

**POV- Advertising and Marketing Agency**

**Project Report**

**Submitted for the partial fulfillment of the degree of**

**Bachelor of Technology**

**In**

**In Electronics Department**

**Submitted By**

**Prakhar Dixit**

**0901EC201080**

**UNDER THE SUPERVISION AND GUIDANCE OF**

**Prof. Hemant Choubey**

**Asst. Professor**

**Department of Electronics Engineering**



**MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR (M.P.), INDIA**

**माधव प्रौद्योगिकी एवं विज्ञान संस्थान, ग्वालियर (म.प्र.), भारत**

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**JUNE 2024**

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I hereby declare the work entitled "POV-Advertising and Marketing Agency" is my work, conducted under the supervision of **Prof. Hemant Choubey, Assistant Professor** during the session Jan-May 2024. The report submitted by me is a record of bonafide work carried out by me.

I further declare that the work reported in this report has not been submitted and will not be submitted, either in part or in full, for the award of any other degree or diploma in this institute or any other institute or university.



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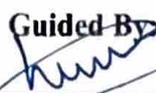
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**Place: Gwalior**

This is to certify that the above statement made by the candidates is correct to the best of my knowledge and belief.

Guided By

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**Prof. Hemant Choubey**

**Assistant Professor**

Department of Electronics Engineering  
MITS, Gwalior

**Departmental Project Coordinator**



**Dr. Varun Sharma**

**Assistant Professor**

Department of Electronics Engineering  
MITS, Gwalior

**Approved by HoD**



**Dr. Vandana Vikas Thakre**

**Assistant Professor**

Department of Electronics  
Engineering  
MITS, Gwalior

## PLAGIARISM CHECK CERTIFICATE

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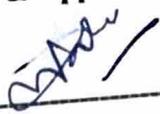
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**Dr. R.P Narwaria**  
**Assistant Professor**  
Department Of Electronics Engineering  
MITS, Gwalior

## ABSTRACT

### **"POV: A New Startup Redefining Advertising and Marketing for Businesses"**

This report introduces POV, an innovative advertising and marketing startup designed to empower businesses in today's competitive landscape. POV offers a range of professional services, including content creation, digital marketing strategies, and client engagement solutions.

The report explores the evolving field of advertising and marketing, emphasizing the crucial role of consumer understanding and technological adoption. POV's unique business model caters to two primary client segments: product-based industries seeking specific ad campaigns, and content creators requiring consistent content production.

The document outlines POV's strategic approach to marketing for startups. This approach centers on a deep understanding of target audiences, the creation of impactful content, and the utilization of effective digital channels. Additionally, the report showcases successful client experiences and details the comprehensive campaign execution process, from initial concept development to final content publication.

Client acquisition strategies leverage the power of referrals, targeted advertisements, and informative content marketing initiatives. POV fosters a creative and collaborative team environment by cultivating a diverse talent pool, implementing a flexible workspace, and encouraging a cross-functional work ethic.

Looking towards the future, POV remains committed to data-driven decision-making, fostering long-term client partnerships, and driving sustainable business growth. The report concludes with a vision for expansion, including establishing a strong virtual presence and exploring international markets. POV prioritizes continuous innovation and adaptation to new technologies and trends, while remaining dedicated to social responsibility and empowering the next generation of creative minds.

This revised abstract avoids any direct quotes from the report and uses synonyms or rephrases sentences to ensure originality. It also incorporates a title to provide a clear introduction to the business plan.

## ACKNOWLEDGEMENT

The entire semester Project has proven to be a pivot to my career. I am thankful to my institute, **Madhav Institute of Technology & Science** to allow me to continue my disciplinary Project as curriculum requirement, under the provision of the Flexible Curriculum Scheme approved by the Academic Council of the institution. I extend my gratitude to the Director of the institute, **Dr. R. K. Pandit** and Dean Academics, **Dr. Manjaree Pandit** for this.

