

Bring us your

**CHALLENGES.**

We'll **Re** **IMAGINE**

your future.

| Strategy

| Design

| Marketing

| Video Production

## ABOUT US

HM Ad-World is a full-service branding and marketing agency driven by strategy, creativity, and measurable impact. We help brands cut through clutter, claim attention, and grow with purpose in a fast-evolving digital world.

From shaping distinctive brand identities to creating high-impact content and performance-driven campaigns, we design solutions that don't just look good they work. Our strength lies in aligning creativity with business goals to build brands that stay relevant, visible, and valuable.

With a strong focus on video and digital storytelling, we turn brand narratives into powerful visual experiences that engage, influence, and connect. Every idea we create is crafted to move audiences and deliver results across platforms.

At HM Ad-World, we don't believe in one-time campaigns. We believe in long-term brand growth partnering with our clients at every stage to help them lead, adapt, and win in the digital age.

## OUR BELIEFS



### Strategy Before Style

Great creativity starts with clear thinking. Every design, campaign, and video is backed by insight, intent, and purpose.



### Creativity With Impact

We create work that captures attention and drives action. If it doesn't add value to the brand, it doesn't make the cut.



### Stories That Engage

Powerful stories build powerful brands. We use content and video to turn messages into memorable experiences.



### Partners, Not Vendors

We grow when our clients grow. We work closely, think long-term, and stay invested in our clients' success.



### Always Evolving

Digital never stands still and neither do we. We constantly adapt, explore, and push boundaries to keep brands ahead.

## OUR CREATIVE SERVICES



Strategy



Design



Video Production



Marketing

### STRATEGY

Great brands are built on strong foundations. Strategy defines direction, sharpens focus, and turns ambition into action.

At HM Ad-World, we believe design and marketing are only as powerful as the strategy behind them. Our strategic approach blends research, analytics, creativity, and cross-disciplinary thinking to uncover opportunities and create meaningful differentiation.

We help brands navigate complexity, align teams, and build a clear roadmap for sustainable growth whether they're launching, evolving, or scaling.

#### Scope of Work

- ▶ Growth Strategy
- ▶ Brand Strategy
- ▶ Innovation Strategy
- ▶ Customer Experience Strategy
- ▶ Brand Audits
- ▶ Competitive Analysis
- ▶ Research

## DESIGN

Design is not decoration it's communication.

We're artists at heart, driven by the belief that thoughtful design has the power to transform brands. Our work balances aesthetics with purpose, ensuring every visual element reflects the brand's strategy and values.

From identity systems to digital experiences, we create design that is intuitive, impactful, and built to endure leaving a strong, lasting impression.

## VIDEO PRODUCTION

Stories move people. Video makes them unforgettable.

We transform brand narratives into visually compelling stories through high-quality video production. From concept to final cut, we combine creativity, technology, and storytelling to produce content that captures attention and drives engagement.

Whether it's brand films, digital ads, or social-first content, our videos are crafted to connect emotionally and perform effectively across platforms.

### Scope of Work

- ▶ Brand Identity & Naming
- ▶ Content Design & Copywriting
- ▶ Business Identity Design  
Brand Guidelines
- ▶ Responsive Web Design  
& Development
- ▶ Retail Environments
- ▶ Packaging

### Scope of Work

- ▶ Brand Films
- ▶ Corporate Videos
- ▶ Digital & Social Media Videos
- ▶ Product & Explainer Videos
- ▶ Motion Graphics & Animation
- ▶ Post-Production & Editing

## MARKETING

In a crowded digital world, relevance is everything.

We design integrated marketing solutions that help brands stay visible, connected, and competitive. Our marketing strategies are crafted to engage the right audiences, amplify brand presence, and deliver measurable results across channels.

From planning to performance and optimization, we ensure every effort contributes to growth.

### Scope of Work

- ▶ Campaign Development
- ▶ Communication Planning
- ▶ Media Planning
- ▶ Content Strategy
- ▶ Performance Marketing
- ▶ Social Media Marketing
- ▶ Digital Advertising
- ▶ SEO, SEM
- ▶ Measurement & Reporting
- ▶ Testing & Optimization

## WHAT MAKES US DIFFERENT

We don't just build brands. We build momentum.

