



# MEDIA PLANNER

**ARE YOU**  
VYING FOR WAYS TO ENTER LED LIGHTING BUSINESS? | PLANNING YOUR BRANDING ACTIVITIES?  
WILLING TO EXTEND YOUR REACH? | LOOKING FOR BUSINESS?

**DON'T WORRY,**  
YOU ARE AT THE RIGHT PLATFORM!

**WE ARE THE**  
**LED**  
World

[www.ledworldmag.com](http://www.ledworldmag.com)

INDIA'S 1ST AND THE ONLY COMPLETE B2B MAGAZINE  
ON LED LIGHTING TECHNOLOGY

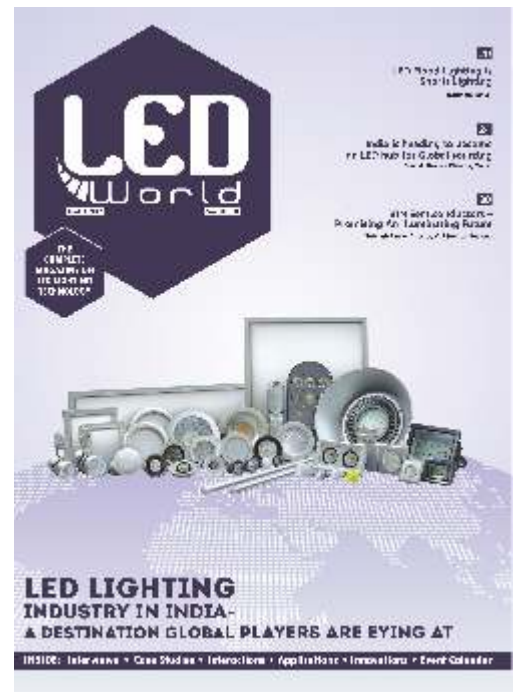


It's around a decade now that LED World set a mission of transforming diverse information about the dynamics of LED lighting products and technology into practical business intelligence for strategic markets across the nation and around South East Asian countries. Dedicated to the LEDs - Solid State Lighting, LED World promises to be the prime partner that you need to expand your reach and succeed in accomplishing your branding initiatives to meet your marketing & sales objective.

LED World is your one-stop guide by understanding and staying in pace with the rapidly changing facets of the global LED lighting market. LED World assures you to bring in reliable and comprehensive information in the form of industry news, events and exhibitions, to keep you abreast with the latest developments - be it technology, products, or applications of LEDs in lighting arena. Besides, there is also an informative trade directory to meet your business needs.

LED World is foresighted to earn itself the reputation of being the country's leading and the only publication for the LED industry in India. Targeting a wider audience base with a reach to some international readers as well, advertisers can be assured of instant exposure and maximum response to their adverts.

Be informed that industry giants and decision-making professionals turn to LED World for the latest news, case studies, product information, and technological advances affecting the LED lighting industry. Whether are you looking to establish your brand, build awareness, increase revenue or develop a niche clientele, we would be grateful to work with you, helping you utilise our quality media vehicles to reach your goals in 2018 and beyond.





## THE VOICE OF THE LED LIGHTING INDUSTRY



Over the years, LED World has emerged as an authoritative voice of more than 50,000 readers comprising specifiers, bulk buyers, institutions, government organisations, etc. owing to its rich contents that encompass news, national and international case studies, face-to-face interviews, market & product reports, new launches, innovative applications, technology, company profiles, sectoral write-ups, national and international event coverages, and a lot more.

Published by New Delhi-based MEX Exhibitions Pvt. Ltd., the magazine caters to the specific requirements of the Indian lighting industry with special reference to the increasing applications of LEDs in the lighting arena. The magazine is highly acclaimed and appreciated by the industry stakeholders across India and South East Asia. Apart from reaching out to the regular subscribers, LED World is widely circulated at the international trade shows in Singapore, China, Thailand, Dubai, Africa, etc.

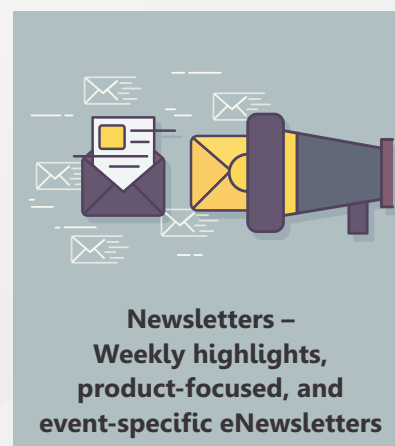
With around 20 years in publication, MEX Exhibitions is a pretty diversified conglomerate in the world of trade media of which LED World is an exclusive B2B magazine for the

lighting fraternity with its key focus on understanding LED technology and its various applications along with LEDs markets around the world.

MEX Exhibitions has produced more than 100 market leading trade exhibitions for various specific and niche segments in addition to publishing various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over India, Dubai, Singapore, Thailand, and Africa.

It is also credited with producing another publication of repute christened as Sign & POP World, with a mission to bridge the gap between the signage industry and the corporate world by providing instant access to vital information and news on the present market scenario and future trends.

With an aim to providing you a 360° view of the market, the LED World portfolio has four main components, offering you excellent opportunities, to showcase and promote your brands:



## Industry Resource Guide



# ADVISORY BOARD



**Mr. Shyam Sujan**  
Secretary General  
Elcoma

Worked with Philips India Ltd. in various capacities with different job profiles. He was Regional Manager, when he left Philips in 2001, to become director of a software company (GISIL). From 2004 onwards, he is with ELCOMA as Secretary General, and have been able to achieve milestones as desired by the country's lighting industry. An Economics graduate, he did his PG in Foreign Trade and undertook various courses in quality management, productivity, HR etc., last being ISO Certification and Process Management.



