

FOUR SQUARE MEDIA SERVICES

(An Outdoor Media Unit of Four Square Adcom Pvt Ltd.)

STRATEGIC MEDIA SOLUTIONS IN OUTDOOR, PRINT

&

ELECTRONIC MEDIA

WWW.FOURSQUAREOUTDOOR.COM

WWW.FOURSQUAREMEDIA.IN

WWW.FOURSQUAREMEDIASERVICES.COM

<https://www.facebook.com/FourSquareadcom>

<https://twitter.com/SKS31160>

Company Profile

It is our privilege to introduce ourselves as Four Square Media Services, an Outdoor Media division of Four Square Media Services Group, one of the leading service providers in Out-of- Home Media, Print Media, Online Media and Electronic Media, providing cost effective advertising solutions to Corporate Companies, Institutions and Medium enterprises. Four Square Media Services is based in Delhi NCR. The Company eyes the vision of becoming one of the India's well-known and reputed Ad Agency by fulfilling our client's needs and providing our valuable clients the best quality results using our expertise and rich experiences of advertising domain. We specialize in strategic and innovative Brand Promotion solutions in OOH.F.S.M .S is engaged in virtually all branches of Brand management with a strong backbone built on a team of dedicated advertising professionals with a rich and vast experience in outdoor management, Creative Services, Media Planning and Buying Media.

We study each client's business, their present methods, expectations and future objectives, and then come up with a complete package that will help them achieve the

Desired objectives within their specified budget and time frame.

Visibility is the key factor in today's time, it's an old saying "What is seen is what is sold". We arrange your brand communication to be placed at sites vulnerable to maximum eyeball hits and execute a complete media plan that is etched out keeping the geographies and objectives in view.

Our professional expertise , wide network and in-depth knowledge helps in buying the most exquisite, yet cost-effective media placements using all appropriate outdoor media formats of traditional media or transit media , we give you the edge for the maximum reach out with the best possible standards.

The professionals associated with F.S.M.S have experience of more than 15 years in Advertising domain including outdoor, print and electronic media

We are young by working culture but traditional in values and strongly believe in customer oriented approach and dedicated to maintain the deep-rooted relations with our clients and keep their Moto on the top priority.

As an outdoor agency we have served the clients from all major sectors i.e. Education, Real Estate, Banking & Insurance, FMCG etc. and executed campaigns for corporate, companies and medium enterprises.



We Provide Strategic And Targeted Branding Solutions With Cost Effective Budgets

About us

Mission and Vision

Our Vision

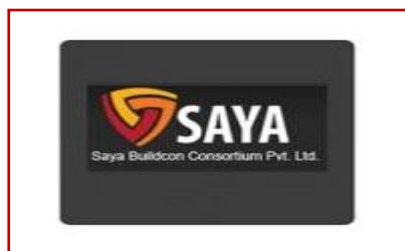
Our Vision is to be the most sought after Advertising Agency by using our expertise, experience, creativity and industry knowledge with a sense of business ethics to enhance our clients' overall business gain and to be a trustworthy partner in achieving their business goals.

Our Mission

Emerging as a nationally recognized advertising agency in all facets of advertising & branding solutions focusing in outdoor, online and electronic media domains

OUR CLIENTS:





OUR SERVICES

❖ OUTDOOR MEDIA

- ♣ WALL PAINTING ADVERTISING
- ♣ UNIPOLE ADVERTISING
- ♣ TRAFFIC BOOTH ADVERTISING
- ♣ TAXI AND CAB ADVERTISING
- ♣ PUBLIC UTILITIES ADVERTISING
- ♣ MOBILE VAN ADVERTISING
- ♣ HOARDING ADVERTISING
- ♣ FOOT OVER BRIDGE ADVERTISING
- ♣ BUS ADVERTISING
- ♣ BILLBOARD ADVERTISING
- ♣ AUTO RICKSHAW ADVERTISING
- ♣ DIGITAL WALL PAINTING

