



agency **profile**

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introduction

An Indore-based brand consultancy, Circle Marcomm specializes in developing, managing and marketing brands. For over 5 years now, Circle Marcomm has consistently maintained its position as a regional force with a reputation for innovation, creativity and reliability. Circle's client portfolio includes many of the region's leading companies, running the gamut from the financial, industrial, real estate, hospitality, education, FMCG sectors and more.

Whether giving life to a new brand or breathing new life into an existing one, Circle Marcomm is one of the region's foremost brand developers.

Over the years, Circle has created and perfected unique processes which allow it to approach brand development from a 360-degree viewpoint and produce effective, intelligent and memorable brands.

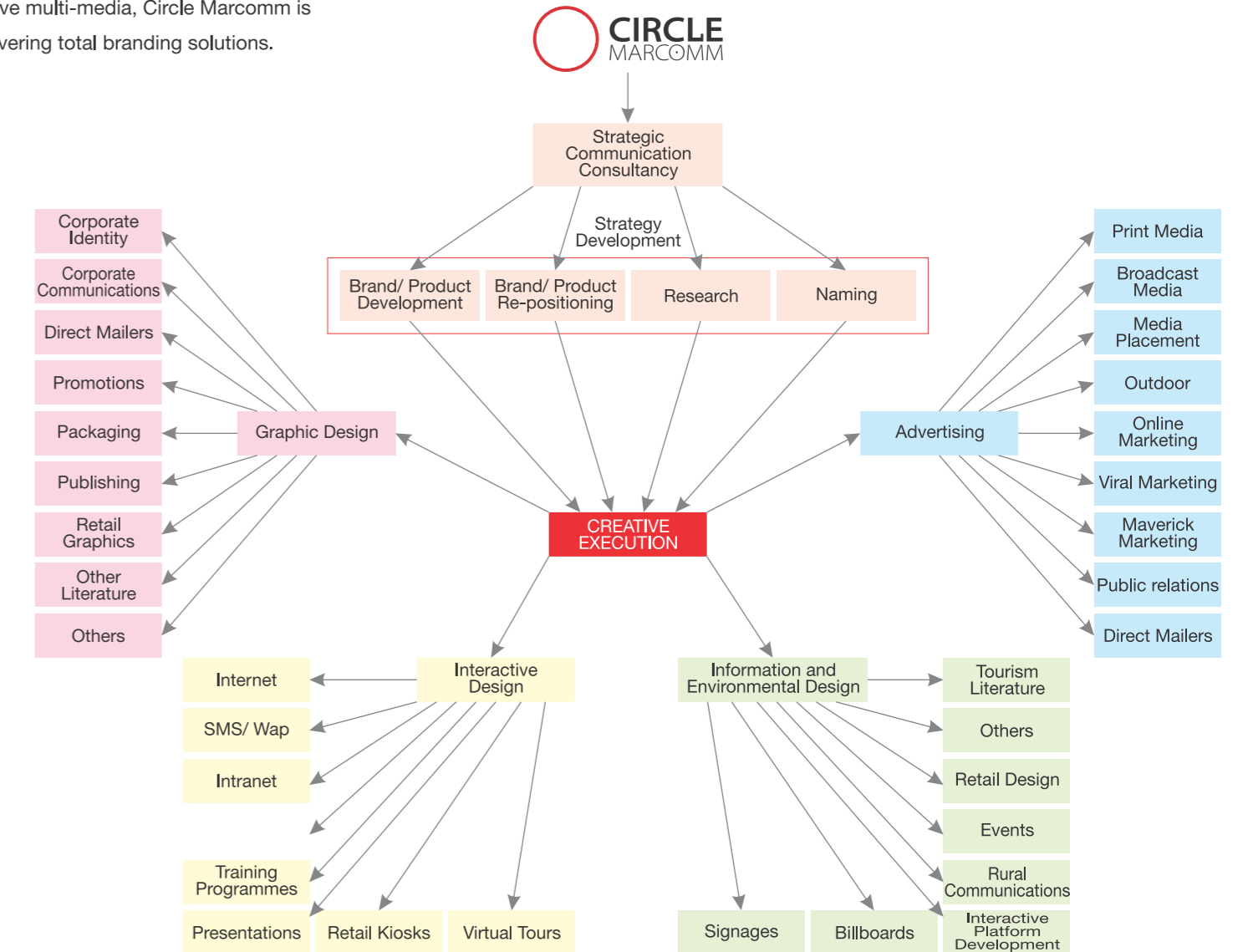
approach

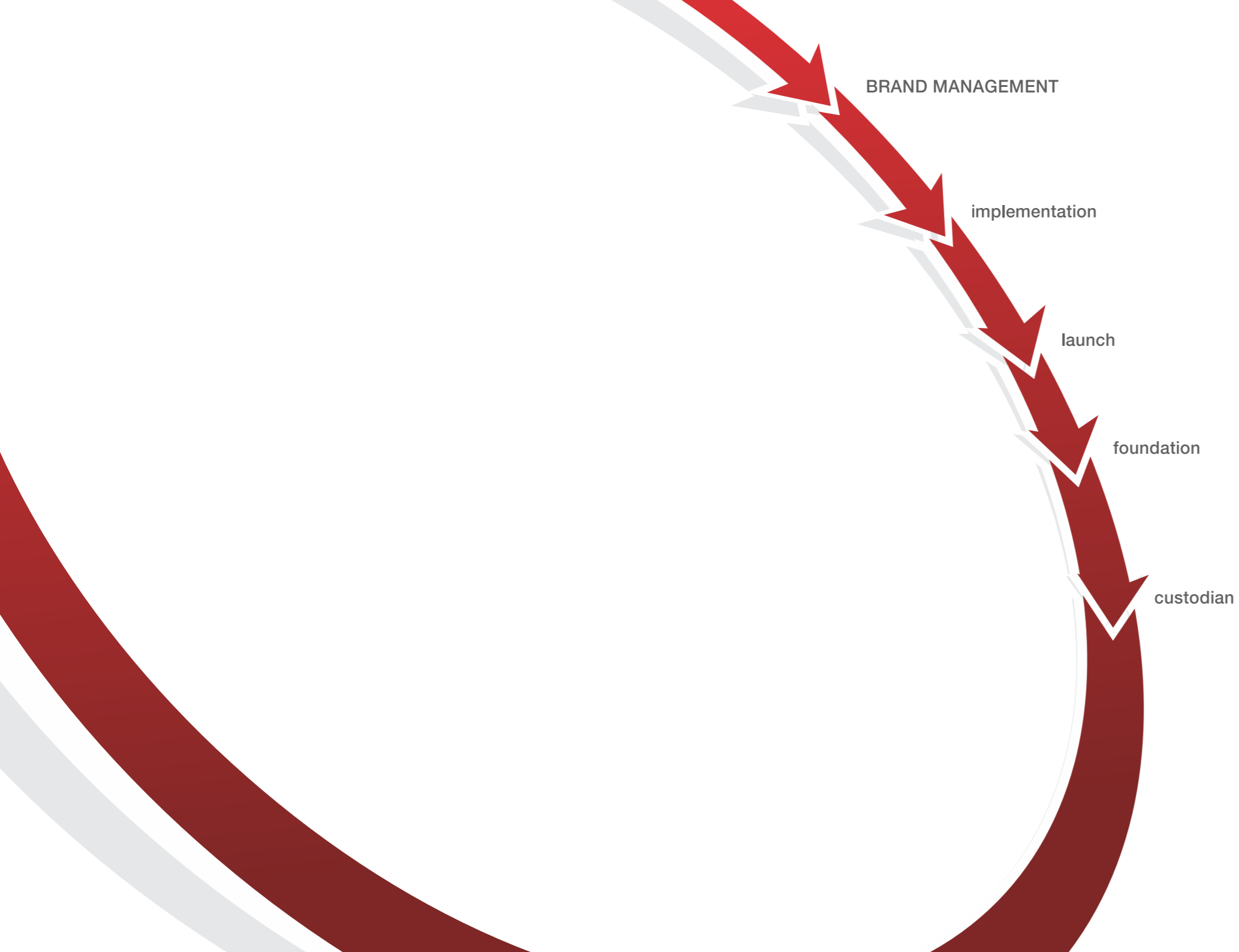
Circle Marcomm sees a brand as living entity with countless facets and numerous layers. It understands how a brand communicates with different types of people at different times, and why a harmonized communication strategy is so vital. This approach engenders a holistic brand system which ensures an effective and dynamic brand strategy which creates momentum and sets the foundations for brand growth.

When managing brands, Circle Marcomm thoroughly evaluates the implications of any tactical decisions versus the effect on long-term brand strategy. Regardless of the specific nature of a brand, Circle Marcomm actively explores and tests avenues for innovative marketing and memorable brand experiences. This proactive attitude is essential in maintaining the vibrancy and relevance of brands. With quality experience in innovative communication, Circle Marcomm takes full advantage of emerging trends and the latest technology to develop marketing strategies and brand management approaches that are as effective as they are unique.

reach

Circle Marcomm's expertise extends to a broad and comprehensive range of activities, enabling it to provide well-rounded support to a brand's growth and management. From penetrating analysis and strategy development to striking graphic design and innovative multi-media, Circle Marcomm is equipped and skilled at delivering total branding solutions.





brand management

