# Company Information

**Purpose:** To provide consistent, direct responses to frequently asked factual questions about the agency, team, and location.

Our head office is located in Noida, Uttar Pradesh.  
Here’s the full address:

**Ritz Media World**  
402–404, 4th Floor  
Tower A‑1, Corporate Park  
Sector 142, Greater Noida  
Uttar Pradesh 201305, India

You can call us directly at:  
**Phone:** +91-7290002168

For specific service inquiries, our team may also contact you via WhatsApp or email after you submit your details.

You can write to us at:  
**Email:** info@ritzmediaworld.com

We’re available Monday to Saturday, 10:00 AM to 6:30 PM (IST).  
For urgent project matters, our campaign leads also coordinate beyond these hours as required.

**Ritesh Malik(**[**https://www.linkedin.com/in/ritz-malik-408b4a4a?utm\_source=share&utm\_campaign=share\_via&utm\_content=profile&utm\_medium=android\_app**](https://www.linkedin.com/in/ritz-malik-408b4a4a?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app)**)** and **Satvinder Kaur)**[**https://www.linkedin.com/in/satvinder-kaur-b792221b7?utm\_source=share&utm\_campaign=share\_via&utm\_content=profile&utm\_medium=android\_app**](https://www.linkedin.com/in/satvinder-kaur-b792221b7?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app)**)**  are the Co-Founders and visionaries behind Ritz Media World.  
With over 20 years of experience in real estate, creative advertising, and campaign architecture, they are also the minds behind the podcast *Beyond the Blueprints* and the founders of Creative Thinks Media.

They bring hands-on insight to every campaign and play an active role in shaping creative strategy and client partnerships.

While we’re based in Noida, we handle campaigns pan-India, including Mumbai, Bangalore, Lucknow, Chandigarh, Jaipur, and more.  
We also work with NRIs, global founders, and offshore brands targeting Indian audiences.

Ritz Media World was founded in 2002, but is built on over a decade of legacy experience via **Creative Thinks Media**, our sister firm.  
Together, the combined group has delivered 500+ campaigns across real estate, politics, FMCG, education, and lifestyle categories.

The Ritz Media World is a full-stack media and advertising agency with a singular obsession: making your brand impossible to ignore.

We are based in Noida, but our thinking and execution go far beyond geography. Our campaigns have stretched across hoardings, homescreens, headlines, hashtags, highways, and every place your audience might look. We are built for brands that think big, act fast, and understand that visibility without impact is just noise.

We're not the agency that shows you vanity numbers. We’re the ones who build narratives that stick, campaigns that scale, and ideas that translate into actual business growth. In short: we don’t chase attention, we engineer it.

We combine strategic thinking, bold creativity, and performance-focused execution under one roof. And while our creativity wins hearts, our planning wins market share.

If you're a brand that wants to make a dent, not just in your industry, but in your customer’s imagination, we’re built for you.

We’re not vendors. We’re partners in growth. Our difference lies in the way we approach every brief, every campaign, every client.

We believe creativity must work. It’s not enough for an idea to be cool; it must also be commercial. It must solve a problem, shift a perception, or move a metric. That’s our standard. And we don’t compromise.

We also believe that media planning is not about reach, it’s about relevance. Anyone can buy spots. We buy impact.

Our campaigns aren't designed to win pitches; they're designed to win market share, investor confidence, consumer mindshare, and long-term growth. That’s why some of the country’s fastest-growing real estate brands, consumer products, and challenger companies trust us with their voice.

We’ve built viral moments, high-conversion lead funnels, pan-India branding campaigns, and full-blown ATL blitzes often simultaneously, and always with results.

We don’t do campaigns that are safe, generic, or polite. We do work that demands attention and earns recall. Sometimes we’ll provoke. Sometimes we’ll charm. But we’ll always move the dial.

We are equal parts intuitive and informed. Creative and calculated. Disruptive and dependable.

Our people include seasoned media buyers who’ve planned thousands of crores in inventory, creative leads who understand both performance and poetry, digital marketers who know where to push and when to pull, and video producers who’ve turned ideas into internet fire.

This mix makes us dangerous in the best way because when you combine real insight with real-time execution, you stop making ads and start making movements.

We move quickly. We iterate fast. We listen closely. And we execute without excuses.

Our mission is to help ambitious brands grow with confidence by building campaigns that convert, content that compels, and strategies that scale.

We believe marketing should never be a cost center. Done right, it becomes your brand’s biggest asset. A force multiplier. A growth engine.

That’s why our mission isn’t just to get your brand seen. It’s to make sure your brand is remembered, respected, and requested.

We aim to create marketing systems, not just one-off outputs, that deliver sustained ROI. Whether it’s a six-month political campaign or a one-week brand launch, we obsess over the outcome.

We don’t just want you to trend. We want you to dominate.

Our goal is simple: turn smart strategy into sharp storytelling that turns strangers into buyers and buyers into believers.

We don’t just want to be the biggest agency. We want to be the agency brands call when they want to break patterns, rewrite categories, and start conversations that haven’t been had yet.

Our vision is to become India’s most trusted growth partner for brands that are willing to think boldly and act fast. Whether you’re launching a luxury real estate project, building a D2C brand from scratch, or scaling a multi-state political campaign, we want to be the first name you think of when results matter more than noise.

We aim to be more than a media agency. We aim to be a reputation builder, a category creator, and a creative weapon you can deploy with confidence.

In a world where every brand is trying to stay visible, our vision is to make sure our clients are not just seen, but remembered, respected, and impossible to ignore.

We don’t hang values on office walls. We build them into our processes, our pitches, our team culture, and the work that leaves our desk. These five principles are non-negotiable.

Every idea must earn its way in. If it doesn’t move a metric, it doesn’t move forward. We value imagination, but we value results more.

We believe in intelligent marketing, but never robotic campaigns. Insight is important, but it must be delivered in a way that connects, resonates, and sparks action.

Our world moves fast. So do we. But pace is never an excuse to compromise precision. Timelines matter, but outcomes matter more.

Data helps us understand where to go. It guides, but doesn’t paralyze. We combine numbers with instinct. Performance with personality.

We don’t believe in one-time deals. We build relationships. When we commit to a brand, we’re in it for the long run, thinking beyond the next campaign, pitch, or quarter.

Every brand says they think differently. We mean it.

We’re not here to blend in. We’re here to disrupt, provoke, build, and win in markets where attention is fleeting and loyalty is earned, not bought.

The world of media has changed. Audiences scroll fast, skip quicker, and forget even faster. That means average work dies in silence.

We don’t do average. We create communication that commands attention and earns it. Our hoardings don’t just take up space. They take notice. Our campaigns don’t “run.” They sprint, sprint again, and stay in the consumer’s head long after the budget ends.

We are not led by trends. We’re led by truths. Business truths, creative truths, consumer truths.

We believe that creativity is serious business. Not just a function of design, but of thinking. Not just a spark, but a system. Not just a story, but a strategy.

We speak human. Not jargon.  
We design for outcomes. Not awards.  
We chase conversions. Not compliments.

This isn’t advertising. This is applied imagination, executed with intent, and backed by data. We are not afraid to challenge a brief. We are not afraid to challenge a client if it helps them win. We are not afraid to throw out a ‘good enough’ campaign and go back to the drawing board if it means we come back stronger.

We’re obsessed with results, allergic to complacency, and deeply committed to helping brands punch above their weight and then own the ring.

We are The Ritz Media World.

If you're looking for an agency that fits the mold, keep scrolling.  
If you’re looking for an agency that builds the mold and then breaks it, welcome.