### Strategy-Led Creativity

Every idea we create is rooted in insight and intent. We don't design or market in isolation strategy drives everything we do.



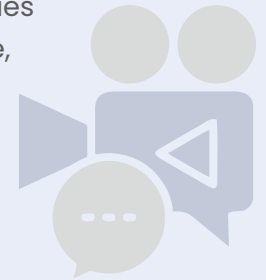
### End-to-End Expertise

From brand foundations to launch and growth, we offer integrated solutions under one roof, ensuring consistency, efficiency, and impact.



### Strong Focus on Video & Storytelling

We turn brand narratives into compelling visual stories that engage, influence, and perform across digital platforms.



### Business-First Thinking

Creativity is meaningful only when it delivers results. We align our work with clear business objectives and measurable outcomes.



### Deep Industry Experience

Our exposure across diverse industries allows us to adapt quickly, think contextually, and deliver relevant, effective solutions.



### Partnership Mindset

We work as an extension of your team invested in your growth, agile in our approach, and committed to long-term success.



## OUR PROCESS

### A Structured Path to Stronger Brands

At HM Ad-World, our process is built to transform insights into impact. Every stage is designed to ensure clarity, consistency, and measurable brand growth.



#### DISCOVERY

Gathering and finalizing requirements and goals for the project. Defining objectives, discussing timelines and key milestones, and gaining a clear understanding of the challenges to be solved.



#### RESEARCH

Defining and closing gaps in knowledge through focused research and investigation. Understanding behaviors, needs, motivations, competitive landscapes, markets, and industries to inform an effective project direction.



#### STRATEGY

Insights from discovery and research come together to form a cohesive brand and marketing strategy. We refine functional requirements and create a clear roadmap to guide design, content, and execution.



#### LAUNCH & DELIVERY

Finalizing and delivering all brand assets as per approved specifications. Ensuring everything is polished, aligned, and ready for a seamless launch across the intended platforms and audiences.



#### TOUCHPOINTS

We design and optimize brand touchpoints across channels/platforms to ensure a seamless and consistent brand experience for your target audience.



#### IDENTITY DESIGN

Making the business strategy visible through thoughtful and purposeful design that reflects the brand's vision and positioning.

BRANDS WE'VE WORKED WITH



At HM Ad-World, creativity thrives through collaboration. Our team brings together thinkers, makers, storytellers, and problem-solvers who turn ideas into powerful brand experiences.

## THE MINDS BEHIND THE WORK

*Insight into action.*

Transforms research, data, and market understanding into clear brand direction and powerful Storytelling Frameworks.

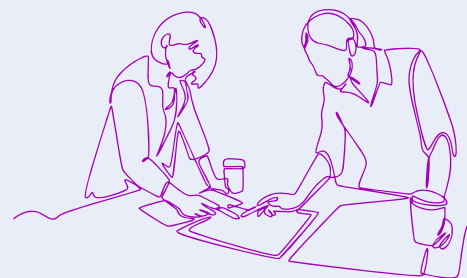
**Strategy Team**



**Design Team**

*Where ideas take shape.*

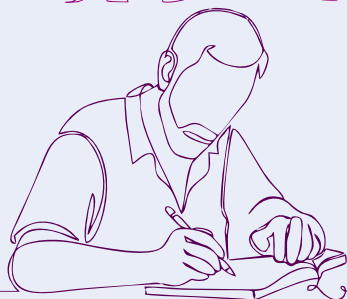
Crafts bold identities, visuals, and experiences that bring strategy to life and make brands unforgettable.



*Words that work.*

Shapes brand voices and narratives that connect emotionally, communicate clearly, and inspire action.

**Content & Copywriters**



**Campaign Specialists**

*Ideas in motion.*

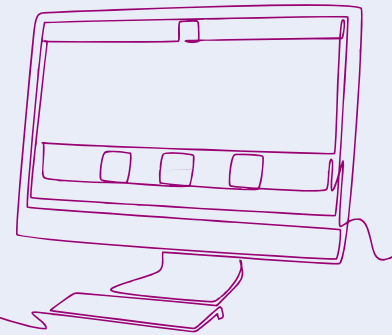
Plans, executes, and optimizes campaigns to ensure creative concepts perform across platforms.



## Website & Digital Experience Creators

*Design meets performance.*

Builds intuitive, engaging digital experiences that look beautiful and work seamlessly.



