



# DER

Communication And Advertisement plc  
Doing what matters!



# Letter of Interest

**To: .....**

We would also like to offer TV commercial Radio commercial, outdoor indoor signage, POS material, printing services, Event planning and Organizing. We strongly believe in the effectiveness of your branding campaign on your brand and we want your customers to feel the same confidence, hence, our company offers the Advertisement services to help you communicate with your targeted potential and actual customers.

Detailed information on the services provided by us, our advertising service, terms, and conditions, etc. are enclosed in the document attached to this letter.

If you think our proposal to be effective, you can revert back to us at any time, our doors are open.

Sincerely yours,

Kassay Desta

General Manger



# Company Introduction

Der communication and Advertisement plc production catalog into a bigger asset as well as quickly penetrating the printing and audio visual and communication industry and market place.

Der communication and Advertisement plc goes for perfection. focusing on our professional experience, because we love what we do. We are working always to the maximum with the promotion are Group relies on the demand services that support gross fixed capital formation (G C ).

The group has a clear strategy of using its collective skills and understanding of markets to develop a unique value proposition to clients in the business of creating customized, full-featured solutions in TV and Radio Advertisements outdoor indoor signage, POS material and printing, Event organizing and public relations & communications.



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Der communication and Advertisement plc owns and masters the control of creating immediate revenue streams while growing our experience that Der communication and Advertisement plc has gained so far, we unquestionably, put a good deal for the quality production, promotion and marketing that wins the customers soul.



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# Company Introduction

This optimistic progress is only achieved after lots of hard work and painful efforts. The quality of our work which has been accomplished by us as well as in collaboration with other individuals and companies, in this sector has been remarkable and successful. The feedback obtained from spectators confirmed the same fact. Such inspiring progress in this industry has helped us to be the promising promotion and marketing company through its financial as well as technical resources to provide the nation with pre-eminent production.

Der communication and Advertisement plc is a full service diversified Advertisement and Printing firm which serves a wide variety of clients, from various industries either from advertising to printing. We offer comprehensive solutions to every client marketing problems. Hiring the right Marketing and Advertisement Company can be a game changer for any firm. In today's economy you got to run and get there fast. Der communication and Advertisement plc will be your efficient business fuel in bringing the right advertisement and printing solutions to your business.

# Overviews of our services

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## Creative Development



## TV, Radio and Digital

## Add Production



## Multimedia Displays



## Outdoor: Billboards and signage





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## POS material

A product for every  
promotion...



## Printing





# Creative Development

How a product looks, and feels will determine the client loyalty towards your brand. These brands launch initiative to introduce a new logo and direction of a fittest company. This product was strategically designed to incorporate the latest technology and the use of the High-Tech consumer, Design Direction, Product launch and Brand marketing. At Der communication and Advertisement plc with professional team members and excellent competency skills develops and implements the best brand launch strategies for our client. Major products include;

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- ✓ Logo Creation, with meaning, color numbers, front types...
  - ✓ Brand book & brand concept development.
  - ✓ Motion Graphics and Animations character
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# TV & Radio Add Production

As television, radio and digital media continue to evolve, many have found that a combined approach integrating all three types of advertising allows all portions of the marketing funnel to be reached simultaneously. As a result we give the below services;

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- ✓ Concept creation, Process flow, script writing, sketching of process flow, casting, shooting and editing of TV and Radio Adds.
  - ✓ Web page purchase, concept development, icons creation, integrating the products ...
-

# Multimedia Displays

After investing a large budget getting the right TV, Radio and Digital commercials, it would be a fair if they are not addressed to the right consumer group.

**Services we provide;**

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- ✓ **Selecting best TV and Radio station, identifying prime time shows.**
  - ✓ **Getting the best discount for TV and Radio**
  - ✓ **Media Monitoring for TV and Radio**
  - ✓ **Identifying and placing add in the best platform for the product or service with optimal budget for digital.**
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# **Outdoor: Billboards and Signage**

**As consumers go about their busy schedules, they don't always have time to research brand names, company reputation, or the type of services they offer. Outdoor advertising displays company information in a creative, attractive way that informs consumers of the company name, logo, contact info, and what they can do for them. It also complements a comprehensive brand recognition strategy. Outdoor advertising is an influential marketing technique that advertises the same message frequently.**

**Billboards, pillars, bridges, Outdoor signage's**

# POS Materials

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- **A bold display at the point of sale has been proven to be the most effective way to engage customers and drive them to impulse buys. Well executed displays can educate shoppers about a product, evoke emotion and inspiration, or provide impactful benefits to the shopper.**
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- ✓ **T-shirts, caps, bags, pen, keychains, Agendas, Calendars, displays, umbrella, tables, chair.....**
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# Printing

**Print materials give the company an opportunity to saturate the market with the brand message. They also connect with the consumer without having to wait for the consumer to initiate action. They are affordable and easy renewables.**

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**✓ Poster, stickers, brochures, banner ....**

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## Event planning and organizing

Der communication and Advertisement is a full-service event management company based in Addis Ababa Ethiopia. Our team of award winning professionals specializes in taking your event from concept to production.

We've worked with some of the world's top brands and talents to create amazing experiences in locations both large and small.

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- ✓ Design
  - ✓ Entertainment
  - ✓ Audiovisual
  - ✓ Display & Effects
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