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advertising
press ads | events | outdoor

Adwavess

Corporate Profile

Sow your Dreams... Reap the Miracle...

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Mr. R. GERALD JAYA PRAKASH
Chief Executive Officer (CEO)



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R. Gerald Jayaprakash is a visionary leader with over two decades of experience in the advertising industry. As the CEO of Adwavess Advertising, he brings a wealth of expertise in marketing strategy, brand management, and business development. His dedication to quality and commitment for innovation has propelled Adwavess Advertising rise to prominence in the advertising industry in South India. His diverse range of responsibilities and experiences have equipped him a profound grasp of consumer demands, industry dynamics, and emerging trends.

In the first five years of his career from 2001, Mr. Gerald gained extensive experience in the advertising industry by working with reputable organizations associated with the Indian Newspaper Society including Haymarket Advertising, Alaknanda Advertising, and Associated Advertising. He was instrumental in creating and carrying out profitable advertising campaigns for clients across diverse industries.

Adwavess Chronicles: A Journey of Growth and Diversification

- April 2006: Initiation with Paper Ads, Printing, and FM Ads
- 2007: Venture into Exhibition Setup
- 2008: Expansion into Event Management
- Transformation into a Full-Service Agency within 3 Years, Offering Comprehensive Event and Advertising Solutions
- Diversification into Specialized Industries: Automobiles, Associations, Textile, Real Estate, Hotels, Banks, Media, and Others
- Dominance in the Automobile Sector: Covering over 80% of Organizations in and around Coimbatore

Adwavess Advertising stands out as a premier advertising agency, operating in Coimbatore, Erode, Madurai, Salem, and Chennai, providing extensive advertising solutions tailored to businesses across diverse sectors. Our services encompass Paper Ads, FM Ads, Printing, Exhibition, Event Management, Digital Marketing, and News Channel promotions. Additionally, we oversee Seithiyalan, a groundbreaking YouTube channel focussed on spotlighting the people, events, and essence of Coimbatore. Seithiyalan aims to exhibit the talents and aspirations of the city's inhabitants while fostering a sense of unity and pride through collaborative initiatives.

Mission

At Adwavess Advertising, our mission is to empower people and businesses by presenting them to the public." Through creative storytelling and engaging content, we strive to connect with the community, celebrate its achievements, and foster a sense of pride and belonging.

By deeply understanding the unique aspirations of our clients, we craft tailored advertising solutions that amplify their brand visibility and impact. We are committed to staying at the forefront of the evolving media landscape, continuously expanding our capabilities to provide comprehensive services that address the full spectrum of our clients' marketing requirements.

Adwavess is driven by a deep-seated belief in the transformational potential of effective advertising, a passion for creative quality, and an unwavering pursuit of greatness. Our commitment is to act as the driving force behind our clients' achievements and as the role models who uplift society at large.



Vision

Our vision is to emerge as the foremost advertising agency in South India, distinguished for our ingenuity, pioneering spirit, and steadfast devotion to our clients' triumphs. We aim to ignite positive transformations, propelling advancement and affluence across the communities we touch.

Core Values

- **Client-Centric Partnership:** We prioritize our clients' needs ahead of our own, placing their needs first and being upfront in all of our transactions. We create enduring alliances based on the highest standards of honesty and reliability.
- **Creative Excellence and Impact:** We are passionate about achieving creative excellence by crafting engaging content that delivers impactful results. We believe advertising can be a powerful force for good, driving positive change and inspiring the communities we serve. Our efforts are aligned with the concepts of vision and foresight.
- **Unwavering Integrity:** We uphold the highest standards of honesty and fair play in all interactions, both internally and externally. This includes a commitment to our values, ensuring ethical conduct even in challenging situations, with no compromise.
- **Sustainable Growth:** We embrace a modern and progressive approach, constantly innovating and expanding our capabilities. However, we remain grounded in strong value systems, emphasizing responsible resource management and environmental knowledge for sustainable growth that benefits all stakeholders.
- **Community Connection & Empowerment:** We cultivate connections within the communities we serve, celebrating local achievements and fostering a sense of belonging. This aligns with our commitment to empowerment and underscores our aspiration to serve as a catalyst for positive change.