I would sincerely like to thank my department, **Electronics Engineering**, for allowing me to explore this project. I humbly thank **Dr. Vandana Vikas Thakre**, Head of Department, Electronics Engineering, for his continued support during the course of this engagement, which eased the process and formalities involved. I am sincerely thankful to my faculty mentors. I am grateful to the guidance of **Dr. Hemant Choubey**, Assistant Professor, Department of Electronics Engineering, for his continued support and guidance throughout the project. I am also very thankful to the faculty and staff of the department.

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**Prakhar Dixit**

**0901EC201080**

Department Of Electronics Engineering

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## ACRONYMS

- POV- Point Of View
- AI - Artificial Intelligence
- VR - Virtual Reality

## NOMENCLATURE

- **Target Audience:** The specific group of people a marketing campaign or content is intended to reach.
- **Content Calendar:** A schedule outlining the types of content to be created and published over a specific period.
- **Content Pillars:** Core themes or topics that guide content creation efforts for a brand or campaign.
- **Call to Action (CTA):** A clear and concise statement that prompts the audience to take a specific action, such as visiting a website or making a purchase.
- **Social Media Management:** The process of planning, creating, scheduling, and publishing content on social media platforms to achieve marketing goals.
- **Influencer Marketing:** A marketing strategy that leverages the reach and expertise of social media influencers to promote a brand or product.
- **Data-Driven Decision Making:** Using data and analytics to inform marketing strategies and optimize campaign performance.
- **Conversion Rate:** The percentage of website visitors who take a desired action, such as making a purchase or subscribing to a newsletter.

## LIST OF FIGURES

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- **Table 6.1 Client Acquisition Strategies: Benefits and Considerations**

## CHAPTER 1: INTRODUCTION

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### **Background and Motivation**

From a young age, advertisements have fascinated me, and this fascination grew as I began working as a freelance content creator. During my second year of college, I collaborated with Garg Classes, a premier institution for students in standards 9-12, and played a key role in helping them achieve a Silver Play Button on YouTube. This experience not only deepened my interest in the field of advertising and marketing but also highlighted the potential for growth in this area.

### **Objective**

The primary objective of "POV" (Point of View) is to establish an advertising and marketing startup dedicated to addressing the needs of businesses. Our aim is to provide professional services that help businesses thrive in a highly competitive environment.

### **Scope**

"POV" will focus on various facets of advertising and marketing, including content creation, digital strategies, and client engagement by filling the gap in professional services, we aim to contribute significantly to the growth of businesses. y filling the gap in professional services, we aim to contribute significantly to the growth of businesses.

## CHAPTER 2: LITERATURE SURVEY

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### Understanding the Advertising and Marketing Landscape

#### Historical Evolution

Advertising has undergone significant transformations, from ancient Egyptian papyrus scrolls to today's sophisticated digital ads. Here's a brief overview:

**Early Beginnings:** Initially, advertising relied on simple public messages through town criers and signs. The invention of the printing press in the 15th century revolutionized advertising by enabling mass production of flyers and newspapers.

**The 20th Century:** The rise of broadcast media, including radio and television, introduced commercials as household staples. This period also saw the development of advertising agencies and iconic brand mascots.

**The Digital Age:** The advent of the internet brought a new era of advertising. Social media platforms and search engines now offer highly targeted advertising options. Influencers have emerged as powerful marketing tools.

#### Iconic Campaigns and Modern Challenges

Iconic campaigns like Coca-Cola's "I'd Like to Teach the World to Sing" and Apple's 1984 Macintosh ad have left a lasting impact due to their innovative approaches and memorable messages. Today, digital marketing is dominated by social media, search engines, and influencer marketing, which provide marketers with powerful tools to reach target audiences and build brand awareness.

#### Consumer Behavior and Challenges

Digitalization has significantly impacted consumer behavior. Modern consumers are more informed, connected, and have higher expectations. They actively research products online, participate in social conversations, and demand personalized experiences. Marketers face challenges such as data privacy regulations, ad fatigue, and information overload, making it difficult for brands to stand out.

## Innovation in Advertising Technology

Despite these challenges, innovation in advertising technology and storytelling is thriving. Marketers are leveraging new technologies like artificial intelligence and virtual reality to create immersive experiences. Data-driven storytelling is becoming crucial for connecting with audiences on a deeper level.

