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## ADELEV8 x ASHAPURA ART STUDIO

### Event-Centric Growth Strategy & Atomic Proposal

#### Q1 2026 | FESTIVAL & COMMISSION PIPELINE

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**Prepared By:** AdElev8 Growth Strategy Division  
**Prepared For:** Ashapura Art Studio (Pallavi Jain)  
**Document ID:** ADV8-ASH-15K-001  
**Classification:** Proprietary & Technical  
**Total Investment:** INR 15,000 (Creative/Posting Fee) + INR 3,000 (Atomic Media Spend)

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## 1. EXECUTIVE SUMMARY

AdElev8 (The “Agency”) proposes a high-frequency, event-driven creative deployment strategy for Ashapura Art Studio (The “Client”). Unlike traditional Social Media Management (SMM), this initiative focuses

strictly on **High-Value Asset Production, Strategic Distribution, and Event-Burst Advertising** to capitalize on the Q1 2026 festival season and premium commission windows.

Core Pillar	Strategic Objective
Atomic Transparency	Every rupee of the INR 18,000 investment is accounted for with minute technical precision.
Creative Dominance	Production of “Elite-Tier” assets designed to convert high-intent spiritual and luxury art buyers.
Burst Spend Model	Concentrating the INR 3,000 ad budget into high-velocity 3-day windows surrounding major festivals.
Positioning	Elevating Pallavi Jain’s brand from “Artist” to “Institutional Spiritual Authority”.

## 2. CURRENT STATE & Q1 OPPORTUNITIES

### 2.1 Q1 2026 Festival Matrix (High Intent)

The following events serve as the primary growth levers for the next 90 days. We will center asset production around these themes to drive seasonal relevance and urgency.

Event	Date (2026)	Creative Theme	Lead Target
Makar Sankranti	Jan 14-15	“New Beginnings” (Ganesha/Sun Art)	20+ Inquiries
Maha Shivratri	Feb 16	“Divine Consciousness” (Shiva/Tantra Art)	40+ Inquiries
Holi / Ugadi	March 14/19	“Vibrance & Abundance” (Nature/Abstract)	30+ Inquiries

### 2.2 Functional Gap Analysis

- **The Friction:** High-quality art often fails to convert due to poor “Digital Presentation Standards” (lighting, framing, and context in ads).
- **The Solution:** AdElev8 will produce **Post-Production Optimized (PPO)** creatives that utilize high-contrast, professional-grade typography and color grading to ensure the art pops in high-velocity social feeds.

## 3. ATOMIC BUDGET BREAKDOWN (THE TRANSPARENCY LAYER)

The client investment is divided into two distinct buckets: The **Production & Posting Fee (INR 15,000)** and the **Atomic Media Spend (INR 3,000)**.

### 3.1 Creative & Posting Fee Allocation (INR 15,000)

Technical Task	Hour/Asset Allocation	Market Value	AdElev8 Rate (Atomic)
<b>Post-Production Editing</b>	Color grading raw art photos (12 assets)	INR 4,800	<b>INR 4,000</b>
<b>Kinetic Typography</b>	Motion graphics for Reels/Stories (4 Assets)	INR 6,000	<b>INR 5,000</b>
<b>Copywriting (AD-PPO)</b>	Conversion-optimized ad/post copy	INR 3,000	<b>INR 2,000</b>
<b>Strategic Distribution</b>	Manual posting + Optimization + Timing	INR 3,000	<b>INR 2,500</b>
<b>Analytics &amp; Reporting</b>	Weekly data extraction & ROI map	INR 2,000	<b>INR 1,500</b>
<b>TOTAL FEE</b>			<b>INR 15,000</b>

### 3.2 Atomic Media Spend Distribution (INR 3,000)

We do not believe in “Always-On” ads for low budgets. We utilize a **Concentrated Burst Model** to dominate the auction during peak intent windows.