❖ MEDIA SERVICES

- ♣ BRAND MANAGEMENT
- ♣ MEDIA STRATEGY AND PLANNING
- ♣ MEDIA BUYING
- ♣ ELECTRONIC MEDIA

❖ ELECTRONIC MEDIA

- ♣ FM RADIO ADVERTISING
- ♣ TV NEWS CHANNEL ADVERTISING

❖ PRINT MEDIA

- ♣ NEWS PAPER ADVERTISING



DIGITAL WALL PAINTING

The photograph shows a large outdoor advertisement for a YUVO tractor. The central element is a red tractor with black tires, depicted in the process of plowing a brown, tilled field under a blue sky with white clouds. The tractor has 'YUVO' branding on its side. Above the tractor, there is text in Hindi: 'सबसे कम कीमत पर सबसे बेहतरीन ट्रैक्टर' (Best tractor at the lowest price). Below the tractor, more text in Hindi reads: 'यूवो ट्रैक्टरों में सबसे बेहतरीन कीमतें' (Best prices in YUVO tractors). To the left of the tractor, the model 'YUVO 700' is visible. At the bottom of the poster, contact details are provided: 'www.yuvotrans.com', 'फोन: 98661 9773', and 'मोबाईल: 98661 42459'. A watermark 'www.fourquarerooutdoor.com' is overlaid across the middle of the image.

HIGHWAY WALL PAINTING



DEALER SHOP PAINTING



DIGITAL FLEX BOARDS, GLOW SIGN AND LED LETTER CUTTING BOARDS



CAR MESH ADVERTISING



SUNPACK SHEET ADVERTISING



UNIPOLE ADVERTISING

WE have carved a niche in the market as an eminent name engaged in providing the best solutions for unipole advertising services. We offer lucrative deals that the customers can avail at leading rates and that too with desired specifications. we are staffed with dexterous team members and they make sure that the unipole advertising services are executed as per the customers' requirements and need .we provide the best possible solutions to the customers and thus, we are a reliable name in this trade.



BUS SHELTER ADVERTISING

The steel and acrylic construction and comfortable seating arrangement puts the commuter in a positive frame of mind, while waiting for a bus. This is a perfect opportunity for the commuter to be introduced to your product. Advertising on bus shelter offers outstanding visibility and quality impressions and has an exceptionally high visual impact at night due to the new back-lit illumination.



POLE KIOSK ADVERTISING

Pole Kiosk is an outdoor medium that supports consecutive message display with affordability. Advertisements of this sort are constantly before the eyes of observers on the streets, be it vehicular or pedestrian. Kiosks are placed in a sequence of poles that allow for repetitive advertising and hence result in higher nos. of visibility .

The kiosks are automatically lit by the lighting on the pole above them but you can also use specially designed back-lit box type kiosks for greater visibility .

Pole kiosks can be effectively used to advertise a local shop or store in the vicinity of the pole. They can be even used to give out store directions using arrows to lead the prospect to your store.

BILLBOARD ADVERTISING

Based in Delhi ,India, we are a reckoned entity rendering Billboard advertising services .we are supported by a ground of professionals who work hard to attain maximum client satisfaction. They work in collaboration with the clients and render optimum solution.



AIRPORT ADVERTISING



With airline travel remaining remarkably consistent throughout the year, Passengers are a captive audience having to pass through significant holding areas of the airport such as ticketing, security and baggage claim. Different sized displays can reach a larger percentage of traffic in each airport as all passengers follow common paths. Regional passenger traffic numbers are not double counted as they are in hub airports, Audience is expanded with well-wishers and 'meters & greeters'.. Airline passengers in airports tend to spend money and make decisions in their local community. A high level of this highly desirable captive audience are the business decision makers.

MALL BRANDING

Beyond their retail purpose, shopping malls have become community centers for social and recreational activities, attracting people throughout the entire spectrum of the population. The numbers are staggering: youngsters go to the malls 26% more often than other shoppers, about 47 times a year.