Brand Management is generally regarded as a complicated and arduous process, but this is not the case. Managed properly, it is not only an enriching and rewarding experience, but can also be surprisingly straightforward and enjoyable. Circle Marcomm can provide Brand Management support throughout the life of a brand. Broadly defined, these stages are

- Implementation
- Launch
- Foundation
- Custodian

IMPLEMENTATION

The Implementation phase follows the development of the Strategic Action Plan, the Strategic Positioning and the Creative Brief. Circle Marcomm's Brand Management during the Implementation phase involves stewardship of the creative and implementation process. Among other critical tasks, Circle Marcomm will review the creative output at key developmental stages to ensure that the Creative Brief is being interpreted accurately and effectively. Circle Marcomm will also guide and review other implementations of the Strategic Action Plan.

LAUNCH

The Launch phase is essentially the formal

announcement of the evolved brand to internal and external audiences. During the Launch phase, Circle Marcomm's Brand Management involves the stewardship of creative launch collaterals, marketing and advertising plans, public relations, event management and so on. Circle Marcomm will ensure that the various elements of the Launch phase work effectively together in communicating the brand's positioning and identity to its audiences in a memorable and relevant manner.

FOUNDATION

The Foundation phase is the critical period where the evolved brand needs the greatest support and guidance. Internally, within the parent organization, the people and resources which will deliver the brand promise and create the desired brand perception need to be educated and trained so that they understand exactly what the evolved brand has to do in order to be successful. Externally, amongst the brand's customers, partners, suppliers and so forth, there is a need to maintain the momentum of the Launch phase to ensure that the brand's evolved personality remains vibrant until it becomes firmly entrenched in the audiences' minds. Circle Marcomm's Brand Management during the Foundation phase involves stewardship of

internal awareness and brand education, infrastructure enhancements, public relations, customer services and so on. The aim is to communicate and establish the brand's personality, mission and vision until these elements become irrecoverably associated with the brand and can provide the foundations for brand growth and success.

