



sheer media  
PRIVATE LIMITED

## Sheer Media - Your Strategic Creative Partner

Where strategic vision meets creative excellence to amplify your brand's message and drive impactful results.

# Who We Are

We are a dynamic collective of creative strategic visualizers and dreamers, united by our passion to amplify your message and elevate your brand to unprecedented heights. At Sheer Media, we don't just create content – we craft experiences that leave lasting impressions and drive meaningful engagement.

Whether you're seeking individual personal branding, political campaign acceleration, product demonstrations, explainer videos, or full-scale animated productions, our team possesses the expertise and innovative spirit to bring your vision to life. We tailor-make solutions to suit your unique needs, consistently seeking better, smarter, and more cost-effective ways to complete productions on time and within budget.



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## Strategic Approach

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## Quality Excellence

Excellent quality isn't just our benchmark – it's our promise. Every project reflects our commitment to delivering exceptional results that exceed expectations.



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## Innovation Focus

We blend traditional advertising wisdom with futuristic digital approaches, ensuring your brand stays ahead of the curve in an ever-evolving media landscape.



# Our Comprehensive Solutions

## 1. TV Planning & Buying Services

The landscape of video consumption is undergoing a revolutionary transformation. Web platforms, tablets, and smartphones are reshaping how audiences interact with content, creating unprecedented opportunities for brands to connect with their target markets.

**Traditional Broadcasting**

- Broadcast television placement
- Satellite television networks
- Cable television programming
- Direct-response television campaigns

**Digital Integration**

- Online video networks (YouTube, Hulu)
- Mobile video optimization
- Custom video network development
- Point-of-sale displays

**Advanced Analytics**

- Audience segmentation analysis
- Media usage pattern tracking
- Television performance measurement
- Direct-response tagging systems

## 2. AI Digital Marketing Performance

Combining over 15 years of digital marketing expertise with cutting-edge AI technology to help businesses unlock higher ROI, better engagement, and faster growth. Our innovative solutions seamlessly enhance your existing marketing efforts, delivering more value without requiring you to start from scratch.

### CTR Booster

Our AI algorithms analyze historical campaign data and live user behavior to intelligently adjust creatives and targeting in real-time, dramatically boosting your click-through rates while reducing wasted ad spend through precision optimization.

### AI Voice Agent Lead Engagement

An intelligent voice agent automatically engages inbound leads, qualifies them in real-time using natural language processing, and routes hot prospects directly to your sales team – ensuring you never miss a valuable opportunity.

### Landing Page Generator

Generate high-converting, visually appealing landing pages optimized for your specific industry and target audience – without weeks of design or coding, complete with A/B testing capabilities built in.

### Reverse Pull Technology

Our proprietary AI-driven retargeting approach intelligently brings back high-intent visitors to complete their purchase or inquiry, significantly increasing your conversion rates through behavioral prediction.

# AI Video Production *Hyper-Intelligent Visuals for Politics, Brands, and Businesses*



## Key Formats We Deliver:

- 🎯 **Political Campaign Videos:** Propaganda, satire, counter-narratives, and leader tributes
- 📺 **Branded Commercials:** Product explainers, emotional ads, lifestyle stories, festival specials
- 🏢 **Corporate/Institutional Promos:** Internal training, recruitment, CSR, culture showcase
- 💡 **Agency-Ready Concepts:** White-label content for ad/media agencies to offer their clients

## Why AI Videos?

- Up to **70% faster production** timelines
- **Localized voiceovers and dialect adaptation** at scale
- **Cinematic 4K visuals** with motion graphics, VFX, and facial mapping
- Fully scripta

## Target Use Cases:

- Political consultants and campaign managers
- Media agencies seeking plug-and-play ad solutions
- Startups and SMEs needing **high-quality videos at lower cost**
- Corporates with frequent internal content needs (HR, L&D, investor updates)

# 3. Premium Digital & Screen Advertising

We empower brands to extend their digital reach far beyond traditional online ads, delivering engaging, data-driven campaigns across premium websites, mobile applications, and large screens worldwide.



## Programmatic Display & Video

Run high-impact ads on a curated network of premium publishers to maximize brand safety and visibility, with real-time bidding optimization that ensures your budget works harder for better results.



## Native Advertising

Create engaging, in-feed content formats that blend naturally into editorial environments, driving significantly higher user engagement while maintaining the integrity of the user experience.



## CTV | OTT Advertising

Place your brand in front of audiences streaming content on smart TVs, connected devices, and OTT platforms – combining the massive reach of traditional TV with digital precision targeting.



## DOOH (Digital Out-of-Home)

Deploy dynamic ads on outdoor digital screens in retail locations, transport hubs, and public spaces – reaching consumers in real-world settings with contextual targeting that responds to time, weather, and location.