**Dr. Sandeep Garg,**  
Chief GM, PEC Limited  
(A Govt. of India Enterprise)

Currently working as Chief Technical Specialist in SIDBI (Small Industrial Bank of India), looking after Energy-Efficiency Vertical. He is mobilizing the WB-SIDBI initiative on PRSF. Earlier, he worked as Senior Technical Specialist in the Indo German Energy Program, and supported BEE in the implementation of Energy Conservation Act 2001. He has been instrumental in defining the Streetlighting national program for market acceleration of LEDs as well as Demand Side Efficient Lighting Program (DELP) for distribution of Bulbs to the residential consumers.



**Mr. Sunil Sikka**  
President  
Havells India

Sunil Sikka, is serving as the President of Corporate Affairs at Havells India Ltd. Before Havells, he served at Bajaj Electricals Ltd. in various capacities for more than two decades, starting from 1979. He was Sr. General Manager, when he left Bajaj to join Havells. He is BE with a PGDMM from FMS, Delhi University. He also served as the President of Elcoma.



**Mr. P. K. Sood**  
Chairman  
Regnant Group

A renowned specialist in rechargeable energy storage media, renewable energy and energy-efficient lighting products, his expertise & passion is used by these industries' key stakeholders, such as the Bureau of Energy Efficiency (BEE), The Energy Resources Institute (TERI), the Ministry of New and Renewable Energy (MNRE), the Bureau of Indian Standards (BIS), ELCOMA, LEDMA, etc. He has been associated with the lighting industry since 1995 before venturing into the renewable energy segment in 2009.



**Mr. Amrith Prabhu**  
Country Manager India  
Lumileds

Amrith Prabhu, Country Manager, Lumileds Lighting that manufactures a wide range of illumination grade high-power/high-efficiency light-emitting diodes (LEDs). Starting his career as Marketing Executive with Crompton Greaves in 2003, he moved on to join Osram Opto Semiconductors in 2005. He served at Osram for around five years and left the company as Sales Manager in 2010. He then joined Philips Lumileds Lighting Company as the Country Manager.

## EDITORIAL CONTENT - PRINT

### COMPLETE COVERAGE OF LED LIGHTING TECHNOLOGY AND THE INDUSTRY

LED World is the market-leading resource for companies and their associates/trade partners in the Indian & South East Asian lighting community. It offers well-written, unbiased, and informative editorial content that is highly appreciated and valued by both - readers and advertisers.

**COVER STORY:** Each single issue brings out the one most important issue be it in technology application or policy that directly affects the country's LED lighting industry.

**LED APPLICATIONS:** Evincing a host of new applications on existing heritage monuments, bridges, architectural facades, etc., that LEDs are getting roped in to, this section highlights various business avenues, which the industry stakeholders can make use of.

**FEATURES:** Cover all the important issues, technologies, and applications in the LED industry covering full spectrum of global developments with special reference to Indian market.

**NEW PRODUCTS/LAUNCHES:** The objective is to help our readers update their respective portfolios for an expanded business arena. It informs about the recent product launch encompassing an innovation, new feature in old product, a new finish or even a new brand for an existing product line.

**NEWS:** Series of news stories from both national and international world of LED lighting to keep the readers updated on the happenings in the industry so as to enable them to take informed decision.

**POLICIES & INITIATIVES:** Reviews the latest developments in government programs, standards, and legislation to facilitate a far more clear picture specific to the LED lighting trade

**LED TECHNOLOGY:** Brings forth key challenges in the areas of LED driver technology and system design solution

**TECHNOLOGY FOCUS:** In-depth look at a particular technology, innovative product, and application

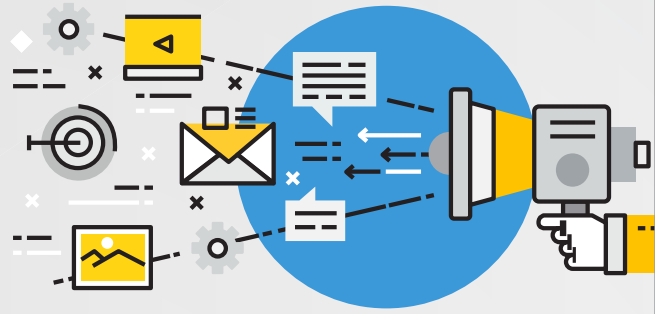
**EVENTS:** This section is dedicated to pre- and post-show reports reflecting a synopsis of innovations either unveiled during the show or planned for future. These reports provide vivid descriptions of the types of products & technologies, either displayed or planned to define the future trend.

**GUEST COLUMN:** Guest editorial section inviting prominent industry authorities - national as well as global - to share their opinions and expertise

**RESOURCE GUIDE:** A comprehensive list facilitating with a valuable resource for lighting fraternity to source for LED lighting products, various components, drivers, electronics, etc.







## EDITORIAL CONTENT - ONLINE

### COMPLETE COVERAGE OF LED LIGHTING TECHNOLOGY AND LED INDUSTRY

The Online Version provides news and product information on a daily basis besides in-depth technical articles, analysis, and case studies as and when available, keeping the world of LEDs with special reference to lighting at your fingertips! The lightening speed of the Internet with all of the technical depth is the promise that digital LED World makes with its readers:

**FEATURES:** The section represents non-news articles on industry analysis or market trends with an aim to broaden readers' understanding on the latest developments in regard with innovations, important issues, technologies, and applications in the LED industry.