CUSTODIAN

The Custodian phase starts once the brand's positioning is firmly established within the minds of the internal and external audiences. This phase involves the monitoring, analysis and direction of brand growth and brand reinforcement. Circle Marcomm works closely with the brand's marketing team and empowers the brand to respond to changing market scenarios, capitalize on any opportunities created, defend existing market share, protect brand integrity and so on. This accomplished in a diverse number of ways, but can essentially be summarized as everything a brand does and says is monitored, evaluated and enhanced by the collaboration between Circle Marcomm and the brands' marketing team.

process mapping

CREATIVE BRIEF

A concise and highly focused document which communicates the brand's positioning and requirements while defining the parameters and directions for the creative process. A Creative Brief generated by Circle Marcomm is the result of extensive research, auditing, positioning and strategic planning.

ESTIMATED TIME-LINES

An estimated schedule of activity and deliverables, based on Circle Marcomm's preliminary assessment of project parameters and Circle Marcomm's experience with similar projects.

FINDINGS

The raw results of various audits and investigations which Circle Marcomm uses to compile the Audit Report. Formal Proposal The written contract or agreement whereby Circle Marcomm details its scope of services, project plan, estimated time-line and fees for a particular project.

AUDIT REPORT

The comprehensive analysis which Circle Marcomm generates after conducting various audits, highlighting a brand's strengths and weaknesses.

BEHAVIOURAL AUDIT

A detailed process where Circle Marcomm audits how a brand is perceived internally and externally, seeking to establish the desired as well as the true brand perception and the gap between these perceptions. The depth and duration of a Behavioral Audit depend on the project parameters and specific client requirements, and involves extensive interviews, market studies and other research.

BRAND MANAGEMENT

A consultancy service, offered on retainer or project basis, which helps the client to effectively manage, develop and implement strategic brand decisions.

COMMUNICATION AUDIT

A detailed process where Circle Marcomm audits how successful a brand is in communicating its positioning to its employees, customers, partners and stakeholders by evaluating the quality and relevance of its communication content. The depth and duration of a Communication Audit depend on the project parameters and specific client requirements, and involves extensive review of all corporate literature, advertising, websites, signages and other mediums.

OPERATIONAL AUDIT

A detailed process where Circle Marcomm audits how effective a brand's systems, technology and infrastructure are in fulfilling the brand's positioning. The depth and duration of an Operational Audit depend on the project parameters and specific client requirements, and involves extensive review of all protocols, procedures, training, human resources, technology, systems etc.

OPERATIONAL PROTOCOLS

The operational guidelines and methods, agreed to by the client and Circle Marcomm, which govern the timely execution of the project, assign responsibilities and designate contact points.

POSITIONING

The process where Circle Marcomm develops and creates a personality, character, attributes, values, vision and mission for a brand which serve as the foundations for brand growth and consistency.

PROJECT PLAN

A tailor-made version of Circle Marcomm's processes which are customized to suit the specific client/ project requirements.

RE-BRANDING

The process where Circle Marcomm evolves an existing brand into a new entity.

This may involve changing its name, its identity and its positioning.

STRATEGIC ACTION PLAN

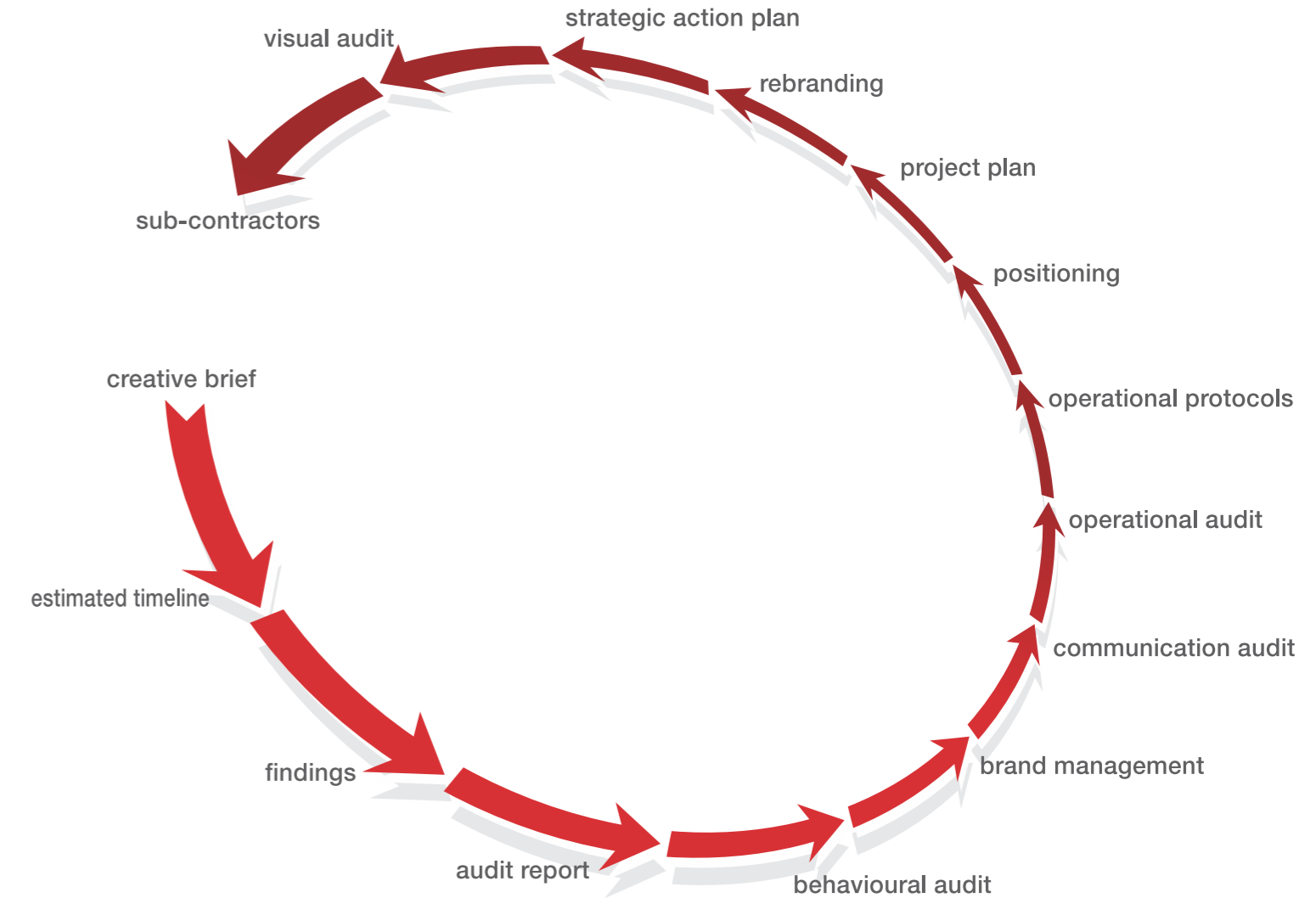
A detailed and diverse range of strategic recommendations made by Circle Marcomm, based on the Audit Report and auxiliary research. The Strategic Action Plan outlines and recommends ways in which the brand needs to develop, areas which need special and urgent attention, and how these strategic decisions will be implemented and their resultant benefits.

