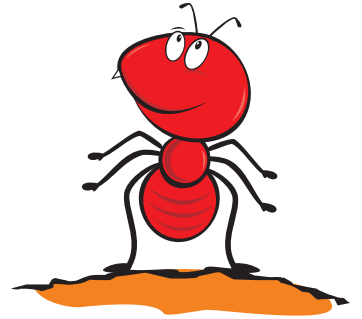




what is LOUD ?



LOUD is your friendly fuel to boost the mileage of Ad Campaigns and visibility. It is the most renowned vehicle for **MASS MEDIA** whether in **ATL ,BTL** or **TTL**.

LOUD is an innovative concept which can bind with many **MASS MEDIA** carriers.

LOUD comprises of **highly visible, larger than life** cold air inflatable replicas of products, brands, logos and other mass communication concepts.

LOUD is constructed by high quality materials, designed with creative technologies where its easy to install, maintain and use. **Portibility and simplicity** are ensured in cold air inflatables, airborne helium inflatables or water borne floating inflatables.

LOUD has an edge to survive and yet be expressive in any conditions, whether its **heat, cold or rain**. Thus surviving any climate or force, LOUD ensures total brand recall boosting the Ads.

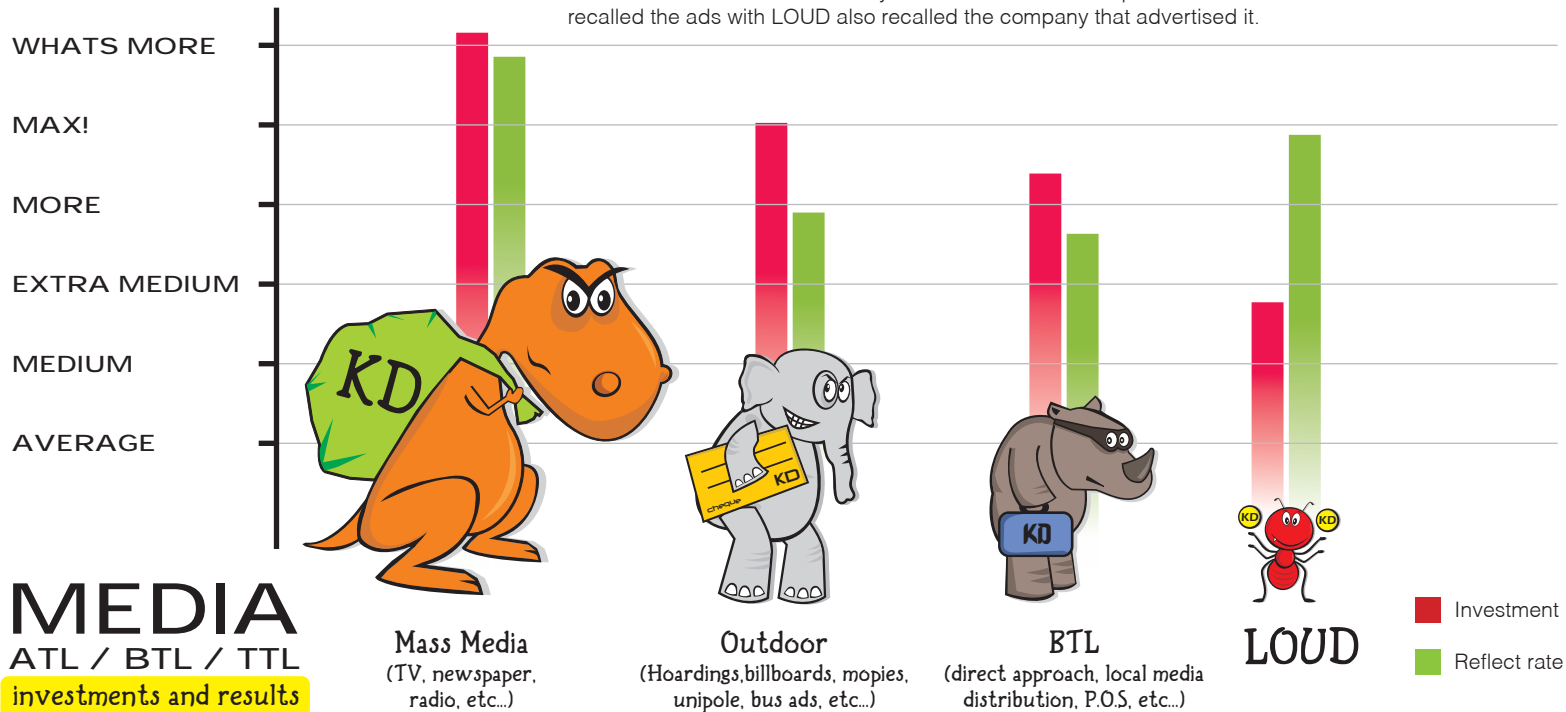
LOUD has variants of all sorts, thus to make the **MEDIA** more visible than ever!

