

listen

AP
COMMUNICATIONS

think

create

Why create ripples when you can actually make waves?

In today's business environment, the stakes are high.

The competition is constantly attacking your brand...and your market share...Creating a ripple in the marketplace is not enough. Instead, you need to create waves...

At A. P. Communications, we help you create waves.

If you want to take your brand further and wider in the market, we will help you do it effectively. And at the core of this confidence is a strategy:

Listen | Think | Create



listen

Listen

First we understand your needs. We interact closely with your team to find out your concerns and then set objectives for the project. Our focus on clarity helps in simplifying matters for all concerned.

think

Think

Like they say, “well begun is half done!” A powerful concept is integral to making a TVC that will actually stimulate customers to choose your brand. That is why we conceptualize brilliantly and aggressively.

Create

Once the basics are in place, we get into production mode. By applying the latest TVC-making technology, we make an ad film of exceptional quality that creates preference for your brand in a competitive marketplace. Thus we ensure that you derive real business benefits from our creations.

create

Whatever industry
segment you operate
in, we will help you.
And howsoever
challenging your needs
be, we will turn your
project into a great
market success!

What we do

A. P. Communications is a growing company that specializes in

- Making and releasing Ad Films of exceptional quality
- Delivering result-oriented outdoor campaigns
- Producing impact-making Feature Films, Thematic DVDs and Telefilms
- Strategically distributing Marathi films throughout Maharashtra

We work in a professional environment where deadlines are always met and quality is never compromised.

Mission Statement

To sensibly combine strategy and creativity and deliver an effective market communication solution that would eventually maximize our valued clients' ROI.

Our Vision

To excel and to lead in the areas of market communications in the Audio Visual, Outdoor and Film media by constantly innovating and implementing best industry practices.

Services Portfolio

Ad Films

We make Ad Films that drive business growth for you.

From Healthcare to Plasticware and from Energy Conservation to Pollution Control, we have made a variety of TVCs that lucidly put the desired message across.

Here, we apply our in-depth knowledge of the electronic media to your advantage. By first creating a punch-packed TV Commercial and then strategically releasing it in the media, we maximize the returns on your investment.

With production, release and support services integrated under a single roof, we save your time and minimize your hassle.



Our other Audio Visual Communications

In addition to making ad films that hit the bull's eye, we also create a variety of other audio visual communications that are equally effective. These essentially include

- Corporate A/Vs
- Product Promos
- Training Films
- Infotainment Films
- Radio Jingles/spots

Thus we offer the entire gamut of audio-visual production to meet your specific needs and budget.



OOH Media

Our successful OOH campaigns offer high market visibility to your brand.

Imagine the boost your brand will get when it is advertised (displayed) on a gigantic hoarding that is prominently visible on the city's busiest roads or the major national/state highways. At A.P. Communications, we offer reliable services in the OOH media aimed at offering your brand high outdoor visibility, consistently.

Production

Feature Films

As executive producer of your film, we plan and execute your movie's journey from concept to completion. Right from the story and screenplay to the censor certificate, we organize, manage and implement everything with professional competency.

Irrespective of the genre of your ambitious movie, we have the creative as well as the technical expertise to turn your project into a success.

We are known for making sales-boosting Ad Films and executing successful Outdoor media campaigns.

Our service highlights -

- Expert advice in site selection
- Strong pan-Maharashtra network at the grassroots level
- Excellent coordination with both agency and client
- Campaign planning according to needs and budget
- Simultaneous launch (display) all over Maharashtra



One-stop, rapid response solutions that maximize returns.

Thematic VCDs

With the sole objective of providing infotainment, we produce and supply VCD titles that are based on a variety of topics.

Our VCD series on Professor Shyam Manav's crusade of eradicating superstition and our other VCD pack based on the writings of Maharashtra's four leading poets (Ramdas Phutane, Ashok Naigaonkar, F.M.Shinde and Vitthal Wagh) have been appreciated all over the state.

We are the first enterprise to have made available popular Marathi film Saamna on DVD.

Telefilms

We make telefilms that motivate the target audience to think and act. With short films that are based on in-depth research, we help create awareness on several social fronts. Indeed, our work in this segment has fetched us awards at the State level.



Marathi Film Distribution

When a movie breaks box office records even in the face of competition, it is because it is brilliantly made as well as sensibly marketed and released. We plan meticulously for successfully releasing the entrusted movie across the State.

Towards this end, we think way beyond theater bookings...

With the aim of ensuring a grand launch and consistent box office success for your movie, we expertly execute several tasks including

- Well-timed pre launch media publicity
- Release planning
- Promotion and advertising planning
- Theater planning
- Local activity guidance
- Marketing expenditure advice

With our strong, state-wide networking among the cinema halls/multiplexes, together with our detailed planning and excellent coordination, we ensure that your film will rule the silver screen.

Strengths and Capabilities

Creative

At A.P. Communications, we have a creative pool that bristles with talent and imagination. Concept and strategy developers, directors and art directors, script & screenplay writers, cameramen, music composers and singers work with an enviable team spirit and help create work that is original, inspiring and outstanding.

Technical

We use the latest TVC-making technology to make ad films of exceptional quality. We employ only hi tech equipment for all aspects of making the commercial and entrust its operation to experts.

Our experienced production team is used to working gruelling shifts, even in rough weather and at remote locations that are not easily accessible.

Media Planning and Support

Making a brilliant TVC is only half the story in running a successful campaign...

For your commercial to hit the bull's eye, it has to be strategically released. At A.P. Communications, we put our knowledge of media planning to your advantage. After exploring several options, we work out the best-fit media plan for you.

Where quality work meets the passion to deliver beyond expectations.

Combining strategy, creativity and technology to make impressive audio-visual communications.

Clients

We regard our valued clients as partners in our growth and success.

We cater to the challenging needs of a diverse, growing clientele. Our solutions help you position your brand uniquely and get a clear competitive advantage.

Some of our key accounts include:

- Rashtriya Chemicals & Fertilizers Ltd.
- Emcure Pharmaceuticals
- Sharangdhar Pharmaceuticals
- Samruddhi Industries
- Kumar Builders
- Nokia
- Idea
- PNG
- YASHADA
- MEDA

We have made social awareness oriented telefilms for the following Departments of Govt. of Maharashtra-

- Health
- Sports
- Tribal Development
- Agriculture





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