SUB-CONTRACTORS

External consultants or specialists hired by Circle Marcomm to provide extra and/or specialized resources, knowledge and expertise. Teams both the client and Circle Marcomm designate internal teams with specific responsibilities to liaise on and support the timely execution of the project.

VISUAL AUDIT

A detailed process where Circle Marcomm audits how consistently and effectively a brand's visual face is communicated and applied across different mediums. The depth and duration of a Visual Audit depend on the project parameters and specific client requirements, and involves extensive review of all corporate literature, advertising, websites, signages and other mediums.





CASE STUDIES

INCOMPLETE IS NOTHING
SOMETHING COMPLETE COMING SOON

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MOMENTS OF JOY-2012

RAKSHA BANDHAN DIAMOND JEWELLERY

Punjabi Saraf

OUR SWEET BOXES FLY

MANOHAR D

JAIN PUBLIC SCHOOL

Don't we have any place at this restaurant? NO! Manohar Dairy uses bacteria free RO WATER in their food and for drinking

BARISH KA JASHAN

Hunter

BREWED TO RULE



The beauty industry has always been prone to clutter and the big challenge with this account of ours was to cut through the clutter from the word go. The idea was to create a difference right from name which would then radiate into the other aspects of our communications. The results achieved have managed to surprise us with each passing day. Cut Da Crap, CDC in other words today, is a brand to reckon with when it comes to beauty and glamour. Impeccable, precise and target rich communications has played a pivotal role in creating a brand of the present and future. We did manage to Cut Da Crap.





NEPTUNE
SIMPLIFY FARMING

It was indeed a new experience working for a product that belonged to a category where brand building was rarely taken as serious business. This made our task more challenging. Neptune, primarily the manufacturers of agri and garden tools needed a thorough brand makeover in order to establish the company in the competitive market. An extensive branding exercise was undertaken and a brand new and vibrant look was assigned, making it stand out from the me too brand list.

A never seen before approach used, made Neptune a brand name to look up to.



WHITE
FOX
 VODKA
 STAY NAUGHTY



Working on brand White Fox has been a fulfilling experience all the way. Right from the inception of its logo to where it stands today, White Fox was a brand that needed extra care and constant nurturing. Changing market trends, drinking behaviors and emerging new brands made the task even more challenging. But as it is rightly said patience and perseverance coupled with a sound thought process pulled it off. Today, White Fox stands as a brand that is liked and accepted when it comes to Vodka.





Hospitality is a word that had been done to death at the time when brand Meghdoot ran into us. Creating a niche and acceptability in small town called Ujjain was a daunting task. A town which was not exposed to the word hospitality now stood face to face with a brand that promised something alien. To get the brand and the concept of hospitality accepted, sure was a task in hand. But thanks to meticulous planning and careful execution, today Meghdoot stands as a leader in providers of hospitality at Ujjain.






Signature 360°
 A COMPLETE TOWNSHIP

Signature, a real estate group from Bhopal approached us for the complete communication solution for their upcoming township. The biggest USP of the township was that it offered full range of housing products for one and all. The idea was hidden in the client brief itself and our team didn't need to go hunting the distance. Thus the township was nomenclated as 'Signature 360', a complete Township.

The launch was soon made with a big hello. Well placed, innovative design, street smart branding, billboards painting the skyline, digital presence, smartly compiled collaterals, a perfect showcase at expos and everything what a brand needed was delivered. Signature 360 was where it was meant to be, turning heads, capturing eyes, generating inquiries and selling hot.





Giving birth to a school of international stature in a small town called Vidisha was an uphill task. A place where education was stereotyped, breaking the ice and sending a strong message to the masses was the need of the hour. An impeccable communication roll out was what was needed and was delivered. Today, as you read these lines Magadham International School stands respected, reputed and accepted.





Our Portfolio

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SOMETHING COMPLETE COMING SOON

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NEPTUNE
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PHOENIX Club
Lets' go clubbing

Holiday of dreams


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VILLAS**
LIVE THE LONDON LIFE


Indore Talking Pictures Pvt. Ltd.
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KALA NIKETAN
where trends come to life


KOFFEEKRAFT
feel the aura of coffee

Signature
360°
A COMPLETE TOWNSHIP


**TIRUPATI
diamond
city**

portfolio

corporate identity >

all the stationary portrayed, bear the logos created by Circle Marcomm



portfolio

corporate identity >

all the stationary portrayed, bear the logos created by Circle Marcomm



portfolio

campaign print >



Now serving live music

Our cuisine is as diverse as our repertoire. 13 western international dishes and 15 Indian specialties are served here. We believe in serving you with the best of both worlds. Our chefs are trained in the finest culinary schools and have worked in some of the world's best restaurants. We are proud to serve you with the best of both worlds. Our cuisine is as diverse as our repertoire. 13 western international dishes and 15 Indian specialties are served here. We believe in serving you with the best of both worlds. Our chefs are trained in the finest culinary schools and have worked in some of the world's best restaurants. We are proud to serve you with the best of both worlds.