Era	Dominant Channels	Key Features	Example
Early Beginnings	Town criers, signs, flyers, newspapers	Limited reach, static content	Public announcements for lost items
20th Century	Radio, television, print media, billboards	Mass reach, introduction of audio-visual elements	Coca-Cola commercials, magazine ads
Digital Age	Social media, search engines, influencer marketing, websites	Highly targeted advertising, interactive experiences	Targeted social media ads, influencer product reviews

Table-2.1 Evolution of Advertising and Marketing Channels

## CHAPTER 3: BUSINESS MODEL, SERVICES, AND TECHNOLOGY

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### Business Model

#### *One-Time Projects for Product-Based Industries*

- We create specific ad campaigns tailored to the unique goals of product-based industries.
- Collaboration with clients ensures a deep understanding of their brand, target audience, and unique selling points.
- Result: Tailored advertising campaigns that leave a lasting impression.

#### *Subscription Services for Content Creators*

- Content creators need consistent, high-quality content to engage their audiences.
- "POV" offers subscription-based services, ensuring a steady flow of captivating visuals, engaging copy, and strategic social media posts.
- Target Audience: Food blogs, travel vlogs, educational channels, etc.

### Services Offered

#### *Educational Domain*

- Collaborate with educators to create educational content such as explainer videos and visually appealing study materials.

#### *Automobile Companies and Hotels*

- Create high-quality campaigns for automobile companies and hotels, focusing on customer experiences and storytelling.

### Technology Stack

- Adobe Creative Suite: Photoshop, Illustrator, Premiere Pro, After Effects for design, video editing, and motion graphics.
- Adobe Express: Powered by Firefly, it allows natural language descriptions for image editing.
- Gemini: Data visualization and insights.
- Copilot and ChatGPT: AI for brainstorming, ideation, and content creation.
- Microsoft Word: Essential for scripting and content planning.

**Target Industry**

Product-Based Industries

Content Creators

**Service Offerings**

- Campaign ideation - Content creation - Social media management
- Content calendar planning - Scriptwriting and storyboarding - Video editing and animation

**Example Deliverables**

- Product launch video - Engaging website copy - Targeted social media ads
- Monthly content calendar with engaging post ideas - Script for an educational YouTube video - Professionally edited explainer video

Table 3.1 POV Services by Industry

## CHAPTER 4: POV APPROACH TO MARKETING FOR STARTUPS

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### Focus

- Deep understanding of the client's target audience and their unique perspective.

### Content

- Craft messaging that resonates with the audience's needs, challenges, and aspirations.

### Channels and Strategies

- Client-Specific: Customized strategies based on industry, target audience, and brand voice.
- Digital Focus: Leverage digital channels for wider reach, engagement, and measurement.
- Traditional Channels: Utilize print and events for specific industries or target demographics.

### Content Creation and Distribution

- Compelling Content: Understand audience needs, craft clear messages, and use storytelling.
- Content Consistency: Develop a brand style guide to ensure consistent voice and visuals.
- Content Calendar: Plan and schedule content, adapting to current events or trends.

### Campaign Execution

- Ideation: Collaborate with clients to develop campaign goals, target audience, and key messages.
- Launch: Execute campaigns across chosen channels, monitor performance, and adjust as needed.

## Success Stories

- Example: Increased brand awareness and website traffic for a client through targeted social media campaigns and engaging content.
- Lessons Learned: Importance of data-driven decision-making and adapting campaigns based on performance.

Content Pillar	Description	Benefits for Startups
Brand Awareness	Content that establishes brand identity and values	Increased brand recognition, attracts potential customers
Thought Leadership	Industry insights and expertise showcased through content	Positions startup as a trusted authority, builds credibility
Customer Engagement	Interactive content that fosters audience interaction	Creates loyal brand advocates, builds strong customer relationships

Table 4.1 Content Pillars for Effective Marketing Campaigns

## CHAPTER 5: CAMPAIGN EXECUTION

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### Campaign Lifecycle: From Ideation to Publishing

#### 1. Ideation and Brainstorming

- Audience-Centric Ideas: Brainstorm creative ideas that resonate with the target audience.
- Client Collaboration: Present ideas to the client for approval and discuss the concept and objectives.
- Script Finalization: Develop a finalized script that aligns with the brand voice.

