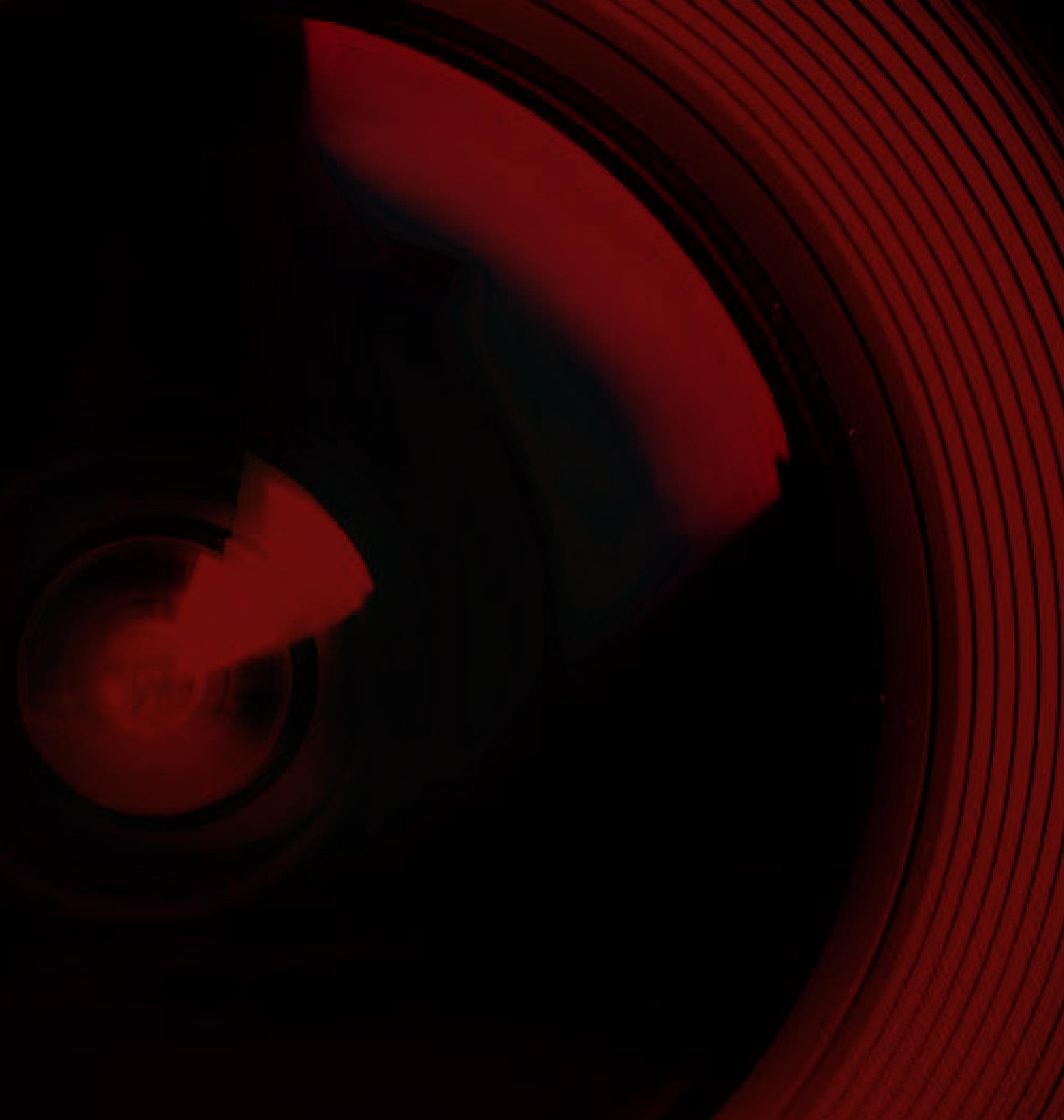


Push360

www.push360.agency



SOMETIMES,
A GIANT
LEAP NEEDS
A LITTLE
PUSH



THE POWER OF PUSH

Push isn't just a name.

It's a philosophy.

Where imagination meets specialisation.

Where the brightest minds meet the bravest clients.

Where the right idea meets the right medium.

Where a bold vision meets the outcome it deserves.

The result is a giant leap.

And it starts with a little Push.



THE POWER OF INTEGRATED

Integrated isn't everything for everything's sake.
It's a state of effectiveness. A brand symphony.
It's what happens when an idea comes alive in every channel.
Unique in its manifestation, but universal in its spirit.
Shaped by people who live and breathe their passion for a medium.
Moulded so that each touchpoint talks to the other.
Amplifying your message by the exponential.
That's the power of integrated.
That's Push.

WHY US?

VINTAGE

30 years of shaping success for brands — category leaders and disruptive upstarts. Regionally. Nationally. And now globally.

RECOGNISED

Game-changing ad men and women. With industry-leading agency experience. Now all together. Under one roof.

DIVERSE

The will of dreamers, visionaries and doers. Amplified by the skill of brand mavens, writers, designers, planners and filmmakers.

PERSONALISED

Undivided attention. Unstinting passion. Uncompromising creative solutions. For each client. From each individual.

REVOLUTIONARY

We're reshaping categories - from jewellery to technology, from real estate to fashion retail, from non-banking financial services to telecommunications.

CONVERGED

Separate businesses offering specialised services. Seamlessly stitched together, with one goal - to push.

TRANSFORMATIVE

We have built our reputation on working with brands at their very inception and catapulting them to sustainable market leadership.

INVESTED

We're with our clients all the way - from installing ourselves in new locations to setting up new teams to creating a marketing ecosystem just for them.



SERVICES

We don't just do it all.

We do it all well. And we're able to do so because each of our services are delivered by masters of their specialised craft. Masters who maximise what's possible in each medium.