Winner of 11 national and international awards for hospitality and cuisine.

Indian food, International taste.
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If you are in the mood for a romantic evening with your beloved, a perfect candle light dinner is what you desire. Feel your love grow as your love buds. Celebrate with good cuisine and wine. We are sure that only at Moti Mahal you are bound to discover a new meaning to the word romance.

Winner of 11 national and international awards for hospitality and cuisine.

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A truly romantic experience.

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You will beg for more.


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MOMENTS OF JOY-2012




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Showroom: 44, Bada Sarafa, Indore. Tel: 4058888/ 4600

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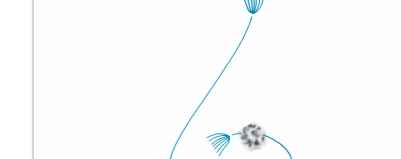


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A culinary experience is calling you.

Our cuisine is as diverse as our repertoire. 13 western international dishes and 15 Indian specialties are served here. We believe in serving you with the best of both worlds. Our chefs are trained in the finest culinary schools and have worked in some of the world's best restaurants. We are proud to serve you with the best of both worlds. Our cuisine is as diverse as our repertoire. 13 western international dishes and 15 Indian specialties are served here. We believe in serving you with the best of both worlds. Our chefs are trained in the finest culinary schools and have worked in some of the world's best restaurants. We are proud to serve you with the best of both worlds.

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Cuisines that rock.

Our cuisine is as diverse as our repertoire. 13 western international dishes and 15 Indian specialties are served here. We believe in serving you with the best of both worlds. Our chefs are trained in the finest culinary schools and have worked in some of the world's best restaurants. We are proud to serve you with the best of both worlds. Our cuisine is as diverse as our repertoire. 13 western international dishes and 15 Indian specialties are served here. We believe in serving you with the best of both worlds. Our chefs are trained in the finest culinary schools and have worked in some of the world's best restaurants. We are proud to serve you with the best of both worlds.

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Perfect family dining

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Welcome to Moti Mahal Delhi.


Established in Delhi and serving Jaipur, Moti Mahal Delhi has been providing a unique culinary experience to its customers. Always be the result of our passion and commitment to serving you with the best of both worlds. Our cuisine is as diverse as our repertoire. 13 western international dishes and 15 Indian specialties are served here. We believe in serving you with the best of both worlds. Our chefs are trained in the finest culinary schools and have worked in some of the world's best restaurants. We are proud to serve you with the best of both worlds.

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 जैन पब्लिक स्कूल जहाँ आपके बच्चों को मिलेगी इन्टरनेशनल एज्युकेशन और एक ऐसा परिवेश जो उनकी प्रतिभा को देगा संपूर्ण व्यक्तित्व.

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 Beginners Pro - 2 Weeks + 1 Week Practical (Starting 20th Aug) | Advanced Pro Pro - 4 Weeks + 2 Week Practical (Starting 20th Aug) | Advanced Pro - 2 Weeks (Starting 15th Aug) | Bridal Artistry Pro - 1 Week (Starting 15th Aug)