# Services

## Digital Marketing That Actually Delivers

In the age of scrolls, swipes, and skippable ads, most digital marketing ends up as background noise. At Ritz Media World, we don’t believe in campaigns that just "look good" on reports; we believe in campaigns that move the dial. Our digital marketing isn’t a set of tactics. It’s a **revenue-producing ecosystem** engineered to get your brand attention, action, and admiration in that order. We blend algorithm fluency with consumer psychology to make sure your digital presence doesn’t just appear in front of people, it speaks directly to them, compels them, and converts them. If you’re tired of vanity metrics and ready for meaningful business outcomes, you’re in the right place.

Starting at ₹75,000/month

This is for:

* D2C brands, service providers, and startups looking to scale online
* Established companies seeking digital transformation or higher ROI
* Business owners are tired of marketing jargon and underperforming agencies
* Anyone who wants their digital spend to feel like an investment, not a gamble

It matters because attention is expensive, and wasting it is costlier.

Every click, impression, and scroll is either building your brand or burning your budget. That’s why we design digital strategies to do three things exceptionally well:

1. **Attract the right audience**
2. **Hold their attention long enough to matter**
3. **Convert interest into profitable action**

Most agencies specialize in one part of the digital funnel. We specialize in all of it, and we align every touchpoint with your ultimate business goal. We don’t throw ads at the internet and hope for the best. We run full-funnel campaigns optimized for performance and persuasion. And we don’t treat every brand the same. We start by understanding your customer, your category, and your business model. Then we custom-build a system that delivers measurable value, fast.

We combine performance marketing, brand storytelling, and behavioural insights into one seamless engine. That means you get a digital strategy that doesn't just convert today, but compounds tomorrow.

Core Digital Services:

**SEO (Search Engine Optimization):** We help you rank but more importantly, we help you stay relevant. From keyword-rich content to technical optimization, we ensure your website is found by the right people at the right time.

**Google Ads (PPC + Performance Max):** Whether it's search, shopping, video, or display, we manage your ad spend with precision. We optimize for click-through, cost-per-acquisition, and lifetime value. No waste. No guesswork.

**Social Media Marketing & Strategy:** From Instagram carousels to YouTube Shorts, we create thumb-stopping content backed by strategic insights. More than just posts, this is cultural participation, brand affinity, and performance rolled into one.

**Online Reputation Management (ORM**): We monitor, manage, and elevate your online reviews, brand mentions, and public sentiment. Because Google remembers everything and so do your customers.

**Funnel-Based Lead Generation:** We build intelligent lead funnels tailored to your offer blending landing pages, nurturing sequences, retargeting, and CRM automation. The goal? Not just leads. Sales-ready conversations.

**Brand Awareness Campaigns:** We craft multi-platform strategies that make your brand visible, relatable, and unforgettable. Because the first impression should never be the last.

**Conversion Rate Optimization (CRO):** We analyze where users drop off and fix it. From UX adjustments to A/B testing, we improve your website’s ability to turn clicks into customers.

## Content Writing: Turning Words into Profitable Action

Content is everywhere, but persuasion is rare. At Ritz Media World, we don’t create content to “fill space.” Services start at ₹100,000/month. We create content to **build brands**, **influence decisions**, and **drive outcomes**. Whether it’s a single Instagram post or an entire SEO-led content ecosystem, every piece we deliver serves a purpose: to move the user closer to a click, a call, a conversion, or a conversation. We combine strategic storytelling with psychological triggers, format mastery, and platform-specific fluency. The result? **Content that doesn’t just sound good, it sells better.**

Because words alone don’t drive growth. Strategy, timing, and intent do.

This is for:

* Brands that need to tell their story more effectively
* Businesses looking to educate, nurture, and convert customers across the funnel
* Founders who know their product is great but struggle to make people care
* Marketing teams in need of consistent, platform-optimized content pipelines
* Anyone tired of content that “reads nice” but performs poorly

Content marketing is how modern brands stay relevant between campaigns, build long-term trust, and scale without shouting.  
It informs. It attracts. It warms up leads before the sales pitch ever arrives.  
It’s not about quantity. It’s about clarity, consistency, and compounding value.

With the right content system in place, your brand becomes an educator, entertainer, and expert, all in one. That’s how authority is built, and how passive traffic becomes **profitable behavior**. We don’t build content calendars. We build **content engines**, customized to your goals, audience segments, tone of voice, funnel stage, and platform mix.

Our team works across the full content lifecycle:

* Strategy
* Production
* Optimization
* Distribution
* Conversion analysis

And we don’t stop at the first draft. We test, tweak, and tailor until it delivers the outcome we promised, whether that’s ranking on Google, boosting shares, or pushing form fills.

Core Content Marketing Services:

Customized Content Strategy: We begin with data-backed insights, then layer in brand voice and conversion intent. Your strategy won’t be copied from a competitor; it’ll be designed around *you*.

**Email & Newsletter Campaigns:** We write emails that do more than just get opened; they close deals, build loyalty, and drive repeat behavior.

**Infographics & Visual Assets:** Some stories are better told in pixels than paragraphs. We design infographics that simplify the complex and turn shares into ROI.

**SEO-Friendly Website Content:** From landing pages to blog posts, our content pulls double duty: it ranks and it converts.

**Video Scripts & Reels Writing:** We know how to write for algorithms and attention spans; one-liners, hooks, call-to-actions, everything.

**Content Promotion & Optimization:** We don’t believe in “post and pray.” Our content is amplified, tracked, and constantly optimized to maximize ROI.

The benefits:

* Builds authority in your space
* Converts cold traffic into warm leads
* Strengthens retention and brand recall
* Powers SEO and organic visibility
* Reduces reliance on paid media over time
* Fuels every other marketing effort with sharper messaging

## Creative Services: Because Mediocrity Is Surprisingly Expensive

Creativity isn’t a department. At Ritz Media World, it’s a growth strategy.

In a market flooded with brands all screaming for attention, we craft visuals and narratives that make people pause, engage, and remember. Our creative work doesn’t exist to win awards (though we do). It exists to **win business**. From identity design and campaign visualisation to packaging and print, our creative services aren’t just meant to be seen. They’re meant to be **felt, remembered, and acted upon**. Whether you're launching a new brand, reinventing an old one, or simply refusing to be boring anymore, we turn creative thinking into real-world business momentum.

Services starting at ₹100,000/Month.

This is for:

* Brands that are ready to stand out, not just show up
* Founders who want their visual identity to match their ambition
* Marketing teams looking for fresh campaign visuals, packaging, or creative assets
* Any business suffering from the “bland but safe” design trap
* Startups seeking creatives that punch above their budget

Good creative gets noticed. Great creative gets chosen.

Your brand doesn’t live in your pitch deck; it lives in the visuals, stories, and symbols your audience interacts with every day. If those don’t stand out or resonate, you're just more clutter. Creativity isn’t cosmetic; it’s **commercially critical**. It shapes perception, inspires trust, drives desire, and ultimately determines how much someone is willing to pay for what you’re offering.

Most agencies separate creative and strategy. We don’t.

Every piece of design that leaves our studio is backed by insight, relevance, and intent. Our copywriters work with our designers. Our strategists sit with our visual team. The result? **Creativity that’s consistent, compelling, and commercially valuable.** We also obsess over execution. Because a good idea poorly executed is worse than no idea at all.

Core Creative Services:

**Branding & Identity Design:** From logo to language, we craft visual systems and brand stories that feel instantly ownable and timelessly memorable.

**Graphic Design for Digital & Print:** Whether it’s a Facebook carousel or a coffee-table brochure, we design graphics that stop scrolling and spark conversion.

**Logo Design:** We distil the soul of your brand into a mark that works everywhere, from mobile apps to mega-hoardings.

**Packaging Design:** Your product doesn’t get to speak. Your packaging does. We design packaging that earns shelf space, attention, and repeat purchases.