## Client Servicing

*The bridge between vision and delivery.*

Ensures clarity, collaboration, and smooth execution from first conversation to final launch.



## Video Production Team

*Stories in motion.*

Transforms brand narratives into compelling visual content from concept and shoot to edit and final delivery.



# CASE STUDY/PORTFOLIO

## MANUFACTURING BRANDS. ENGINEERED FOR GROWTH.

HM Ad-World enabled manufacturing brands to scale with precision—turning ad spend into predictable revenue and digital assets into long-term growth drivers.

A performance-first, data-led approach optimized ad efficiency, sharpened positioning, and delivered conversion-ready digital assets—backed by High-impact websites, SEO frameworks, marketplace presence, and credibility-building brand videos with professional factory shoots.

**38% - 54%**

increase in Brand Visibility  
& Brand recall

**4X-7X**

better ROAS across  
paid media campaigns

**42%+**

growth in qualified  
B2B leads

**Approx. 28%**

reduction in cost  
per lead (CPL)

**Higher reach**

and conversions without  
increasing ad spend

**Improved Organic**

visibility and inbound lead  
flow post website & SEO rollout



Products	All Leads	Unique Visitors	New Visitors	Returning Visitors	Total All Leads	Unique Visitors	New Visitors	Returning Visitors	Leads
APC BackUPS	15,780	88,762	32,893	55,869	2,26,238	2,09,898	1,18,421	91,477	2,26,238
UPS Power Protection	1,43,322	1,17,536	1,18,893	0	1,44,754	1,17,536	1,18,893	0	1,44,754



### Screenshots

### Lead Insight(ROI) October 11 2024

Leads Disposition(Oct 2024 to Oct 2024)		
Count	ROI Value	
Opportunity Created	1543	ROI: 18,49,27,823
Currently working with SE Partner	25	
Currently working with SE Rep	19	
Already purchased	862	
Bad Contact Data	389	
Call Attempted Lead Mkt	728	
New	133	
Call Attempted	161	
Duplicate	175	
Existing Opportunity	151	
No Opportunity	8075	
<b>Grand Total</b>	<b>8263</b>	<b>ROI: 18,49,27,823</b>

Out of 8236 responses we have created 1543 opportunity which is around 19% conversion rate[above than digital industry standard of 8-10%]. However we are regularly optimizing the campaign to increase the conversion rate.

## HEALTHCARE BRANDS. POSITIONED TO LEAD.

HM Ad-World helped healthcare brands *elevate perception and performance simultaneously* building digital credibility, strengthening patient confidence, and turning content and campaigns into sustainable growth engines. Through a content-led performance framework, we aligned website experience, social media presence, performance marketing, and high-quality video production to position clinics as trusted experts while driving consistent patient engagement and enquiries.

### Results That Matter

#### 2.5X-3X

increase in social media engagement across platforms

#### 150+ New

relevant followers in one month.

#### 60%+ Growth

in brand visibility and reach within the target audience

#### Improved lead quality

from performance campaigns for advanced treatments

#### Stronger Conversion Rates

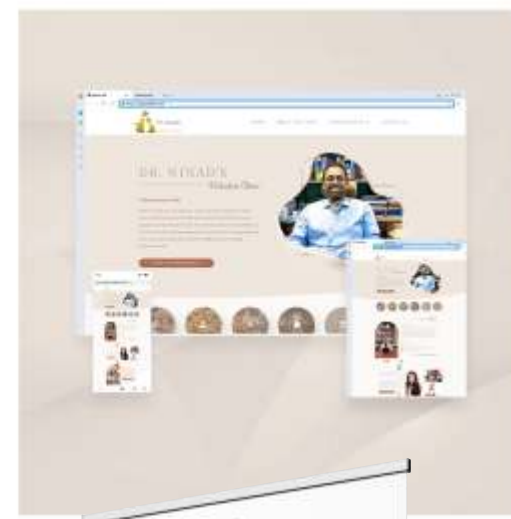
supported by a revamped, trust-focused website

