

Smart Media Strategies That Deliver Results

49/1 5th main road, prakash nagara, bangalore 560021

kassadvertising@gmail.com

+91 886166751 ,+91 8050412131



KASS Advertising is a full-service media agency built to power brand growth across every major touchpoint - Digital, Print, Outdoor, FM and Direct marketing. With a focus on performance, Precision, and regional insight, we help brands build presence in high-potential markets, especially across south india. Out team blends strategic planning with on-ground media expertise to deliver cost-effective, high-impact campaigns for clients in sectors healthcare, agritech, public sector, and retail. From WhatsApp outreach in rural belts to outdoor visibility in key towns, we create media plans that move your brand forward.



We offer end-to-end media services that connect your brand with the right audience-at the right place, time, and channel:

Digital Media Buying & Campaigns:

Performance ads across Google, Meta, Youtube, and regional platforms





Print Media Planning:

Strategic placements in newspaper and magazines for trusted visibility

Outdoor (OOH) & Transit Advertising:

Hoardings, bus panels ,auto branding, railway station media, apartments etc.



Influencer Marketing:

Collaboration with regional creators, doctors, and community voices to build authentic brand trust.



Television Advertising:

Regional TV and TV campaigns for broad, targeted awareness

FM radio spots & local media high-frequency branding via regional FM station and local cable



We at **KASS** advertising, make sure we add value and bring impact to every campaign by:



Understanding the audience - Deeply studying local behavior, language, and media habits



Crafting the right media mix - Combining digital, print, TV, radio and on-ground for maximum synergy



Geo-targeting with precision - Reaching the right people in the right place at the right time



Personalizing communication - Using platforms like WhatsApp and influencers for authentic engagement

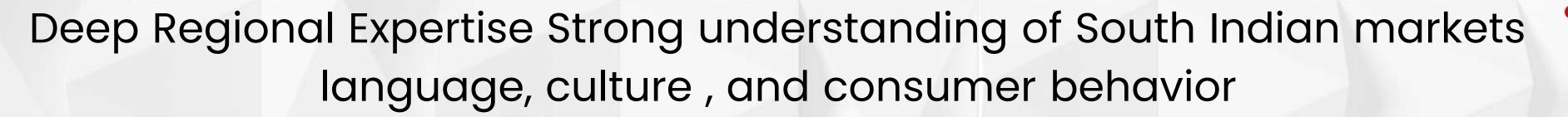


Tracking performance - Optimizing campaigns in real-time for higher ROI



Partnering with Purpose - Working closely with clients, vendors, and local networks to ensure smooth execution











End-to-End Execution: From strategy to rollout- seamless coordination, reporting, and optimization



SUCCESS STORY STAR HOSPITALS

Objective:

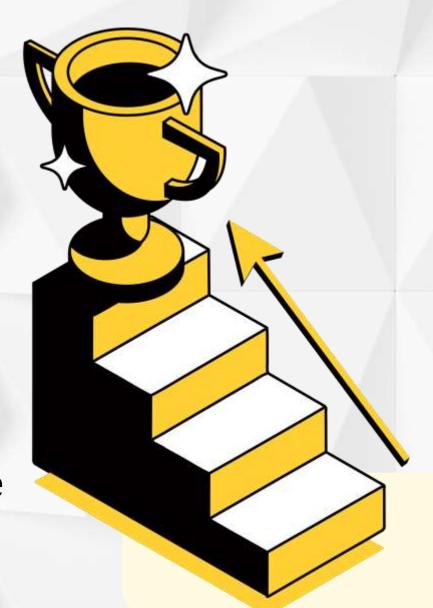
To build strong brand trust and awareness for Star Hospital through a well-rounded,multi-channel media campaign targeting both urban and regional audiences, Goes AP,TS, WB and Orrisa.

Media Channels Used:

- Television Advertising (TV9,NTV,V6,TV5,ABN)
- Hording and Lollipops
- Theater ads (Hyd and WB, Orissa)
- Print media (Eenadu, Sakshi, Andra Jyothi, TOI AP TS

Results:

- Surge in patient inquiries during campaign window
- Improved brand recall in target markets
- High engagement from advertorial readership, with measurable
- Walk-ins tied to featured specialties







CASE STUDY: EPIONE HOSPITAL

Objective:

EPIONE pain management hospital is looking to build awareness about its specialized services and position itself as a trusted destination for non-surgical pain relief. The objective of the campaign is to educate the public about available treatments and drive walk-ins by reaching potential patients in the local and surrounding areas.

- Highlighting the hospital's expertise in treating chronic pain (back, neck, joint, arthritis, etc.)
- Targeting demographics most affected by lifestyle and age-related pain

Media Channels Used:

- Television Advertising 10 sec ads (TV9,NTV,V6)
- Digital campaign: TV9 YouTube, NTV: Dr Interviews, Dr shorts
- Print media (Eenadu, Sakshi, Andra Jyothi, TOI-APTS)
- Influencer activity for APTS geo

Results:

- Significant increase in patient inquiries and direct calls to hospital branches, walk-ins
- . Positive response to Influencer engagement , with some patients referencing stories during visits
- · Noticeable boost in Google search traffic for "EPIONE" and related specialties
- · Strengthened credibility and public trust across Tier 2 and metro audiences

TRUSTED BY LEADING BRANDS













TRUSTED BY LEADING BRANDS FROM HEALTHCARE









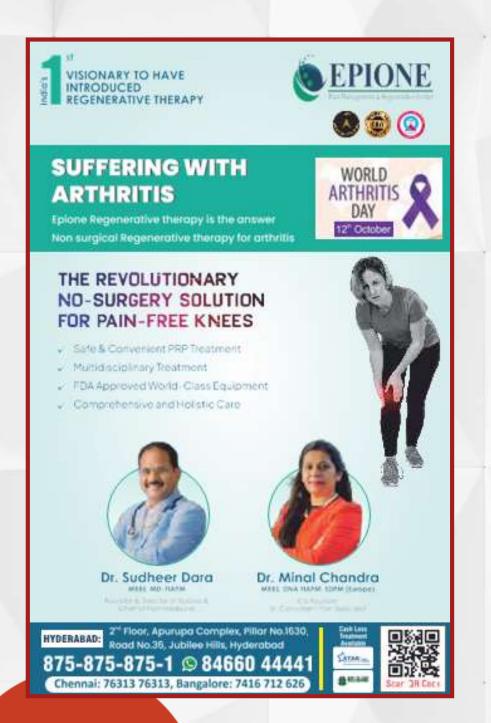








CAMPAIGN SCREEN SHOTS









INFLUENCER CAMPAIGN

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