## Audience & Contextual Targeting

Leverage advanced data and AI tools to pinpoint your ideal audience by demographics, interests, behavior patterns, and real-time context, ensuring every impression counts toward your business goals.

# 4. Radio: The Enduring Power of Sound

In an increasingly visual world, sound remains a powerful and intimate medium. Radio continues to command attention across diverse environments – from commuters in cars to shoppers at gas stations, from gym-goers on treadmills to office workers during lunch breaks.

At Sheer Media, we combine 17 years of radio expertise with cutting-edge data analytics on ratings, consumer behavior, and format preferences to develop audio schedules that drive measurable brand lift and response.

**Our radio campaigns don't just reach audiences – they engage them at the perfect moment when they're most receptive to your message.**

## Comprehensive Radio Solutions

- FM Radio: Targeting specific demographics
- AM Radio: Leveraging talk radio programming
- Satellite Radio: Reaching affluent audiences
- Internet Streaming: Precise demographic targeting
- Site-Placed Radio: Custom audio solutions
- Direct Response: Measurable call-to-action tracking

# 5. Transittainment: Revolutionizing Travel Experience

Long journeys often lead to passenger complaints of boredom, but Sheer Media transforms travel time into engaging entertainment opportunities. Our rail media solutions bring the "World of Infotainment and Games" directly to passengers' fingertips, creating value for both travelers and transit operators.

 Smartphone screen time averages 162 minutes per day, with 20% of all media consumption happening on internet platforms. Our technology provides transit operators with a free multichannel Video-on-Demand (VOD) system while generating advertising revenue sharing opportunities.



## Movies

Latest releases and classic films for extended entertainment



## Music

Diverse audio content spanning multiple genres and languages



## Sports & Fashion

Live sports coverage and lifestyle programming



## Kids Shows

Family-friendly content to keep young passengers engaged



## Interactive Gaming

Engaging games and interactive entertainment options



## News & Information

Current events, newspapers, and educational content

# 6. Teleshopping & DTH Platform Solutions

## Teleshopping Excellence

Sheer Media Pvt Ltd serves as authorized marketers for teleshopping slots across major channels including Sun Network, Kalaignar network, Zee Tamil, SUN DTH, Videocon D2H, Airtel, Dish TV, Tata Sky, and other leading Hindi channels.

Our clientele benefits from our scientific approach and innovative concepts that unleash their brands in powerful ways, reaching desired target audiences effectively.

"Teleshopping isn't about selling – it's about strategic ad placement through deep understanding of customer needs and products."

### First Impression

Your commercial becomes the first video ad viewers see before starting their entertainment, ensuring maximum brand recall and impact.

### HD & SD Coverage

Comprehensive coverage across both HD and SD set-top boxes, maximizing reach across all viewer segments.

### Long-Form Content

Showcase extended commercials and infomercials that tell your complete product and brand story effectively.

## DTH Platform Innovation

As registered vendors for TATA PLAY, SUN DTH, and AIRTEL DTH, we provide marketing landing pages and Cinema Club access on India's leading DTH platforms.

Our unique positioning allows your brand to be the first audio-visual communication viewers encounter. We utilize default channels to play long-format brand videos that register your brand's USP and create lasting connections.

# Our Prestigious Clientele

Our client portfolio represents a diverse range of industries and demonstrates our versatility in delivering exceptional results across various sectors. From healthcare to real estate, from technology to consumer goods, we've built lasting partnerships with brands that trust us to elevate their market presence.

## Healthcare Excellence

Partnering with medical professionals and healthcare organizations to build trust and credibility in the marketplace through strategic branding and communication.

## Real Estate Innovation

Supporting property developers and real estate companies with compelling visual content that showcases their projects and drives sales conversions.

## Technology Leadership

Collaborating with tech companies to simplify complex concepts and create engaging content that resonates with both technical and non-technical audiences.

Notable clients include Casagrand, a leading real estate developer known for innovative housing solutions; Dr. Joints, a specialized healthcare brand; and various other industry leaders who have chosen Sheer Media as their creative partner.

# Expanded Client Success Stories

Our client relationships extend far beyond simple service provision – we build strategic partnerships that drive long-term growth and success. This comprehensive portfolio demonstrates our expertise across multiple verticals and our ability to deliver consistent results regardless of industry complexity.