BUSINESS CONSULTING

PUSHING YOU TO THE NEXT WAVE OF GROWTH

- Opportunity identification
- Business strategy
- Marketing strategy
- Brand planning
- People development
- Branding & marketing activities

FILMS

PUSHING YOU INTO TIMELESS STORIES

- Television commercials
- Brand films
- Corporate audio-visuals
- Web / viral videos
- Event videos
- Product / service audio-visuals

EVENTS & ENTERTAINMENT

PUSHING YOU CLOSER TO ALL THE BUZZ

- Special events
- Corporate events
- Brand launches
- Weddings
- BTL activation / promotions
- Sports & entertainment

B2B

PUSHING YOU TO CONSIDERATION AND ADMIRATION

- 360° campaigns
- Thought leadership promotion
- Infographics
- Product / service videos
- Inbound marketing content
- Direct marketing collateral

CREATIVE & STRATEGY

PUSHING YOU INTO MILLIONS OF MINDS & HEARTS

- Brand positioning
- Brand identity
- Campaigns
- Print advertising
- Television advertising
- Out-of-home advertising

CELEBRITY MANAGEMENT

PUSHING YOU TO A GALAXY OF YOUR OWN

- Brand endorsements
- Appearances & promotions
- Live events
- Image consulting
- Public relations
- Co-ordination & management

PUBLIC RELATIONS & IMAGE MANAGEMENT

PUSHING YOU TO EQUITY AND ESTEEM

- Public affairs / government relations
- Content management
- Corporate affairs
- Strategic counsel
- Reputation management
- Social Media

DIGITAL

PUSHING YOU INTO A BRAVE NEW WORLD

- Digital strategy
- Branded content
- Social campaigns
- Website design & development
- Web videos
- App strategy
- Performance Marketing

PROMOTERS & TEAM



Dr. V. A. SHRIKUMAAR MENON
Founder, Chairman & MD

PROFILE

(Writer, Branding specialist, Director, Businessman & Philanthropist)
Chairman and managing director of Push 360 - an Integrated communications solutions company which handles brand strategies , communication planning , creative campaigns , digital solutions ,advg and corporate films , public relations and image management panning.
Strategised and created and communication campaigns for many regional national and global brands.
Made many regional brands into successful Pan India and global brands.
His ideas and campaigns took Kalyan Jewellers from a double digit brand to a 10000 plus cr brand.
Manapuram Gold loan company rose to 6000 cr from 1800 cr just in one year with his nationally acclaimed campaign.
Directed more than 700 commercials in 10 Indian languages
Debutted in Feature films by directing one of the highest-grossing Malayalam films of all time
Clients include Kalyan Jewellers, Manappuram Finance, Wrangler Jeans, Malayala Manorama, Prime Meridian, Aster, Meriiboy , AVT , Dhanuka Agro Farms , Etisalat , IPL , CCL , Amazon, Etisalat to name a few.
Produced and directed advt films with some of the biggest celebrities in India including Amitabh Bachchan, Sachin Tendulkar, Aishwarya Rai Bachchan, Sushmita Sen, venkatesh, Mithun Chakraborty, Mohanlal, Mammootty, Prabhu, Nagarjuna, Shivarajkumar etc.
Next film is Mission Konkan a never before action thriller based on a train accident in the Konkan railway and its rescue
Mission to be made in Malayalam and Hindi and dubbed in telugu Tamil and kannada and Bhojpuri . The star cast include Mohanlal, Amitabh Bachchan or Anil Kapoor
Scripted and plans to direct Asia's largest motion picture based of the greatest epic of the world MAhabharath next year.
His foundation takes care of 400 plus Dalit families by providing them houses , toilets , medical care and education.
He was awarded a Doctorate in Branding and communications by American universities on various case studies which transformed regional brands into national and global brands



SHIBILI RASHEED
Chief Executive Officer



LASAR SHINE
Chief Creative Officer



SETHU RAJ KADAIKAL
Head - Public Relations



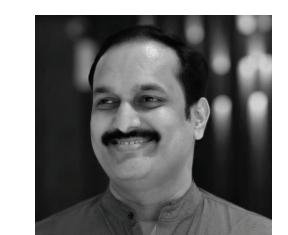
LIBIN THATTHAPPLLY
Head - Research



DON AUGUSTINE
Head - Production



SHEEJA ANIL
Chief Operations Officer



VIMAL VENU
Chief Finance Officer



JAYAPRAKASHAN P
Sr. Creative Director - Art



SYAM PURUSHOTHAMAN
Sr. Creative Director - Art



TITUS GEORGE GOMEZ
Sr. Creative Director - Art



DEEPIKA KUMARVEL
Creative Director - Content



V SACHIDANANDAN
Head - Creative Operations



WORK

We believe in creating work that works for our clients.
It's that simple.



BREAKING CONVENTIONAL THINKING TO CREATE A 12,000 CR BRAND

Kalyan Jewellers began its awe-inspiring journey as a fledgling jewellery brand in the 90s.

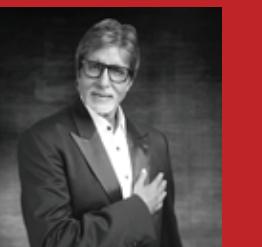
From a 300 crore company, Kalyan Jewellers is today a 12,000 crore megalith. And we are proud to proclaim that we have partnered with Kalyan, through thick and thin, every step of the way.

Breaking the mould in jewellery advertising of that time, we zagged when the rest followed conventional wisdom. For the first time in jewellery advertising, we made the man the protagonist, a result of research we commissioned to identify the real influencer in jewellery purchase.

The second salvo was the use of regional celebrities for each state as against one big national celebrity. In a category that hinged on trust and credibility, the strategy to use a celebrity who was one of their own turned the tide in Kalyan's favour. This strategy generated enough traction for the brand in each market and the brand grew exponentially.

Then, there was the path-breaking concept of 'My Kalyan', a stand-alone retail store unit that provides an advisory service besides retailing of gold, to shield the customer from irregularities and inconsistencies of the industry.

The final nail in the coffin was the pioneering communication that addressed the sheer transparency and best practices of the brand, a move that led it to become an industry norm for other brands to follow. Today, Kalyan continues to lead the way in jewellery advertising with breakthrough communication with results to match in India and abroad.



BABY STEPS – 1 CARAT AT A TIME

This brand follows the trajectory of conventional marketing wisdom and is a testament of how structured market and consumer understanding as well as brand development techniques can create strong brand value. When the brand decided to enter other markets where it was unknown, we designed and analysed extensive consumer research, both qualitative and quantitative, to understand needs, wants and desires of consumers of jewellery. Product range assessments were carried out with real samples to understand cultural differences. Trade interviews added a seller's perspective. This understanding powered the first foray into closer cultures across the Southern markets.

We realised that gold jewellery, unlike diamond or other gem studded jewellery is a matter of investment rather than aesthetic apparel. And while the blushing bride's opinion regarding design would be one factor to be taken into consideration, the investment value and hence the authenticity of the supplier was much more important to the true decision maker i.e. the parents actually investing the funds.

Hence, the brand building began first with 2 core product benefits as differentiators which were unmet needs – the presence of the BIS mark which most players did not bother with and demonstrating how price promotions actually did not benefit the consumer.