**NEWS & VIEWS:** Daily updates of the latest news about the business and technology of LEDs and their applications in lighting

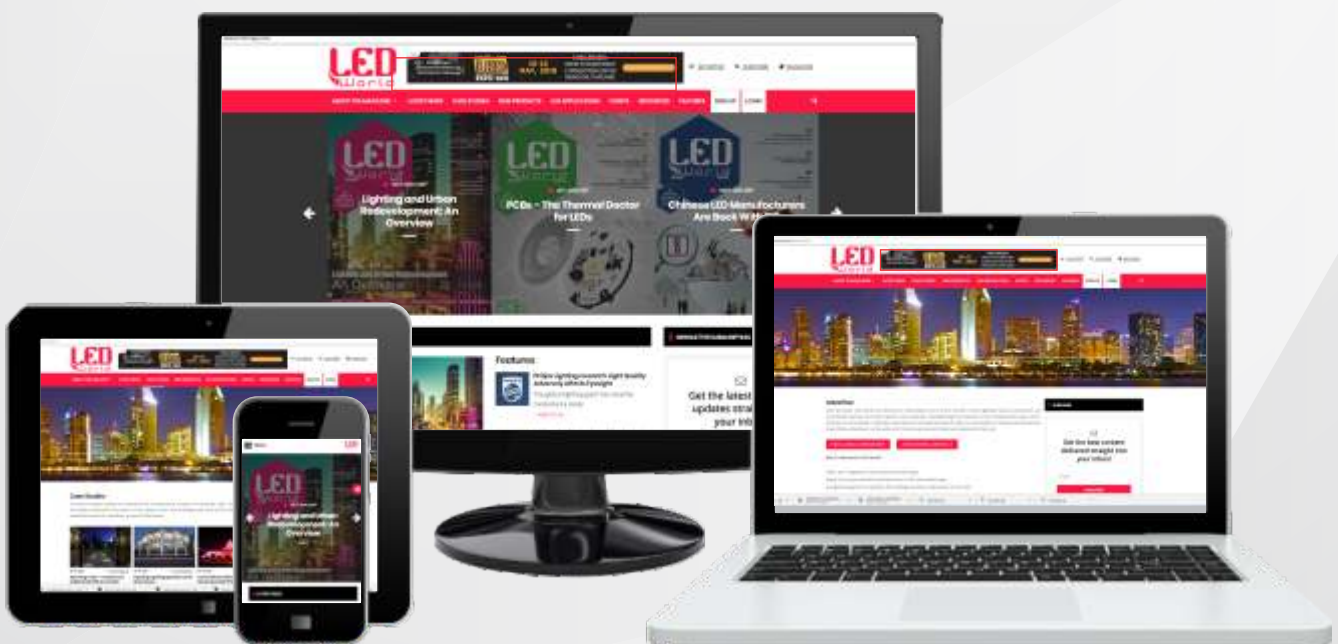
**CASE STUDIES:** Special section dedicated to sourced articles from lighting experts or the lighting giants on LEDs and lighting in action

**VIDEO:** Short videos highlighting LED-related applications, technology and products, as well as especially recorded videos from selected companies and industry events

**ARCHIVES:** Access to the largest collection (on-demand) of the in-depth researches, technology contents and features on and about the LEDs in lighting — directly from the country's leading LED lighting industry's guide

**RESOURCE GUIDE:** A comprehensive list facilitating with a valuable resource for lighting fraternity to source for LED lighting products, various components, drivers, electronics, etc.

**NEWSLETTERS:** LED World's eNewsletters deliver up-to-date news, technology, product information, and other updates on the related issues collected from the lighting industry and its stakeholders - straight in to your inbox.



## EXPAND WITH OUR NETWORK

**REACH A BUSINESS-ORIENTED, TARGETED AND NICHE AUDIENCE,  
INCREASE YOUR MARKETING ROI**

LED World has evolved with the LED lighting industry covering and reporting about a rather broader spectrum of LEDs and lighting topics, from concept development to designing to manufacturing and to applications, making sure that your brand is reaching your target audience – especially to the people heading the purchase department. When you place your advertisement with LED World, you're investing in quality editorial with broader circulation from the LED lighting industry authority, meant especially for the lighting community.