**UI/UX Design:** We design seamless, intuitive, and persuasive digital experiences. Not just good-looking interfaces, **high-converting journeys.**

**Print Advertising Design:** Billboards. Newspaper ads. Standee panels. If it needs ink and eyeballs, we design it to **demand attention and drive response**.

Strategic Benefits:

* Creates immediate brand recall
* Supports conversion with high-performing visual content
* Bridges the gap between first impression and final sale
* Communicates brand values without saying a word
* Makes premium pricing feel justified and intuitive
* Elevates everything else you do (ads, decks, content)

## Influencer Marketing: Real Influence. Not Just Likes.

Influencer marketing isn’t about followers. It’s about **trust transfer**, aligning your brand with someone who already has the attention, credibility, and connection you're trying to earn. At Ritz Media World, we treat influencer marketing as a science, not a popularity contest. From identifying the right creators and negotiating smart partnerships to scripting persuasive messaging and integrating campaigns across platforms, we handle the entire process with precision. Because a great influencer post isn’t just visible, it’s **believable, on-brand, and conversion-ready**.

Campaigns starting at ₹50,000/project

This is for:

* D2C brands looking to scale awareness or sales through authentic voices
* Real estate developers launching a project and needing trust amplification
* FMCG or beauty brands aiming for mass appeal and digital reach
* Startups wanting to build quick social proof without paying Bollywood rates
* Marketing heads looking to complement performance campaigns with persuasive storytelling

Consumers don’t trust ads. They trust the people they follow.

Influencer marketing works because it speaks in the language of the audience, from a voice they already like, on a platform they already use.

Done right, it can:

* Lower your customer acquisition cost
* Boost your brand’s relatability
* Drive high-intent traffic and sales
* Humanize your product or service instantly

But done wrong, it’s expensive noise.

That’s why we don’t just "collaborate with influencers." We **engineer influence** to serve business goals.

Most agencies just match brands with creators and hope for the best. We don’t.

We start with strategy: your product, your audience, your positioning. Then we identify influencers whose tone, reach, and trust factor align with that mission. We negotiate better rates, craft smarter briefs, monitor deliverables obsessively, and integrate the content across your digital ecosystem: ads, pages, landing flows, and CRM. We also analyze performance, not just reach. Vanity metrics don’t impress us. ROI does.

Core Influencer Services:

**Influencer Identification:** We handpick influencers based on more than just follower count. We evaluate engagement quality, audience fit, historical brand behavior, and real influence.

**Cost-Benefit Optimization:** We ensure every rupee spent delivers maximum exposure, credibility, and potential ROI. You won’t overpay and you won’t underperform.

**Contract & Term Negotiation:** We protect your deliverables, timelines, content rights, and brand guidelines with clear terms that avoid future friction.

**Creative Collaboration:** We co-develop content with influencers, ensuring it’s native to their feed, persuasive for your audience, and aligned with your campaign tone.

**Campaign Integration:** We weave influencer content into your overall marketing plan, using their content for retargeting ads, emailers, landing pages, and more.

**Messaging Optimization:** We help shape the narrative to convert admiration into action, from swipe-ups to site visits to serious sales.

Strategic Benefits:

* Builds immediate credibility in a crowded category
* Amplifies brand values through a trusted third-party voice
* Drives traffic and conversions in both brand-building and performance modes
* Strengthens top-of-funnel interest and middle-of-funnel trust
* Enables authentic content creation without high production budgets
* Makes even a new brand feel “known”

## Celebrity Endorsements: Borrowed Fame. Real Results.

Celebrity endorsements aren’t about selfies and stardust. They’re about **strategic persuasion**. At Ritz Media World, we align brands with public figures in a way that feels natural, compelling, and commercially intelligent. We don’t just slap a famous face onto a product; we help shape campaigns where the celebrity’s values, voice, and visibility **amplify your brand’s authority, trust, and desirability.** From short-term buzz to long-term equity, we ensure the fame you borrow delivers results you can own. Because with the right celebrity, perception shifts, attention skyrockets, and customers start listening.

Endorsements starting at ₹500,000/project.

This Is For:

* Real estate developers looking for instant credibility and buzz
* FMCG and lifestyle brands seeking large-scale recall and emotional connection
* D2C brands ready to make the leap from challenger to category leader
* Government and public campaigns requiring trust and relatability
* Any brand with ambition and a message worth amplifying

Celebrity endorsement works because it condenses years of trust-building into **instant social proof.** It says: “If they believe in us, maybe you should too.”

But more than visibility, celebrities bring **transferable credibility**. Done right, endorsements influence not just awareness but **actual purchase behavior.**

They work because:

* Fans adopt their idols’ choices
* The media follows celebrity moves
* Competitors can’t easily replicate the same perception impact

But it’s not just about fame. It’s about **fit, relevance, and timing**. That’s where Ritz steps in. We don’t chase the biggest name. We chase the smartest match.

Our process includes:

* Brand-personality alignment analysis
* Demographic resonance mapping
* Legal & financial risk assessment
* Performance forecasting based on past endorsements

We manage the **entire lifecycle**, from scouting and negotiation to concept creation, campaign execution, and media integration.

And because we also run ATL, PR, and Digital under one roof, your celebrity doesn’t appear in isolation; they become the face of a cohesive, high-impact strategy.

Core Services in Celebrity Endorsements:

**Celebrity Identification & Vetting:** We don’t guess. We map your brand values, product audience, and desired perception shift to the celebrity’s image, fanbase, and recent public trajectory. You get the right fit, not just a famous one.

**Contract Negotiation:** Our experienced team ensures the deal structure protects your interests. We manage costs, rights, timelines, and contingencies with legal and strategic oversight.

**Creative Collaboration:** We collaborate with the celebrity’s team to co-create campaign content that feels authentic, not scripted. This ensures audience resonance and maximizes media engagement.

**Multi-Channel Campaign Integration:** We position the celebrity across your full marketing mix, from reels and hoardings to radio, print, and PR. Consistency = credibility = conversion.

**Public Relations & Media Strategy:** We ensure the endorsement doesn’t just exist; it becomes news. Our PR team crafts press angles, event strategies, and media features to amplify impact.

**Legal Compliance & Disclosure:** We handle legal formalities, endorsements, disclosures, and ad board compliance, ensuring every endorsement is bulletproof, transparent, and risk-free.

Strategic Benefits

* Fast-tracks brand trust and recall
* Boosts media reach with organic and paid traction
* Generates high-quality press coverage without traditional ad spend
* Strengthens emotional connection with aspirational audiences
* Offers long-term asset use if structured well (image rights, exclusivity)
* Creates a moat against competitors using generic messaging

## Print Advertising: Because Screens Aren’t the Only Place Attention Lives

In a world oversaturated with pixels, paper still has power. Print advertising may seem old-school, but it remains one of the **most trusted, tactile, and time-tested channels** for influencing decision-makers, high-value customers, and mass-market buyers alike. At Ritz Media World, we don’t just place print ads; we **craft prestige**, engineer persuasion, and deliver visibility in formats people hold, read, and remember. From high-impact newspaper campaigns to elegant magazine spreads and localized media inserts, we turn print into a **performance channel**, not a relic.

Print advertising services start at ₹50,000

This Is For

* Real estate brands seeking high-visibility, high-credibility launch impact
* Consumer brands targeting readers across cities and languages
* Healthcare, education, and retail brands looking for authoritative visibility
* Legacy brands modernizing while preserving trust
* Government or public interest campaigns needing full-state or national reach

Print is physical. It lingers. It carries weight, both literally and emotionally.