## Industry Diversification

- **Healthcare Sector:** Cloudnine and other medical institutions
- **Real Estate:** Casa Grande and IT's Housing developments
- **Technology:** Mira and other tech innovators
- **Education:** GHIET and academic institutions
- **Retail & Commerce:** Various consumer brands

**50+**

### Active Clients

Representing diverse industries  
and market segments

**95%**

### Client Retention

Long-term partnerships built on  
trust and results

**200+**

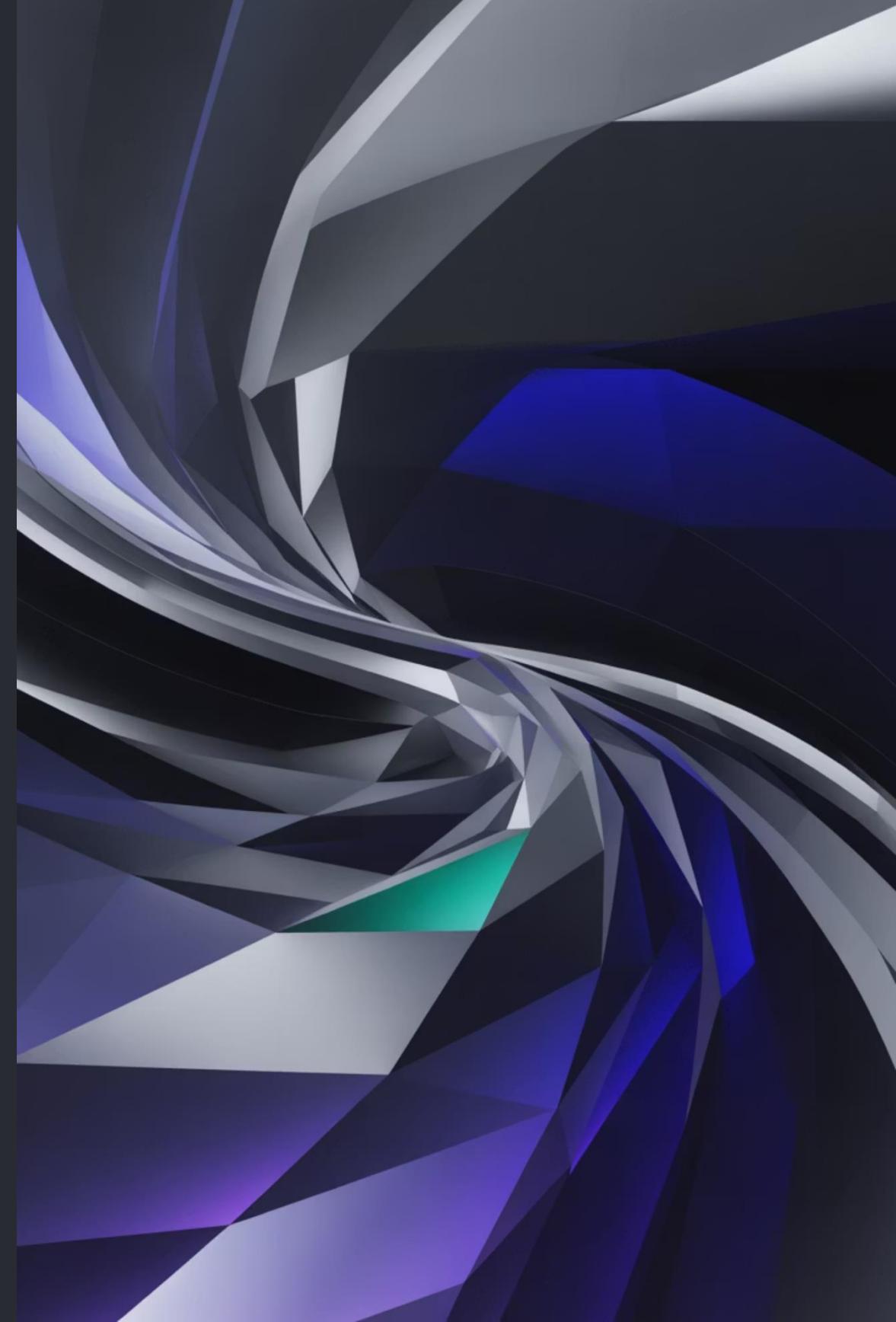
### Successful Campaigns

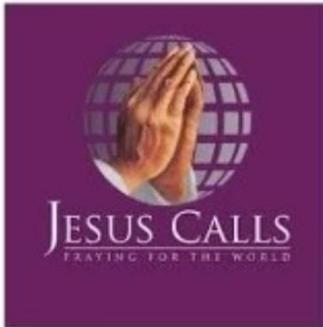
Delivered on time and within  
budget

# Our Valued Partners

We are proud to partner with a diverse range of industry leaders, delivering tailored media solutions that drive their success and amplify their brand presence. Our collaborations span various sectors, reflecting our versatility and expertise.

This selection represents just a glimpse of the many brands that trust Sheer Media to transform their marketing strategies and achieve measurable results.







# Ready to Transform Your Brand?

**Let's do great things together.**

**Partner with Sheer Media for strategic creative solutions that amplify your message, engage your audience, and drive measurable results across all media channels.**