### MAGAZINE

Circulation:  
50,000



### RECOMMENDED CONFERENCES

iLight Connect –  
International Lighting Summit  
Total Attendees:  
200+

### EMAIL

Weekly Email Recipients:  
70,000+

Product Focused Recipients:  
45,000



### SOCIAL MEDIA



Facebook:  
10,000+



Twitter:  
7,300+



LinkedIn:  
4,030+

### WEBSITE



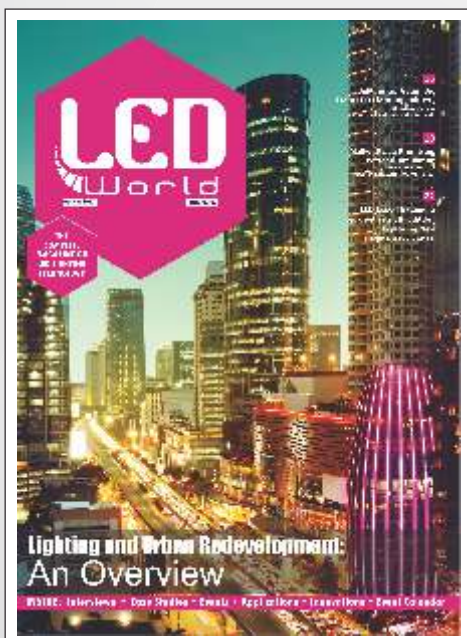
Page Views:  
70,000+

## EDITORIAL CALENDAR 2018

| Issue No.             | Issue Focus <sup>1,2</sup>   | Bonus Distribution <sup>2</sup>   | Ad Close     | Article Due Date | Publication Date <sup>2</sup> |
|-----------------------|--|---|--------------|------------------|-------------------------------|
| Issue I<br>Dec-Jan'18 | Changing Traits of<br>LED technology   | Light India International<br>2018, Mumbai   | Dec 25, 2017 | Dec 31, 2017     | Jan 5, 2018                   |
| Issue II<br>Feb -Mar  | Evolving Lighting<br>Technology & Human<br>Factor                                  | ·SIL Show, China<br>·LED Taiwan   | Feb 25, 2018 | Feb 28, 2018     | Mar 5, 2018                   |
| Issue III<br>Apr-May  | IoT in Lighting  | ·GILE, Guangzhou<br>·LED Expo, Mumbai<br>·LED Expo, Thailand<br>·LED Taiwan by PIDA<br>·INALIGHT, Indonesia<br>·LightExpo Africa 2018 | Apr 25, 2018 | Apr 30, 2018     | May 5, 2018                   |
| Issue IV<br>Jun-Jul   | LED module, drivers and<br>chip design OR Dimmers<br>& Controls                    |   | Jun 25, 2018 | Jun 30, 2018     | Jul 5, 2018                   |
| Issue V<br>Aug-Sep    | LED in Automation  | ·LED China<br>·LPS  | Aug 25, 2018 | Aug 31, 2018     | Sep 5, 2018                   |
| Issue VI<br>Oct-Nov   | LED lighting<br>Applications<br><br>OR Specifying Products in<br>a Changing Market | ·LED Expo, India  | Oct 25, 2018 | Oct 31, 2018     | Nov 5, 2018                   |

**Note:**

1. The editorial topics mentioned above are special features among a wide range of topics impacting the LED industry. These topics constitute only 50% of the issue content. The rest will cover other LED-related topics.
2. Subject to change



**We Will Help You  
Build Your Brand,  
Extend Your Reach,  
Broaden Your Network,  
Meet Your Target Audience,  
Remain Ahead Of Your Competitors!**



## BRANDING & MARKETING MIX

### CREATING A SILVER LINING WITH LED LIGHTING

From LED components and enabling technologies to applications, LED World brings you the full spectrum of LEDs in lighting. Our well-researched integrated media portfolio allows you the flexibility of displaying your brand across many platforms to achieve your marketing campaign objectives and help you meet your branding goals. With marketing options specifically designed to reinforce your message to targeted decision-makers, LED World can help you create a winning propositions of branding & marketing.

#### How We Will Help You?

**By Creating/Promoting Your BRAND:** A Brand awareness campaign strengthens not only your brand image but also your company's perspective and helps assure on how your company and products are perceived by professionals in the lighting community.

**By Brewing TRAFFIC on Your Website:** A Traffic driving campaign is designed to push lighting professionals to your website or other online offerings.

**By Enhancing Visibility to Generate Potential LEAD:** A Lead generation campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the lighting community.

**By Utilising SOCIAL Media Platforms:** A Social engagement campaign increases your brand's opportunity to engage with a targeted audience and their networks via social media platforms.



## PRINT MAGAZINE

### EXPANDING THE REACH THROUGH OUR FLAGSHIP MAGAZINE

LED World expands the reach of the magazine to an estimated 50,000 readers. The edition provides in-depth information about leading-edge technologies, products, and up-to-date news about the worldwide market for the industry.

#### The Opportunities

- Print Ads

#### RESOURCE GUIDE

INCREASE VISIBILITY AND GAIN LEADS WITH THE HELP OF CAREFULLY CRAFTED RESOURCE GUIDE

LED World's Resource Guide is a comprehensive list of resource for industry professionals and stakeholders who need information about sourcing of products, components, services, and companies to simplify and accomplish their complex buying process.

The Resource Guide allows readers/users to access targeted, segregated, and valuable information on products & components and their suppliers to meet their business or manufacturing needs.

#### The Opportunities

- Print Packages



Estimated Readers  
**50,000**

### BE THE FRONT-RUNNER; MAKE THE MOST OF OUR PROMOTIONAL STRATEGIES TO:



Reach and remind targeted buyers in the purchase planning phase that your company can meet their needs



Associate with us, differentiate from competitors and attract buyers



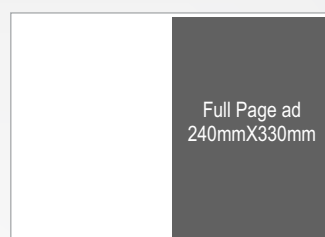
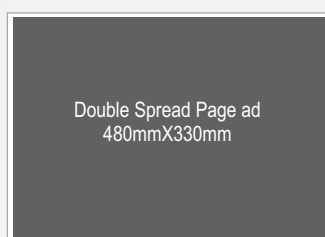
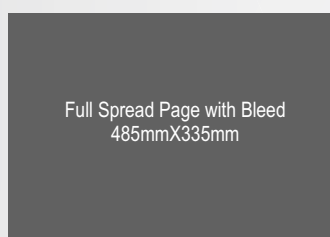
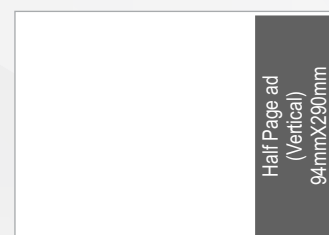
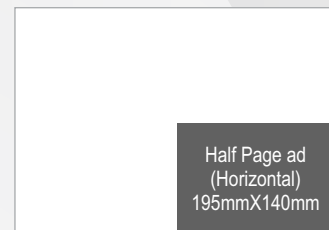
Broaden your reach and branding, save money