It’s often the only channel where your message doesn’t have to **compete with noise**, pop-ups, or scroll fatigue. It offers:

* High trust perception
* Guaranteed placement
* Region- and language-specific targeting
* Mass recall when frequency is engineered right

In a world of digital fatigue, print **feels substantial again**.

Most agencies “book” print. We **strategize it**. We help you pick the right publication, the right day, the right edition, the right section, and then **negotiate smarter rates** than you'd get on your own. More importantly, we **design your print ad for performance**. That means powerful visuals, magnetic copy, and a clear call-to-action, all adapted to the paper and audience. And because we do creative, media buying, and copywriting under one roof, your print campaign is always cohesive, timely, and ROI-aligned.

Core Print Advertising Services:

**Ad Design & Layout:** We don’t just make pretty pictures. We design visual stories that stop page-turns and turn eyeballs into interest, fast.

**Media Buying & Placement:** We choose your publication, edition, geography, and slot with surgical intent, based on your target segment, buying stage, and campaign goal.

**Copywriting for Print:** In print, you have seconds. We write headlines and body copy that make the reader pause, lean in, and take action.

**Cost Negotiation:** We use our long-standing media relationships to get you **better deals, better positions, and better flexibility.** You’ll see real value on your invoice.

**Ad Size & Format Optimization:** Big isn’t always better. We tailor ad size and position based on visibility, message clarity, and budget efficiency.

**Campaign Scheduling:** We don’t run ads randomly. We time your campaign with product launches, pay cycles, festivals, or industry events, to make the impact feel inevitable.

* Delivers unmatched trust and recall among diverse audiences
* Drives credibility across business, political, and institutional segments
* Reaches audiences not always accessible online (age, geography, behavior)
* Enhances every other media channel with tactile reinforcement
* Supports ATL blitzes with visible, brand-safe messaging
* Boosts investor perception, franchise inquiries, and high-value leads

## Radio Advertising: Because Ears Never Blink

In a world where people skip, scroll, and swipe, **radio listeners stay engaged.**

At Ritz Media World, we turn ordinary airtime into unforgettable audio experiences. Whether you're targeting citywide commuters, regional markets, or tier-2 consumers with money to spend and time to listen, our radio campaigns **cut through noise by avoiding visual clutter entirely.** We handle the full chain: concept, script, voice, production, placement, and media negotiations. Every second of your airtime is engineered for recall, reach, and **ROI that reverberates.** Because good radio doesn’t interrupt, it **sits inside people’s minds**.

Radio ads starting at ₹50,000

This Is For:

* Real estate developers wanting to own the airwaves pre-launch
* Consumer brands needing mass-market reach with a local flavor
* Government & public service campaigns
* FMCG brands tapping into tier-2 and tier-3 listenership
* Any business needing high-recall brand messaging at a fraction of ATL costs

Radio is the only medium that:

* Runs in the background while people drive, work, cook, or shop
* Offers **hyperlocal targeting** through language, station, and geography
* Combines **trust-building voice** with repetition-based persuasion
* Delivers **unskippable reach** at affordable CPMs

It’s tactile in a different way; intimate, ambient, and emotional.

With the right voice and message, it builds memory like few other media can.

We don’t just “run a radio ad.” We build an **audio campaign ecosystem**.

We handle:

* **Ad concepting** tailored for audio
* **Scriptwriting** that persuades quickly
* **Voiceover casting** that resonates with your demographic
* **Sound production** that’s crisp, clear, and emotionally tuned
* **Media planning** that hits the right time slots and listener profiles
* **Negotiation** that extracts maximum value from every second you buy

We also ensure your audio integrates with your digital and ATL strategy, making radio a force multiplier, not a standalone channel.

Core Radio Advertising Services:

**Concept Development:** We craft campaign ideas that work even without visuals. The story lives in sound, every word and beat engineered to stick.

**Scriptwriting for Audio:** We write for the ear, not the eye. Every line is built for clarity, brevity, rhythm, and retention, closing the gap between curiosity and action.

**Voiceover Casting:** We match your brand with the right tone; warm, aspirational, quirky, serious, or multilingual, using trusted voice artists across markets.

**Audio Production & Sound Design:** From background scores to sound effects, we elevate your ad with studio-grade editing and immersive production.

**Media Planning & Buying:** We select the right stations, peak slots, frequency patterns, and regional editions based on your target consumer profile.

**Airtime Negotiation:** You’ll never overpay. We negotiate smart, high-impact media packages with added value slots and strong post-campaign tracking.

* High-frequency brand recall in mobile, commuter, and in-home audiences
* Strong regional and vernacular access across India
* Great for brand launches, flash sales, and top-of-mind retention
* Affordable compared to television and hoardings, but often more effective
* Amplifies other campaigns when synchronized with print, OOH, or digital
* Real-time flexibility; quick to execute, fast to adapt

## Media Buying & Strategy: We Don’t Buy Media. We Buy Attention.

Media buying isn’t about spending money; it’s about **spending it wisely.**

At Ritz Media World, we transform budgets into impact by designing cross-platform media strategies that deliver the **right message to the right audience at the right moment, with the least amount of waste.** From national TV to regional newspapers, radio to hoardings, YouTube pre-rolls to Google Display Networks, we don’t just buy space. We build **media ecosystems** where each placement works like a domino, triggering the next touchpoint and amplifying the outcome. Because good media buying doesn’t just reach more people, it reaches **the right people more often and more meaningfully.**

Campaign strategy services start from ₹100,000/project

This Is For

* Real estate developers launching new projects or reviving existing ones
* Brands planning large-scale ATL/BTL visibility campaigns
* Companies transitioning from digital-only to integrated marketing
* Governments and institutions needing regional + national amplification
* Startups preparing for investment rounds, IPO, or major public visibility

Every second of media attention costs money, and most of it is wasted.

Media buying without a strategy is like shouting into a crowd.  
With strategy, it’s like whispering into the right ear, at scale.

With proper planning, media becomes a performance multiplier, delivering:

* Lower cost per qualified lead
* Stronger brand recall
* Market authority
* Geo-targeted growth
* Seamless support for your creative and digital campaigns

That’s why we treat media not as inventory, but as **intent amplification.**

We don’t separate strategy from spend. Our planners and buyers work hand-in-hand with creative, digital, and sales teams to ensure **media doesn’t just look good on a spreadsheet; it performs in real life.**

* Forecast intelligently using past data, category benchmarks, and campaign modeling
* Negotiate with leverage (thanks to long-standing relationships across channels)
* Track placements and push for added value, from bonus slots to extended print coverage
* Adapt quickly to campaign momentum, scaling up or reallocating across platforms for better ROI
* Integrate ATL, BTL, and digital buying to work **as one cohesive plan**

This isn’t spend-it-and-pray. This is **media engineering.** Core Media Strategy & Buying Services:

**Media Planning:** We assess objectives, geography, psychographics, timeline, and budget, then recommend an integrated channel mix with the strongest conversion potential.

**ATL Media Buying (TV, Print, Radio, OOH, Cinema):** We purchase premium ad space at optimal rates, securing high-visibility spots across your preferred cities, languages, and demographic zones.

**Digital Media Buying (Meta, Google, Programmatic):** We run high-precision, performance-focused digital campaigns with full-funnel targeting, from reach to retargeting.

**Regional & Vernacular Buying:** We buy media in the languages and formats your audience trusts, regional print, FM, cable, and influencers, to localize reach.

**Cross-Platform Integration:** We stitch all media touchpoints into a single experience, so your hoarding matches your headline, your digital mirrors your print, and your voice is consistent everywhere.

**Rate Negotiation & Value-Added Placements:** We don’t pay rack rates. We negotiate smart, extract value-added bonuses, and pass cost-efficiencies back to your bottom line.

