



d2k
Direct 2 Creative Agency

SUCCESS PLAN

ADVERTISING PROFESSIONALS

ABOUT 12K AGENCY

OUR BELIEF SYSTEM

- People first, everything else comes later
- Together is the fastest way to grow
- Learning is a way of life
- You have the right to earn to your ability
- Chase Ideas - big, small, all

12K Agency is the fastest growing Creative Collective of India. Through this initiative, we wish to bring all the Creative professionals under one virtual roof. As a Collective, we act as your extended family and work with you through your journey of unfolding your creative potential.

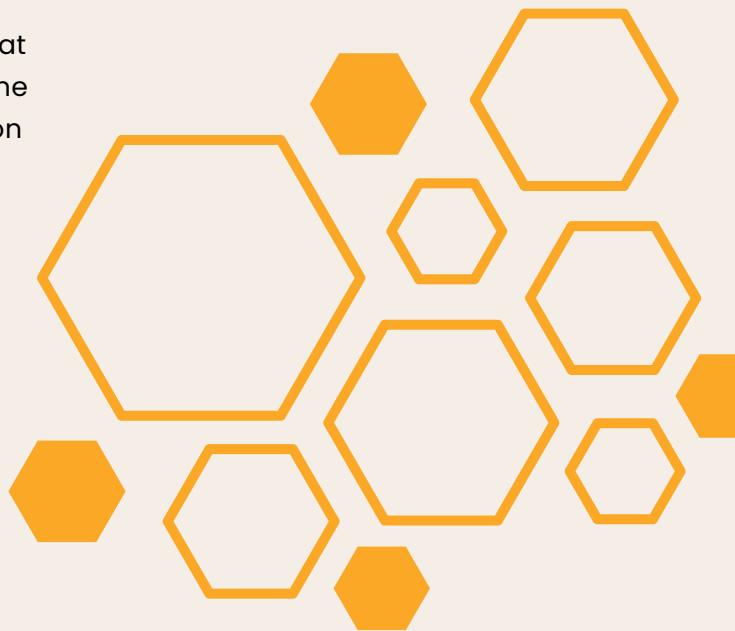
OUR VISION

To become the Creative Collective of Advertising Professionals who are torchbearers of the craft and create REAL impact to the Brands we cater to.

Created and supported by Stalwarts of the Industry, the Creative Collective brings avenues of earning to everybody, as per their abilities. We are inclusive, always polite set of people who wish to achieve common growth.

OUR MISSION

Present avenues for creative individuals that enables them to live their full potential. In the process, creating brands that are pride of our nation





Prashant Gandhi

ECD Copy | Exp. 16 years

Worked at top 5 Integrated Advertising Agencies of India.

Created proprietary Digital Marketing System that has delivered 10X returns.

Brands: Over 80 Brands like Coke, Sony, Samsung, Vivo, Microsoft, Oracle,

Launched: Agora, Proburst, Golfers Shot Whisky, Portea Loyalty Program



Ajit Singh

ECD Art Digital & Mainline | Exp. 22+ years

Previously Associated with: L&K Saatchi&Saatchi, Percept/H, Rediffusion Y&R & M&C Saatchi

Brands: Over 250 Brands like Vistara Airlines, Jet Airways, Hero Honda, Yamaha, Studds Helmet, LG, Videocon, Canon, Reliance Mobile, Apollo Tyres (Regal), Idus Furniture, Orient Tiles, Incredble India, DLF Pramerica. Publications: Cybermedia (Dare), Typhoo Tea, Bonhomia Coffee, Vimal Pan Masala, Gopal Group, Bagh Bakari Tea, Yakult, Denon. VLCC, Cavin Care (Indica, Raaga, Bikers



Sumit Ussan

ECD Art Mainline | Exp. 18+ years

Worked at all the BIG Four Advertising Groups. Won numerous awards

Brands: Over 200 Brands like Coke, Nestle, Johnson & Johnson, Eli Lilly, OMRON, Dabur, PSI & NACO, Maruti (Celerio & Swift), United Biscuits (McVities), Suzuki motorcycles, HUL (Lakme Absolute), Wechat, Apollo Tyres USHA (Sew & Tisva), adidas, Twinings, Blaupunkt (TVs & Audio), IIFL Home Loans, Westernhills