Services Offered

Adwavess Advertising offers a comprehensive range of advertising services, including event management, outdoor marketing, electronic media, digital marketing, printing technology, public relations, training, and consultation.

1. Event Management

From product promotions and brand launches to award ceremonies and sports activities, we specialise in organising a wide range of events tailored to meet the unique needs of our clients. Our expertise spans apartment/mall activities, birthday and marriage functions, college and school reunions, trade shows, road shows, marathons, rallies, and more.

3. Electronic Media

Using electronic media, we create captivating multi-platform campaigns that make use of digital media, TV, FM, and theatre advertisements, among other digital channels. Our all-encompassing strategy guarantees optimal outreach and influence, promoting brand recognition and consumer involvement.

5. Printing Technology

With state-of-the-art printing technology, we offer high-quality printing solutions for various promotional materials, including:

- Brochures / Handbills • Catalogues • Tags • Dangers • Calendars
- Photo Frames

7. Paper & Magazine Ads

We specialized in impactful Newspaper and Magazine Advertisements with strategic Media planning, Creative design, and Guaranteed visibility across top publications. Reach your audience with trusted print platforms that drive real results.

2. Outdoor Marketing

Our outdoor marketing services include strategic planning and execution across a range of platforms, including bus panels, vehicle displays, banners, standees, cut-outs, arches, and sun pack boards. We help clients make a bold statement in the physical landscape, maximizing brand visibility and audience engagement.

4. Digital Marketing

Our digital marketing services encompass a wide range of strategies and tactics designed to enhance brand visibility, drive website traffic, and generate leads

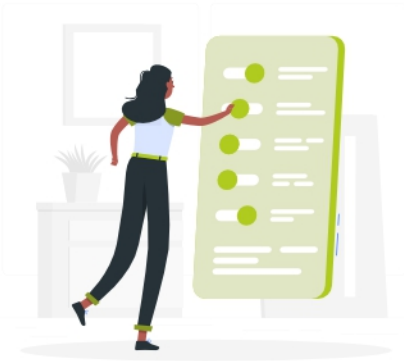
- Search Engine Optimization (SEO) • Social Media Marketing (SMM) • Search Engine Marketing (SEM)
- Web Design & Development • Digital Business Card • Video Marketing • Live Streaming
- Video & Photo Shoot • Ad Film • Voice Recording • SMS Marketing

6. Public Relations

Our public relations services encompass press meets, media events, and strategic communication initiatives aimed at enhancing brand reputation, effectively managing crises, and fostering positive media coverage.

8. Consultation

Our strategic marketing consulting services assist companies in recognizing opportunities, overcoming obstacles, and accomplishing their advertising goals.



Clientele List

Our clientele includes businesses from Automobiles, Associations, Textiles, Real Estates, Hotels, Banks, Media and other sectors.

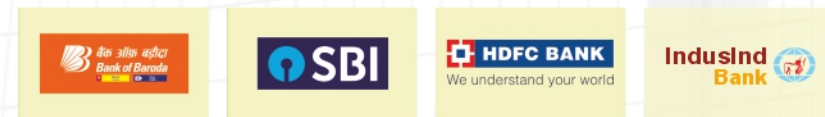
Automobile



Association



Banks



Real Estates



Hotels



Media



Print



Hospitals



Education



Others





Collaboration with **Seithiyalan**



Seithiyalan YouTube Channel

Seithiyalan, a groundbreaking YouTube channel focused on spotlighting the people, events, and essence of Coimbatore. Seithiyalan aims to exhibit the talents and aspirations of the city's inhabitants while fostering a sense of unity and pride through collaborative initiatives.

Invitation to Collaborate and Celebrate Coimbatore

Come celebrate Coimbatore's lively culture and rich legacy with us. Together, let's highlight the best that our city has to offer.

ADWAVESS GROUP OF COMPANIES

Exclusive
Wedding & Party
Planners



Digital
Services



Photo & Video
Services



Financial
Services



Contact Information

Adwavess Advertising

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Social Media Links: to be used as QR code

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

https://twitter.com/adwavess_cbe

https://www.instagram.com/adwavess_advertising/

<https://youtube.com/@Seithiyalan?si=sfFTCoW-T73IG2XY>