Reach buyers no matter what media formats they prefer or events they attend

## ADVERTISING SIZE:

| Specifications:      | Dimensions  |  |
|----------------------|---|--|
|                      | With bleed  | Non bleed                              |
| Double Spread        | Text Area: (W) 475mmX (H)325mm<br>Bleed Size: (W) 485mmX (H)335mm | Non Bleed Size:<br>(W) 480mmX (H)330mm |
| Full Page            | Text Area: (W) 235mmX (H)325mm<br>Bleed Size: (W) 245mmX (H)335mm | Non Bleed Size:<br>(W) 240mmX (H)330mm |
| Half Page Horizontal |   | (W) 195mmX (H)140mm                    |
| Half Page Vertical   |   | (W) 94mmX (H)290mm                     |
| Vertical Strip       |   | (W) 60mmX (H)290mm                     |
| Bottom Strip         |   | (W) 145mmX (H)60mm                     |
| Classified Window    |   | (W) 60mmX (H)80mm                      |
| Classified Listing   |   |  |



## ADVERTISING RATES:

| Specifications:      | Rates   |          |          |         |          |          |
|----------------------|---------|----------|----------|---------|----------|----------|
|                      | Rupees  |          |          | US\$    |          |          |
|                      | 1 issue | 3 issues | 6 issues | 1 issue | 3 issues | 6 issues |
| Double Spread        | 85,000  | 80,000   | 75,000   | 2,300   | 2,175    | 2,050    |
| Full Page            | 49,000  | 44,000   | 39,000   | 1,325   | 1,200    | 1,050    |
| Half Page Horizontal | 30,000  | 27,000   | 25,000   | 815     | 730      | 680      |
| Half Page Vertical   | 30,000  | 27,000   | 25,000   | 815     | 730      | 680      |
| Vertical Strip       | 20,000  | 18,000   | 17,000   | 550     | 490      | 460      |
| Bottom Strip         | 12,000  | 11,000   | 10,000   | 325     | 300      | 270      |
| Classified Window    | 6,000   | 5,500    | 5,000    | 165     | 150      | 135      |
| Classified Listing   | 2,100   | 2,000    | 1,800    | 60      | 50       | 50       |

| Specifications:    | Rates   |          |          |         |          |          |
|--------------------|---------|----------|----------|---------|----------|----------|
|                    | Rupees  |          |          | US\$    |          |          |
|                    | 1 issue | 3 issues | 6 issues | 1 issue | 3 issues | 6 issues |
| Front Cover Jacket | ??,???  | ??,???   | ??,???   | ?,???   | ?,???    | ?,???    |
| Back Cover         | 85,000  | 80,000   | 75,000   | 2,300   | 2,175    | 2,050    |
| Front Inside Cover | 75,000  | 70,000   | 65,000   | 2,050   | 1,900    | 1,750    |
| Back Inside Cover  | 75,000  | 70,000   | 65,000   | 2,050   | 1,900    | 1,750    |
| Opening Page       | 75,000  | 70,000   | 65,000   | 2,050   | 1,900    | 1,750    |

### Innovative Positions: (Prices on request)

- Belly tag
- Cover inside Gatefold
- Back cover Reverse Gatefold
- Branding on cover
- Cover on Cover
- Book mark
- Extended Insert

### Special Promotions: (Prices on request)

- Advertorial/Report in the magazine
- Loose inserts with the magazine
- Promotion Booklet
- Product samples to be distributed with the magazine
- 10% Premium for page specific ads

### Printing Format:

CoralDraw file (font convert to curve)  
PDF file (font convert to curve)  
TIFF file (original size)  
JPEG file (original size)

Please note: The rates for placing color & black/white ads are the same.



## CONTENT-BASED MARKETING

### ALIGN YOUR BRAND AROUND THE MAIN ARTICLE BY DESIGNING CONTENT RELEVANT TO YOUR BUSINESS

There are high-valued and focused articles of every single issue that is designed to provide our audience with an in-depth, valuable content on a carefully selected key industry topic. Based on the inputs gathered from the industry-stakeholders, the article offers you the opportunity to align your firm's marketing message in line with the content. It is placed on top of every-other content on our website and helps generate leads not only from our audience but from online search as well. To increase exposure and maximise performance, an exclusive email is sent to targeted users from our database.

### FEATURED ARTICLE

Artwork along with an article will be provided by you focusing on your company/organisation, strengths or strategies. It can even be the highlights of your total offerings that you want to remind/instill to your target audience. It should be creatively focused or newsworthy keeping in view the readers' interest. Accordingly, you can create the artwork in support of your article.

### ADVERTORIAL

It's a write-up that involves giving information about your product(s)/technology in the form of an article to educate your prospective bulk buyers/consumers. By opting it, you can target a specific set of people, and we would help you taking forward your right message to the right audience.





INDIA'S 1ST AND  
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LED LIGHTING  
TECHNOLOGY

## EMAIL OPPORTUNITIES

### LED World - WEEKLY ENEWSLETTERS

REACH OVER 70,000 SUBSCRIBERS GLOBALLY CARRYING YOUR SPECIFICALLY-DESIGNED MESSAGE

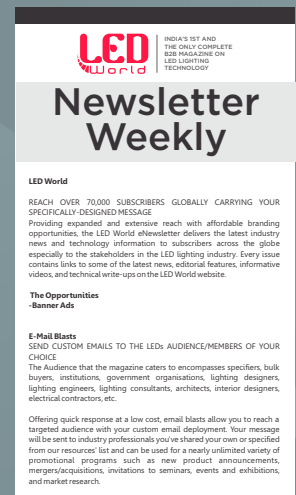
Providing expanded and extensive reach with affordable branding opportunities, the LED World eNewsletter delivers the latest industry news and technology information to subscribers across the globe especially to the stakeholders in the LED lighting industry. Every issue contains links to some of the latest news, editorial features, informative videos, and technical write-ups on the LED World website.