Somnath Shukla

Executive Director – Performance Marketing | 8+ Years

Worked at Bada Business, Amazon.com

Total Lifetime Spending managed – \$2mn+

Worldwide exposure and deep experience in Indian diaspora

At Bada Business: Average Monthly Spend of 30 Lac & generated sales at a ROAS of 4 and above

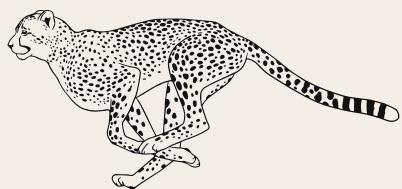


WHO SHOULD JOIN 12K AGENCY?



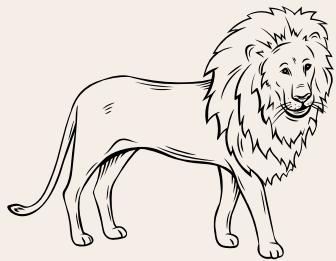
Creative Cub

You are new in Ad world and are happy to try your hands at anything.



Creative Cheetah

You are known for your speed and ability to close creative pieces quickly.



Creative Sher Khan

You are battle-run veteran who has delivered more award-winning campaigns than the trees in a jungle.

STATUTORY:

You are working for an agency? You are not working? You have your own agency? You want to freelance only? You want to work remotely? You want to do this on weekends? You want to only work on Award-winning Campaigns? You just want to do static posts? You want to do static and know animation as well? You want the world to know about you? You don't want the world to know about you?

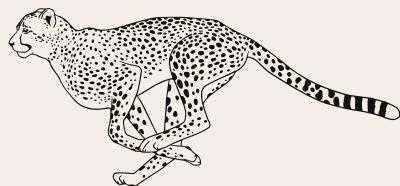
You are all invited and celebrated at 12K Agency.

WHY JOIN 12K AGENCY?



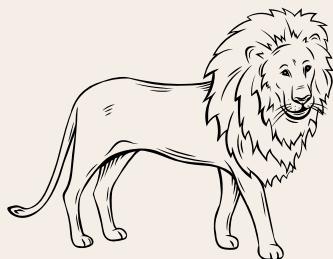
Creative Cub

Work with the Stalwarts of the industry while you earn as equals for every closed work. Independently handle client. If you have a BIG idea, go sell and cash in 90% of the profit that the company makes



Creative Cheetah

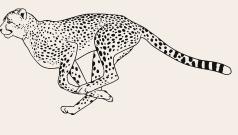
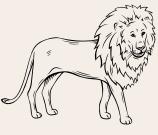
Use your speed to keep adding 150s to your daily, weekly or monthly take home. Want a bigger bite? Try pitching ideas and if you win, you earn 90% of the profits that the Collective makes



Creative Sher Khan

Take the Lion's share by pitching clutter-breaking Campaigns. Work only on things that please you. Close it in a week and take rest for the whole month, **NO QUESTIONS ASKED!**

WHAT WILL YOU GET AT 12K AGENCY?

Description			
Creative Cub	Creative Cheetah	Creative Sher Khan	
Static Posts (Cost INR 500) Copy 150 Art 150 Company 200	✓	✓	✓
Animation/ Transition Video (Cost 120/Second) Copy INR 33 Art INR 33 Animation INR 33 Company 21	✓	✓	✓
Post Resizing (Cost INR 120) Art 60 Company 60	✓	✓	✓
Performance Marketing (Cost 6%) Copy 1% Art 1% Performance Team 3% Company 1%	✓	✓	✓
Big/Hero Idea 90% of Total Billed – Total Cost Company 10%	✓	✓	✓
SEO Article (Cost INR 6) Copywriter INR 4 Company INR 2	✓	✓	✓

PAYMENT TERMS & CONDITIONS

- All applicable taxes will be charged extra, as per prevailing government norms
- If you need support to work/close the Big/Hero Idea, it is mandatory to give preference to professionals from 12K Agency first. That way we enable more people to participate in your Big Idea.
- Payment will be done only post approval of the creative by the client

HOW CAN YOU JOIN 12K AGENCY?