#### Cohesive, premium visual identity

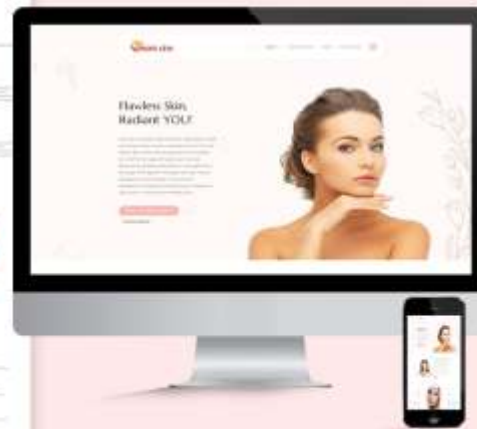
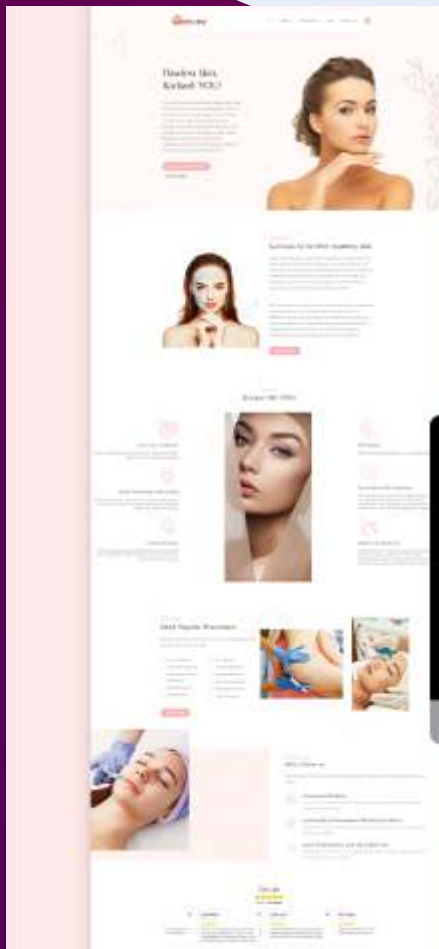
established through professional video shoots and content design



Dr. Ninad's  
PEDIATRIC CLINIC



hmad  
WORLD



13,416

👁 People viewed your Business Profile

📈 +178.8% (vs Oct 2024–Nov 2024)

Platform and device breakdown

Platform and devices that people used to find your profile



9,474

🔍 Searches showed your Business Profile in the search results

📈 +272.1% (vs Oct 2024–Nov 2024)

Searches breakdown

Search terms that showed your Business Profile in the search results

1. simple hearing & spe	7,901
2. simple	1,124
3. speech therapist near me	132
4. speech therapist pune	86
5. speech	64

Views ⓘ

📄 Export ▾

4.7K ↑ 203.4%



— Views

Viewers ⓘ

📄 Export ▾

675 ↑ 91.2%



— Viewers

Reach ⓘ

📄 Export ▾

1.5K ↑ 965%



— Reach

## AUTOMOBILE BRANDS. DRIVEN TO PERFORM.

HM Ad-World partners with automotive brands to convert brand stature into showroom footfall, high-intent engagement, and sales momentum. Through experience-led campaigns, performance marketing, and high-impact video production, we bridge the gap between aspiration and action—turning audience interest into measurable business outcomes.