### E-Mail Blasts

SEND CUSTOM EMAILS TO THE LEDs AUDIENCE/MEMBERS OF YOUR CHOICE

The Audience that the magazine caters to encompasses specifiers, bulk buyers, institutions, government organisations, lighting designers, lighting engineers, lighting consultants, architects, interior designers, electrical contractors, etc.

Offering quick response at a low cost, email blasts allow you to reach a targeted audience with your custom email deployment. Your message will be sent to industry professionals you've shared your own or specified from our resources' list and can be used for a nearly unlimited variety of promotional programs such as new product announcements, mergers/acquisitions, invitations to seminars, events and exhibitions, and market research.





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LED LIGHTING  
TECHNOLOGY

## MAGAZINE ONLINE

**GET YOUR BRAND KNOWN TO THE LED LIGHTING INDUSTRY  
BECOME THE LEADING RESOURCE FOR THE LED LIGHTING COMMUNITY**

Advertising in India's leading media resources for the national & international LED lighting community allows you to reach tens of thousands of decision makers with buying authority not only in India but also across the globe.

The portal delivers time-sensitive news, in-depth analysis, case studies, real-world applications of LED lighting products, industry opinions, and the latest market trends, bringing you the highest quality potential customers.

Available Online, LED World offers a host of advertising opportunities to help bring your marketing & sales message and product benefits to life. The use of video, audio, photo galleries, and much more helps drive users deeper into the buying process, resulting in the highest-quality sales leads.

### **The Opportunities**

- Banner Ads
- Digital Upgrades

**RESOURCES: INCREASE VISIBILITY AND GAIN LEADS WITH THE HELP OF  
CAREFULLY CRAFTED RESOURCE GUIDE**

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### **The Opportunities**

- Online Packages



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**Reach and remind  
targeted buyers in  
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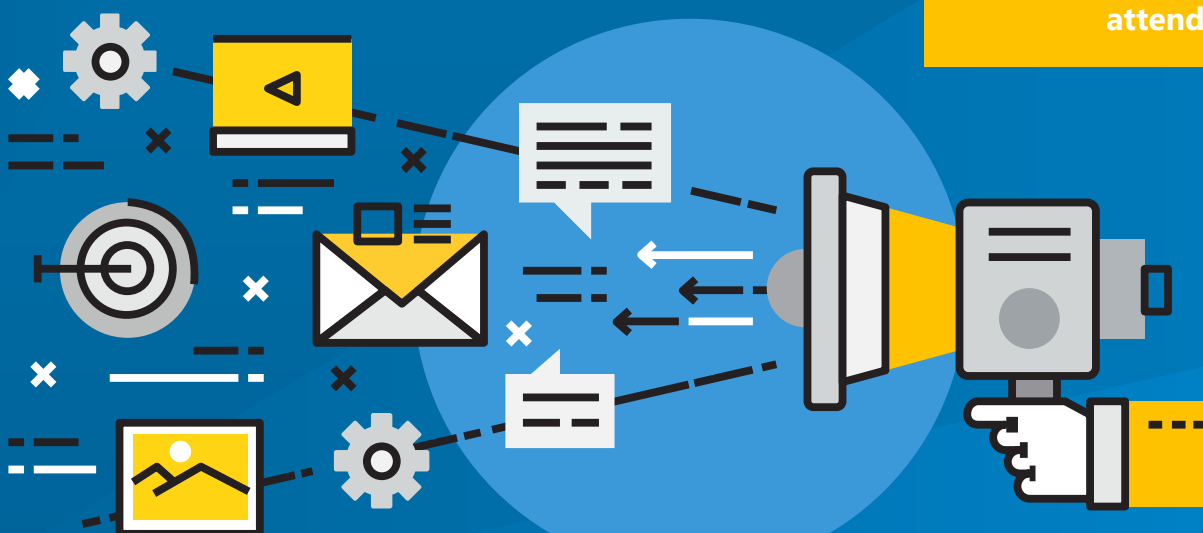
**Associate with us,  
differentiate from  
competitors and  
attract buyers**



**Broaden your reach  
and branding, save  
money**



**Reach targeted buyers  
irrespective of what  
media formats they  
prefer or events they  
attend**





## ONLINE OPPORTUNITIES

### WEBSITE

#### REACH INFLUENTIAL DECISION-MAKERS WHO KEEP EXPLORING PURCHASE DECISIONS ONLINE

Online banners generate broad visibility for your brand and product messaging among LED and lighting industry stakeholders. Prominent banner positions are designed to align your company with the most respected content serving the information needs of thousands of industry professionals.

#### The Opportunities – Banner Ads

##### ONLINE BANNER ADS

**Corner Peel or Corner Pop-Up** (Dropping in from Top Right Corner of the website)

#### ONE OF THE LARGEST INTERACTIVE ONLINE ADVERTISING OPPORTUNITIES

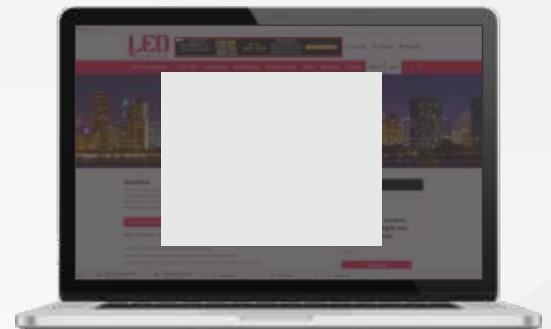
This ad is one of the largest online advertising opportunities available. It begins as a 'dog ear' in the upper right-hand corner of the webpage and, on mouse-over, extends down to the left. This offers an exclusive opportunity with potentially higher click-through rates, resulting in bringing traffic to your website and listed offerings therein



#### ON THE WELCOME PAGE (Loading Pop-Up Banner)

##### HIGH-IMPACT AD APPEARS BEFORE THE WEBSITE LOADS

This is a high-impact ad unit offering unique and ultimate brand visibility for a major announcement or introduction. This part of the digital ad is seen by site visitors once a day and is exclusively offered to one advertiser every week/month.



