

Residential Digital Screens – Presence across **27+ cities**

ATL (Above The Line) Media

Transit Media: Trains, Buses (**GSRTC, AMTS, Surat Electric Buses, MSRTC Buses**),
Auto Rickshaws, and more Radio Advertising ,Mall Advertising

BTL (Below The Line) Activities

On-Ground Promotional Activities ,Bike Display Campaigns ,,Retail Branding Solutions ,
Digital Wall Paintings ,Exhibition & Event Setup

Cinema Advertising

Reach audiences through **9,000+ cinema screens across India**, including:

PVR INOX ,Rajhans Cinemas ,UFO Movies ,Qube Cinema ,Cinépolis ,Miraj Cinemas

And many more leading cinema networks

Outdoor & Transit Advertising

HPCL Petrol Pump Advertising , GSRTC Pickup Stand Branding ,OOH (Out-of-Home) Advertising Solutions

POSM & Retail Branding Solutions

Comprehensive display and branding solutions for **General Trade and Modern Trade**, including:

Counter Displays

Floor Display Units (FDUs)

Flanges

Hangers

Cut-Out Standees

Promotional Materials

Umbrellas

Gazebos

Customized Branding Solutions

Your Trusted One-Stop Solution for ATL, BTL, Cinema, Transit, OOH, Retail Branding, and Display Solutions

Across India

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A Brief Overview of Zenith international Business Network

Who We Are

Welcome to Zenith international Business Network, where innovation meets creativity. We are a trailblazing media agency dedicated to pushing the boundaries of traditional advertising. Our mission is simple yet powerful to craft bespoke advertising solutions that not only capture attention but also drive tangible results for our clients.

Our Core Values

- | | |
|-------------------|---|
| Creativity | : We breathe life into ideas, transforming visions into vibrant Realities. |
| Innovation | : Constantly evolving, we leverage cutting-edge technology And trends to stay ahead. |
| Client-Centricity | : Your success is our success. We put your needs at forefront of every strategy we develop. |

Our vision

At Zenith international Business Network , we envision a world where every brand's story is told in a way that resonates deeply with its audience. We strive to be the premier media agency that consistently delivers impactful, engaging, and measurable advertising campaigns.

The Wall of Our Trusted Clients



magicrete



Range of Our Services

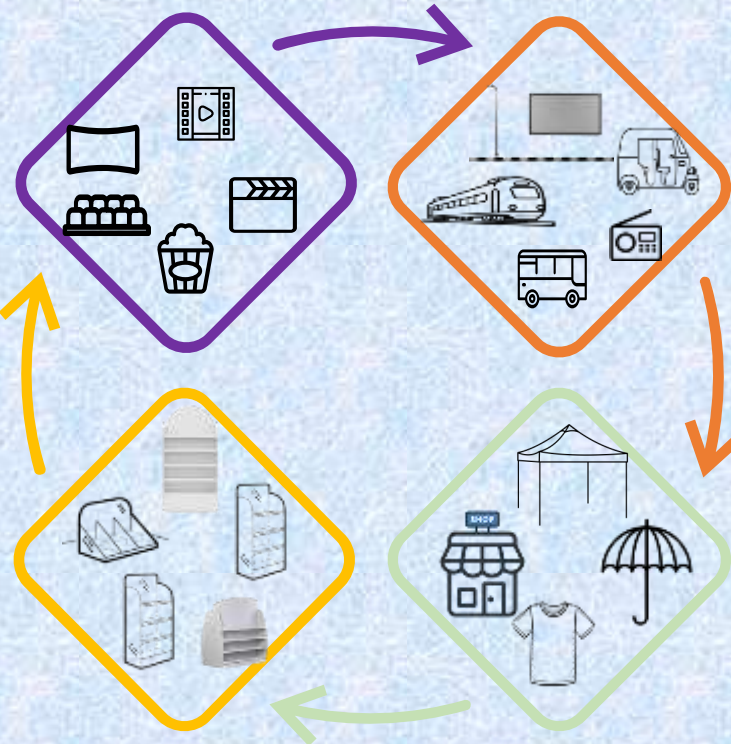
We Offer to Propel Your Success...

Cinema

Cinema Advertising, On-screen -Trailer, Slides, Ad Film, Government Ads, Off-screen Ads - Branding Like; Posters, Standees, Digital Displays, Cut-outs and theater lobby, Bike display, Etc.....

