



ADS MADE SENSE

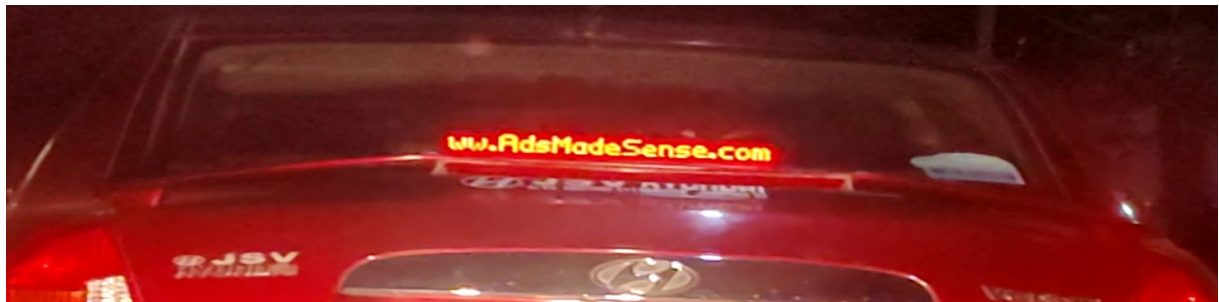
Let's Be Sensible

ADS MADE SENSE: A platform for smart and dynamic campaigns and advertisements

In the field of advertisements and campaigns, various novel experiments are taking place every day to make them more attractive and effective. Till date not many innovative ideas have been brought into practice which make advertisements and campaigns dynamic, user friendly and based specifically on geo location variability. This innovative idea has been brought into realization by Mr. Vishal Singh (IIT MADRAS Alumnus) who has developed a platform www.AdsMadeSense.com and wishes to do the first launch of the product from Lucknow and Kanpur, UP.

Generally, the advertisements and campaigns are performed through vehicles by hanging hoardings and posters. In such practice the same hoardings and posters, which are static in nature, run throughout the area wherever the vehicles are destined.

AdsMadeSense.com brings revolution by changing such traditional mode into a dynamic one. First of its kind in India where campaigns and advertisements take shape itself automatically with the help of a device which works on the principle of Internet of Things. When a vehicle fitted with such device moves from one place to other, the campaigns and advertisements displaying on the device also change according to the change in the location of the vehicle.



This is quite easy to operate through android application and user-friendly website. Big or small traders, shopkeepers, business organizations, public enterprises, NGOs, and different Government departments etc. can post their advertisements/campaigns on AdsMadeSense.com website which will be quickly displayed on the screen of device fitted under the rear windshield of the vehicle and changes content according to the change in location. In this way posting ads will become as simple as posting comments on fb or twitter.

BENEFITS:

- Generates direct employment for many people
- Will improve income of gig workers such as cab drivers
- It will help to spur demand of locally manufactured goods through an affordable campaign system for limited or wide areas.
- Ecofriendly with zero emission
- User friendly and easily operative website and android app.
- Affordable campaigns for governments and business users
- In line with DIGITAL INDIA, MAKE IN INDIA, VOCAL FOR LOCAL.