For a small local player to make these claims credibly, we needed it to come from affluent people who would be expected to have the knowhow and legal resources to check if these claims were actually true. Hence we had a genuine role for a celebrity and a creative treatment that used them to advantage. The strong growth registered by the brand in the South markets were proof that the approach worked.

Once the product benefits were established in the initial years of launch (and we heartily commend our client who has the good business sense to know when spending is required) we then laddered up these benefits to the emotional benefit area, taking on the platform of 'Trust' - a word that is synonymous with the brand today.

And while this continued to reap dividends, when the time came to take the brand across the Vindhya, to a completely different cultural milieu, an equally extensive understanding was carried out amongst these consumer markets to test if the brand approach needed to be modified in any of the marketing parameters. Largely, the tested launch path was found to be relevant, and the brand now chose to bring in a celebrity with national and global relevance. Mr. Bachchan came on board and the rest is history.

Kalyan has become the first Indian jewellery brand to get funding from Warburg Pincus. It also serves as a great example to brand owners who question the utility of investing in brand building activities such as research, advisory services and impactful advertising and get trapped in the short term comfort of driving sales.

RESULT





DANCING
DIAMOND

Glo

KALYAN JEWELLERS DUBAI LAUNCH

THE EVENT

Kalyan Jewellers, the fastest growing jewellery brand of India, had over 70+ showrooms spread across India around the time they launched in Dubai. Push Integrated, the agency which was instrumental in growing Kalyan Jewellers from a 2 store retail brand from Kerala into a 110+ showroom today, was assigned the massive task of launching the brand in the Middle East, starting with Dubai and Abu Dhabi.

THE HISTORY OF KALYAN STORE LAUNCHES

Brand Kalyan Jewellers carved a niche for itself in whichever new market it entered. Thousands came to witness the event and shop on the opening day. The highlight of these openings were also about the superstar brand endorsers of Kalyan, who came to cut the ribbon of the stores.

THE CHALLENGE

The client expected Push to create the same fervour and magic and attract the Indian diaspora from the Middle East to the store on the launch day. One must understand that Middle East was not an easy market when it came to gold as it was filled with retail jewellery players of all sizes. There were half a dozen brands that had made its way into this region and successfully running the business.

THE IDEA

After much thought, Push hit upon an idea that could not get any better or bigger. The idea was to create a dent in the market and to achieve that it had to do something different. And nothing could be more unique than launching 5 stores spread across the city of Dubai and 1 store in Abu Dhabi on the same day. These stores were to be opened by Kalyan Brand Ambassadors – Amitabh Bachchan, Aishwarya Rai, Akkineni Nagarjuna, Prabhu Ganesan and Manju Warrier. The client bought the idea and team Push got working on it. It was no longer a launch, but 6 launches on the same day. In the evening, all these stars will preside over a function for the crème d'la crème of Dubai, which will have Shankar Mahadevan in concert at a prominent venue.

Communications across all mediums was created with the same thought where all brand ambassadors were landing into Dubai and Abu Dhabi in interesting ways. This campaign happened over print, outdoor, television and radio. In short, Dubai was carpet bombed with the campaign. The campaign started building the desired buzz and soon, everyone in Dubai was only talking about the Kalyan Jewellers launch. Expectations and anticipation grew.

THE LAUNCH

With surgical precision planning, starting from logistics, venue, security, invitation, permissions, stage, crowd control and more, all 6 stores were launched on the same day. On the day of the launch, all the brand endorsers went to the showrooms together. Dubai and Abu Dhabi had never seen such an event happen ever. Thousands of fans waiting hours before the stars arrived to witness the event were excited and were thrilled when the superstars interacted with them. The event was a massive success. It was imperative to make noise and make its presence felt right from the start. It did that well and the resonance of it is still being felt even to this day. Kalyan Jewellers immediately became the number 2 store in the region and continues to enjoy that position.



കാരണം,
പിലർ ദ്രോളാവരേയും
പോലെ അല്ലോ?



Anokhi
uncut diamond

KALYAN
JEWELLERS



A REVOLUTIONARY BUSINESS INNOVATION CHANGING THE FACE OF JEWELLERY TRADE IN THE SUBCONTINENT

THE BRAND

My Kalyan is the result of a business strategic decision, that helped Kalyan Jewellers reach out to its customers across tier 2 & 3 cities and towns, through a friendlier, consultatory and big brotherly approach. This model neutralised the inertia of middle class and lower income groups across the mofussil areas of our country, to interact with the larger than life brand, Kalyan.

THE BUSINESS MODEL

The key challenge for Kalyan was to engineer an 'Inclusive' growth, taking 'Middle India' with them. To attain this, 'Reach' was critical. Kalyan Jewellers was more an urban brand till then. It catered to the middle income as well as a percentage of high spenders on jewellery. Our surging economy saw a robust change for the better in terms of spending power across tier 2 and tier 3 cities that formed the extended catchment area. How do we reach out to these customers?

The solution was a business idea that marked the turning point in jewellery retail in the country. Push Integrated suggested and recommended Kalyan to start small 'advisory' outlets that keeps product brochures on which the customers could book their orders as well as bring to the mofussil customers, the path-breaking 'Gold Saving Schemes' of the brand. The nature of the shops neutralised the intimidating demeanor of a leading jewellery retail outlet. Its friendly approach made the My Kalyan outlets a big hit with customers. These outlets actually went on to become their local advisors on gold investments and marriage purchases.

THE RESULT

Kalyan launched 100 outlets in 1 day! That was the scale of the launch and their belief in this business model. Where the infrastructure investments were low, but could provide top-notch advisory services as well as book orders for that captive audience, who were never approached in the past by any other top jeweller.

In the first year of launch of My Kalyan, the business extension contributed 25% to the company's total revenue. This has become a case study in business transformation, and have become part of the curriculum of leading business schools in the country including the IIMs.





MY  KALYAN
KALYAN JEWELLERS MINI STORE





NOT ALL THINGS ENJOYABLE ARE UNHEALTHY

THE BRAND

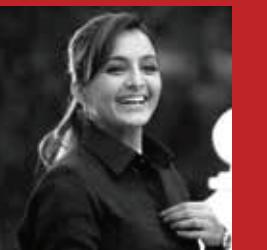
Meriboy Ice Creams have come out of 3 brothers' passion for ice creams. The best of ingredients, passionate investments in R&D and a desire to bring to its customers a brand that has all the purity inherent in milk and real fruits, describes the genesis of Meriboy.

Meriboy aims to be the only brand of ice creams in the country that boasts of fully natural ingredients. From natural flavour to natural colour to natural/real fruits and pure milk. The 'pristine purity' of the brand is a result of its owners' in-depth knowledge of the product and the category.