POSM

Tailored Point-of-sale Materials Retail Displays Units & Displays Options Like; Counter Table Units, Floor Standing Units, Flange, Sachet Hangers, Dangers, Strips, Bunting, Parasite & Many Customised Point Of Sales Materials.....



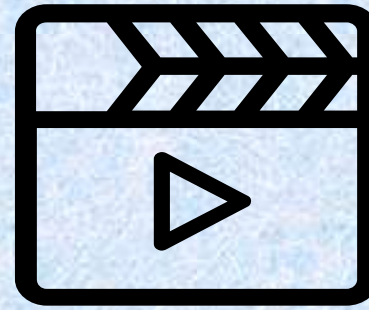
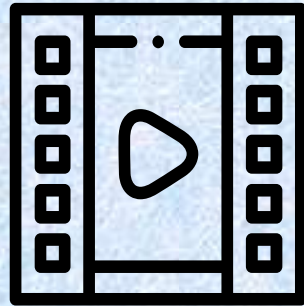
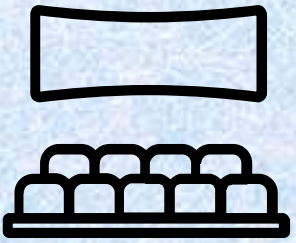
ATL

DOOH,OOH, Transit Media – Bus, Van, Auto, Tricycle, Tempo. Radio, Bus Station Branding.....

BTL

On Ground Promotions, Custom Merchandise, T-shirts, Umbrella, Corporate Gifting, Canopy, Retailer & Dealer Boards, Mall Media, Exhibition Stalls, wall Painting, product Testing

Cinema



CINEMA ADVERTISING

On Screen Media

- Slides
- Video Ad film
- Movie Trailers

Off Screen Media

- Standee & Cut-out Placement, Movie Posters
- Floor Sticker & Washroom Branding
- 4'x4' Or 6'x6' Display Kiosk Promotional Activity
- Any Many Out Of Box Promotions

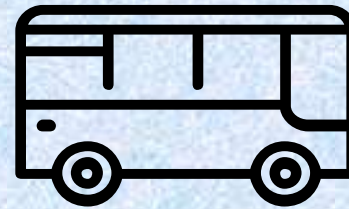


Engage Audiences : The Power of Multiplex Media

- India currently has around **9,000+** cinema screens, including both multiplexer and single-screen theaters.



ATL (Above The Line)



Brand's Presence with Smart OOH & DOOH Solutions

- **Out-of-home** (OOH) media includes traditional ads like billboards, transit ads, and posters, which are strategically placed in high-traffic areas to reach large audiences. India currently has approximately 2,00,000 + out-of-home (ooh).
- **Digital out-of-home** (DOOH) media has evolved this by incorporating digital screens and interactive content, allowing for real-time updates and targeted messaging based on location and audience. Both OOH and DOOH are highly effective for brand visibility, offering constant exposure and amplifying digital marketing efforts. As technology advances, DOOH continues to provide enhanced engagement and measurable results for advertisers. India currently has approximately 50,000 + digital out-of-home (dooh) advertising screens.



Boost Your Brand's Visibility in India's Busiest Train & Metro Stations

- **Railway Stations** : As of 2024, there are over 7,300 railway stations across India this includes stations from all 9 zones of Indian railways, which manage the country's vast network the Largest and busiest railway zones are northern, southern, and eastern railways. These stations serve millions of passengers daily, making the railway system one of the busiest in the world.
- **Metro stations** : India has several metro systems in cities like Delhi, Mumbai, Kolkata, Bangalore, and others the Delhi metro alone has over 300 stations. Other metro networks are expanding rapidly, with new lines being introduced in cities like Hyderabad, Chennai, and Pune as of now, there are approximately 700-800 metro stations across various Indian cities



Drive Your Brand Forward with Mobile Van Advertising

- **Mobile Van & Tricycle Advertising** uses branded vans to promote products or services in high-traffic areas, reaching diverse audiences. These mobile billboards provide wide exposure, flexibility in targeting specific locations, and cost-effectiveness compared to traditional ads. Vans can display static wraps, digital screens, or interactive elements, making them highly noticeable and memorable. Ideal for product launches, event promotions, and localized campaigns, mobile van advertising helps brands boost visibility with an impactful, on-the-go.



