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?

- Television
- Electronic Media Advertising
- Radio
- Cinema
WHAT WE DO?

CONTENT
SEARCH
DISPLAY
SOCIAL MEDIA
EMAIL
INFLUENCER AFFILIATE

DIGITAL MEDIA ADVERTISING
WHAT WE DO?
WHAT WE DO?
WHAT WE DO?

- **Event Management**
  - **MICE**
  - **Corporate Celebrations (Festivals, Anniversaries)**
  - **Employee Appreciation Events**
  - **Educational or Informational Events**
  - **Client Appreciation Events (Dealers & Retailers Meet)**
  - **Internal Board or Employee Meetings & Retreats**
  - **Brand & Product Launches**
  - **Social Events (Anniversaries, Birthdays, and Weddings)**
WHY CHOOSE US?

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.
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
Some of Our Clients in Gems and Jewel Sector

- Prince Jewellery
- Tanishq
- RC Jewellers
- Manohar Lal Jewellers
- PCJ Jeweller
- Mehrasons Jewellers
Some of Our Clients in Education Sector

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

IIHM
International Institute of Hotel Management

Lingaya’s University
Choose to know

Bansal Hospital
Redefining Health Care

Jaipuria Institute of Management
Lucknow Noida Jaipur Indore

Ramagya School

Noida Public Sr. Sec. School
Affiliated to CBSE
Some of our clients in Healthcare Sector
Some of our Clients in Corporate and FMCG Sector
Advertising Data Mining and Data Crunching
Examples done by CTM
Traditional Vs Digital Advertising in India

ADVERTISING INDUSTRY IN INDIA

₹56,398 CR

2016

DIGITAL
12%

TRADITIONAL
88%

DIGITAL
24%

TRADITIONAL
76%

DIGITAL ADVERTISING IN INDIA

₹6,825 CR

2016

6,825

37% CAGR

2020F

23,795
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.
## Advertising Growth In 2018

<table>
<thead>
<tr>
<th>Media Category</th>
<th>2017 Estimate (Jun)</th>
<th>2017 Estimate (Dec)</th>
<th>2017 (year-on-year, %)</th>
<th>2018 Estimate (Dec)</th>
<th>2018 (year-on-year, %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>24,516</td>
<td>24,607</td>
<td>10.7</td>
<td>27,617</td>
<td>12.2</td>
</tr>
<tr>
<td>Print</td>
<td>20,644</td>
<td>20,613</td>
<td>5.6</td>
<td>21,842</td>
<td>6</td>
</tr>
<tr>
<td>Digital</td>
<td>10,227</td>
<td>10,227</td>
<td>28</td>
<td>12,808</td>
<td>25.2</td>
</tr>
<tr>
<td>OOH</td>
<td>3,552</td>
<td>3,411</td>
<td>8</td>
<td>3,743</td>
<td>9.7</td>
</tr>
<tr>
<td>Radio</td>
<td>2,227</td>
<td>2,114</td>
<td>7.2</td>
<td>2,325</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>61,166</td>
<td>60,972</td>
<td>11.1</td>
<td>68,334</td>
<td>12.1</td>
</tr>
</tbody>
</table>
Advertising Revenues across Mediums

Rs30,000 crore

TV  Print  Digital

Ad Revenue Growth (US)
Compound Annual Growth Rate 2015 - 2020

Digital Total: 11.0%
Search: 8.1%
Display: 12.7%
Video: 21.9%
Social: 14.9%
Traditional Total: 0.4%
TV: 0.9%
Radio: 1.0%
Newspaper: -2.5%
Magazine: -1.5%
Out Of Home: 2.2%

Note: Digital formats include mobile
Source: BI Intelligence estimates based on historical data from the Interactive Advertising Bureau,
Marketing spending as percent of company revenues across industries.
Expected percent change in marketing budget across Industries in next 12 months.

*Pharmaceuticals are not displayed due to too few respondents.*
Print Advertising in India

Estimated spends in Rs Cr

<table>
<thead>
<tr>
<th>Year</th>
<th>Estimate</th>
</tr>
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<tbody>
<tr>
<td>2005</td>
<td>8,323</td>
</tr>
<tr>
<td>2006</td>
<td>9,858</td>
</tr>
<tr>
<td>2007</td>
<td>10,675</td>
</tr>
<tr>
<td>2008</td>
<td>11,020</td>
</tr>
<tr>
<td>2009</td>
<td>11,038</td>
</tr>
<tr>
<td>2010</td>
<td>13,199</td>
</tr>
<tr>
<td>2011</td>
<td>14,123</td>
</tr>
<tr>
<td>2012</td>
<td>14,442</td>
</tr>
<tr>
<td>2013</td>
<td>15,068</td>
</tr>
<tr>
<td>2014</td>
<td>16,108</td>
</tr>
<tr>
<td>2015</td>
<td>16,800</td>
</tr>
<tr>
<td>2016E</td>
<td>17,472</td>
</tr>
<tr>
<td>2017E</td>
<td>18,258</td>
</tr>
</tbody>
</table>

