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ADELEV8 x ASHAPURA ART STUDIO

Event-Centric Growth Strategy & Strategic Pilot

Q1 2026 | TECHNICAL ACQUISITION INITIATIVE

Prepared By: AdElev8 Growth Strategy Division

Prepared For: Ashapura Art Studio (Pallavi Jain)

Document ID: ADV8-ASH-FINAL-2026

Classification: Confidential & Tactical

Investment Architecture: INR 13,000 (Creative Construction Fee) + INR 2,000 (Pilot Media Spend)

1. EXECUTIVE SUMMARY

AdElev8 (The “Agency”) is commissioned to execute a high-frequency, event-driven growth strategy for Ashapura Art Studio (The “Client”). This engagement centers on **Technical Creative Construction**, where AdElev8 transforms raw artistic assets into elite-tier promotional vehicles, coupled with a **Surgical Ad Burst Model** designed to maximize visibility during the Q1 2026 festive windows.

Core Pillar	Technical Objective
Atomic Transparency	Minute-level accounting of every rupee in the INR 15,000 total investment.
Full Creative Lifecycle	Production of promotional assets “from scratch”—handling all staging, layout, and visual deconstruction.
Pilot Ad Engine	Utilizing a INR 2,000 budget as a “Surgical Strike” to probe the market and capture high-intent traffic.

Core Pillar	Technical Objective
Metric Realism	Focusing on hyper-realistic Reach and Qualified Traffic benchmarks to ensure agency-client alignment.

2. THE “FROM SCRATCH” CREATIVE STACK

AdElev8 does not simply “post.” We construct promotional content that bridges the gap between raw art and premium consumer desire.

The Workflow: 1. **Intake:** Client provides raw photographs or videos of original artworks. 2. **Deconstruction:** AdElev8 extracts the artwork, applies professional PPO color correction, and enhances visual fidelity. 3. **Virtual Staging:** Placing the artwork in high-end, virtual interior mockups (Living rooms, Pooja rooms, Offices) to demonstrate scale and luxury. 4. **Promotion Construction:** Designing the final post from scratch with high-contrast typography, branding elements, and event-specific CTAs.

3. TECHNICAL JUSTIFICATION: THE “SURGICAL STRIKE” MODEL

A INR 2,000 (~\$24) ad budget is insufficient for “Always-On” marketing. However, it is highly potent when deployed through **Concentrated Bursts**:

- **SoV (Share of Voice) Maximization:** Instead of spending tiny amounts daily, we spend **~INR 650/day** during crucial 3-day festival windows. This allows us to “outbid” larger brands for those specific 72-hour slots.
- **Creative Leverage:** Since 87% of the investment (INR 13,000) goes into **Creative Construction**, we achieve significantly higher Relevancy Scores. A high CTR (Click-Through Rate) allows us to buy traffic at a lower cost than generic competitors.
- **High-Intent Targeting:** We are buying **Expensive, High-Quality Reach** (Premium CPMs), focusing on the top 1% of art collectors in Hyderabad and Bangalore.

4. ATOMIC BUDGET BREAKDOWN (INR 15,000 TOTAL)

4.1 AdElev8 Creative & Distribution Fee (INR 13,000)

Technical Task	Action Description	AdElev8 Rate (Atomic)
Construction	Full layout design, room staging, and graphic deconstruction	INR 4,000
VFX / Motion	Constructing Reels/Stories with kinetic typography from scratch	INR 3,000
PPO Rendering	Post-Production Optimization for raw art photography	INR 1,500
Technical Copy	Conversion-optimized messaging per-event	INR 1,500

Technical Task	Action Description	AdElev8 Rate (Atomic)
Algorithmic Posting	Strategized scheduling and manual engagement optimization	INR 1,500
ROI Mapping	Quantitative data visualization and weekly traffic audit	INR 1,500
TOTAL FEE		INR 13,000

4.2 Pilot Media Spend Engine (INR 2,000)

Allocated strictly for high-velocity burst windows on Meta (Instagram/FB).

Event Window	Date (2026)	Objective	Est. Reach (Conservative)
Burst A: Sankranti	Jan 12-14	Discovery	1,500 - 2,500
Burst B: Shivratri	Feb 13-15	Awareness	2,000 - 3,000
Burst C: Holi/Ugadi	March 11-13	Traffic	1,500 - 2,500
TOTAL SPEND			5,000 - 8,000

5. MEASUREMENT & RISK CALIBRATION (KPIs)

To ensure professional accountability, we set **Conservative Pilot Benchmarks**.

Priority	Metric	90-Day Conservative Estimate
Master KPI	Combined Reach	5,000 - 8,000 Unique Users
Secondary	Storefront Traffic	100 - 200 Qualified Visits
Efficiency	CPM (High-Intent)	INR 220 - 350
Engagement	Social Interactions	80 - 150

[!CAUTION] **AdElev8 Strategic Warning:** These targets reflect a high-quality “expensive” audience. While we can increase “Reach” by targeting less relevant users, AdElev8 recommends maintaining luxury quality standards at the cost of mass volume. As the studio grows, we recommend a secondary budget scale-up for greater market dominance.

6. DELIVERABLES & SCOPE

Included

- **Asset Construction:** 12 “Built-from-scratch” promotional posts.
- **Motion Assets:** 4 dynamic Reels with kinetic text and beat-sync.
- **Technical Postings:** Scheduled deployment across IG/FB.
- **Reporting:** Weekly atomic spend and traffic reports.

Excluded

- General Community Management (DMs, comment replies).
 - RAW photography services (Client to provide raw art photos).
 - Ad spend beyond the INR 3,000 Pilot Engine.
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7. NEXT STEPS: ACTIVATION

1. **Acceptance:** Formal sign-off on the **INR 15,000** Quarterly Pilot.
 2. **Onboarding:** Tech stack access (GA4/Meta Business Suite).
 3. **Intake:** Client uploads raw art vault for AdElev8 construction.
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AUTHORIZED BY:

Managing Director | AdElev8

PROPOSAL VALID FOR 14 DAYS.