

one - stop shop
for all weapons
your brand needs

from ideation to execution...

feedback

the promise

**adding to your bottom lines.
always.**

- as a seamless and integrated full service agency, we address your brand's communication needs in apparent as well as unexplored dimensions.
- continuing our endeavor to raise our competence, we team up with the best professional resources and are on track to fulfil our promise of a national presence by March 2007.

feedback

the promise

alpha-numeric

- 7:14
- 24 x 365
- 125 clients
- rs. 60 million
- since 20.08.2001
- delhi, ranchi, pune
- full service advertising
- seamless, flat, integrated

feedback

msaw
they

clients

hero honda
bharati airtel
avaya globalconnect
la mode
kpit cummins
peshwai
ang auto
hillfoot steel, uk
srf
archies
relaxo
jk paper
aggregate industries, uk
maharashtra seamless
nfi
bhushan steel
career plan
blb
sanchit solutions
bag films
sos children's villeges
and more...

feedback

they spoke

from the horse's mouth

"feedback has worked on our various assignments such as short documentaries, press advertisements, annual report design etc. during the last one year.

initially, we were a bit hesitant to give them such large assignments, considering they were a start up. however, the commitment and enthusiasm shown by the team was remarkable and the quality of work was quite exceptional."

ashish bharat ram,
president & executive director
srf limited

feedback

they spoke

from the horse's mouth

"feedback is going to be amongst the fastest growing ad agencies. the key asset of feedback is its management's ability to involve the young talent and groom them grow alongside the business growth of the client. its approach to pro-actively present new ideas to the clients is commendable.

its ability to strike win : win formulation every time, more precisely in multi-entity involving situations will be their mantra for success."

ashok soni,
general manager, jk paper limited

feedback

they spoke

from the horse's mouth

"this young outfit called feedback does indeed live up to its name! the spirit with which the team works with clients is indeed laudable.

though we have not really been a "power" advertiser in terms of spend, we have certainly not been starved of mind share. we were invited to company events, employee birthdays and new office visits, all of which told us that we were a part of the feedback family rather than just some external bill-paying customer!"

**pramod joshi, ceo,
career plan north india**

feedback

they spoke

from the horse's mouth

"we got more of a business partner in feedback than an advertising agency in 2002.

from a **four-outlet** company to **seven-studio** brand is what sums up these three years, with sales nearly tripling and brand being strengthened further.

what la mode gets from feedback is complete solutions. from models, photography, press and outdoor advertisements, packaging, consumer research, loyalty programs and some wonderful expansion ideas and strategies."

ashwani gupta, m. d.
la mode fashions p ltd

feedback

they bought

total brand solutions

- 360° branding (in line with brand essence, vision & persona)
- recommending brand name
- identifying usp and positioning
- strategic planning
- creative explosion

trade & consumer advertising

- print

- dailies, magazines, directories etc.
- b2b and b2c advertising

- broadcast & outdoor

- ideation
- creation
- execution

- online & innovative media

- strategic planning & research
- execution

feedback

they bought

media research & planning

- readership profile (demo/psycho)
- reach
- values

btl & corporate identities

- collaterals
(danglers, posters, banners, packaging)
- logo & typography
- stationary & identity manual

direct marketing

- innovative/stylish direct mailers

launches & promotions

- concept and execution of launch event,
road shows

interactive site development

- content generation, designing,
programming, web hosting
- banner exchange
- search engine optimisation

feedback

the chefs

the principal chef pravin k ujain

- evolution
 - @ 21: social service (latur quake victims)
 - @ 22: amateur journalist (toi)
 - @ 23: theatre (pierrots' troupe)
 - @ 23: space marketer (sunday observer)
 - @ 28: entrepreneur (feedback)
 - @ 33: 125+ clients, 60 mn billing,
21 member team, 200,000 sq. cm.
print releases p.a.
- pgd in advertising, science graduate,
warehouse of thoughts, tireless worker,
integrity is supreme

feedback

the chefs

crafting image

anil k tiwari

- over 12 yrs agency exp. primarily at mumbai.
- **clients:**
centurion bank, outlook money, bayer india, pillsbury, ford india, euro vitrified tiles, icici bank, hdfc, scb, acer, dr. batra, dishnet dsl, cholamanadalam, pedder tiles, birla sun life, Kapoor lampshades, mahindra consulting, lipi data systems, lapkok jeans, intelenet, hcc, ficci, viceroy park, midc, british council,
- bfa(aa), great ideation, perfectionist, deadline keeping, leads from front

feedback

the chefs

leveraging expertise aly latif

- over 20 yrs' exp. handling national clients from fmcg to durables to services at leading agencies ogilvy, mccann, r k swamy/bbdo & everest.
- leadership role since 87.
- **clients:**
beechams, sheraton, nestle, dcm toyota, indian tourism, gillette, lufthansa, goodyear, yamaha, honda, godfrey philips, mayur suitings, fujifilm.

feedback

chefs

writing successes
s balakrishnan

- over 16 years in advertising with experience of working on market-leading brands
- **categories:**
automobile, telecom, it, fmcg, hospitality, home furnishing

the

feedback

bar tenders

your face and voice in agency
priyanka singh

- our client's advocate, helps us maintain an enviable retention rate of over 90%
- **belief:** deadlines must be met and any work must live up to feedback benchmark
- ever smiling and always assisting
- a great listener

feedback

bar tenders

empowering communication
manoj kumar

- mastered media - from print to outdoor to broadband and innovative media
- over 7 years of leading various functions in the agency – business development, client servicing, media, and administration
- empowering the company since day one

feedback

bar tenders

the babu-moshai
pradeep k barua

- youngest in spirits, toughest competitor, softest spoken
- speed is life and the race has just begun
- safexpress. always!

feedback

bar tenders

intel inside
manish kapoor

- search or research, always number one
- your need's true diaognist
patli-gali-stuff detector
- multi utility resource

feedback

bar tenders

the iron girl
archana s chavan

- dare and deliver pune girl
- solutions always, excuses excuse, challenges welcome
- dreams are meant to be realised

bar feedback

Sur n a e r

delhi

h-8, IIInd floor
old double storey
lajpat nagar-IV, new delhi-110024
p : 41326431
f : 26440998
e : info@feedbackglobal.com

ranchi

behind apsara hotel
circular road, lalpur, ranchi-834001
p : 2563833
m : 9431502844
e : ranchi@feedbackglobal.com

pune

flat no. 7
shiva chhaya co-operative housing
society, near mhatre bridge,
erandvana gavthan, pune-411004
p : 25412197
m : 9881009151
e : pune@feedbackglobal.com

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www.feedbackglobal.com