Above all LOUD gives an international quality assurance and safety standards.

why to be LOUD?

In a study conducted by advertising age, it was observed that the recall value of advertisements in traditional media has its own impact (see the graph below).

While the quality of impressions created by the inflatables ad-media measured in a similar study environment surprised the observers with a **recall value of 70%**. Further the study also revealed that investment ratio in LOUD is very much economical compared to other media and 60% of those who recalled the ads with LOUD also recalled the company that advertised it.



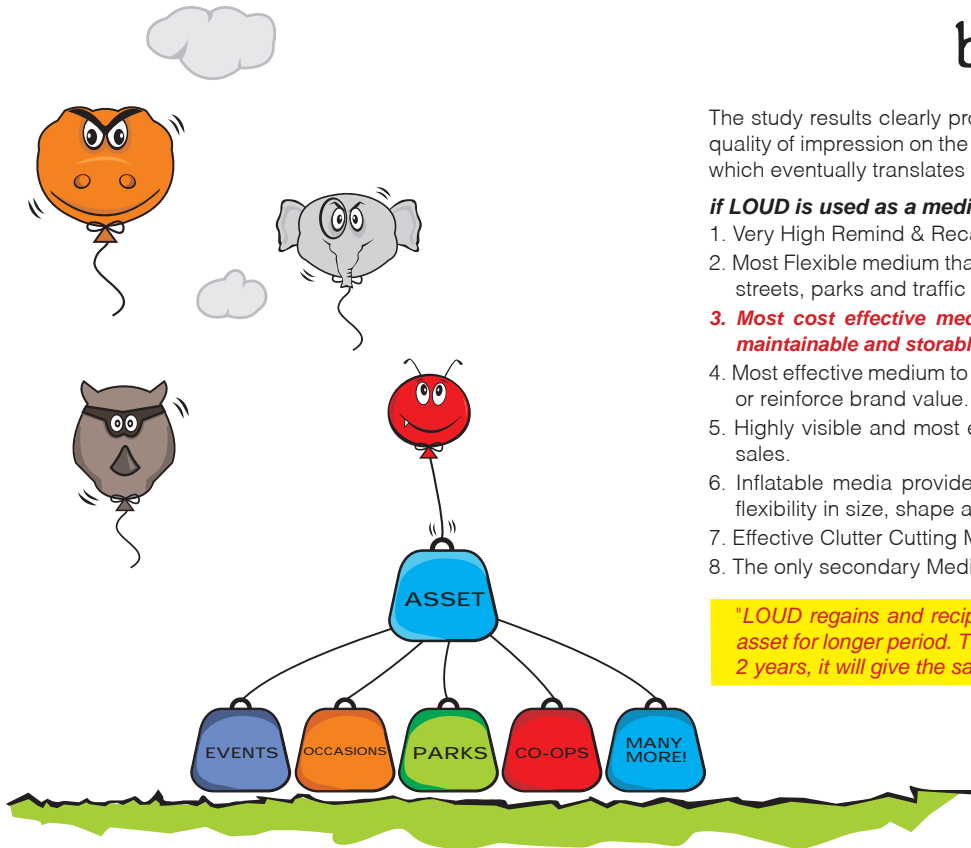
benefits to be LOUD

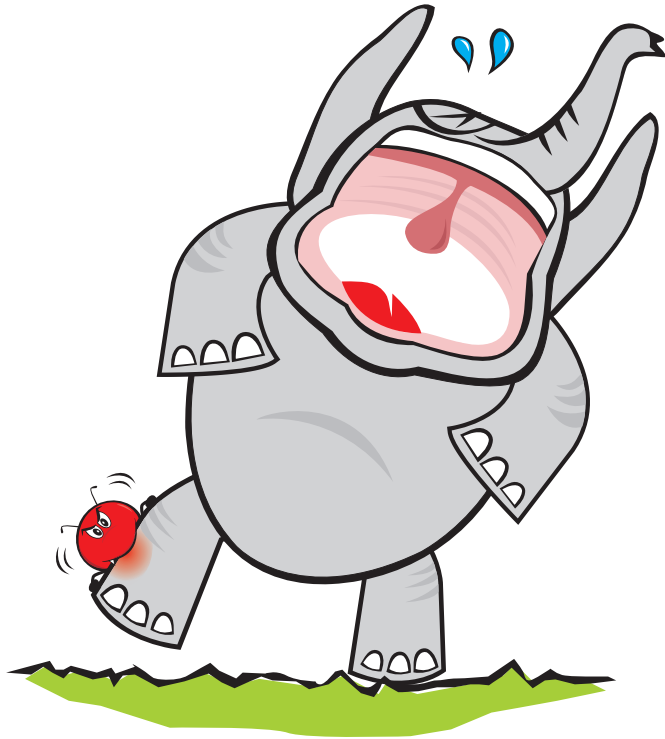
The study results clearly proved that by using LOUD, an advertiser is assured of improving the quality of impression on the minds of target audience by **60%** thus enhancing the quality of **GRP** which eventually translates into sales.

if LOUD is used as a medium of mass communication...

1. Very High Remind & Recall Value
2. Most Flexible medium that can be displayed: indoors at stores, malls, expositions, outdoors in streets, parks and traffic islands, in Air as balloons and on water as floats.
3. **Most cost effective medium as they are re-locatable, reusable, weather-proof and easily maintainable and storable.**
4. Most effective medium to communicate product shape, product packaging, product attributes or reinforce brand value.
5. Highly visible and most excitable 3D-medium where ad-objectives are easily translated into sales.
6. Inflatable media provides the widest possible scope for creativity as it offers tremendous flexibility in size, shape and location to ensure optimum Impact on target audience.
