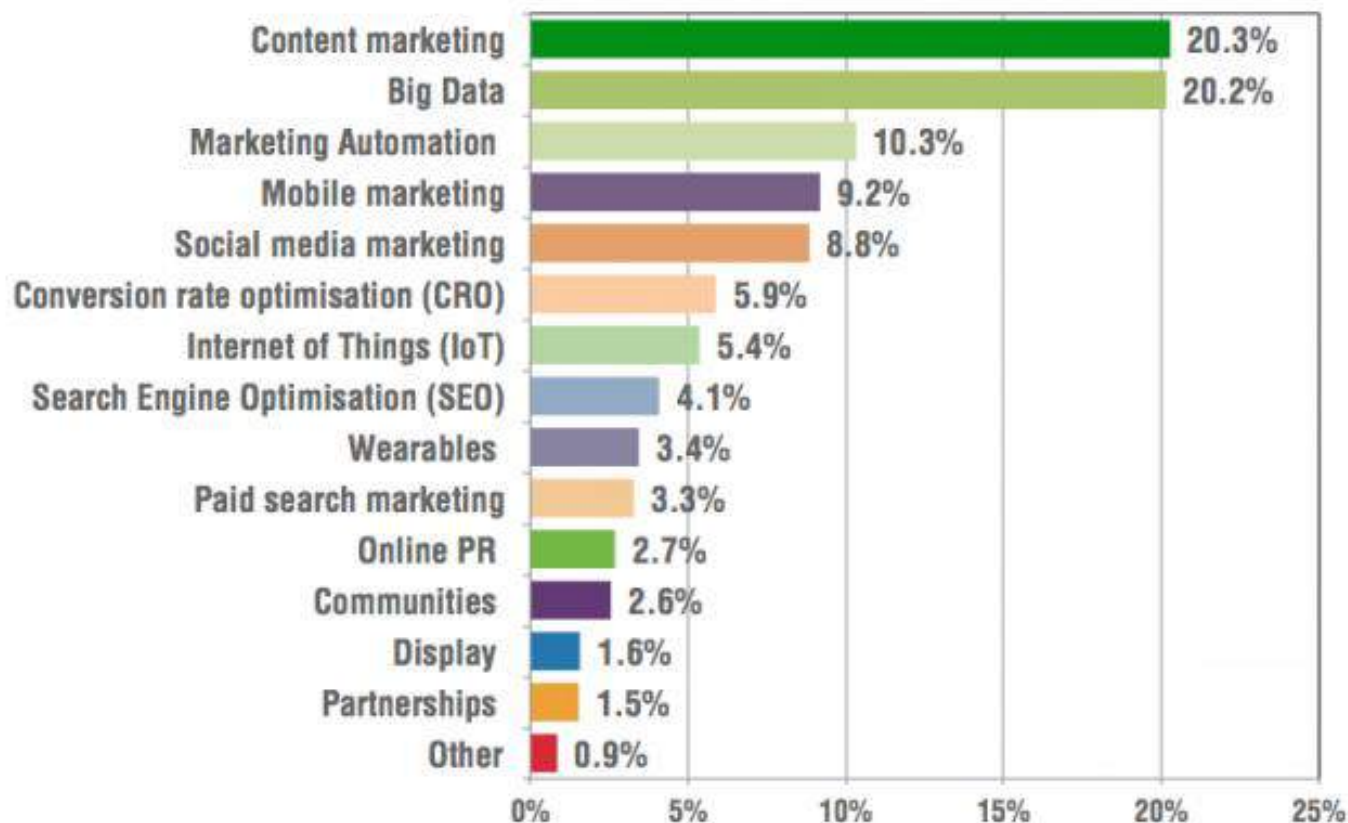
(Figures in USD Billion)





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## Top-rated digital marketing techniques 2017





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# 2018 *This is What happens In An* INTERNET MINUTE



# LOOKING FOR US?



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# Thank You