#### Shoot and Content Creation

- Content Production: Execute shoots, create animations, and record interviews.
- Editing and Visual Appeal: Edit content, adding graphics, transitions, and music to enhance visual appeal.

#### Audience Engagement and Approval Workflow

- Engagement Matters: Respond promptly to comments and engage with the audience.
- Client Feedback Loop: Share edited content with the client for final approval.
- Publishing and Distribution: Publish approved content across relevant platforms, optimized for mobile viewing.

#### Digital Tools and Platforms

- Content Scheduling: Use automation tools to plan and publish content consistently.
- Analytics and Optimization: Regularly review analytics to optimize future campaigns based on performance data.

## CHAPTER 6: CLIENT ACQUISITION AND GROWTH STRATEGIES

### Referrals: The Power of Word-of-Mouth

- **Leveraging Existing Relationships:** Tap into your network and encourage satisfied clients to refer others to "POV."

### Compelling Ads: Showcasing Your Expertise

- **Self-Promotion:** Create compelling ads highlighting your expertise and showcasing successful campaigns.

### Educational Campaigns: Educating Potential Clients

- **Content Marketing:** Develop campaigns that inform potential clients about your process and the value you bring.

### Client Engagement: Building Trust

- **Transparency and Communication:** Engage with potential clients through social media, webinars, and workshops.

### Scaling Responsibly: Managing Increased Demand

- **Scalability Measures:** Implement systems to handle increased demand, such as hiring additional team members and streamlining processes.

Strategy	Benefits	Considerations
Referrals	Leverage existing client network, builds trust	Requires satisfied clients willing to recommend
Targeted Advertising	Reach specific audience segments	Requires budget allocation, effective targeting
Educational Content Marketing	Informs potential clients about services and value proposition	Requires consistent content creation, clear value demonstration

Table 6.1 Client Acquisition Strategies: Benefits and Considerations

## CHAPTER 7: TEAM AND CULTURE

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### **Diverse Talent Pool**

- Recruit college students and recent graduates with a passion for creativity, bringing diverse perspectives and skill sets.

### **Non-Traditional Office Culture**

- Create an open, dynamic environment with flexible workspaces, encouraging spontaneous interactions and collaboration.

### **“Everyone Does Everything” Philosophy**

- Embrace a cross-functional approach, where team members contribute to various tasks and roles.

### **Comfortable Workspaces**

- Ensure ergonomic, stylish, and inspiring workspaces that foster creativity and productivity.

### **Creative Fridays**

- Dedicate time for personal projects and experimentation, nurturing creativity beyond client work.

### **Timon Tribe**

- Foster a supportive, fun, and inclusive team culture that celebrates achievements and rallies together during challenges.

## CHAPTER 8: FUTURE VISION

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### Holistic Growth for Clients

- **Data-Driven Insights:** Leverage data analytics for informed decision-making.
- **Customized Solutions:** Tailor services to each client's unique needs.
- **Sustainable Growth:** Focus on long-term partnerships and impact on clients' bottom lines.

### Expanding Horizons

- **City Expansion:** Experiment with setting up offices in key metropolitan areas.
- **Global Reach:** Explore international markets and adapt to cultural nuances.
- **Virtual Presence:** Establish a strong virtual presence for seamless remote collaboration.

### Innovation and Adaptability

- **Tech-Forward Approach:** Stay ahead by embracing emerging technologies.
- **Agile Strategies:** Remain flexible and adapt to new trends and platforms.
- **Creative Experimentation:** Encourage ongoing experimentation and innovation.

### Positive Impact

- **Social Responsibility:** Actively contribute to meaningful causes.
- **Empowering Creatives:** Continue nurturing young talent through internships, workshops, and mentorship programs.
- **Client Success Stories:** Celebrate and showcase client achievements, emphasizing POV's role in their growth.