Meriboy was placed under our tutorship for readying it for market leadership in the south, in the year 2012. Real competition is from regional giants like Lazza Ice Creams, and also from National players like Amul, Kwality Walls, Mother Dairy, Arun Ice Creams etc. These constitute the mid-range price points, and are segmented away from the niche category defined by Baskin Robbins etc.

THE CHALLENGE

How do we create a brand of repute and build affinity with an audience who grew up on the taste and availability of Lazza, Amul, Kwality Walls etc.? What in our manufacturing process or product definition can become our key differentiator? The marketing might of the competition and their presence in the market for decades, presents an ominous task ahead to run a profitable enterprise.



OUR INTERPRETATION OF THE BRIEF

Success and reputation of others are not qualities that we should be intimidated by. In fact, creating a new product story/narrative will always get the attention of the consumer. And if we are committed to producing a great product, and are honest in delivering to the promise, we can take on anyone in the market.

Meriboy's commitment to producing 'natural' ice creams took our interest. That's a great proposition for an indulgence product category. Indulgence categories operate under the guillotine of 'Un-healthy'. But we do give into its temptation. But since youngsters and kids are its major consumers, there is always a guilt attached with having too much of the same or allowing kids to have more. This is where the 'natural' proposition comes into play for the brand. But our challenge will be to package 'natural' in layers of taste and flavour.

THE CAMPAIGN

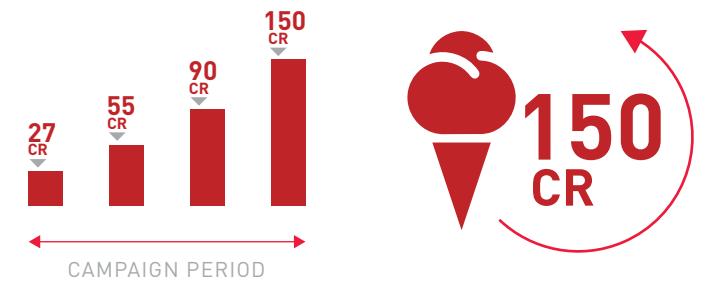
We built the entire campaign around the proposition of 'natural'. Natural flavour, colour, taste and real ingredients. The campaign stressed upon the drool factor whereby creating the crave, which is critical for an indulgence category. But the real difference was in creating the interpretation of 'natural'.

We strategically used Manju Warrier, the highly respected Malayalam actress, who is known for her natural histrionics. When Manju represented and propagated the brand's 'natural' proposition, the impact was compelling. People started questioning their current brand of choice. Are they also natural?

This resulted in competition changing their marketing strategy to counter this threat and loss of their market shares. It paved the way for aggressive and often 'distasteful' positions taken by an unsettled and threatened competition. Our 'natural' positioning and strategic use of the apt brand ambassador, hit hard on competition.

RESULTS

Year 1 of the campaign period:
27 Crores (From 11 crores, the previous year)
Year 2: ₹55 Crores
Year 3: ₹90 Crores
And this year, the brand is tipped to reach ₹150 Crores!





NATURAL IS GOOD

merriboy
ICE CREAM



Merriboy, the famous fan favourite ice cream enjoyed by many over South India had closed itself due to internal conflicts. Mr. Joseph M. Kadambukattil, the main promoter of Merriboy, founded his own ice cream brand and came to us to market and advertise it to south India. And with us, Mercely's was born.

The Evolution of Kerala's Favourite Ice Cream

The brand came to us with the brief to promote the brand as a completely healthy to eat prebiotic and probiotic ice cream brand.

We help build the brand up all the way from its visibility, logo, communication, packaging, signing of brand ambassador (Dulquer Salmaan), and so on.

Challenges

We understood the brand had some challenges, and by conducting a market survey, we concluded that the people had difficulty in pronouncing the name.