Each mall in the portfolio has been screened to deliver:



TRUCK MOUNTED WITH-LED TV



TRUCK MOUNTED WITH-LED VIDEO SCREEN



TRAFFIC BOOTH ADVERTISING

Today the commuter spends more time on road traveling due to traffic. This media offers advertising opportunities on traffic booths situated on highways and road junctions. As vehicles halt at these junctions the audience can spend few minutes on the details of the advertisements.

All four sides including the top section are used for advertisements and they have either lit or non-lit pedestals built depending on the traffic flow. This format of advertising offers direct access to a desirable audience via street-level display and is a media that cannot be missed.

- * Available at signal junction
- * Cannot be missed
- * People read the matter as they await for signal change
- * Backlit gives a good brand image



HOARDINGS ADVERTISING

A panel for the display of advertisements in public places, such as alongside highways or on the sides of roads or buildings. In general words these entities are called as Hoardings, Uni-poles or Billboards present large advertisements to passing pedestrians and drivers. Typically showing large, ostensibly witty slogans, and distinctive visuals, Hoardings/billboards are highly visible in the top designated market areas.



METRO TRAIN ADVERTISING

The metro has redefined the public transport system in Delhi. It has opened up a new avenue for masses to travel and for advertisers to reach the masses! Metro advertising can reach all demographic successfully and give your campaign the exposure it requires. Metro stations are very big and offer multiple advertising opportunities.

Major Formats of metro branding:

- * Platform branding
- * Civil structure branding
 - o Metro pillars
 - o Over Bridge panels
- * Inside Train Branding
 - o Inside panels
 - o Handle bars



AUTO RICKSHAW ADVERTISING

Amongst the various advertising means, Vinyl Wrapping is a highly effective one and has become a trend for different businesses nowadays. This has been possible due to the extremely low cost of Auto Wrap Advertising. Irrespective to the kind of automobile you own,



MOBILE HYDRAULIC VAN ADVERTISING

Mobile Display vans are redefining transit outdoor media and are a cost effective way of covering a large demographic area. It is usually 16 ft x 10 ft both sided and front-lit as well Back Lit, which creates a tremendous visual impact at night.

- * Innovative medium
- * Area specific
- * Cost effective
- * Can provide area coverage within limited budget



TAXI & CAB BRANDING

We are involved in offering Taxicab Advertisement to the clients. It gives the freedom to promote brands on a widespread area. Transport vehicle is the best means to spread awareness as these are moving around in the city for most of the time. The regzeen material is used in making these advertisements. This medium of advertisement is very popular among the people.



BUS BRANDING



ELECTRONIC MEDIA



FM RADIO ADVERTISING

Radio targets audiences efficiently because different stations attract different listeners. This allows advertisers to talk selectively to the groups they are most interested in. Added to this is radio's regional/local structure, which means that brands can focus their activity very effectively onto key market areas.

Most radio listeners are engaged in another activity, and this means that advertisers can reach listeners at key "touch points" – when they are on the school run, surfing

the internet, before going out on Friday nights, and so on. And now that radio can be heard on mobiles, on the internet etc, these touch points are becoming even more widespread. Research shows that advertising which is relevant to a listener's other activity is over 60% more likely to be recalled.

We deals in F.M Radio Advertising and have strategic tie-up with renowned Radio channels of North India.

PROMINENT RADIO CHANNELS WE DEALS IN:

- * Radio Mirchi-98.3
- * Red FM-93.5
- * Radio City-91.1
- * Big FM-92.7
- * Fever -104

SATELITE TV CHANNELS ADVERTISING

Advertising on television usually means running a TV commercial, typically between 15 to 60 seconds in length, but TV advertising can also include sponsorships and product placement within television shows.