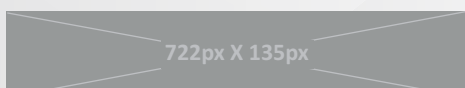
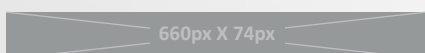
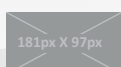
#### PRIME HOME BANNERS

##### PROMINENTLY VISIBLE MEDIA AD EXPANDS UNDER NAVIGATION

This is a highly interactive ad unit bringing you an impactful branding opportunity with assured direct response. This is a premium position ad unit placed beneath site navigation. It provides ongoing visibility even when collapsed. As one of the largest ad units available, the Pushdown Banner can support a more detailed message through the use of streaming video and multiple targeted links to your offerings.



#### OTHER BANNERS + VISUALS + SIZES



## CREATE VISUAL IMPACT WITH VIDEO

### VIDEO CASE STUDY: ELEVATE YOUR BRAND'S VISIBILITY WITH AN AUDIENCE PREFERRED FORMAT FOR CASE STUDIES

Video case studies offer clients the ability to establish their companies as thought leaders by educating industry stakeholders/professionals on solutions explaining varied applications of the existing product or employing new products. This 3-5 minute, professionally produced video should be shot at your site location. This will be hosted on our website and promoted to targeted audience in our eNewsletter.



### VIDEO EDM: PROMOTE YOUR COMPANY'S INNOVATIVE PRODUCTS AND ENHANCED CAPABILITIES WITH EXTENDED VIDEO REACH

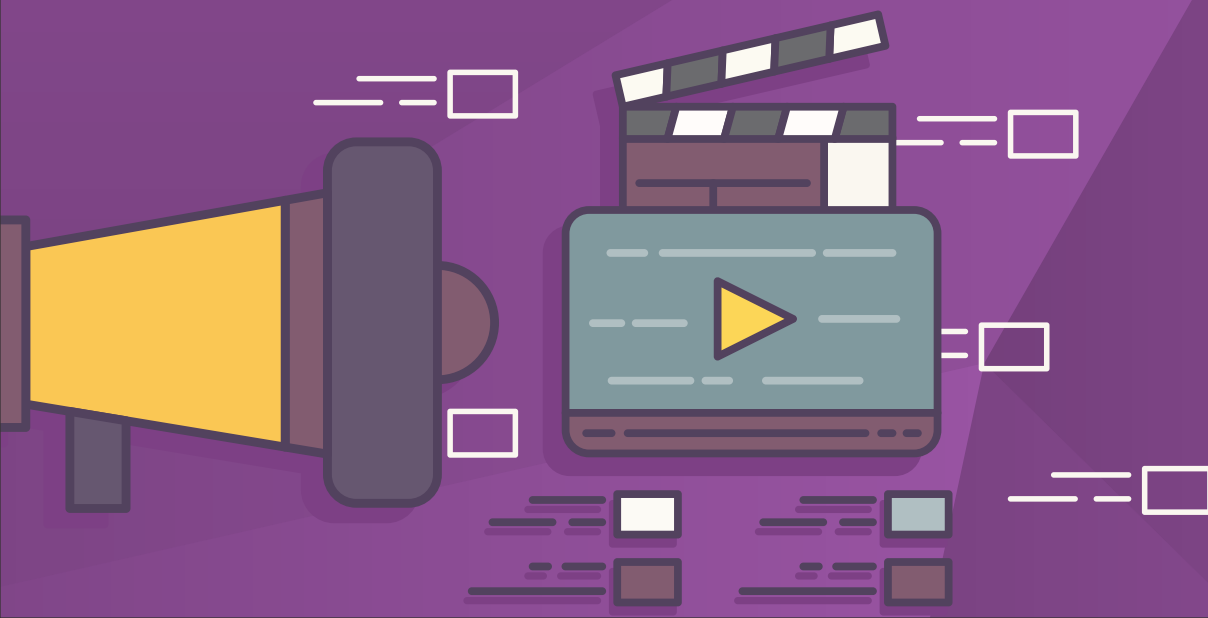
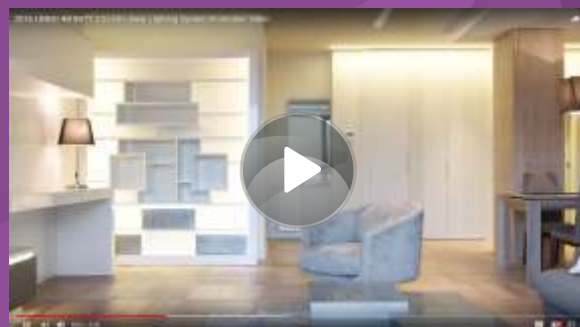
The video EDM extends the reach of your videos with an exclusive landing page on our website providing exposure to your target audience.

Additionally, banner advertising on your exclusive landing page on our website provides a branding opportunity for your company and/or products.

A targeted email to audience drives viewers to your site from the channel page provides a boost to your site's search ranking.

### PROMOTIONAL VIDEO: INCREASE EXPOSURE WITH YOUR VIDEO PROMOTION OVER WEBSITE

Elevate your brand's visibility by posting them on our website video player. This provides you a low-cost opportunity to educate or update industry stakeholders on your company capabilities and product offerings. The options may include new technology, new product, interview and even a company spotlight.