Auto Hood, Bus Branding & Cab branding

- **Auto Hood, Bus, and Cab branding** offer significant advantages for businesses looking to increase visibility and reach a wide audience. These methods leverage the mobility of vehicles to create moving advertisements, reaching people in various locations throughout the city. These forms of branding are cost-effective and can showcase a brand's identity and products effectively. Vehicles, especially in densely populated areas, offer high visibility, attracting attention from pedestrians, commuters, and other drivers. Vehicles, especially in densely populated areas, offer high visibility, attracting attention from pedestrians, commuters, and other drivers.



Auto Hood, Bus Branding & Cab branding



Auto Hood, Bus Branding & Cab branding



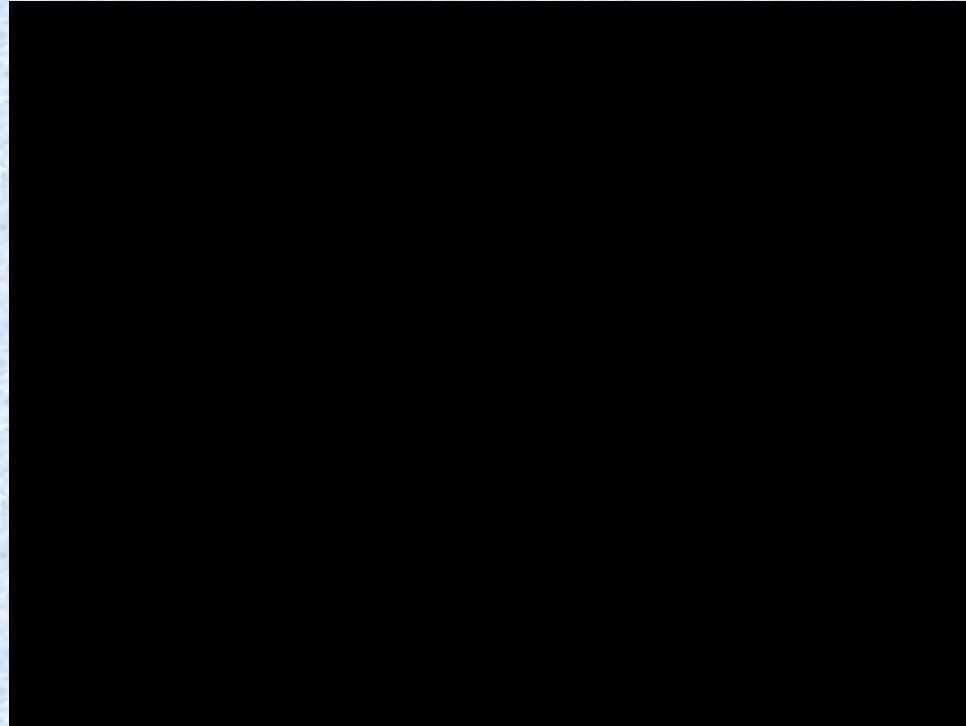
Amplify Your Brand's Voice with Powerful Radio Advertising

- India has a robust and growing radio network, with private FM stations spread across its cities. Currently, there are a total of 830 private FM radio channels across India, including both well-established stations and those in new and emerging cities. FM radio advertising encompasses various formats, including Live Reads, Sponsorships, Jingles, Personified ads, RJ mentions, Produced spots, Straight read, Time Check, Radio Consent, Radio infomercials, Live reads and endorsements, Radio testimonials, Straight read, Show Promo, Etc....



Bus Station Announcement Branding

Bus Station Announcement Branding are the second most visited places daily after Railway Stations. Hence, the reach of advertising is enormous. Advertising through Bus Stand announcement is a cost-effective idea that puts less pressure on profitability. Since visitors pay full attention to the bus announcement, there is no chance to overhear the advertising message by them. It is the reason behind the grand success. Practicality and effectiveness. It is a concept which is backed up by thorough research. It is an innovative, useful and apt rural marketing campaign that reaches to a widespread audience.



