



First Time in India - Circuit 9 Communications Introduces E-Advertising Solutions

Leveraging Innovation to Change the Ad Game

BENGALURU , INDIA, June 28, 2017 /EINPresswire.com/ -- Circuit 9 has launched a first-of-its-kind e-advertising solution on its [website](#), exclusively for startups and micro-businesses. Known as the 'Ideas Shop', this is an award-winning, future-oriented advertising agency that knows the true value and life-changing potential of big, bold ideas.

Having treaded the ups and downs of the startup journey itself, Circuit 9 is fully aware of the challenges faced by most startups; challenges that oftentimes downplay the brilliant, cutting-edge ideas that would otherwise fuel the startup journey. The biggest challenge today, arguably, for most startups and micro-businesses comes down to branding and packaging. In the marketplace, an average but well-packaged product will beat a great but poorly-packaged product every time, all the time. When it comes down to visibility and market penetration, product branding and packaging are business-critical.

Despite the seemingly limitless avenues offered by digital and social media platforms, most of these new players, who fall in the SME (small and medium-sized enterprises) category, can't seem to catch a break. That's the real-life tragedy of many big ideas; ideas that could have changed our lives, and potentially changed the world around us. But they failed to gain any real momentum because of poor marketing mileage.

Considering New India, Startup India, [Digital India](#) or '[Make in India](#)', it's essential to remember that it's not the multinationals that are going to fulfil this grand vision. Sure, they will have their part to play as well, but the real heroes of New India will be SMEs, the niche players, and the builders of self-sustaining niche markets that are connected to but not dependent on larger forces. These are the people who will constitute the backbone of the new economy, strengthening and steering it through all weathers.

It's truly sad then that most of these new players fade into obscurity before they even have a fair chance to succeed. One of the more obvious reasons why they fail to generate visibility is the severe constraints of a marketing / advertising budget. They simply can't spend as much as the bigger, established players. They have the big ideas, but they need a trusted partner with proven capabilities in the advertising field, who will be able to give them the tools and generate not only the kind of visibility they desire but the kind of visibility they deserve. Through its end-to-end advertising and marketing services, Circuit 9 has a strong desire to energize these new businesses, which in turn will energize New India.

Circuit 9 has priced its packages in a cost-effective manner with the prospect of great Returns on Investments (ROI) for startups and micro-businesses. "The idea is simple - to help our native SMEs repel the competition by giving them the tools they need to thrive in the marketplace," says Ajay Gupta, Founder and Business Director of Circuit 9. "Taking an idea to investors is one thing, but taking a finished product to the market is a whole different ball game," concludes Raghavendra Suresh, Founder and Creative Director of Circuit 9.

Where other agencies charge obscene and exorbitant sums of money, sometimes running into an unholy six-seven figure sums, for something as simple as a logo, Circuit 9, on its e-commerce platform, will give the business a market-ready identity for just Rs. 9,999 (plus taxes). All a customer has to do is go to the website, choose a suitable package, fill up a downloadable brief sheet, a few clicks and the customer is good to go. Known for its strong design, thinking capabilities and quick turnaround times, Circuit 9 will translate brilliant ideas into a cutting-edge brand that's ready to take on the challenges of the business landscape.

It sounds like this is one agency that sure believes in the 'Make in India' dream. To know more about Circuit 9 or their e-advertising solution, log on to <http://circuit9.in/e-advertising/>

About Circuit 9

Circuit 9 is an ISO 9001:2015-certified advertising agency with a desire to empower forward-thinking entrepreneurs. It has worked with 250+ happy clients since inception and strongly believes in the grand vision of a New India. With its new digital solutions, the agency seeks to be the first-movers of innovative advertising in India.

Website: <http://www.circuit9.in>

Facebook: <https://www.facebook.com/CircuitNine>

Twitter: <https://twitter.com/circuitnine>

Instagram: http://www.instagram.com/circuit_9/

LinkedIn: <https://www.linkedin.com/company-beta/2771939/?pathWildcard=2771939>

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