Though buyer's habits are rapidly changing, television advertising has long been considered the most effective mass-market advertising format. The cost of advertising on television is twofold: first, the cost of producing the advertisement and then cost of airing it on the most suited channels as per the budget of the advertiser. Television advertising rates vary greatly based on the market they run in and the time the spots are aired.

We are here to assist you in producing TV commercials based on a wide variety of budgets and can help you design and produce a commercial that will satisfy your needs and your budget. For that we are associated with prominent creative Directors who have produced a no. of T.V commercials of popular and successful brands whose success story is being created with these commercials.

We are associated with all prominent Satellite T.V News and Entertainment channels to provide you the best media plan for your campaign as per your budget and the demand of your marketing strategy.

NEWS CHANNELS:

♣ AAJ TAK	DELHI AAJ TAK
♣ ABP NEWS	IBN -7
♣ ZEE NEWS	NDTV
♣ INDIA T.V	INDIA NEWS
♣ NEWS 24	PTC NEWS
♣ NEWS NATION	FOCUS NEWS
♣ SAHARA SAMAY	SUDARSHAN NEWS

ENTERTAINMENT CHANNELS:

♣ ZEE T.V	SONY T.V
♣ STAR PLUS	COLORS
♣ LIFE O.K	SAB T.V
♣ SAHARA ONE	ETV
♣ ZEE CINEMA	STAR GOLD

PRINT MEDIA

We deal in Newspaper advertisements for Display advertisements classified and classified display ads in the following national English and Hindi Daily newspapers with the best advertising rates.

NEWSPAPER ADVERTISING

- ♣ The Times of India
- ♣ Economic Times
- ♣ Hindustan Times
- ♣ Navbharat Times
- ♣ Hindustan
- ♣ Dainik Jagran
- ♣ Amar Ujala
- ♣ Punjab Kesari
- ♣ Dainik Bhaskar



MEDIA SERVICES

BRAND MANAGEMENT

Branding is the sum total of a company's identity. Brand image is created with brand management which is creation of perception in the mind of a buyer. In a promotion strategy, branding stands tallest. It is the mix of marketing techniques and strategies to create the brand image and promote sales.

It is all about capturing the niche market for your product / service and about creating a confidence in the current and prospective customers 'minds that you are the unique solution to their problem.

The aim of branding is to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers. Branding forms customer perceptions about the product. It should raise customer expectations about the product.



MEDIA PLANNING & STRATEGY

Every client's purpose of advertising may be different as each brand is unique; hence the strategy to promote every brand has to be different. We use the right kind of media mix in the entire process of media planning and buying as per our client's branding requirements.

We identify and analyze our client's basic purpose of their promotional requirements and branding needs and formulate the best media plan by using our domain experience, insights, expertise, creativity and the most important our focused dedication to provide the right kind of media tools which can provide the optimum utilization of the available resources under the line of their budgets and time frame.



get noticed **worldwide**

MEDIA BUYING SERVICE

We are a reckoned name offering Media Buying from Delhi, India. We are supported by a group of professionals who are aware about the latest trends and market requirements. Also, they work in association with the patrons and render these services as per their requirements. Clients can approach us anytime for inquiries. And, we reasonably charge for our Media Buying Services. Highlights:

Advertising obviously can enhance your sales volumes, but the right media placement gives your brand a credibility that can't be bought and puts your brand on heights.

We are focused to help you target the advertising goals. We use the latest techniques combined with our planner's own market wisdom to reach your potential customers who will go for your brands.

We identify the media that will be the most profitable buy and our media planning is aimed for the expected response using different media channels.

Each brand is unique. So the mediums also can't be common? The media services at F.S.M.S strive to achieve everything that's innovative. Traditional media, though popular, may not be always the most effective branding strategy for each brand, hence we delve deep into the brand's psyche and carve out a unique path and make the best buy through which it can conquer the final battle.





FOUR SQUARE MEDIA SERVICES

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 <https://www.facebook.com/FourSquareadcom>

 <https://twitter.com/SKS31160078>