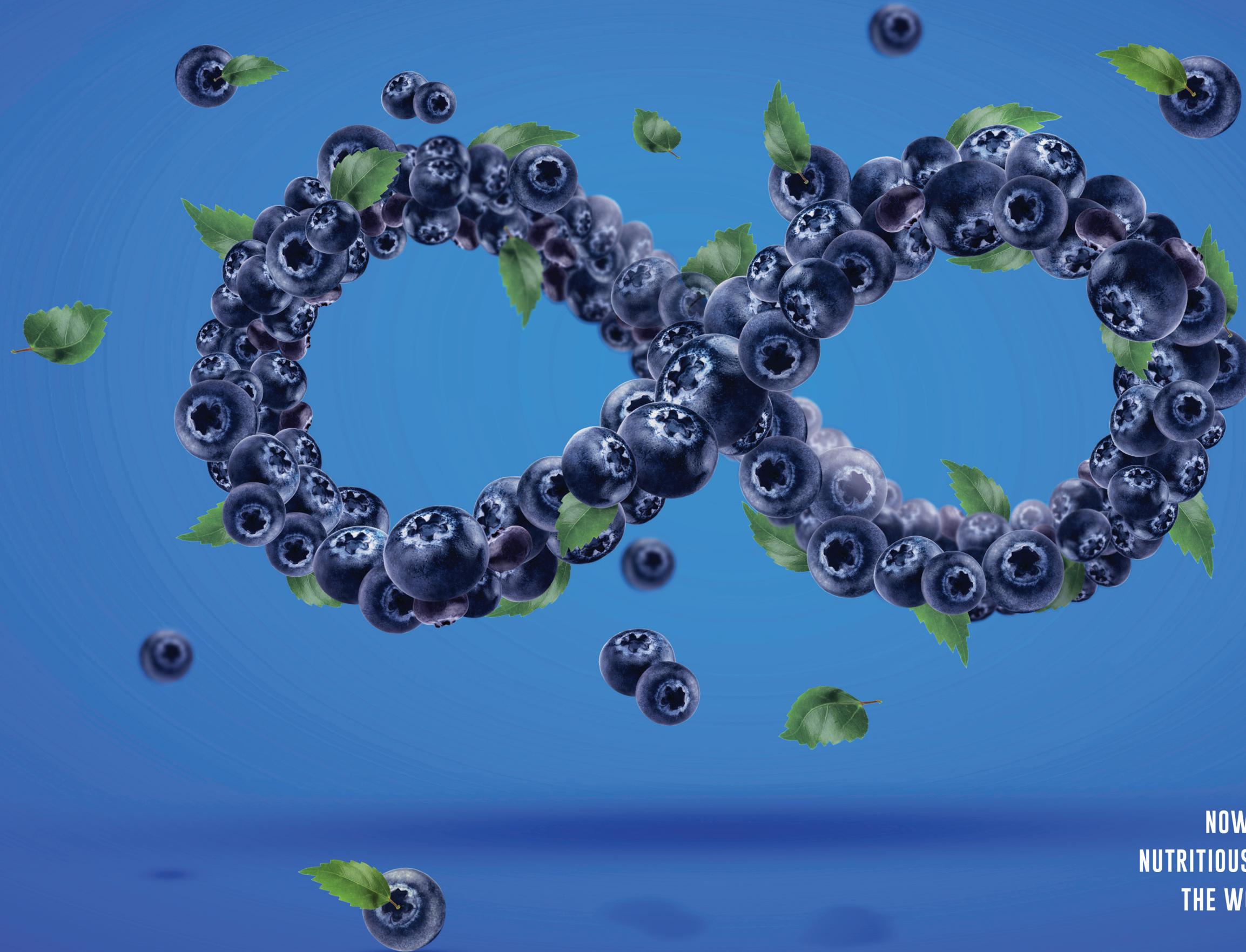
Our Push

Our very first campaign we launched for Mercely's was focused on helping the people pronounce and be familiar with the brand.

Then we launched the brand, and then the campaign healthy relationships and within one year, Mercely's would achieve **175 crore turnover which is one of the biggest success stories in FMCG industry.**



THE
BLUEBERRY
SEASON
NEVER
ENDS.



NOW GET OUR FRESH, EXOTIC AND
NUTRITIOUS BLUEBERRIES FROM AROUND
THE WORLD, ALL AROUND THE YEAR!



MAKE YOUR OWN
MANGO SHAKES,
JUICES, ICE CREAMS
AND MORE



MERCELY'S
ALL-NEW, ALL-PULP
ALPHONSO MANGO!

switch
to
pulp





Following a biodynamic (Rishi Krishi) method of farming, Athachi had a huge potential. They planned to sell the produce from their farms but unfortunately they weren't getting the desired sales they wished for. They came to us with the brief of helping them sell their organic farm produced products.

But we did more than just help them sell, we PUSHed Athachi.

We identified the core problem which was that they focused all of the marketing on the products rather than the brand itself. Our solution therefore was to heavily invest into the brand itself.

Trust Nature

Our first initiative was to focus and help Athachi identify itself as a brand, starting with identifying its luxury target audience and with that establish a philosophy they can move forward with.

“Trust Nature” encompassed the entirety of the communication we wanted to convey with the brand and hence became its new tagline. We designed new packaging, made sub brands like Moreganics (more than organic), helped promote the brand to national and international level. We ran PR strategies that led to the brand getting the Swadesh Samman award.

We even conducted an Art camp where recognised artists came and stayed for over 15 days interacting with nature, producing artworks based on the experience. This led to creating amazing artwork for which the brand got recognised and helped create brochures and art exhibitions which gave a lot of PR.





25 years back, Craze was one of the most popular biscuit brands in India. When AZCCO Global group wanted to venture into the FMCG industry, especially in biscuits, they came to us for an overall marketing strategy.

Giving The Craze, Push

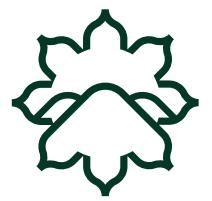
Our challenge lies in connecting the brand with the target audience and capturing a sizable market share of the biscuit industry. And to do so we began by separating our target audience into 2 types of audiences: the older group who remember the brand, and the young crowd who are yet to discover the brand.

For the older target audience we brought back the iconic jingle composed by A.R. Rahman. This connected the older crowd with a very nostalgic emotion towards the brand and helped themselves to it.

For the young crowd, we recomposed the old nostalgic song and collaborated with social media influencers to connect with the new young crowd.

Along with this, we also hired a dance choreographer to build our own Craze dance move which we promoted across media as a campaign.

This further led to bringing more brand visibility for the brand via sponsorships for programs like the famous Asianet Dancing Stars.



TIGRIS
VALLEY

WELLNESS RETREAT

Tigris Valley was a wellness retreat situated in Western Ghats. While it promoted its wellness treatments, it still lacked the conversions it desired. The group came to us with a requirement of helping the brand and converting clients.

We helped them with our 360° Push Marketing services.

The Push Solution

After an intensive market research we discovered a gold mine of an opportunity for Tigris Valley. We first categorised our audience into the luxury class, after which we planned to sell the destination rather than the retreat itself.

Luxury class audiences desire something more than just luxurious stays and wellness treatments. They want to get more, and we gave them just that. We gave them the only wellness retreat in the magical, mystical and mysterious Western Ghats.

The Western Ghats is one of the largest biodiversity hotspots. We focused on the destination Western Ghats and helped the brand offer destination treatments which they can enjoy. We helped them build their brand and push them through materials and PR campaigns like the Swadesh Samman Award to acquire customers both nationally and internationally.



Hill View International School came to us with just the brief of wanting to promote their new app.

What did we do?

We introduced MonteKids to the world.

Pushing MonteKids To Dream Big, Grow Big

We build the complete roadmap, marketing strategies and applications for MonteKids. Introduced the app where parents can help their kids explore and learn Montessori through fun and play. We even promoted the value of Montessori education throughout Kerala helping the brand attain franchisees from the franchise model we built.





CHAMPIONING A CAUSE. ENGINEERING A SOCIETAL CHANGE.

THE BRAND

Malayala Manorama defines the media benchmark in Kerala, in terms of quality and calibre of news, Media pedigree, editorials that change societal outlook and points of view and most importantly, its unmatched readership. MMTV is the television foray of the media house, and in just a few years, it has come to challenge the leader brand. MMTV balances news content with entertainment, talk shows with reality TV, documentaries with research shows and programmes that appeal to a wide SEC spectrum and a wider age group.

MMTV views its corporate social responsibility as an extension of its commitment to bring in a positive change in society. Towards this, it has tied up with like-minded corporate partners, with Push Integrated leading the ideation group. KERALA CAN is an initiative intended to protect the society from the perils of cancer, through an effective outreach programme that includes the best cancer specialists with leading hospitals' support, that takes out cancer screening and early detection drives into all segments of the society especially the fringe groups and BPL families. The conceptualisation and execution of this programme is a showcase of Push Integrated's effective campaign initiatives that has brought in societal awakening, and reaching better health to communities across geographies. MMTV's commitment to leverage and sustain programmes aimed at bettering the conditions of people is truly legendary.