* Maximizes visibility with minimal waste
* Lowers CAC by improving targeting and frequency
* Increases media ROI by syncing creative and buying teams
* Delivers channel-specific performance benchmarks
* Reduces time-to-impact during high-pressure campaigns
* Ensures full-market saturation for launch-heavy brands

## Event IPs & Experiential Marketing: Because Some Stories Are Best Told in Real Life

At Ritz Media World, we don’t just plan events; we create **physical experiences that spark emotional engagement, media coverage, and business momentum.** From exclusive real estate launch events to mass-scale brand activations, investor summits, fashion pop-ups, and proprietary IPs, we craft experiences where people don’t just attend, they **interact, remember, and act.** Our experiential marketing division blurs the line between brand and audience. Whether it's 50 people in a boardroom or 5,000 people in a festival arena, we **engineer live moments that move the market**.

If your brand wants to be *felt*, not just seen, this is where the magic happens.

This Is For

* Real estate companies launching premium or large-scale projects
* Consumer brands looking to build a direct audience connection
* Institutions needing high-touch investor or press events
* Startups creating a flagship launch moment or category movement
* Government or policy-based initiatives requiring immersive public engagement
* Any brand ready to own an audience, not just rent it

In an age of passive media, **active experience wins**.

Events create memory.  
Memory creates recall.  
Recall creates preference.

And when done right, live experiences generate:

* Media buzz
* Social amplification
* Direct customer conversations
* Revenue traction
* Long-term brand loyalty

Plus, in-person brand activations and curated events drive trust in a way digital-only campaigns can’t match.

We treat every event as both a **brand theatre** and a **business engine**.

We don’t do generic decor and emcees. We design:

* Interactive storytelling journeys
* Press-worthy visuals
* Influencer-friendly zones
* High-conversion lead capture
* Seamless integration with your digital and PR campaigns

And for Ips, we help you **own the moment**, not just participate. Think pop-up exhibitions, branded public initiatives, founder-led summits, and immersive brand platforms that **can scale annually.**

Everything is strategically aligned with brand objectives, not just lights and logistics.

Core Experiential & Event Marketing Services:

**Event Concept & Strategy Development:** We build experiences rooted in your brand narrative, designed to influence, entertain, and convert.

**Production & Setup Management:** From venue sourcing to stage design, technical specs to security, we handle the backend while you own the spotlight.

**Guest & Audience Experience Design:** We choreograph everything: sign-ups, welcome flow, digital check-ins, interactivity, and exit pathways. The result? Maximum engagement, minimal friction.

**Content Capture & Amplification:** Every event we run becomes content gold. We plan for photography, video, reel material, and post-event media so your story keeps working even after the chairs are folded.

**Brand Integration & Visibility:** From signage and merchandise to AR installations and product demos, your brand will be everywhere it needs to be, subtly and strategically.

**Proprietary IP Development:** We help brands design and launch their own recurring properties, like founder forums, influencer brunches, wellness retreats, and art-tech showcases. You don't rent the moment; **you own the platform**.

* Builds emotional brand association and long-term memory
* Generates direct press, influencer, and digital coverage
* Boosts HNI and B2B relationship building
* Creates reusable brand assets (videos, testimonials, media clips)
* Supports lead generation, product demo, and feedback collection
* Offers immediate and visible differentiation from competitors

## AI Integration & Optimization

We blend creativity with computational power to help brands automate, accelerate, and elevate their content delivery using AI. Whether you need hyper-personalized content or high-volume asset production, our AI-driven services can **save time, scale creativity, and amplify engagement**.

Turn words into scroll-stopping visuals, instantly.  
We use advanced AI image generation models to:

* Create high-concept campaign visuals
* Build storyboards and idea boards
* Craft social media graphics, mockups, and posters
* Visualize real estate, fashion, or product concepts before production

Ideal for: Campaign ideation, moodboards, pitch decks, creative trials

Bring your script or idea to life without full-scale production.  
Using AI-driven video generation tools, we help you:

* Produce short explainer videos from scripts
* Create product demos, testimonials, and voiceovers
* Turn articles or pitches into animated visual stories
* Generate reels or YouTube Shorts from content prompts

Ideal for: Startups, education brands, low-budget testing, speed marketing

Convert your still creatives into dynamic motion assets.  
We use AI tools to add animation, transitions, effects, and narration to existing images and product shots.

Ideal for:

* Real estate walkthroughs
* Instagram Reels
* Product carousels
* Banner/video ad variants

# Industry Solutions

## Real Estate

1. Your Challenges

* You’re launching a high-value residential or commercial project and need **serious market traction fast**
* Buyers are **hesitant or distracted**, and leads drop off before site visits
* Your project lacks **recall or authority** in a highly competitive location
* Channel partners need enablement, and **site visits aren’t converting**

2. What Ritz Brings to the Table

We don’t just run real estate campaigns, we engineer **project-specific demand systems**.

From plotting hyperlocal lead funnels to building launch-stage buzz with ATL and influencer activations, we help real estate brands:

* Capture buyer attention
* Build trust and authority
* Drive verified site visits
* Convert visibility into inventory movement

We’ve worked across plotted townships, luxury villas, mid-segment high-rises, and commercial office launches, and know exactly how to tailor the media mix, messaging, and funnel depth to your ticket size and location.

3. Key Services We Recommend

* **Digital Performance Marketing**  
  Google + Meta campaigns designed for lead quality, not just quantity; with pixel-based retargeting and automated WhatsApp follow-ups.
* **On-Ground Branding & Broker Collateral**  
  Creatives that equip your CP network with powerful WhatsApp assets, banners, and reels that cut through clutter.
* **ATL & Outdoor Media Buying**  
  Hoardings, print ads, and radio campaigns that **signal trust** and create buzz during the golden 60-day window around launch or price unlock.
* **Creative Campaign Strategy**  
  Project naming, brand language, launch taglines, site branding, and master campaigns that actually make people pause and ask: *“What’s this?”*
* **Sales Funnel Design & Landing Pages**  
  High-conversion pages with dynamic CTAs, QR-based retargeting, and live CRM integration to support your sales team in real time.

4. Winning Channels

* Meta (Facebook + Instagram lead gen with native forms)
* Google Search + Display (high intent + remarketing)
* WhatsApp (retargeting, lead nurturing, broker comms)
* Hoardings (micro-local recall)
* Print (TOI, HT, Dainik Jagran, Amar Ujala)
* Influencers (broker walk-throughs, creator reels)
* Project websites + retargeted LPs

5. Example Wins (Use Case)

* Helped a developer in Noida generate 6,000+ verified leads in 30 days using a geo-layered lead funnel, creative broker reels, and strategic hoarding clusters
* Relaunched a stuck residential project using a trust-first ATL campaign across print and FM radio, followed by a retargeting blitz that doubled site visits in 3 weeks
* Supported a ₹10 Cr luxury launch with premium brand language, a cinematic walk-through video, and targeted outreach to HNIs via custom deck + digital

6. Conversion Prompt

Want a 7-day lead acceleration blueprint for your real estate project?  
Type **“Real Estate Plan”** or **“Book Strategy Call”**, and we’ll show you how we’d approach your location, price point, and timeline, no obligation.

## D2C & Retail Brands

1. Your Challenges

* You’ve got a great product, but you’re struggling to **break through the scroll**
* Ad spends aren’t converting as expected, ROAS is inconsistent
* Retention is weak, and brand loyalty is hard to build in a crowded category
* Creative lacks coherence across platforms
* You need to **go from "running ads" to building a real brand**

2. What Ritz Brings to the Table

We don’t just sell D2C products; we sell **trust, clicks, carts, and repeat behavior**.

