

Online Advertising

Google Adverts, Adsense and pay per click are words most often used to describe the world of advertising today. Growing at the rate of over 5% per year, the global marketing budget is increasingly being spent on virtual interactive marketing campaigns. Last months Fortune reflected a fall in the number of people using the internet café's in India. However it also showed a marked increase in the number of people surfing the web. More people are using the mobile2web service to connect instantaneously to the world wide web. Web 1.0 and 2.0 is already old news – The silicone valley is hard at work coming up with Web Semantics or what we will call Web 3.0.

Campaign Focus.

Products or services are being aligned with specific customer segments, data mining too much work when customers can find data meaning within seconds of getting on to the internet. Business to Customer relationships has evolved tenfold. Immediate gratification has conditioned the customer to a very high level of service and an equally high level of experience. Businesses are expected to track demographic responses consistent with each campaign as defined by the market segment and profile that is targeted.

Our Value Proposition

Creative Chaos' web marketing package included banner and landing page design and all essential services (optimization, submission, hosting and consulting) in prices which are lower than renting a billboard!. Submission options include all major Online Messenger Services (MSN, I, Google, Yahoo) and other selected sites. Animated banners will be displayed to users and details can be requested with online forms. Incentives for registration will be provided (Lucky Draws for Gifts or coupons etc) to attract visitors as well an encouraging registration. The resolution offers a one stop solution offering that relies on effective brand equity promotion rather than pure numerical distribution.

Example

A multi-national skin care company ran a one month campaign targeting females from Pakistan within the 18-35 year age bracket. Banners run on Online Messenger Services. Specially designed Landing Page received over 8,000 unique hits with over 4, 000 registrations. The Campaign Incentive was a Gift Hamper. Success of the campaign can be gauged from recurring inquiries from users about new campaigns up to a year after it finished!



Creative Chaos (Pvt.) Ltd. specializes in providing customized technology solutions. Our eclectic client base spans a number of industry verticals across the globe, a distinction that places us amongst the leading technology players in Pakistan.