### Results That Matter

#### **30%+ Increase**

in showroom footfall driven by targeted campaigns

#### **Strong uplift**

in audience engagement across digital touchpoints

#### **High-intent**

lead generation focussed on test drives and enquiries

#### **Premium explainer**

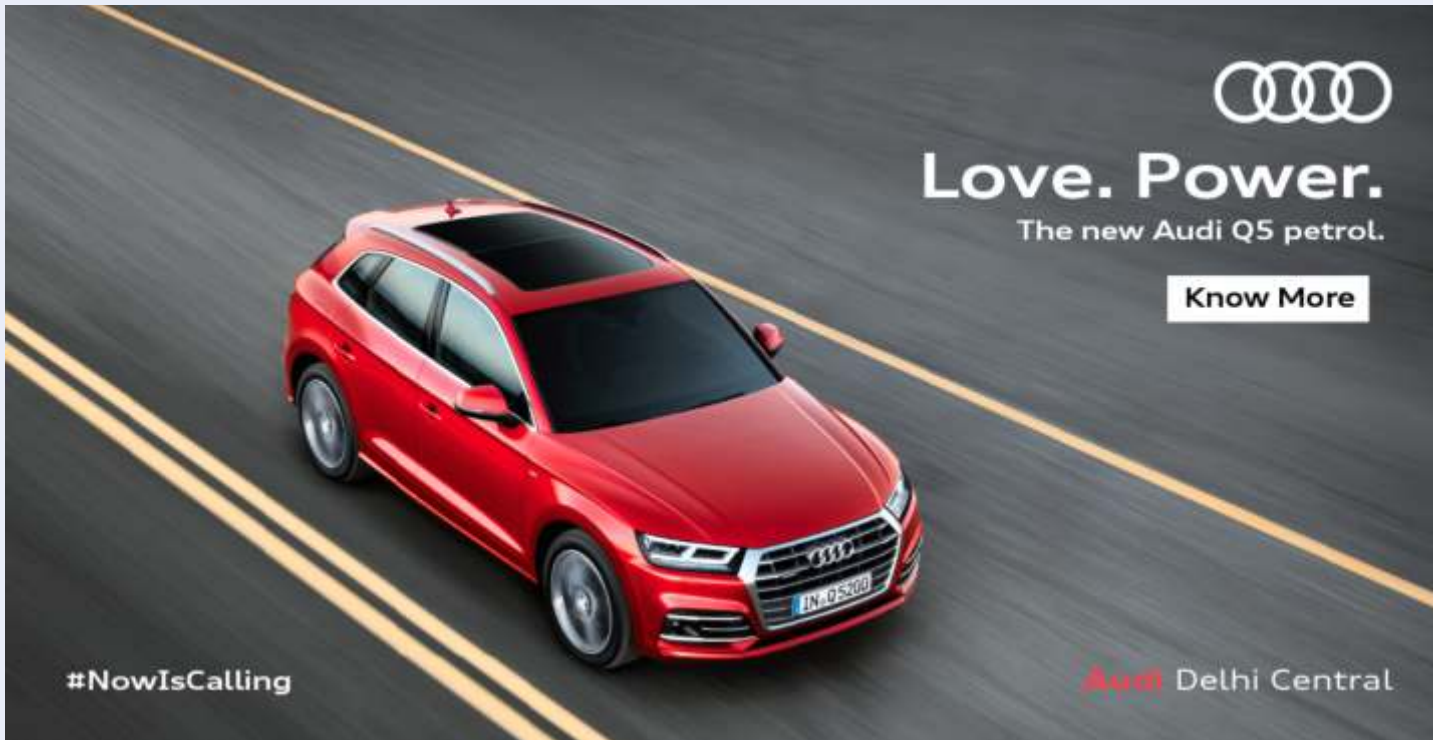
and concept videos delivered, simplifying complex features while enhancing brand aspiration

#### **10% Conversion Rate**

from engagement to confirmed prospects

#### **Repeat**

project confidence earned through execution quality and strategic alignment



Audi logo

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TRIOLOGY AUTO  
DETAILING

**TRANSFORM  
YOUR CAR WITH  
TRIOLOGY AUTO DETAILING**

S/M \$600    L \$700    XL \$750



ADD-ONS  
• Nano Mistig : \$20  
• Fumigation : \$40  
DOWN TIME 360 Mins +

GRAPHENE +  
CERAMIC COATING

CONTACT US  
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DETAILING

**UNVEIL THE SHINE  
IT DESERVES**

- Ceramic Coating
- Ultimate Polish & Wax
- Shine Wash & Wax
- Graphene Coating
- Interior Detailing



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## MSME BRANDS. BUILT TO SCALE.

HM Ad-World enabled MSME brands to *punch above their weight*—building credibility, driving demand, and creating marketing systems that deliver results without wasting budget. By integrating *social media, performance ads, conversion-focused websites, video shoots, event creatives, branding collateral, brochures, and high-impact hoardings*, we help MSMEs compete with larger brands—confidently and effectively.