At Ritz, we work with high-growth brands to build full-funnel systems that turn:

* Browsers into buyers
* Buyers into repeat customers
* And marketing into a predictable growth engine

We combine performance campaigns with brand-first creative, so your D2C brand isn’t just visible… It’s **believable**.

Whether you’re launching, scaling, or repositioning, we bring platform fluency, storytelling, conversion psychology, and campaign rhythm that keep your growth flywheel moving.

3. Key Services We Recommend

* **Meta & Google Performance Ads**  
  Campaigns structured by funnel stage, from cold reach to retargeting to LTV expansion, optimized for ROAS and CAC.
* **Influencer Marketing & UGC Strategy**  
  Real people, real demos, real results. No vanity collabs, just authentic creators tied to performance outcomes.
* **Branding & Creative Direction**  
  Cohesive identity systems, packaging mockups, visual playbooks, and tone that stands out in a feed-first world.
* **Content Engine Development**  
  Reels, carousels, promos, educational bites, product how-tos, designed to entertain, explain, and sell.
* **Website & Landing Page Optimization**  
  Conversion-focused design + copy + analytics setup. Faster pages. Smarter CTAs. Higher AOV.

4. Winning Channels

* Meta Ads (Facebook + Instagram)
* Google Shopping + Performance Max
* YouTube Shorts (demo and trust content)
* Influencer reels + unboxing videos
* WhatsApp for retargeting and first-purchase nudges
* Shopify or WooCommerce platforms
* Email + SMS for retention flows

5. Example Wins (Use Case)

* Scaled a niche wellness brand from ₹0 to ₹6L/month in 60 days via cold funnel + influencer UGC ads + landing page optimization
* Built a viral reel + gifting campaign for a premium skincare label that led to 3.5x engagement and 2.2x ROAS
* Helped a regional snacks brand expand into metro cities using a hybrid Meta + retail campaign, influencer support, and festive launch hooks

6. Conversion Prompt

Want us to review your current campaigns and build a fresh, funnel-based plan for scaling your D2C brand?

Type **“D2C Strategy Call”** or **“Audit My Ads”**, and we’ll line up a quick review, no pressure, just insight.

## Education (Schools, EdTech, Institutions)

1. Your Challenges

* You need to attract new students (or parents) in a highly competitive, **trust-sensitive** market
* You’re spending on ads but not seeing consistent admissions or inquiries
* Your institution lacks a **clear positioning**; everyone says “quality education,” but few stand out
* You're struggling to connect emotionally with Gen Z students or millennial parents online
* Your offline reputation isn’t fully reflected in your online presence

2. What Ritz Brings to the Table

We don’t just promote institutions, we help build **educational brands of influence and integrity**.

At Ritz, we combine deep storytelling, credibility-first creative, and performance strategy to:

* Drive admissions and inquiries
* Differentiate your institution
* Earn trust from skeptical parents and students
* Help education brands rise above templated promises

Whether you're a new-age EdTech brand, a legacy school, or a higher education institution, we build visibility that converts to enrollment.

3. Key Services We Recommend

* **Brand Positioning + Narrative Building**  
  We help you identify what truly sets you apart, and craft a tone of voice and visual identity that’s distinct and trustworthy.
* **Lead Generation Campaigns**  
  Geo-targeted ads optimized for inquiries, demo bookings, or application starts, built for quality, not just quantity.
* **Founder's or Dean's Thought Leadership**  
  Video series or articles that build institutional credibility by putting leadership forward with insight and intent.
* **Creative Campaigns Around Results & Alumni**  
  Reels, stories, testimonials, and stat-driven creatives that act as social proof.
* **Website Revamp + Application Funnels**  
  Mobile-first websites with simplified journeys for admission queries, program exploration, and form submissions.

4. Winning Channels

* Meta + Google Ads (search + display + retargeting)
* YouTube Ads and Shorts (campus tours, student stories)
* Print (for older-parent demographics, Tier 2–3 cities)
* Thought leadership content on LinkedIn + Instagram
* Alumni & Parent testimonial videos
* WhatsApp follow-ups + drip campaigns for nurturing interest

5. Example Wins (Use Case)

* Helped an international school in Gurgaon increase applications by 3.6x through a narrative-led video campaign, strategic lead ads, and parent persona targeting
* Supported an EdTech platform’s India launch with 7.5L+ impressions in 14 days and a 22% improvement in demo bookings
* Revamped a university’s online reputation with student testimonials, Google Business optimization, and alumni-led video reels

6. Conversion Prompt

Want a custom strategy to boost admissions, enhance your online credibility, and connect with the right parents or students?

Type **“Education Strategy”** or **“Book a Consult”**, and we’ll share a tailored plan based on your geography, budget, and mission.

## Healthcare (Clinics, Hospitals, Wellness Brands)

1. Your Challenges

* You need to increase patient footfall, but **can’t sound like you’re selling health**
* Local competitors are running aggressive promotions, often at the cost of credibility
* Your online reviews and social media don’t match the **quality of care you provide**
* You’re not ranking for relevant conditions or treatments in your local geography
* You're struggling to explain complex services to a non-medical audience

2. What Ritz Brings to the Table

We help healthcare brands **build trust before promotion** with narratives that comfort, content that informs, and campaigns that convert ethically.

Whether you're a single-specialty clinic, a multi-location hospital, or a wellness startup, we bring the balance between **scientific clarity and human storytelling**.

From ORM to authority-building content, and from lead gen to patient journey automation, we know how to **earn credibility first, and footfall second**.

3. Key Services We Recommend

* **Google & Meta Campaigns (Location & Service-Based)**  
  Terms like “dentist near me,” “IVF treatment in [city],” or “best skin clinic”, are designed to bring in verified patient leads.
* **Reputation Management & Review Generation**  
  Systematically improve Google reviews, highlight testimonials, and remove digital gaps that affect trust.
* **Educational Content & Thought Leadership**  
  Doctor videos, condition explainers, myth-busting reels, and content that builds authority and clarifies confusion.
* **Local SEO & Google Business Optimization**  
  Critical for visibility in “near me” and map-based searches.
* **Website & Appointment Funnel Design**  
  Simplified, mobile-first design with click-to-call, WhatsApp, and real-time booking flow.

4. Winning Channels

* Google Ads (search, maps, display)
* Meta lead forms (targeted to zip code + symptom keywords)
* WhatsApp (consultation queries + reminders)
* Doctor/Clinic reels on Instagram
* Patient testimonial videos on YouTube
* Local newspaper classifieds (for older patients or tier 2–3 cities)

5. Example Wins (Use Case)

* Helped a fertility clinic increase qualified leads by 240% in 30 days using condition-based Google Ads and FAQ-style video content
* Built a review generation funnel that took a cosmetic clinic from 3.7 to 4.9 stars across Google, Practo, and JustDial in under 90 days
* Designed a mobile-first site + lead automation system for a wellness spa chain, reducing no-shows by 30%

6. Conversion Prompt

Want to build a marketing plan that respects both the **science and sensitivity** of healthcare?

Type **“Healthcare Plan”** or **“Schedule a Strategy Call”**, and we’ll show you how to grow ethically, locally, and effectively.

## Political Campaigns & Public Initiatives

1. Your Challenges

* You need to reach thousands (or millions) of people with **precision and speed**
* Your message must inspire **trust, credibility, and action**; not just noise
* You’re facing competition, disinformation, or voter fatigue
* Local influencers, booth-level campaigns, and media alignment need **tight orchestration**
* Your digital and offline arms are disconnected, diluting impact

2. What Ritz Brings to the Table

At Ritz, we don’t just create political campaigns; we **engineer public sentiment shifts**.

Whether you're a candidate, party strategist, or heading a government communication effort, we understand the **urgency, visibility, and emotional nuance** involved.