THE CHALLENGE

KERALA CAN posed complex challenges for Push Integrated. The fact that this was not just an advertisement campaign, but a social cause that required effective deliveries and outcomes, presented Push Integrated with no option but to succeed. How do we reach out the message effectively? How do we design and operate medical camps to audit the society for cancer? How do we ensure maximum participation? How do we spread the message of positivity and hope? Does the campaign need a sharper edge by involving a trusted individual whom the society looks up to? How will our recommendation ensure victory for the drive? The fact is, winners operate best under stress. This separates the good players from champions.



THE CAMPAIGN

The campaign had a pre-launch phase, a launch phase and a post-launch sustenance phase. In the pre-launch phase, we created an awareness based campaign aimed at creating a dialogue within the society. A dialogue that will slowly become a movement, and then a collective voice of the people. We roped in Manju Warrier, an actress of repute, a tenacious social activist, a leading dancer and a philanthropist to lead the drive. This campaign was juxtaposed with the societal outreach programmes and medical screening camps. The camps reached out to more than 4 lakh people and their health audit was documented. This became, perhaps, the largest drive in the country against the disease. Today, in 2016, the KERALA CAN initiative is into its successful second year. Multitudes of cancer patients in their early stages of the disease were detected and effective treatment given, saving families from potential loss of lives. The most effective message that went out was that cancer should not be feared. In fact, if we all join hands in this fight, we will come out the winner.

RESULTS

Approx. 4 lakh people screened in the first year.
Hundreds of cancer cases detected. Effective treatment deployed.
The stories of cancer survivors became the campaign lead in the second year.
The initiative was extremely successful in building an environment of positivity and hope.
Cancer is no longer a taboo subject. Society is coming forward to discuss it.
Most importantly, this campaign gave the people of the state, a confidence to fight the disease. And a belief that there is light at the end of the tunnel.





KERALA CANCER

THE FIGHT AGAINST CANCER



Gava came to us as a gadget service centre that sold refurbished electronic gadgets. We helped them completely structure their brand and their communications starting with their tagline- The Gava Promise.

The Gava Promise

What's The Gava Promise? It's a promise of Gava assurance to the customers. We positioned the brand as the expert voice for Gadgets and built campaigns that took that communication forward. We reached out to the influential Tech experts, studied their communication and built the brand to be a voice of Tech experts where the target audience can trust upon.



Aster PHARMACY

Much More Than Medicines
UAE & MENA

BUILDING THE WORLD OF COMMUNITY PHARMACY

THE BRAND

Aster Pharmacy is the largest, most reputed & awarded pharmacy chain in the UAE & MENA region. Today Aster Pharmacy is surging towards its 300th outlet, making it available across all neighbourhoods in the region. Over the years, Aster Pharmacy has come to be the local advisor, caregiver and trusted healthcare support for millions of people in UAE. Beyond prescription medicines, Aster Pharmacy is the destination for trusted OTD drugs and medicines as well as lifestyle products. It is driven by a passion for excellence & process standards. Above all, the brand upholds the values of human compassion.

THE CHALLENGE

When Aster Pharmacy aligned with Push Integrated in 2013, they needed a partner who could strategically align their thinking and fuel its growth story through image building. They wanted to build their image based on the service commitments they stood for as well as the values they lived by. Their dream was to build a legacy that will set the standard for pharmaceutical business in the region. And how to reach the destination in the shortest possible time, without losing out on believability. This is because, their retail growth was exponential and hence, the advertising narrative had to keep pace with the same. In fact, communication should lead this path.



THE CAMPAIGN

Push Integrated built a brand narrative that integrated the values of their brand ambassador, Sachin Tendulkar, with the values of brand Aster Pharmacy. And created a visual appeal that went on to become a defining identity for the brand in the region. And this was not just done through print and outdoor mediums. The brand vocabulary as well as celebrity integration was brought into every element of Pharmacy marketing, including the stores. Each detail was carved out, and a brand identity that did justice to the larger than life imagery of Aster Pharmacy was created. Today, when you move around in UAE & MENA region, Aster Pharmacy and its brand narrative stands testimony to our effort and craft.

RESULTS

Aster Pharmacy has been awarded the 'Best Pharmacy' in 2014 & 2015 and is poised to bag the award this year too. Aster Pharmacy has become a 'Super Brand' in the Middle East.



Awarded
'Best Pharmacy'
2014 & 2015



'Super Brand'
in the Middle East



BRINGING SUCCESS HOME

THE CHALLENGE

Prime Meridian was a relatively unknown entity in the real estate development space in Kochi/Kerala. As they were lacking distinct brand imagery, they were not considered as one among the top players, even though their projects provide some of the best amenities that the top competitor projects don't provide. The challenge was to get the brand perched itself along with the leading players in the real estate category keeping in mind the limited media spends.

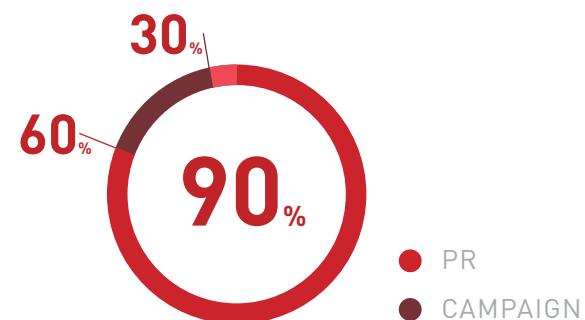
THE IDEA

The campaign kick started with a PR stunt, seeding the story of 'Sachin buying a home in Kerala', which created a huge hype and became the talk of the town. This was preceded with Sachin's visit to Blue Waters, the flagship project of Prime Meridian and within no time the brand created headline news in all media channels. Later, Sachin was officially declared as the brand ambassador of the brand and the multimedia corporate campaign was released. The campaign 'Sachin is Home' portrayed Sachin in a Prime Meridian villa against the picturesque backdrop of Kerala.



RESULT

In less than a month, the brand created a 90% resonance with 60% TOM recall from the PR and 30% TOM recall from the aided media (campaign).





SACHIN IS HOME

PRIME
MERDIAN



JOS ALUKKAS

A TRADITION OF FINE JEWELLERY

Jos Alukkas was doing good when they came to us. They had over 50 stores all over South India. But they wanted more, they wanted PUSH.

