



Digital Advertising

C Com Digital bags HealZen's digital marketing and creative mandate

The agency will be responsible for HealZen's website development, social media management, SEO, online advertising, WhatsApp marketing, packaging design, and all creative content

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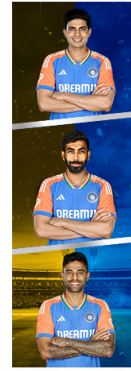
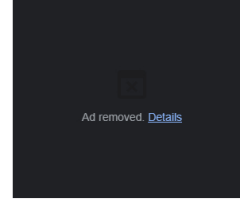
New Delhi: C Com Digital has won the mandate to manage the complete digital presence and creative services for HealZen Quantum Cure, a healthcare company specialising in pro-therapeutic therapy and patient-centric care.

C Com Digital will be responsible for HealZen's website development, social media management, SEO, online advertising, WhatsApp marketing, packaging design, and all creative content.



Chandan Bagwe

Chandan Bagwe, Founder and Director of C Com Digital, said, "We are thrilled to partner with HealZen, a forward-thinking healthcare brand that is redefining patient care. Our extensive experience driving brand visibility through integrated digital marketing strategies will help HealZen connect with patients seeking more than just conventional treatments. This collaboration will enable us to support their growth as they embark on this exciting journey."



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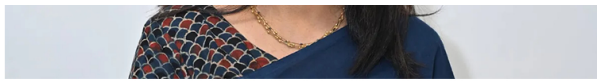
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Dr Apurva Ahirrao

Dr Apurva Ahirrao, Managing Director, HealZen Quantum Cure, said, "We are excited to collaborate with C Com Digital as we launch our first clinic in Pune. Their expertise in building strong digital footprints and innovative marketing approaches aligns perfectly with our vision of delivering holistic healthcare solutions. With C Com Digital's help, we aim to reach a wider audience and significantly impact healthcare delivery in India."

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Gujarati film 'Jhamkudi' to premiere on ShemarooMe on October 17

Filled with unexpected twists, supernatural elements, and comedic moments, the movie redefines the genre and is a treat for fans of both horror and comedy

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New Delhi: The horror-comedy film, 'Jhamkudi', which became the highest-grossing Gujarati movie of the year, is set to make its world digital premiere on ShemarooMe on October 17.

This blockbuster, with its unique blend of eerie thrills and hilarious moments, showcases the talent of National Award-winning actress, Manasi Parekh, and marks the debut of popular influencer and actor, Viraj Ghelani, in the horror-comedy genre.

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Viacom18's Mansi Shah Joins Way2News as Region Head – West

Prior to joining Way2News, Shah served as Director of Ad Sales at Viacom18 Media for over 12 years

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Mansi Shah

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New Delhi: Way2News, India's hyperlocal news platform, has announced the appointment of Mansi Shah as Region Head – West. With over 18 years of experience in media and advertising sales, Mansi will be instrumental in spearheading the company's monetisation strategies and building key brand partnerships to accelerate its growth in Western India.

Prior to joining Way2News, Shah served as Director of Ad Sales at Viacom18

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Lionsgate Play offers free content access with 'Gatecrash Lionsgate' from Oct 18-24

To elevate the campaign, the streaming platform has rolled out two ad films created by Havas Media

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New Delhi: 'Whether it's weddings or paywalls, everyone loves a good old 'Gatecrash'!' This festive season, Lionsgate Play has launched its campaign 'Gatecrash Lionsgate'!

From October 18 to 24, audiences can enjoy free access to its collection of films and series for an entire week.

This campaign also offers complimentary access to the Indian premiere of

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Amazon to introduce ads on Prime Video in India from 2025

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Despite the introduction of ads, the company plans to offer an ad-free viewing experience for an additional fee, details of which will be announced at a later date

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New Delhi: Amazon has announced that viewers of Prime Video in India will start seeing advertisements during their favourite shows and movies from 2025.

This development aligns with Amazon's broader initiative to introduce ads in multiple countries, including Brazil, Japan, the Netherlands, and New Zealand, expanding its already operational ad-supported viewing in markets

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IAB Tech Lab launches ADMaP (Attribution Data Matching Protocol) for public comment

The ADMaP protocol uses several privacy-centric steps – identity mapping, attribution computation, and report generation. The public comment period is open through November 14, 2024.

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New Delhi: IAB Tech Lab announced the launch of ADMaP (Attribution Data Matching Protocol) for public comment.

Built by privacy, measurement, and data clean room experts, ADMaP enables advertisers and publishers to securely share and measure conversion data without revealing user-specific details.

The protocol leverages privacy-enhancing technologies (PETs) like Private

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