We combine ATL, regional media, social dynamics, ground-level planning, and data-backed messaging to:

* Build image and recognition
* Mobilize trust and recall
* Counter misinformation with fact and emotion
* Create multi-platform resonance before, during, and after the campaign cycle

We’ve worked with **MLAs, MPs, local leaders, and national campaigns**, ensuring every voter segment is addressed, influenced, and activated.

3. Key Services We Recommend

* **Integrated Campaign Strategy**  
  From ground to digital to ATL, every element is mapped by voter cluster, geography, and timing.
* **Content Strategy & Video Production**  
  Candidate storytelling, impact films, reels, long-form speeches, and issue-based creatives.
* **Influencer & Community Leader Alignment**  
  Tier 3–5 creators, ward-level leaders, and local icons brought into the communication ecosystem.
* **Social Media Management & ORM**  
  Aggressive visibility + clean reputation, with daily content and instant rebuttal capabilities.
* **ATL + Local Media Buying**  
  Newspaper ads, hoardings, local FM, TV crawlers; backed by location heatmaps and booth-wise voter insights.

4. Winning Channels

* YouTube (speech snippets, impact docs, regional reels)
* Meta (wide-scale visibility + booth-level targeting)
* WhatsApp (volunteer + voter engagement + recall)
* Influencer reels in regional languages
* Print (vernacular + metro coverage for trust)
* Outdoor (rally builds, high footfall hoardings)
* Local radio, vernacular FM, and community events

5. Example Wins (Use Case)

* Boosted a first-time candidate’s visibility in Tier 3 belts using hyper-local influencer reels, 5-language content, and FM integrations, resulting in 3x voter recall in under 21 days
* Created a 360° digital + outdoor campaign for a sitting MP, syncing regional creatives with booth-level WhatsApp retargeting, leading to 11% lift in urban voter engagement
* Executed a government scheme awareness push using storytelling content + regional print + OOH for rural impact, led to verified beneficiary registration spikes

6. Conversion Prompt

Planning an election campaign, voter outreach drive, or public awareness initiative?

Type **“Political Campaign Plan”** or **“Request a Confidential Strategy Call”** and we’ll share how Ritz builds **influence-ready systems**, not just ads.

## Finance (NBFCs, Wealth Management, Insurance)

1. Your Challenges

* Customers are hesitant; they want **trust and clarity before action**
* Compliance-heavy communication feels cold, jargon-heavy, or outdated
* Competing brands push products with big promises and unclear outcomes
* Your digital presence isn’t converting traffic into real leads
* You're struggling to educate without overwhelming, and sell without overselling

2. What Ritz Brings to the Table

Finance isn’t just about money; it’s about **trust, planning, and long-term relationships**.

At Ritz, we specialize in making financial brands feel **human, credible, and actionable**; through content that simplifies, campaigns that convert, and platforms that reassure.

We help NBFCs, wealth firms, and insurance players build systems that:

* Generate qualified leads
* Educate customers without lecturing them
* Inspire action; whether that’s signups, calls, or policy purchases
* Stay compliant while remaining customer-friendly

3. Key Services We Recommend

* **Performance Marketing with Funnel Logic**  
  Targeted Google+Meta campaigns with layered targeting, from “personal loan in [city]” to “best ULIP for retirement.”
* **Thought Leadership + Trust Content**  
  Founder videos, client testimonials, myth-busting explainers, and financial guides that position your brand as an expert, not a seller.
* **Website Redesign + Onboarding Funnel**  
  Seamless digital journeys for loan requests, SIPs, insurance quote generators, and lead magnets.
* **Regional & Language-Based Campaigns**  
  Because trust in financial products is often built in mother tongues, not pitch decks.
* **Lead Management & Nurturing Automation**  
  Integrate WhatsApp, email, and CRM for 7-day follow-up sequences that actually convert.

4. Winning Channels

* Google Ads (search intent: loan, SIP, insurance, tax savings)
* Meta Ads (retargeting + awareness)
* YouTube Explainers (trust + clarity)
* WhatsApp (consultation opt-ins + reminders)
* LinkedIn (for B2B/wealth clients)
* Vernacular print and regional influencers (Tier 2/3 trust)

5. Example Wins (Use Case)

* Helped an NBFC increase verified loan leads by 2.8x in 45 days through high-intent Google campaigns + instant WhatsApp callbacks
* Designed a full-funnel investor onboarding flow for a wealth platform, improving lead-to-conversion rate by 36%
* Launched a regional insurance campaign (print + influencer reels + testimonial ads) in Tier 2 markets, led to 18% growth in new policy applications

6. Conversion Prompt

Want to turn complexity into clarity, and attention into action?

Type **“Finance Strategy Call”** or **“Audit My Funnels”**, and we’ll show you how we’d build a system of trust and performance around your financial brand.

## FMCG / Packaged Goods

1. Your Challenges

* You’ve got a great product, but it’s not breaking through the noise
* Distribution is expanding, but brand recall isn’t keeping up
* Your digital ads are getting views; but **retail shelves are still full**
* You need to be visible across platforms **without burning through budgets**
* You’re competing with legacy brands that’ve had 10x your time and spend

2. What Ritz Brings to the Table

We help FMCG brands go from “seen” to “picked up” by turning products into content, campaigns into shelf demand, and ads into actions.

Whether you're selling snacks, beverages, hygiene, cosmetics, or staples, we work across:

* Urban & Tier 2 launch strategies
* Festival-timed campaigns
* Regional flavoring and influencer collaboration
* And retail + D2C sync for omnichannel visibility

At Ritz, we don’t just build creative, we build **consumer memory + marketplace momentum**.

3. Key Services We Recommend

* **Retail-Ready Creative Campaigns**  
  Packaging-led ads, promo visuals, POS material, and shelf recall campaigns designed for impulse decision zones.
* **Digital Performance & Geo Ads**  
  Meta and YouTube campaigns targeting 3–5 km retail catchments + urban online buyers.
* **Influencer + Gifting Blitzes**  
  From nano-creator seeding to festival unboxing, to drive peer-powered visibility.
* **Festive & Regional Campaign Rollouts**  
  High-season ad calendars synced with stocking cycles and city-level activations.
* **Branding & Packaging Identity Support**  
  Logo refresh, pack redesigns, label optimization for online and retail performance.

4. Winning Channels

* Instagram (Reels + swipe ads)
* YouTube Shorts (product demos + challenges)
* Meta Ads (regional + behavioral targeting)
* Influencer seeding + reactions
* Retail activation support (flyers, hangers, branding)
* Outdoor for urban FMCG blitzes (bus stops, standees)
* In-app ads (Zomato, Swiggy, Blinkit, etc., if applicable)

5. Example Wins (Use Case)

* Launched a regional snacks brand across 4 cities with a 21-day campaign that combined micro-influencers, in-store creative, and regional language ads, resulting in 4x shelf movement
* Revamped product visuals + content engine for an ayurvedic FMCG label, improving D2C site AOV by 28%
* Executed a metro gifting campaign for a ready-to-drink beverage with 250+ nano creators, led to a viral UGC chain and distribution requests from 7 new stockists

6. Conversion Prompt

Want to turn your product into a campaign and visibility into sales?

Type **“FMCG Growth Plan”** or **“Let’s Talk Rollout”** and we’ll craft a launch, scale, or festive plan that gets your product off the shelf and into baskets.

## Hospitality (Hotels, Resorts, Events)

1. Your Challenges

* Your property looks great in person; but **your digital presence isn’t converting lookers into bookers**
* Reviews are scattered or outdated, and OTA dependence is eating margins
* You’ve got events, banquet space, or seasonal offers, but visibility is low
* Location-based targeting is working partially, but **narrative & content lack consistency**
* Competitors are running Instagram-worthy campaigns that make you feel invisible

2. What Ritz Brings to the Table

At Ritz, we help hospitality brands do more than fill rooms; we help them build **emotion-first, conversion-smart experiences online**.