### Results That Matter

#### **2X-3X Growth**

in brand visibility across digital and on-ground touchpoints

#### **Strong uplift**

in walk-ins and event footfall supported by hoardings and event design

#### **30,000**

qualified leads in just 3 months

#### **3.5X-4.5X ROI**

achieved through optimized ad spends

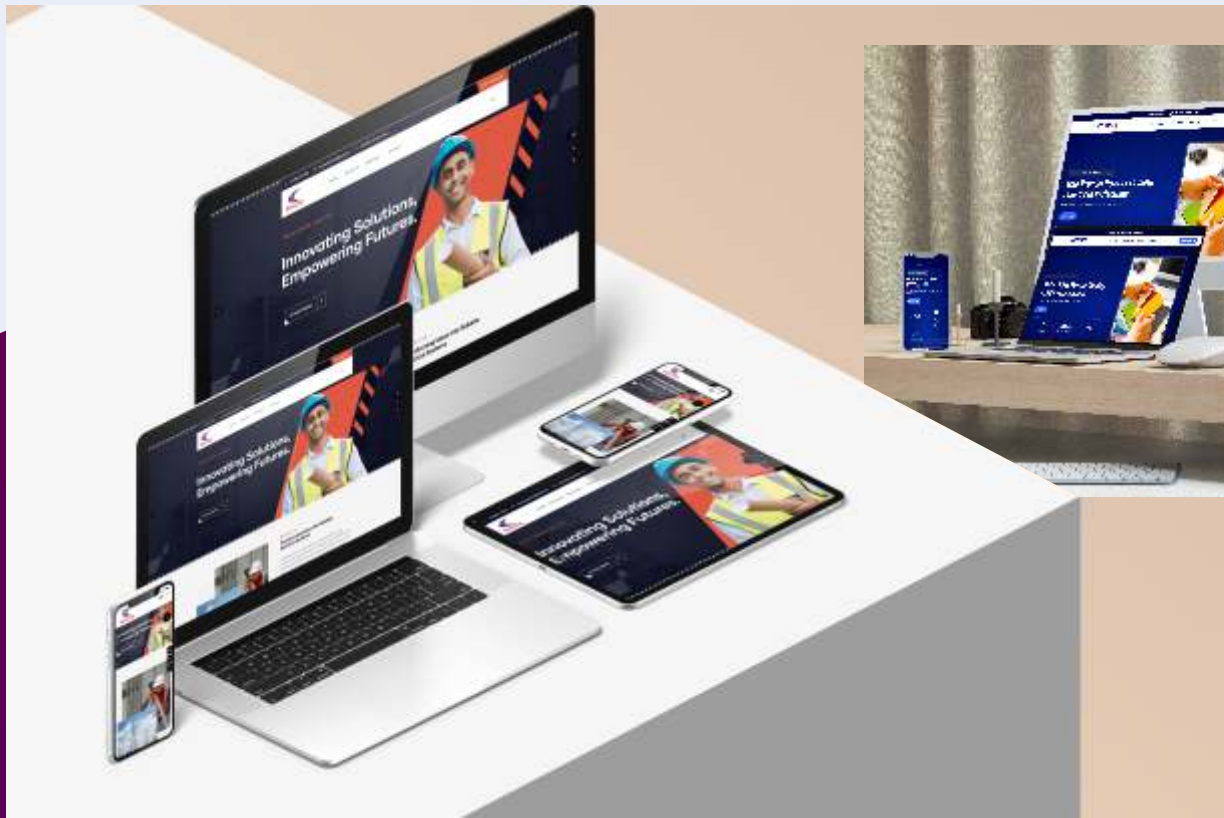
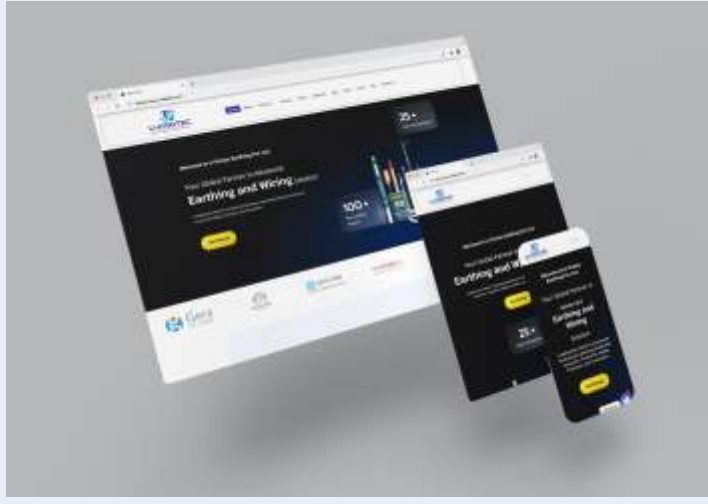
#### **30%+**