Campaign Window	Budget	Daily Cap	Objective	Target Impressions
<b>Window A: Sankranti Burst (Jan 12-14)</b>	INR 1,000	INR 333	Reach + Message	25,000+
<b>Window B: Shivratri Burst (Feb 13-15)</b>	INR 1,000	INR 333	Engagement + Lead	35,000+
<b>Window C: Holi Burst (March 11-13)</b>	INR 1,000	INR 333	Awareness + Traffic	30,000+
<b>TOTAL SPEND</b>	<b>INR 3,000</b>			<b>90,000+</b>

## 4. CHANNELS & TECHNICAL SPECIFICATIONS

### 4.1 Meta Ads (Instagram Priority)

Parameter	Technical Specification
<b>Ad Set Logic</b>	Interest Targeting: High Net Worth (Luxury Goods, Real Estate, Art Collectors)
<b>Lookalike (LAL)</b>	1% LAL based on existing customer data/interactions
<b>Bidding Strategy</b>	<b>Highest Volume</b> during burst periods to clear the auction floor.
<b>Attribution</b>	7-Day Click, 1-Day View (Standard)

### 4.2 Creative Pipeline

Asset Type	Specifications	Distribution
<b>Master Showcase</b>	Static (1080x1080) / High Res / Color Graded	Main Feed + FB Ad
<b>Event Reel</b>	15s / Sync-Beat / Close-up of Brushwork	Reels + Story Ad
<b>BTS (Process)</b>	30s / Voiceover / Educational	Organic Feed

## 5. CREATIVE & MESSAGING (10 HIGH-INTENT HOOKS)

1. "Why your pooja room isn't complete without a 24k Gold Tanjore Ganesha."
2. "The spiritual science of color: How color-energy transforms your home."
3. "Own an original: Why mass-produced prints are killing your home's vibe."
4. "Maha Shivratri Special: The story behind our latest Shiva Masterpiece."
5. "POV: You finally found the artist who can paint your soul's vision."
6. "The Gift of Heritage: Why corporate clients choose Ashapura Art Studio."
7. "Art as an Investment: Why spiritual art appreciates in value and peace."
8. "From blank canvas to divine intervention: Watch the 40-hour process."
9. "Limited Commissions: Why we only take 4 clients per month."
10. "Holi 2026: Bringing the colors of consciousness to your living room."

## 6. MEASUREMENT & ANALYTICS (KPI TREE)

Level	Metric	Target
<b>Primary</b>	Gross Inquiries (WhatsApp)	30+ per month
<b>Secondary</b>	Cost Per Inquiry (CPI)	< INR 100 during burst
<b>Tertiary</b>	Reach / Impressions	90,000+ Quarterly
<b>Economic</b>	Estimated ROI (3:1)	INR 54,000 Sales Value

## 7. DELIVERABLES & SCOPE OF WORK

### INCLUDED (The 15k Fee Deliverables)

- **Asset Production:** 12 high-end post-production optimized creatives.
- **Motion Assets:** 4 dynamic Reel/Story productions.
- **Copywriting:** 12 sets of professional ad/post copy.
- **Distribution:** Manual posting with algorithmic engagement optimization.
- **Ad Setup:** Architecture & deployment of 3 Burst Campaigns.

### EXCLUDED

- General SMM (Replying to comments, community management).

- Website maintenance or changes.
- Direct customer sales closure (Leads handed to Client).

## 8. TIMELINE & MILESTONES (MONTH 1)

Week	Phase	Deliverable
<b>W1</b>	<b>Onboarding &amp; Audit</b>	Brand kit review, Access audit, Tracking setup.
<b>W2</b>	<b>Production (Batch 1)</b>	Sankranti creative suite + Copy finalized.
<b>W3</b>	<b>Burst A Launch</b>	Sankranti Ads live (Jan 12-14).
<b>W4</b>	<b>Post-Event Audit</b>	Analysis of lead quality and Creative A revision.

## 9. RISKS, DEPENDENCIES & MITIGATION

1. **Asset Dependency:** We require high-res raw images of artworks. *Mitigation: AdElev8 provides a "Phone-Photography Protocol" for the client.*
2. **Auction Competition:** Prices spike during festivals. *Mitigation: Advance ad scheduling (48hrs prior) to secure lower CPCs.*
3. **Conversion Friction:** Client delays in replying to WhatsApp. *Mitigation: AdElev8 provides 3 "Template Responses" for fast closure.*

## 10. NEXT STEPS (THE ONBOARDING CLARITY)

1. **Acceptance:** Confirmation of INR 18,000 (Total) Investment.
2. **Kickoff:** 30-min Strategy Call (Define Shivratri Focus).
3. **Asset Handover:** Client sends 10 raw artwork photos/videos.

### AUTHORIZED BY:

Managing Director | AdElev8

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