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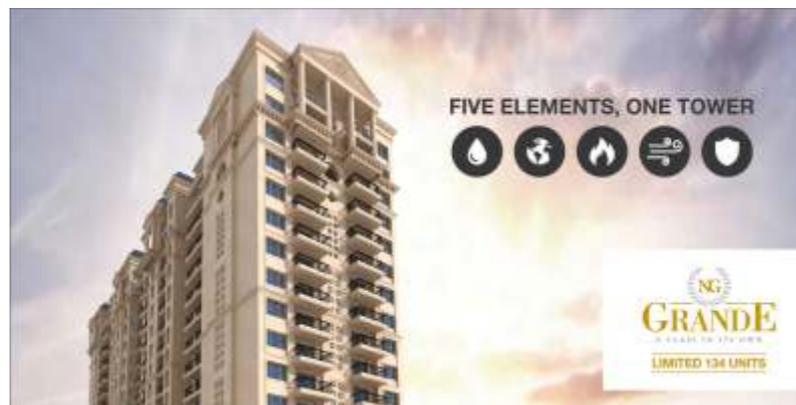
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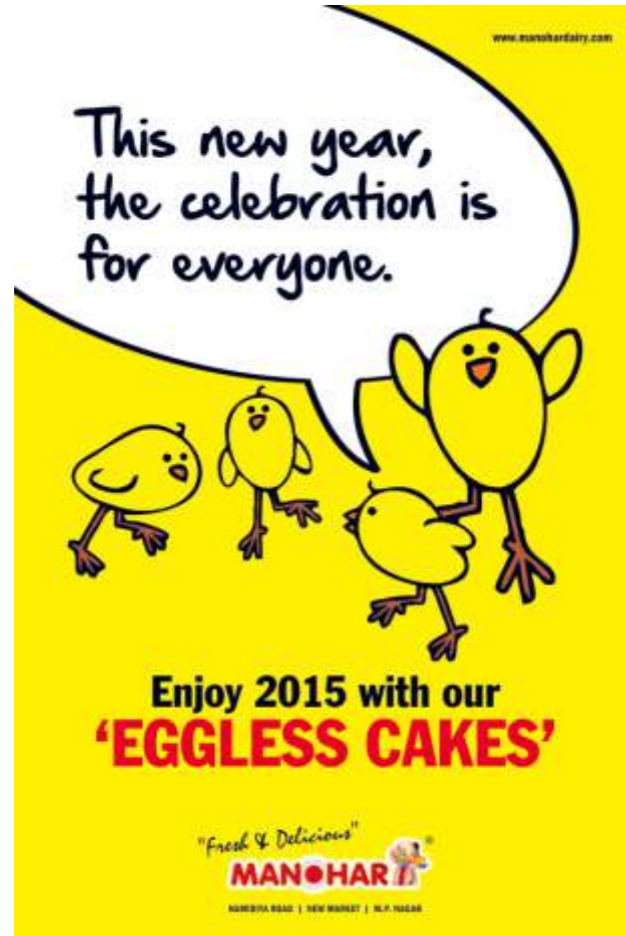
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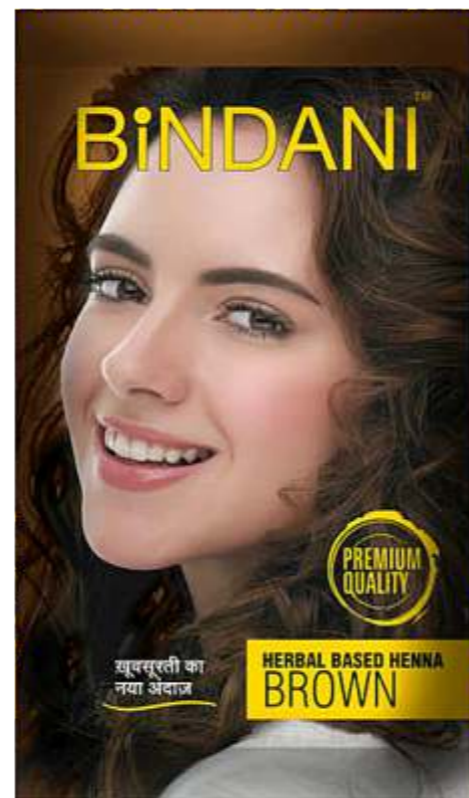
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Paneer Schezwan	110	Puri Bhaji with Kuchambar Salad	45
Veg Kothu	80	Pav Bhaji with Onion Salad	45
Veg Chowmein	90	Veg Biryani with Raita and Kuchambar Salad	70
Veg Fried Rice	70	Masala Chana with	
Schezwan Fried Rice	75	Tandoori Kachcha and Onion Salad	60
Veg Hakka Noodles	75	Aloo Paratha with Curd	55
Veg Sweet N Sour	70	Dal Makhani with Butter Nuan and Kuchambar Salad	60
HOT BEVERAGES		COLD BEVERAGES	
Tea (cut)	5	Seasonal Fresh Fruit Juice	40
Coffee Nescafe	10	Cold Coffee	40
Health Drinks (Boost, Bourminta/ Horlicks)	20	Fresh Lime Soda	30
Sandwiches		Fresh Lime Water	20
Butter Toast	30	Milk Shake (Vanilla/ Chocolate/ Strawberry)	50
Jam Butter Toast	40	Jal Jeera	20
Vegetable Sandwich	40	Butter Milk	15
Grilled Veg Sandwich	50	Kesarlya Lassi	30
Foodie Sp. Sandwich	90	SOUTH INDIAN SNACKS	
SNACKS		Plain Dosa	40
Samosa/ Aloo Vada/ Kachori With Chutney	6	Rava Dosa	40
Poha	5	Mysore Dosa	45
Lisal Poha	8	Masala Dosa	45
Kesarlya Jalebi 100 Gms.	15	Plain Uttappam	30
Vada Pav	10	Tomato-Uttappam	50
Veg Cutlet	30	Paneer Dosa	65
French Fries	40	Cheese Dosa	60
THALIS		Paper Dosa Plain	50
Fixed Veg Thali (Executive)	85	Paper Dosa Plain	60
Oil, Milk, Paneer, Egg, Rais, Aloo, Pickle, Raita		Idly	40
Fixed Veg Thali (Delux)	100	Medu Vada	40
Oil, Shrik Panner, Egg of the Day, Aloo, Rais, Pickle, Raita, (Break, Sweet)		Uppma	40

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Someone very close is waiting for you.
Drive safe, follow traffic rules and gift your sister a wonderful Raksha Bandhan.



CIRCLE MARCOMM | CIRCLE CARES. Happy Raksha Bandhan

The best ever gift this Raksha Bandhan
Just for your sister, whom you love so much, let it go up in smoke - Quit smoking



CIRCLE MARCOMM | CIRCLE CARES. Happy Raksha Bandhan

C

I



ABSOLUT DRY

Enjoy this Holl dry in every sense.

CIRCLE MARCOMM | Conserve water, the rest goes without saying. Happy Holl. CIRCLE CARES.

N

We need it

CIRCLE MARCOMM | A message on World Environment Day, save trees, save mankind. CIRCLE CARES.

E

Our children make better doctors and engineers, not terrorists.
Let's join hands to create an educated India.

CIRCLE MARCOMM | CIRCLE CARES. Happy Independence Day

S



On this national festival
Let's ignite our passion to save our National Animal

CIRCLE MARCOMM | CIRCLE CARES

M

On world aids day, here is a circle that can save your life



On this sweet occasion



Let us promise to help our dependents, this Independence Day.

www.circlemarcomm.com



For god's sake



when it comes to riding



www.circlemarcomm.com

circleism

Circle Marcomm firmly believes that a company is born, attains growth and maturity within a fully evolved and self-sustaining eco-system. As evolved business houses, it is imperative that we understand our responsibilities towards this eco-system which we in other words, call the society. Circle Marcomm has initiated a movement called "Circleism", which is a non-profit earning act to educate and remind the society about the evils that are relevant and prevalent. Circleism is a concoction of public service messages that are rolled out at regular intervals and are promoted using various mediums of communications, especially social networking. Circle Marcomm, in the near future, looks forward to create interactive platforms where these messages can be promoted in bigger and better ways.

www.circlemarcomm.com

Santa is not coming
home this Christmas
Protect wild life



CIRCLE CARES. *Merry Christmas*

An adopted child
can create wonders too.
Encourage adoption.