Whether you’re a boutique homestay, a luxury hotel, a beach resort, or a wedding venue, we bring together:

* Visual storytelling
* Platform-native campaigns
* Strategic seasonal launches
* Influencer immersion programs
* Local + NRI targeting funnels

We don’t just market your location; we market the **escape, the story, and the moment people want to buy into**.

3. Key Services We Recommend

* **Creative Strategy + Visual Identity Upgrade**  
  From logo and color to reel style and narrative voice, we create a moodboard your audience wants to step into.
* **Performance Ads for Bookings & Experiences**  
  Google+Meta campaigns built to capture high-intent travelers, locals looking for events, or NRIs visiting for family functions.
* **Influencer + Content Creator Retreats**  
  Invite the right creators to experience your space, capture content, and amplify authenticity with built-in social proof.
* **Reputation Management & Review Building**  
  Systematic feedback loops + ORM strategies across Google, TripAdvisor, and OTAs to boost trust and visibility.
* **Landing Pages & Seasonal Campaigns**  
  Beautiful, high-converting microsites with festive offers, event packages, or booking links tied to WhatsApp or CRM.

4. Winning Channels

* Instagram Reels (immersive walkthroughs, vibe-based edits)
* Google Ads (location, wedding, staycation searches)
* YouTube Shorts (influencer POVs, drone visuals)
* Meta + WhatsApp campaigns (lead forms for events/weddings)
* PR + influencer placements (regional + lifestyle media)
* Print ads for NRI or wedding bookings (targeting family decision-makers)

5. Example Wins (Use Case)

* Designed a “digital escape campaign” for a nature resort, led to full festive season bookings within 18 days
* Drove 2,000+ banquet inquiries for a luxury hotel using influencer reels + Google + targeted WhatsApp follow-ups
* Rebranded a boutique homestay in Goa with a new logo, narrative, and content, and improved website conversion rate by 39%

6. Conversion Prompt

Want to turn your hospitality brand into a destination people choose with confidence, not comparison?

Type **“Hospitality Growth Plan”** or **“Book a Strategy Call”**, and we’ll show you how we connect emotion, media, and revenue, seamlessly.

## Automotive (EVs, Dealerships, Pre-Owned)

1. Your Challenges

* You’re getting walk-ins and inquiries, but **conversion is inconsistent**
* Your dealership isn’t ranking for “showroom near me” or “test drive in [city]”
* You’re launching an EV product or service, but buyer trust is still catching up
* Lead gen ads are attracting **low-intent or non-serious buyers**
* Your content doesn’t communicate value, performance, or after-sales experience

2. What Ritz Brings to the Table

We help automotive brands **move beyond specs and stock, into storytelling and strategy**.

Whether you’re launching an EV, pushing inventory from your showroom, or building trust in the used/pre-owned space, we build funnel-based campaigns designed to:

* Educate
* Excite
* Convert
* And re-engage potential buyers

We work at the intersection of **lead generation, emotional content, and regional targeting**, turning interest into test drives, and test drives into revenue.

3. Key Services We Recommend

* **Google + Meta Lead Funnels**  
  Targeted campaigns built around search terms like “buy EV scooter in [city]” or “used car showroom near me”, with WhatsApp callback integration.
* **Walkthrough & Trust-Building Content**  
  Reels, comparison videos, and ownership explainers that build confidence, especially for EVs and refurbished vehicles.
* **Local SEO + Google Business Optimization**  
  For map listings, showroom visits, and dealership calls, with review generation tied to CRM.
* **Test Drive + Festival Campaigns**  
  Microsites and campaigns for Dhanteras, Diwali, and Independence Day, synced with showroom offers and finance support.
* **Branding & Repositioning (for Pre-Owned)**  
  Naming, tone, logo, and creative direction to break out of “cheap/used” positioning and into “smart value” territory.

4. Winning Channels

* Google Search + Maps Ads
* Meta lead forms (with vehicle model-level targeting)
* Instagram Reels + YouTube Shorts (test drives, user POVs, offer reveals)
* WhatsApp (for callbacks and dealer follow-ups)
* Local Print (for seasonal or festival promotions)
* Regional Influencers (authenticity + local language authority)

5. Example Wins (Use Case)

* Generated 3,500+ leads for an EV scooter launch across 4 cities, using a regional ad mix, influencer content, and city-level WhatsApp funnel
* Increased test drive bookings by 70% for a used car dealership chain using video reviews, dynamic LPs, and Google Maps optimization
* Launched a premium pre-owned sub-brand with storytelling creatives and a “confidence check” campaign, improved buyer trust, and resale price by 18%

6. Conversion Prompt

Want to build a performance-ready strategy that turns **interest into ignition**?

Type **“Auto Sales Plan”** or **“Let’s Talk EV Growth”**, and we’ll design a full-funnel campaign around your location, product mix, and conversion goals.

## B2B Services / Startups / SaaS

1. Your Challenges

* You’re selling something valuable, but **it’s hard to explain fast**
* Website traffic isn’t converting, and inbound leads are low quality
* Your pitch, decks, or explainer content feels generic or too technical
* You’re not sure whether to go full-funnel digital, organic authority, or outbound-first
* Competing brands with weaker offerings have **stronger recall and design**

2. What Ritz Brings to the Table

We help startups and B2B brands turn **complex offerings into compelling value propositions**.

Whether you’re a bootstrapped founder, Series A SaaS company, or legacy B2B service business, we help you:

* Sharpen your positioning
* Simplify your message
* Build inbound funnels
* And look like a serious brand in every interaction

At Ritz, we don’t chase trends, we build scalable, story-backed marketing systems that drive demo requests, discovery calls, and contract conversations.

3. Key Services We Recommend

* **Positioning Strategy + Pitch Rebuild**  
  Reframe your offer in a way the market understands; deck, messaging, narrative, and elevator pitch all aligned.
* **Performance + LinkedIn Ad Funnels**  
  Google (for bottom-funnel), Meta (for remarketing), and LinkedIn (for precision targeting by role, industry, company size).
* **Explainer Video + Founder-Led Content**  
  Simplified 60–90 second videos explaining value. Thought-leadership posts from founders on LinkedIn to drive credibility.
* **Website & Landing Page Optimization**  
  Clear, conversion-focused flows that turn “maybe later” into “book a demo.”
* **Email & CRM Automation**  
  Nurturing systems for long-cycle B2B leads, retargeting flows, onboarding drip emails, and cold email outreach integration.

4. Winning Channels

* Google Ads (intent-based terms like “CRM for sales teams”)
* LinkedIn Ads (role-specific messaging: “For CFOs,” “For HR Heads,” etc.)
* Meta (for remarketing and middle-funnel education)
* LinkedIn Organic (founder + brand posting)
* Email (drip campaigns, reactivation, nurture)
* Product Hunt, SaaS review sites, B2B marketplaces

5. Example Wins (Use Case)

* Helped a SaaS startup double inbound demo requests using a restructured LP + video + LinkedIn ad campaign
* Repositioned a tech consulting firm from “technical vendor” to “strategic solutions partner”, improving lead quality and deal size
* Created a founder-led content system for a B2B AI tool, improved LinkedIn impressions by 8x in 90 days and generated investor interest

6. Conversion Prompt

Want to build a B2B or startup marketing system that scales with your ambition, not just your ad budget?

Type **“SaaS Strategy Session”** or **“B2B Funnel Audit”** and we’ll map out a performance + authority plan in under 48 hours.