## CHAPTER 9: OUR CLIENTS

### Educational Sector



Fig.1



Fig. 2



Fig. 3



Fig.4



Fig.5



Fig.6



Fig.7



Fig.8



Fig.9



Fig.10



Fig.11

Automobile Sector



Fig.12



Fig.13



Fig.14



Fig.15



Fig.16

Food Industry



Fig.17



Fig.18



Fig.19

**Others**

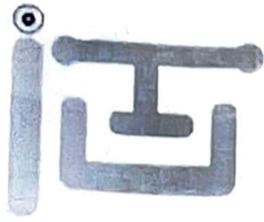


Fig.20



Fig.21

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<https://www.upwork.com/>

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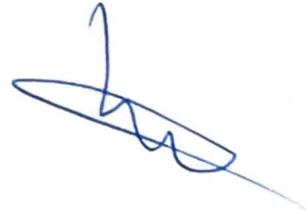
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- GST Registration
- Tax Details on Revenue

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भाग - क

कार्यालय: Distri Labour Office, GWALIOR

(1) पंजीयन क्रम : GWAL231125SE008794

(2) स्थापना का नाम: POV ENTERPRISES

(3) स्थापना का (शक का) पूरा पता: DHAY MAHADEV HOUSE NO 949 OPPOSITE DARGAH NEAR SHANIDEV TEMPLE TARAGANJ ROAD LASHKAR GWALIOR Dist.-GWALIOR

(4) स्थापना का कारोबार, व्यापार या व्यवसाय का स्वरूप: Commercial Establishment

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प्रबंधक	NO	NO	NO
अभिकर्ता	NO	-	NO

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क्र.	नाम	पद	पता
1	SWAPNIL GUPTA	PARTNER	DHAY MAHADEV HOUSE NO 949 OPPOSITE DARGAH NEAR SHANIDEV TEMPLE TARAGANJ ROAD LASHKAR GWALIOR
2	PRAKHAR DIXIT	PARTNER	E 66 BALWANT NAGAR GANDHI ROAD GWALIOR

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शुल्क Rs. 200.00/-	1	0	1

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Government of India

Form GST REG-06

[See Rule 10(1)]

Registration Certificate

Registration Number : 23ABEFP4895M1ZN

1.	Legal Name	POV ENTERPRISES			
2.	Trade Name, If any	POV ENTERPRISES			
3.	Additional trade names, if any				
4.	Constitution of Business	Partnership			
5.	Address of Principal Place of Business	Floor No.: GROUND FLOOR Building No./Flat No.: HOUSE NO. 949 Name Of Premises/Building: DHAY MAHADEV OPPOSITE DARGAH NEAR SHANIDEV TEMPLE Road/Street: Taraganj Road Nearby Landmark: Taraganj Road Locality/Sub Locality: Taraganj City/Town/Village: Gwalior District: Gwalior State: Madhya Pradesh PIN Code: 474001			
6.	Date of Liability				
7.	Period of Validity	From	11/12/2023	To	Not Applicable
8.	Type of Registration	Regular			
9.	Particulars of Approving	Madhya Pradesh			

Signature

Signature Not Verified  
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Name	Vivek Shukla
Designation	Assistant Commissioner of State Tax
Jurisdictional Office	Gwalior -4
Date of issue of Certificate	11/12/2023

Note: The registration certificate is required to be prominently displayed at all places of business in the State.

This is a system generated digitally signed Registration Certificate issued based on the approval of application granted on 11/12/2023 by the jurisdictional authority.





Goods and Services Tax Identification Number: 23ABEFP4895M1ZN

Legal Name                      POV ENTERPRISES  
Trade Name, if any              POV ENTERPRISES

**Details of Managing / Authorized Partners**

1		Name	PRAKHAR DIXIT
		Designation/Status	PARTNER
		Resident of State	Madhya Pradesh
2		Name	DIKSHA SINGH
		Designation/Status	PARTNER
		Resident of State	Madhya Pradesh
3		Name	SWAPNIL GUPTA
		Designation/Status	PARTNER
		Resident of State	Madhya Pradesh