CIRCLE CARES. **Happy Janmashtami**



CIRCLE CARES. **Happy Krishna Janmashtami**

You can't
create miracles,
but you can
voice one.

**Raise your voice
against domestic violence
and sexual abuse,
create your own miracle.**



www.circlemarcomm.com

Someone very close
is waiting for you.

Drive safe, follow traffic rules and gift your sister a wonderful Raksha Bandhan.



CIRCLE CARES. Happy Raksha Bandhan

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There are lakhs to whom
the crescent moon of Eid appears
in the leftovers of your plate.



Resolve not to waste food and make the festival more purposeful.



29th July, 2014 - لاکھوں کے لیے

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**You don't need a big idea
to convey a simple message.**
'Save the girl child'

 **CIRCLE
MARCOMM** | CIRCLE CARES. Happy Raksha Bandhan

www.circlemarcomm.com



On this sweet occasion
let us join hands to
create an educated India

 **CIRCLE
MARCOMM** | CIRCLE CARES. **گھمٹسیہ لہزی**

www.circlemarcomm.com

Let us promise to help
our dependents,
this Independence Day.

Care for our senior citizens



CIRCLE CARES. Happy 15th of August

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Guru ke liye...

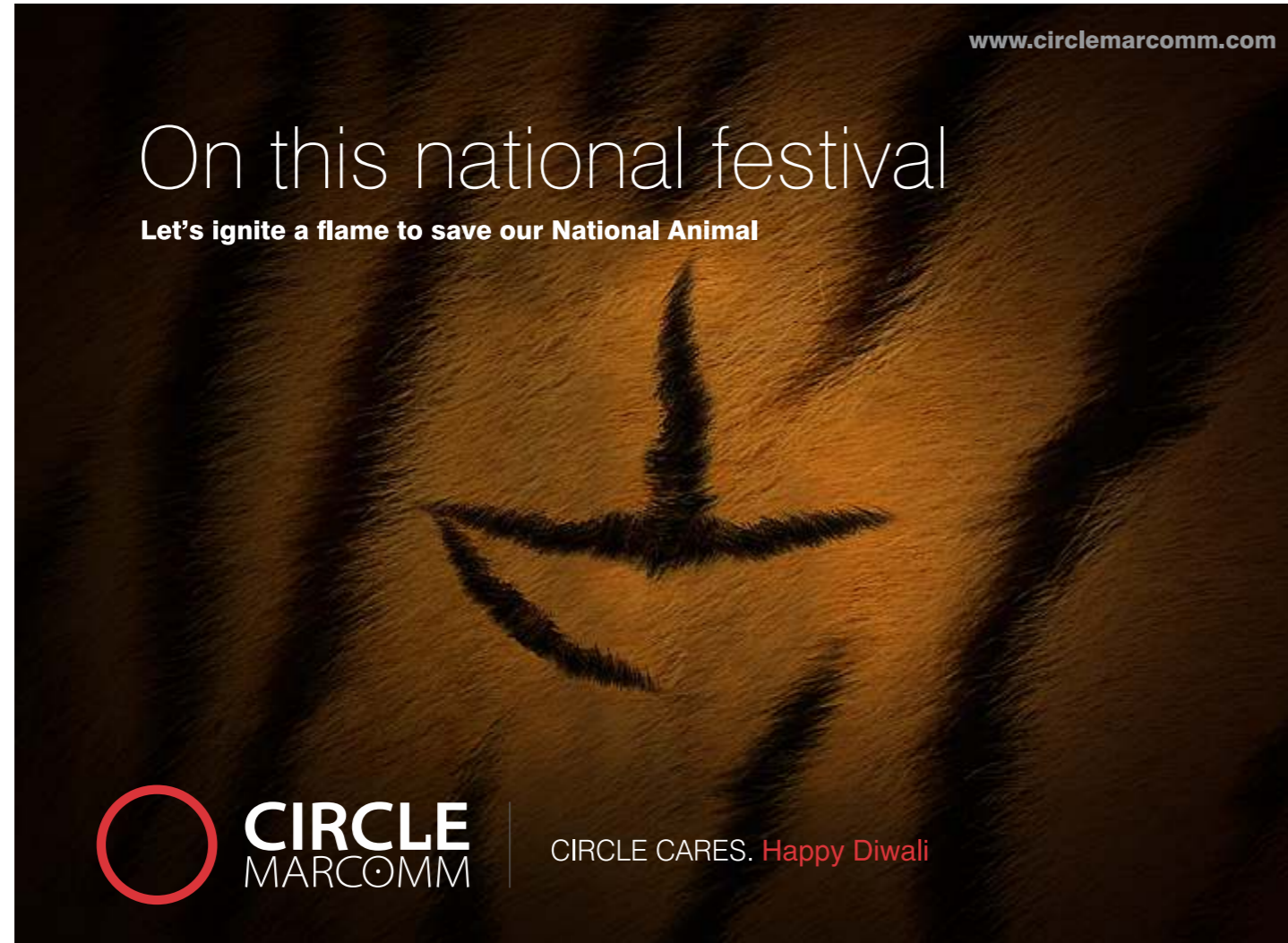
Respect teachers and offer real Guru Dakshina.



Gurupurnima - 12th July, 2014

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On this national festival
Let's ignite a flame to save our National Animal



CIRCLE
MARCOMM | CIRCLE CARES. Happy Diwali

www.circlemarcomm.com



ABSOLUT DRY
Enjoy this Holi dry
in every sense.