Please send the following to hello@12kagency.com

Soft copy of Resume, portfolio and 2 Photographs

Please share the following details

First Name:

Last Name:

Contact Number:

Address:

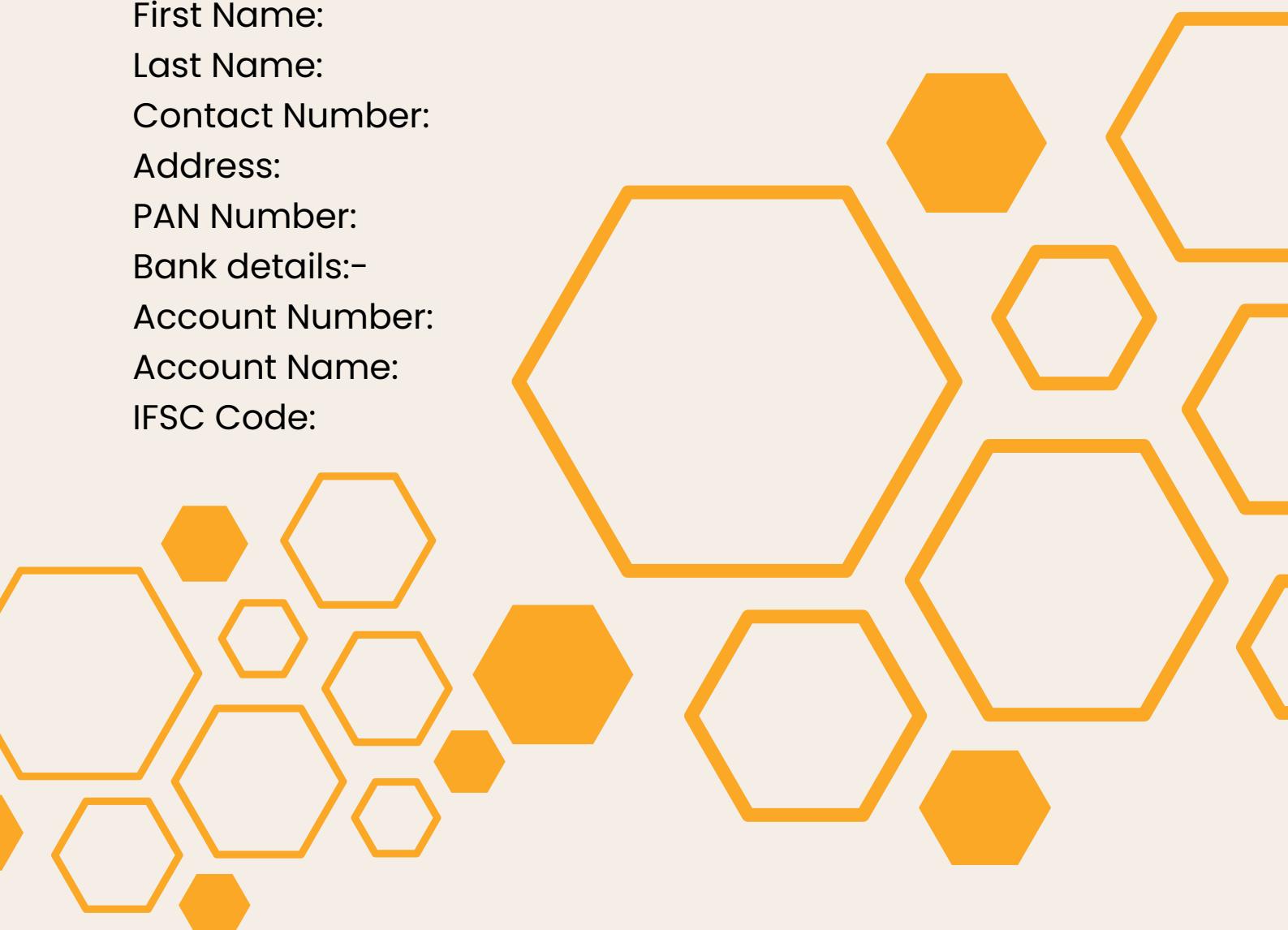
PAN Number:

Bank details:-

Account Number:

Account Name:

IFSC Code:





For Further information

Phone 9311 450 469 | 8826 838 080

Website www.12kagency.com

Email hello@12kagency.com

Address 129 Block 3, Utsav Ashiana Bhiwadi Rajasthan - 301019