The PUSH Difference Brings Courage To Jos Alukkas

"Some Relationships Bring Courage" was the very first campaign we rolled out for Jos Alukkas. The campaign is the first of the many to follow that focused on planting a core word in the minds of the consumers. The word being "Courage". The strategy would help the audiences identify the brand and help it become synonymous with courage- with better collections, and reputation for selling only pure gold for more than 15 years , we offer the customers the courage to buy gold.

The result? Within 15 days of winning the account from Dentsu, we had delivered a full fledged campaign with TVC's, digital applications, hoardings, and more that immediately got appreciation, visibility and most importantly record winning turnovers. What's more, the jewellery shop also recorded an increase in size by 10-15%.



An Opportunity To Grow

Established in 1983, Eastern has become a market leader and one of India's largest exporters in spices and condiments. But ever since the Meeran Group sold off its shares to MTR Masalas, their main focus has been to reposition and shoot Eastea into a market leader in the tea industry.

The Challenge:

The challenge we have been given: The brief given to us was to spread the brand all over India with a small budget for media.

The Solution:

With such a small budget, our solution was to build campaigns around PR and Digital media.

A complete branding transformation

From relaunching its entire advertising strategy from the brand visibility to social media communication, we were given the opportunity to carefully build the brand again from the ground up to attract new as well as existing target audience.

New market strategies include creating sub brands like Ayur Bliss (ayurvedic tea), and Satva.



House of Savouries



A1 Chips is a Coimbatore based sweets and snacks brand that began with a humble beginning of just 4 stores. They had over 400 variants of snacks and sweets and came to us to expand.

From 50 Crore To 500 Crore Business

We recognised that A1 Chips lacked a vision. We took up the challenge to transform the business model and marketing strategies to build a vision to expand nationally.

The brand lacked a story which it wanted to communicate to its audience.

We built that brand story, business model and market strategies which included complete redesigning of brand identities, retail store redesign, and packaging. This had led the brand to expand from a mere 4 single counter stores to a massive multi counter 32 stores.



WE ALSO PRODUCE SPICES

THE BRAND

Kitchen Treasures was born from the house of Synthite, the world's largest producer of value added spices, with a history of over 4 decades in the production of spices, flavours, pure & blended seasonings and spice oleoresins. The outcome of this 40-year internship was the brand Kitchen Treasures, the retail face of the parent company, selling spices, masalas, pastes & pickles. The Synthite group is probably the largest supplier of premium ingredients for many leading Indian and International brands.

In a market where quality is a big concern, with huge deficits in trust, Kitchen Treasures was poised to provide pure, clean, natural and high quality products. Its parent company's huge leveraging in the industry provide them the production and procurement wherewithal to launch their portfolio, walking the talk of purity and quality.

THE CHALLENGE

Kitchen Treasures as a retail brand is an infant among old-timers. How do they launch their spices product line, capturing the interests of a polarised audience? National and regional players pepper the retail shelves pitching offers that range from 'purity' to 'conformity to regional taste palettes'. The launch market was Kerala, which has a rich culture in spices and a plethora of brands catering to the market requirements. So, how do Kitchen Treasures be heard and bought into?



OUR INTERPRETATION OF THE BRIEF

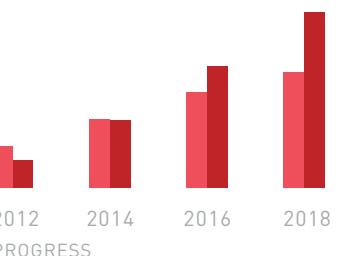
A brand born out of such immaculate pedigree needs a launch demeanor that captures the body language of 'To the manor born'. No holding back. No doubts. No fear. When Sachin Tendulkar walked in to the Test arena when he was just 16 years, he carried with him, a swag reserved for the Gods. He didn't blink, nor did he hold back. He revealed his pedigree to the world. Our challenge is to capture similar leadership pedigree in communication terms, for brand Kitchen Treasures.

THE CAMPAIGN

In a cluttered spices market, where many brand voices are chirping a cacophony, it is important to have a voice that is unique, a lyric that is sharp and a presenter who wears a stature befitting the strength and relevance of the message. This is why we aligned Manju Warrier as the brand ambassador for Kitchen Treasures. Manju is a celluloid queen who is known for her realistic depiction of characters on screen. She has an arresting screen presence and a powerful countenance. We chose her, as the brand messaging required a voice and authenticity that supported its relevance and importance. This is our contribution to the brand in its journey to market leadership. Crafting a strong brand narrative as well as giving it a face and a powerful voice, to be heard above everyone else. And to be believed.

RESULTS

In its first year of launch, the spices segment of Kitchen Treasures ate into the market shares of competition like an epidemic! It continues to blaze its way through the competition line up, and is surely poised for market leadership by year 2018, going by the statistics. This is also one of the most recognised and recollected campaigns in the packaged foods segment in Kerala.



- KITCHEN TREASURES
- OTHERS



PURITY MEETS PEACE OF MIND

KITCHEN™
TREASURES



THE BRAND

AVT Premium Tea is a market leader in the 'Better Economy' segment in dust tea market in South India. It is clearly positioned on the platform of 'Strongest Tea & Consistency'. It has been the market leader for the past 3 decades and has 75% market share in the segment. Its lead market is Kerala & Tamil Nadu. Its building market leadership in Andhra Pradesh & Karnataka.

THE CHALLENGE

The brand has never, ever changed its brand identity. In fact, it is the only white pack in the strong tea segment, which is predominantly led by Red packs. Push Integrated was given the task of not just building the brand narrative in Andhra Pradesh, but also recommend a changed pack identity, without changing the design DNA. The reason being, the pack format in Andhra is Brick packs against the popular pouch packs in Kerala and Tamil Nadu. What Push faced was an ownership who was resisting change and a market that did not expect a change either.

THE NEW PACK

This was an exhibition in design excellence that had the collective vote of approval from the entire board as well as the marketing team that have been with the brand for over 2 decades. As well as the approval from the man who was instrumental in development of the first cut design of the iconic AVT Premium original pack!

RESULTS

The pack gained tremendous acceptance in the Andhra market. What was endearing was the fact that existing users accepted the design change with open arms.



EXISTING DESIGN



NEW CARTON DESIGN





**DEPENDABLE.
KNOWLEDGEABLE.**

MUCH MORE THAN MEDICINES
Aster
PHARMACY





ROAD SAFETY INITIATIVE IN NEW DELHI

THE BRAND

Aster DM Healthcare is one of the most respected & leading healthcare providers in the Gulf. Aster, as part of their corporate philosophy, initiate community building programmes with the intent of educating citizens on the importance of preventive healthcare. Aster believes that hospitals and healthcare providers are not just profit-making machines, but they have the responsibility to ensure good health mainly through methods of prevention. To bring focus on to their new destination healthcare facility in Cochin, as well as other initiatives across India, Aster DM Healthcare wanted to launch a 'Road Safety' programme through their brand ambassador, Sachin Tendulkar.