CIRCLE
MARCOMM | Conserve water, the rest goes without saying, Happy Holi.
CIRCLE CARES.



For god's sake
save the tiger

**There are only
1141 Tigers left in India,
save them.**



CIRCLE CARES. Happy Navratri

Omaxe Limited, Delhi
Som Group, Bhopal
Prestige Group, Indore
Ambika Chicken, Goa
Neoteric Group, Gwalior
Arihant Education Group
Supremo Water Tank
Kriti Industries India
HDFC Reality
Institute of Vedic Astrology
K Vallabh Infra Estate
Neptune Sprayers
Sapphire Group, Raipur
Magadham International School
Meghdoot Hotel & Resort, Ujjain
Ankit Wires
Jain Public School
O2 Club and Restaurant
Paroha Developers, Jabalpur
Princess Hilltop
Raj Laxmi Nature
Raya Developers
Real Player Infra Pvt Ltd, Bhopal
Royal Colonizers Builders, MHOW
Sarthak Innovations Pvt Ltd
Scorpion Innovation Centre
Signature Group, Bhopal
Sky High Hospitality
Spycom

T.N.T
Virasha Heights, Bhopal
Virtual Voyage
Pratibha Syntex, Pithampur
Fortune Builders, Bhopal
Ultimate Constructions, Bhopal
Sapphire Greens, Raipur
Paras Lifestyle, Bhopal
Bharti Infratel
Manohar Dairy, Bhopal
Samadhan Wellnes Pvt. Ltd
Brand Viva, Bhopal
NM Group
Tirupati Diamond City
60ml Pub and Restaurant
Punjabi Saraf Jewellers
Sherringwood World School
RIPL, MHOW
Sainath Colonizers, Raipur
Kala Niketan, Bhopal
Eone Infotech, USA
Avalon Solutions, USA
Trade Concept, CHEZ REPUBLIC
Pnestec Solutions
American Optics
BR Goyal Group
Treasure Fantasy
Amrapali, MHOW
SRF Plastics, Pithampur

Radio Mirchi
Philips Electricals
IEC, Mandideep
Tusk Gymnasium
Chakravayuh Securities
Raj Express, Bhopal
Indo-Thai Securities
Corpfest, Bengaluru
Yuvana Fashion Event
JD Pictures
4D Media and Events Pvt. Ltd.
Holiday of Dreams, Maldives
Exotic Homestay, Mumbai
Classic Swastik City
Indore Talking Pictures

team

Handpicked from advertising circuit, team Circle Marcomm is an eclectic mix of highly talented and dedicated individuals that bring with them years of valuable experience and industry knowledge. Passionate and proactive, team Circle Marcomm is a well-knit community of professionals from various areas of expertise that can be counted on to deliver top performance under the most demanding circumstances. From penetrating analysis and strategy development to striking graphic design and innovative multi-media, team Circle Marcomm is fully equipped and skilled at delivering total branding solutions. After making a humble beginning, team Circle Marcomm has grown and evolved, and today the very existence of brand Circle Marcomm is only because of the relentless efforts put in by a wonderful, potent and a competent team.

board of directors



the **creative** sorcerer

Ashwath Ramachandran

He saw the face of this world on - 03 December, 1976

He is potent in - Brand and Market Analysis, Conceptualization, Visualization, Copy-writing, Presentations and more

He specializes in - Concepts and Copy-writing

Tear Time – 15 years experience, with brands like Mudra Communications (Ahmedabad), Grey Worldwide (Mumbai), Lowe Lintas (Ahmedabad), Radio City (Baroda), Percept H (Indore) and Deepak Advertising Agency (Indore) to name a few. He is a gold medallist from the Mudra Institute of Communications Ahmedabad, better known as MICA.



the **marketing** maverick

Rahul Kumar Verma

He saw the face of this world on - 29th June, 1983

He is potent in - Market Research, Market Behavior Analysis, Trend Analysis, and Marketing coupled with Communications

He specializes in - Client servicing, liaisons, pitching presentations, printing technology

Tear Time – 8 years with reputed firms like Percept (Indore), NAC Advertising (Mumbai) and Deepak Advertising (Indore).



the **design** alchemist

Manohar Suryavanshi

He saw the face of this world on - 31st July, 1984

He is potent in - Softwares, Art Direction and Visualization

He specializes in - Adobe Illustrator, Photoshop, In Design, Flash, Corel DRAW and more

Tear Time – 9 years with agencies like Percept-H and Deepak Advertising (Indore).

AND YOU STILL FEEL ADVERTISING DOES NOT WORK?

You wake up in the morning and leave your **Kurl-on** MATTRESS which you purchased after watching an advertisement. You head for the bathroom and wash your face with water trickling from advertised **KOHLER SANITARY WARE**, you then pick up a branded **Colgate** TOOTHBRUSH and squeeze out some **Gloseup** TOOTHPASTE which you picked up from a departmental store, thanks to some powerful advertising. You shower-up using your favorite **Dove** SOAP and **PANTENE SHAMPOO**, which turned out to be your favorite, thanks to some effective advertising. You then head to your closet and pick out a branded **GIORGIO ARMANI SUIT** that truly suits your Monday mood. You then spray some mind-blowing **Pink Avenue** PERFUME, and you simply think it is mind-blowing because of the way it's been advertised. You get to the kitchen and pick out your **Kellogg's** LOW CAL CEREAL, and you feel its low cal since it's been perceived that way. You then drive to work in a **HYUNDAI** CAR that is known for the wonderful mileage that it gives, thanks to the advertising mileage it gained. And all this happened just before you got to your office, then your marketing department and took a call that advertising does not work. **THINK AGAIN.**

Effective advertising creates wonders and memorable brands, and for creating effective, likeable and sellable brands, get to us.



www.circlemarcomm.com

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