7. Effective Clutter Cutting Media.
8. The only secondary Media that is capable of providing Interactive and Entertainment value.

"LOUD regains and reciprocates as its the only media which can be retained and can be an asset for longer period. The quality of LOUD is as such that if an inflatable is used continuously for 2 years, it will give the same visual, quality and durability".





enhance with LOUD

Apart from Magnitude the quality of impressions plays a significant role in translating the GRPs into Sales. The Quality of impressions depends upon the creativity of presentation, ad-media used and clarity of message. The impression created must embed itself into the sub-conscious mind of the target audience to be recalled the instant the need for the product or service is felt by them.

Thus, by combining the existing media (ATL, BTL, TTL) with LOUD, achievements of higher scale can be observed.

Using LOUD as the primary, secondary or initial media can prove to be much acknowledged as compared to the traditional media trends.

Visibility is the key towards an exciting media remembrance and recall!



example of LOUD 3D being incorporated with OUTDOOR media

how to be LOUD?

1	REQUIREMENT	what is required, why, how ?
2	ENQUIRY	enquire, meet and briefing
3	ORDER	selecting the order type
4	ARTWORK	submitting the artwork, or getting it done by Loud!
5	MOCKUPS	mockups, gray model, 3d models submitted by LOUD
6	APPROVALS	APPROVALS on mockups, approvals on the actual LOUD product
7	DELIVERY	Delivery within a span of 2-3 weeks (depending on the orders)
8	INSTALLATION	Installation on the P.O.S or P.O.A

how to **3** order?