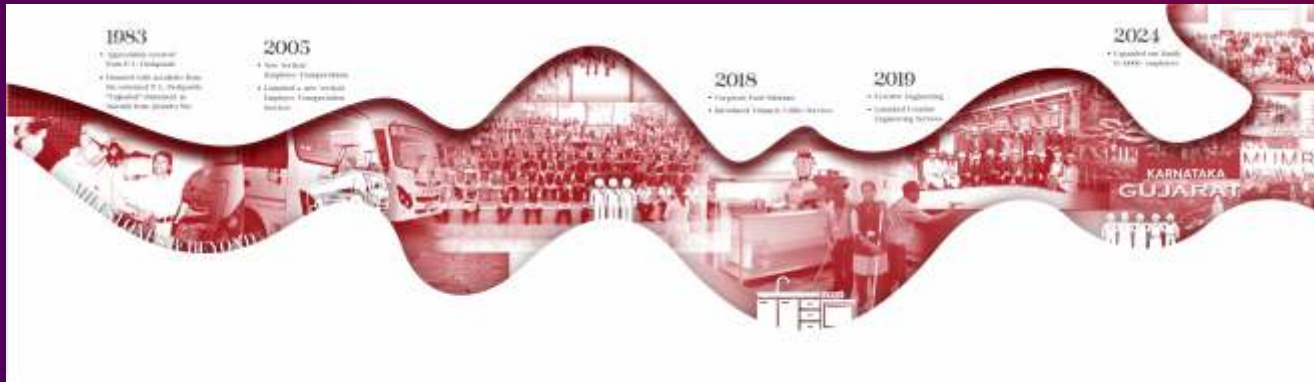
#### **improvement**

in lead-to-conversion ratio through better brand trust

#### **Clear brand**

consistency established across all customer-facing assets





## REAL ESTATE BRANDS. MARKETED TO SELL.

HM Ad-World enabled real estate brands to *launch stronger, sell faster, and scale smarter*—turning marketing into a predictable sales engine rather than a cost centre. By integrating *branding, website development, SEO, social media, performance marketing, OOH, marketing collaterals, and 360 degree marketing campaigns*, we help projects gain rapid visibility, attract serious buyers, and convert demand into sales momentum.

### Results That Matter

**₹1 Cr+**

managed ad spend across digital platforms

**1,05,087**

qualified buyer leads generated

**38-45%**

lead-to-site-visit conversion rate

**18-22%**

site-visit-to-booking ratio for active projects

**4X-6X ROI**

through optimized campaign structures

**Strong uplift**

in brand recall and on-ground visibility via OOH and launch activations





SOUBHAGYA GROUP  
CONSTRUCTION TRANSPORT AND REALTY



## FINANCE BRANDS. POSITIONED FOR AUTHORITY & GROWTH.

HM Ad-World partners with finance and business consultancy brands to build *credibility-driven digital ecosystems* that convert visibility into trust and conversations into revenue. From *website development, SEO, social media management, complete product launches, and launch collaterals*, every visual outcome is backed by deep research, audience insight, and strategic planning

### Results That Matter

**2.8X**

increase in organic visibility through structured SEO optimization

**High-quality B2B**

connections generated, leading to active sales conversations

**45-60%**

growth in inbound business enquiries

**Stronger**

product launch recall and response supported by cohesive launch collaterals

**3X Improvement**

in LinkedIn profile reach and engagement

**Improved**

lead-to-conversion quality, translating into successful business transactions

**BALAJI FINSEV | prime**

**PAY SMART, GET REWARDED**

WELCOME BENEFITS  
**SONY liV ALL RIGHTS GOLD**

**50% VALUE BACK ON BILL PAYMENTS**

50+ BRAND VOUCHERS

Electronics | Groceries | Food | Fashion | Wellness

**BALAJI FINSEV | prime**

WELCOME BENEFITS  
**SONY liV ALL RIGHTS GOLD**

**SAVINGS ON BILL PAYMENTS SHOPPING, FOOD ORDERS**

**5% VALUE BACK ON BILL PAYMENTS**

AJIO | ZOMO

50+ BRAND VOUCHERS

JOIN NOW

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