A blend of 'web' and 'seminar' - Webinar is an event held on the Internet which is attended exclusively by an online audience. Being a form of one-to-many communication, through a webinar, you can reach a larger and specific group of online viewers from a single location. It allows you to reach your target audience and reinforce your message. Webinar can help you utilise polls, chats and calls to action, or to show your viewers PowerPoint slides or videos. The more interactive your webinar is, the greater the impact of your message will be.

Being personal, live and interactive, webinar defies all the latest communication trends towards everything being shorter and quicker, the average viewing time for webinars is increasing year on year, and currently stands at an average of 56 minutes!

It allows you reach and engage a very specific target group where you can know your audience and their insights. Besides, each webinar can also be watched afterwards enabling you to increase both the reach and the impact of your message.

A webinar makes it easier and cheaper for your target group to be engaged by your message. There are advantages for you as the 'sender' too; the costs are much lower than organising a physical event and hiring a venue, for example.





## SOCIAL MEDIA BOOST

### PROMOTION THROUGH SOCIAL MEDIA

INVITE THOUSANDS OF INDUSTRY PROFESSIONALS TO ENGAGE WITH YOUR CONTENT

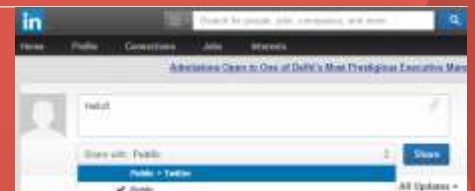
The social media boost is a specialised posting on our Facebook, Twitter and/or LinkedIn pages that drive additional traffic to your sponsored content, hosted on ledworldmag.com. It increases awareness about your company's portfolio through sponsored video or other products to industry stakeholders/professionals who are actively engaged in social media.

The boost consists of an image and linked headline/text that will display in the targeted user's newsfeed. To measure success, we will provide you with metrics such as impressions, clicks, likes, shares, and comments.



### The Opportunities

- Twitter Post
- Facebook Post
- LinkedIn Post



## MEET YOUR MARKETING & BRANDING NEEDS

### EXPECT HIGH IMPACT RESULTS

Your marketing decisions need to be based on good judgment, data, and experience. We, at LED World, truly understand the ever-changing landscape of design and technology and is ready to help you tackle the opportunities that keep coming to add on to your brand visibility and improve your brand positioning.

Since we have grown up with the industry, we know what it takes to stand out from the crowd and create impactful impressions.

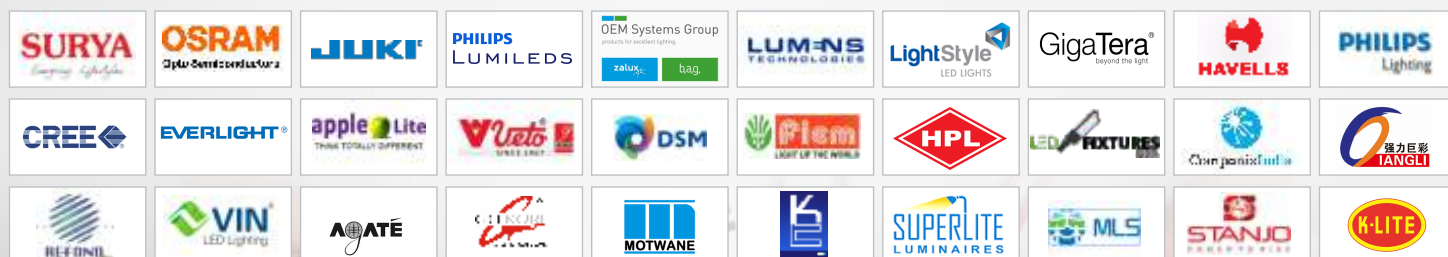
So, make us an extension of your marketing team to help you with the strategic and tactical planning and execution of your marketing initiatives.

### HOW WE HELP:

- Brand Building
- Email Marketing
- Niche Branding Through Social Media
- Campaign Strategy
- Design Services
- Content writing
- Search Engine Optimisation

TILL DATE WE'VE WORKED WITH COMPANIES – BIG AND SMALL – IN THE LED LIGHTING COMMUNITY:

### BRANDS ASSOCIATED WITH US:



Contact our LED World representative for more information about how we can help!



## OUR EVENTS & SEMINAR - OTHER PLATFORMS YOU CAN MAKE USE OF:

### **LED Expo Thailand**

LED Expo Thailand 2018, the 6th edition of ASEAN's Largest International Exhibition on LED Products & Technology, is dedicated to the science, technology and application of LEDs and solid-state lighting. LED Expo Thailand is a dynamic hub for LED/lighting companies to congregate, promote, discuss, transact, partner and gain insights on neighbouring LED markets.

LED Expo Thailand welcome visitors from varied business spheres including architects, lighting industry professionals, government agencies & many others to explore the use of LED for various applications in both domestic and commercial usage.

### **PCB Expo Thailand**

PCB Expo Thailand 2018, the 3rd edition of ASEAN's only exhibition on printed circuit board manufacturing and electronic assemblies, is organised to bring together the PCB community (manufacturers, buyers, sellers and professionals etc.) on a single platform in Thailand as the country is becoming a growing PCB and electronic component manufacturer.

The PCB Expo Thailand is the opportunity to explore Thailand's electronic and electrical components sector, which is a \$60 billion market. It has been thriving and growing exponentially for the last three decades.

### **iLIGHT CONNECT: INTERNATIONAL LED SUMMIT**

The theme is to reinforce the increasing need for the players in the design, engineering and building professions to be connected in terms of inter-disciplinary communication. Aimed at driving knowledge in key areas of lighting design to enhance efficiency, renowned speakers would highlight and demonstrate the trend of LED lighting & energy saving technology, government policies and benefits of using for better consumer understanding.







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