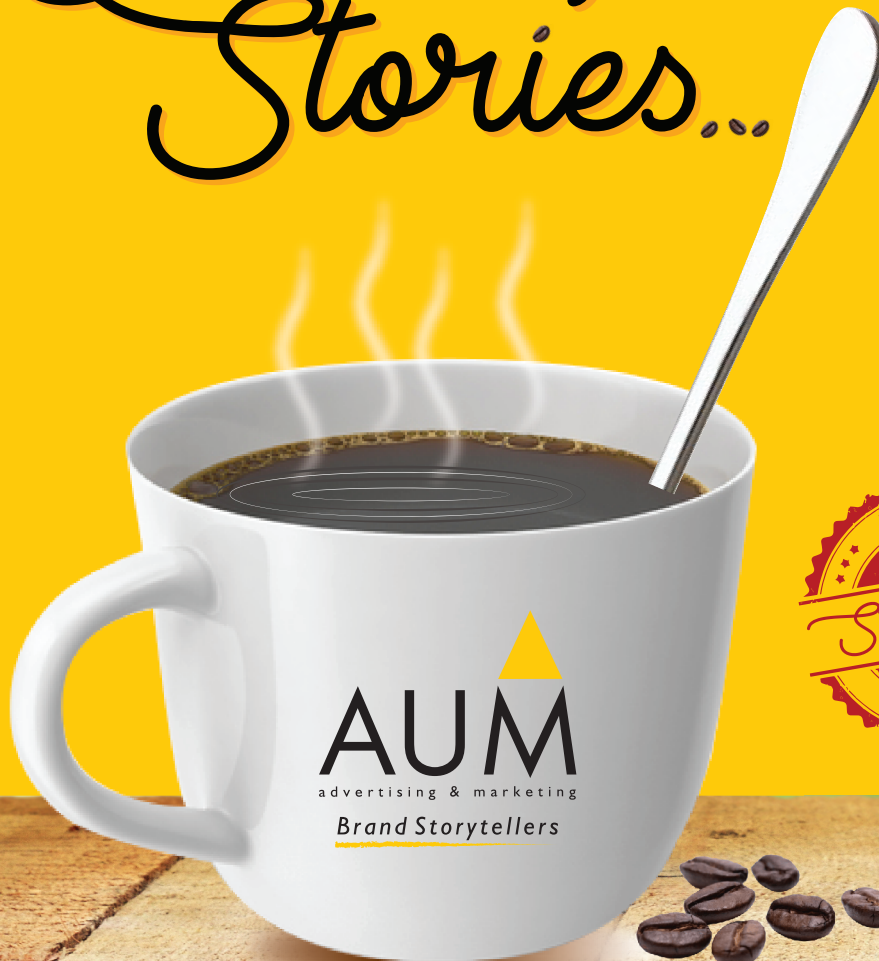


Stirring Stories...



If you share facts, **PEOPLE UNDERSTAND**



If you share truth, **THEY BELIEVE**



But, If you share *Story*, **THEY REMEMBER**



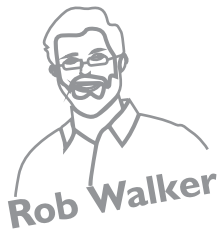
We are
Storytellers,

We are
AUM
advertising & marketing
Brand Storytellers



OUR ABCDEF

ADVERTISING | BRANDING | CREATIVE COMMUNICATION |
DIGITAL | EVENTS & EXHIBITIONS | FILMS



Rob Walker

ABOUT AUM

200 objects each=
price of \$1.

200 objects along
with 200 stories.

"In 2009, a journalist by the name **Rob Walker** wanted to find out is storytelling really the most powerful tool of all?"

In order to do this he bought around **200 objects each at an average price of \$1**. He then called 200 authors and asked them to be part of this and write stories around these objects.
After few days of work he was ready with **200 objects along with 200 stories**.

He then posted all these objects on ebay to sell them online.
Would there be any difference? Would there be any change in the perception for those products?"

Product bought at \$129=
were sold at around **\$8000**.

Yes, the products which were bought at \$129 and were sold at around \$8000.

Stories have exceptional power of changing the markets, changing the perception for the brand resulting an emotional and sentimental attachment towards the brand.

We believe that advertising is about telling stories and engaging audience which creates desire for the brand.

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SERVICES

ADVERTISING

PRINT (Newspaper / Magazine)

- Gujarat Samachar
- Sandesh
- Divya Bhaskar
- Times of India
- Indian Express
- All across India

RADIO (FM / All India Radio)

- AIR
- Radio Mirchi
- Radio City
- Red FM
- Big FM

OUTDOOR

- Hoardings
- Kiosks
- Mall / Multiples
- Vehicle Advertising
- BTL Activation

BRANDING

- Merchandise, Products
- BTL
- Large Format Logo
- Vehicle Branding

CREATIVE COMMUNICATION

- Logo + Collaterals
- Brochures
- Product Catalogues
- Menu Designing
- Flyers / Handouts
- Posters

DIGITAL (Social media)

- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube

EVENTS & EXHIBITIONS

- Stall Designs
- Event Management
- Event Branding
- Exhibition Branding
- Exhibition Production

FILMS

- Corporate Films
- Ad Films
- Digital Films
- Animation Video
- 3D Animation Films



POP's



POP's



CLIENT



Let's meet over a cup of coffee...

AUM

advertising & marketing

Brand Storytellers

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