Click On Above Black Box To See The Campaign Of Neelam Chai

BTL (Below The Line)



Customers Face-to-Face with On Ground Promotions

- **On-Ground Activities** are live, interactive marketing events designed to promote a brand directly to consumers. These activities, such as product demos, pop-up events, and street promotions, create memorable experiences that drive brand awareness, customer engagement, and loyalty.
- **Benefits :**
 - **Direct Customer Interaction** : Builds stronger connections with the target audience.
 - **Increased Brand Visibility** : Promotes brand recognition through high-traffic events.
 - **Enhanced Customer Engagement** : Encourages active participation and feedback.
 - **Localized Impact** : Tailors marketing to specific regions or demographics.



Turn Items into Brand Ambassadors with Custom Merchandise

- “Turn Everyday Items into Brand Ambassadors with Custom Merchandise” means using common, everyday products like umbrellas, t-shirts, tea cups, and more as powerful marketing tools to promote your brand. Custom merchandise becomes a walking advertisement for your business, allowing your brand to reach a wider audience through everyday interactions. These items serve as constant reminders of your brand, creating lasting impressions wherever they go.

- **Options for Reference :**

- **Custom T-Shirts** : Distribute branded t-shirts at events or as part of a promotion. Every time someone wears it, they are advertising your brand to everyone they encounter.
- **Branded Umbrellas** : Provide custom umbrellas at rainy events or as giveaways. These functional items keep your brand visible even in bad weather.
- **Standee** : Standees are designed to be large and eye-catching, making them ideal for drawing attention in busy environments.
- **Promotable** : A well-designed promo table can grab attention and draw people to the display, even in crowded areas.

Customised Promotional Material Solutions



Retailer & Dealer Boards



Maximise Brand Exposure with Mall Media Solutions

- **Mall Media** refers to advertising placements within shopping malls, leveraging high foot traffic and a diverse audience to promote brands, products, or services. This form of media includes various options like digital screens, escalator wraps, standees, interactive kiosks, and floor graphics placed strategically in areas with maximum visibility, such as entrances, food courts, and near retail stores. Mall Media is ideal for brands looking to increase visibility, drive impulse purchases, or create immersive experiences in a high-traffic environment.



Exhibition Stalls



Digital Wall Painting Media

- **Digital wall painting media** offers a powerful marketing tool by transforming physical spaces into vibrant, engaging visuals. Custom digital murals and wall art can enhance brand identity, capture attention, and create memorable customer experiences. Ideal for businesses looking to make a bold statement, these digital installations can boost brand visibility, drive customer engagement, and elevate the overall marketing strategy.



Product Testing Activity



Other Activity



STORE BRANDING



LEAD GENERATION



LOOK WALKERS

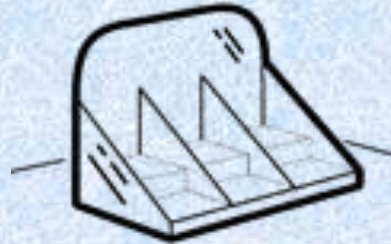


COLLEGE ACTIVATION



STORE ARCH

POSM (Point of Sales Materials)



Capture Attention In-Store with Tailored POSM Solutions

- **Retail marketing & POSM** solutions focus on driving sales and enhancing the shopping experience. Retail marketing includes strategies like in-store promotions, digital marketing, and loyalty programs to attract customers. **POSM (Point of sale materials)** Are physical tools, such as posters, displays, and signage, placed at the point of purchase to influence buying decisions. Together, they aim to boost brand visibility, customer engagement, and sales in retail environments.

- **Advantages Of POSM**

- Eye-catching displays and strategically placed materials encourage customers to make unplanned purchases, especially of items they might not have considered otherwise.
- POSM can be used to interact with customers, providing information, asking questions, or simply creating a more engaging shopping experience.
- POSM can make the most of limited retail space, effectively promoting products without requiring large advertising budgets.
- POSM help reinforce brand identity and values, creating a more cohesive and memorable brand experience.
- POSM systems can automate inventory management tasks, reducing manual work.
- Interactive displays can create a more engaging shopping experience, encouraging customers to explore different options and learn more about your brand

Do It Your Self – Variant



Floor Standing Unit



Cut- Out Standee



Parasite



Stackers



Promotable

Foldable Point Of Sales Materials



Counter Table Unit



Testing Tray



Hanger



Dangler



Flange



Bunting

Thank you



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