* Source: GroupM Estimates
Print Advertising in India

% of Total Media Spends

2005: 53.2%
2006: 52.0%
2007: 49.4%
2008: 47.2%
2009: 45.7%
2010: 44.6%
2011: 42.3%
2012: 41.2%
2013: 39.0%
2014: 37.0%
2015: 33.8%
2016E: 31.4%
2017E: 29.8%

* Source: GroupM Estimates

Print
Non Print

©MEDIANAMA
Newspaper Advertising in India
Estimated spends in Rs Cr

* Source: GroupM Estimates
Newspaper Advertising in India
Estimated spends in Rs Cr

2005: 7,711
2006: 9,118
2007: 9,847
2008: 10,178
2009: 10,223
2010: 12,379
2011: 13,303
2012: 13,622
2013: 14,248
2014: 15,329
2015: 16,128

* Source: GroupM Estimates
India: Access to TV (million households)

- **Urban**: 2015 - 77.5, 2017 - 84.4 (↑ 9%)
- **Rural**: 2015 - 76, 2017 - 98.6 (↑ 30%)
- **India**: 2015 - 153.5, 2017 - 183 (↑ 19%)
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.’
TV industry can grow from ₹60,000 crore to ₹107,000 crore-128,000 crore

Industry size in ₹ thousand crore

- 2010: 37
- 2011: 41
- 2012: 44
- 2013: 47
- 2014: 53
- 2015(E): 60
- 2020 (P): 107-128

Growth: +10% to +12-17%
TV Advertising in India
Estimated spends in Rs Cr

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<tr>
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<tbody>
<tr>
<td></td>
<td>5,819</td>
<td>6,837</td>
<td>8,078</td>
<td>8,980</td>
<td>9,413</td>
<td>11,854</td>
<td>14,026</td>
<td>14,812</td>
<td>16,860</td>
<td>19,411</td>
<td>23,022</td>
<td>25,350</td>
<td>27,378</td>
</tr>
</tbody>
</table>

* Source: GroupM Estimates
Radio Rules Music Discovery in the India

% of India who are discovering music via these sources

- Radio (over the air) 49%
- Friends/Relatives 40%
- Online Music Services 27%
- Social Media 25%
- Online Radio 23%
- Satellite Radio 14%
Cinema Advertising Has Shown Consistent Growth Over The Last Ten Years

Cinema Advertising Revenues

(millions)

2007: $592.6
2012: $643.5
Proj 2017: $798.6

Source: VAB
Digital Advertising in India
Estimates spends in Rs Cr

* Source: GroupM Estimates
Total Media, Digital and Mobile Internet Ad Spending In India, 2013 - 2019
(Figures in USD Billion)
Top-rated digital marketing techniques 2017

- Content marketing: 20.3%
- Big Data: 20.2%
- Marketing Automation: 10.3%
- Mobile marketing: 9.2%
- Social media marketing: 8.8%
- Conversion rate optimisation (CRO): 5.9%
- Internet of Things (IoT): 5.4%
- Search Engine Optimisation (SEO): 4.1%
- Wearables: 3.4%
- Paid search marketing: 3.3%
- Online PR: 2.7%
- Communities: 2.6%
- Display: 1.6%
- Partnerships: 1.5%
- Other: 0.9%
2018: This is What happens In An Internet Minute

- **Google**: 3.7 Million Search Queries
- **Netflix**: 266,000 Hours Watched
- **Facebook**: 973,000 Logins
- **YouTube**: 4.3 Million Videos Viewed
- **Apps Downloaded**: 375,000
- **Scrolling Instagram**: 174,000
- **Spent Online**: $862,823
- **Snap Created**: 2.4 Million
- **Mails Sent via Messenger**: 25,000
- **Messages**: 38 Million
- **Voice-Fist Devices Shipped**: 67
- **Views**: 936,073
- **Tweets Sent**: 481,000
- **Swipes**: 1.1 Million
- **Emails Sent**: 187 Million

**60 SECONDS**
LOOKING FOR US?

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Phone No- 9811772851
Thank You