DIMENSIONS

:

3 mtrs upto (x) mtrs

COLOUR

:

Process Digital

Special Pantone

Handpaint/brush

ORIENTATION

:

Outdoor

Indoor

Dual

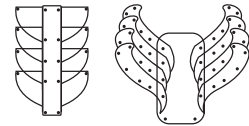
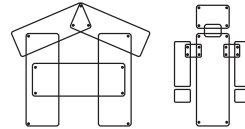
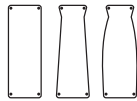
TYPE

:

Single Sect

Multi Sect

Complex Sect



(see details)

QUANTITY

:

Price varies on quantity

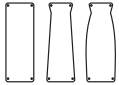
DURATION

:

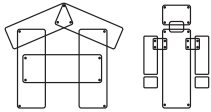
Depends on quantity & type

understanding the 'type'

Single Sect



Multi Sect



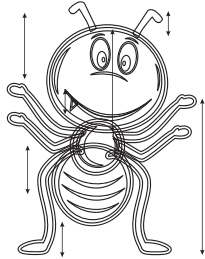
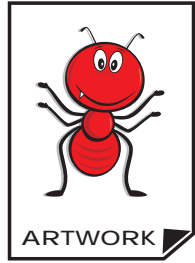
Complex Sect



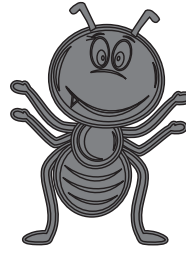
methodology

4 ARTWORK

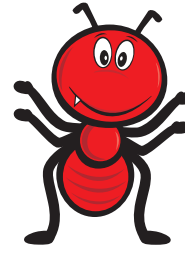
REQUIREMENT:



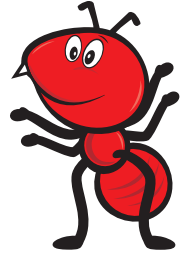
SPECIFIC REAL
LIFE DIMENSION



GRAY SCALE
3D MODEL

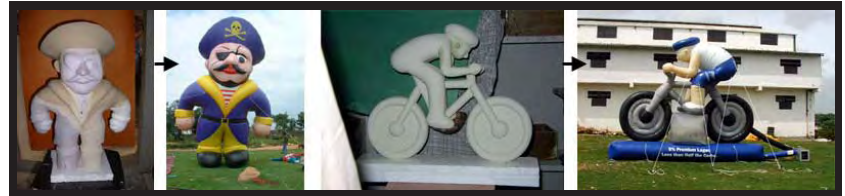
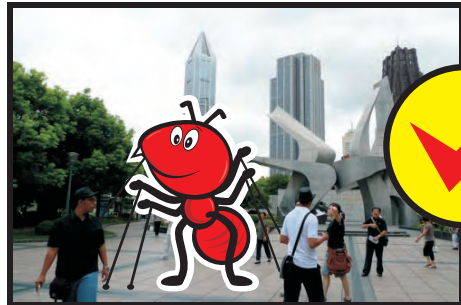


REAL LIFE
3D MODEL



REAL LIFE
3D ANGLES

6 APPROVALS



SAMPLES

variants

L  UD INFLATES



L  UD BOUNCIES



L  UD MASCOTS



L  UD 3D



L  UD ILLUSIVE

ON REQUEST



Guinness record holder : This inflatable bottle has entered the Guinness Book of World Records for its mere size and it stands at 25 meters (83 feet) tall with a volume of 2076 cubic meters, making it the largest inflatable ever made in the world in terms of volume. Made in a record time of 3 weeks, and completely digital printed.

This bottle was installed in DUBAI on *30th of Jan 2007*.

add-on services

DESIGNING	of all inflates
INSTALLATION	SLA (service level agreement)
DELIVERY	inclusive

Meet the ant : BULLET



Bullet ant (*Paraponera clavata*), named on account of its powerful and potent sting, which is said to be as painful as being shot with a bullet. The sting causes waves of burning, throbbing, all-consuming pain that continues unabated for up to 24 hours.

Get LOUD by the sting of BULLET for your AD's, campaign's and requirements, to let the world remember the scream.



Sharq Area, Al-Soor Street, Al-Tijaria Commercial Tower, 6th Floor.

P.O. Box 20664, SAFAT 13067, KUWAIT

Telephone No: (965) 2245 2630

Fax No.: (965) 2243 7757

Email: bullet@loudvisible.com

www.loudvisible.com

























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