THE CHALLENGE

To create media buzz and ensure that the initiative builds traction with the top editorial teams across leading publications and channels across India. Apart from this, build the message of Road Safety across schools and colleges, drivers of taxis, 3 wheelers, motorcycles and private vehicle owners (basically all road users). The event was envisaged in Delhi during the exam season, close to Republic Day. Running an event of such magnitude provided logistical as well as administrative challenges. The client wanted to partner an agency that had strategic, networking as well as administrative excellence.



OUR INTERPRETATION OF THE BRIEF

Utilise this platform to deliver the key message that there are healthcare providers who focus on prevention rather than cure. This is a powerful message. And to spread this message, Aster should have a strong media partner.

THE CAMPAIGN

We integrated our key service platforms onto the account. Our PR team (Wordlab Asia), Experiential team (SMLXL), Digital team (PUSHD), Media consultants & core strategic and creative units were aligned to the task. We activated 10 of the top schools and colleges in Delhi and embarked on a 1 month promotional activation with NDTV, the media partner. Aster Saferoads campaign had delivered the message at a deeper level with audiences across the country. In fact, Sachin Tendulkar took it upon himself to spread the message for the brand, even beyond the platforms provided to him by the brand.

RESULTS

Aster DM Healthcare, as a global healthcare provider, got tremendous mileage in the country. This immensely helped in their launch of 2 large healthcare facilities in Cochin as well as in Bangalore. When other healthcare majors were spending advertising money to connect with consumers, this initiative helped connect with the right message and an apt platform.







THE BRAND

Group SH Global is a business conglomerate having varied business interests across Real Estate & Entertainment, Health Resorts & Spas, Ayurvedic Wellness Resorts and Yoga Centres. Group SH Global is a group that is destined to decode the Ayurveda legacy of Kerala to the world. While many brands and business houses have ventured in this segment, they have only experienced limited success. Group SH Global is dedicated to their mission of introducing the world to the therapeutic and wellness potential of traditional Ayurveda. This business conglomerate has built its marketing vocabulary, aimed at changing the wellness beliefs of the world.

THE CHALLENGE

The challenge posed by this business is for us to create a world which marries the authentic traditional values of Ayurveda and the modern cues that would appeal to the world of today. The business sees the world as its market and not just India. Hence the codes of the business in terms of identity, physique, language and demeanor have to be calibrated accordingly. Our objective is to create a global brand of repute, with the heart of a traditional business enterprise. How to modernise without losing its native soul?

Apart from this, was the challenge to build business transformation for the conglomerate. Our Strategic wing took over the challenge to engineer this transformation right from the brand's identity to its vocabulary, code, style, manner and communication grammar.

RESULTS

Group SH Global is poised to take the brand to alien geographies across the globe. It is on its path to unlock its full potential. This is a truly transformational business challenge that we have undertaken, poised to be a case study for other businesses with similar dreams.



TAKING INDIA
TO THE WORLD



G R O U P
SH
G L O B A L





EMPOWERING THE HANDS THAT FEED THE NATION

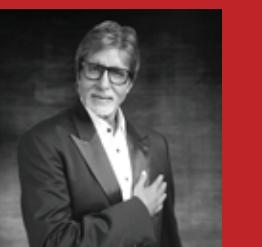
THE BRAND

Dhanuka Agri Tech is the leading provider of crop protection solutions in India. With a plethora of products across categories like herbicides, pesticides and growth enhancers, each targeted at a specific crop and geography, Dhanuka is a partner to farmers helping them nourish and protect their crops. Dhanuka operates in a challenging market that populates the geographical labyrinth of the country tackling changing crops by the kilometre, changing climate by the hour, changing geology by the metre and changing 'crop threats and diseases' by the direction of travel. To retain market superiority and maintain a complex product portfolio that caters to a wide geography, climate and crops, Dhanuka has to be constantly ahead of the game. And they have been so for the past decade. Honesty and integrity fuel their business narrative. A happy farmer for them outweighs business gains. The reason why farmers endorse and support Dhanuka through the years.

THE CHALLENGE

While Dhanuka is the market leader in crop protection solutions, their market share is constantly eroded by multi-national brands like Dupont, making inroads. Their leadership position is further challenged by cheaper and inferior "Made in China" products. Over and above all these factors, the low awareness, illiteracy and lack of exposure of the common farmer are exploited by fake products that copy packaging design of Dhanuka and deceive farmers.

Dhanuka also had a challenge in their brand ambassador Mr. Amitabh Bachchan. Though loved and adored by the masses across India for the actor he is, the farmers felt an enormous disconnect with him as the brand ambassador of Dhanuka. When Mr. Bachchan portrayed the character of a farmer in their earlier communication, the farmers asked just one simple yet valid question: How can an actor know more about farming than us? And why should we believe what he says?



THE PUSH EFFECT

Starting with a massive field research, creative and account management teams from Push visited over 20 villages spread across 3 states covering a geographical area of over 750 sq.km. The interactions with the farming community, the distribution and retail network and being on-ground revealed insights about the language and local phrases to be used, the communication strategy that would work, and more importantly – using Mr. Bachchan in a way that would connect with the majority of the target audiences.

In a breakthrough idea, for the first time, a celebrity brand ambassador didn't even endorse the product in the commercial – to the point where Mr. Bachchan didn't even touch the products advertised. Instead, we used Mr. Bachchan as just a facilitator who showed the right way for the farmers. The products were endorsed by Dhanuka's own field advisors with whom the farmers interacted on a daily basis.

THE CAMPAIGN

Push Integrated plotted the brand narrative around Mr. Bachchan's histrionic talent. For each product line, Mr. Bachchan played a character peripheral to the protagonist (Farmer), by taking him to a person of authority, who would explain the advantages of the product. So Mr. Bachchan played the Sutradhar, the friend, the pujari and many such interesting characters, helping the brand establish the product superiority over competition. This campaign went on to become the most talked about campaign within the farming community. In fact, it completely changed the farmers' opinion of Mr. Bachchan, which was calcified due to his portrayal of a farmer in the previous campaigns.



AMAZON INDIA

Before Amazon India became what it is today, there was a journey that led to its peak. When they came to India, they wanted to establish themselves and we were asked to develop the site merchandise for their application.

In The Beginning, There Was A Gentle PUSH

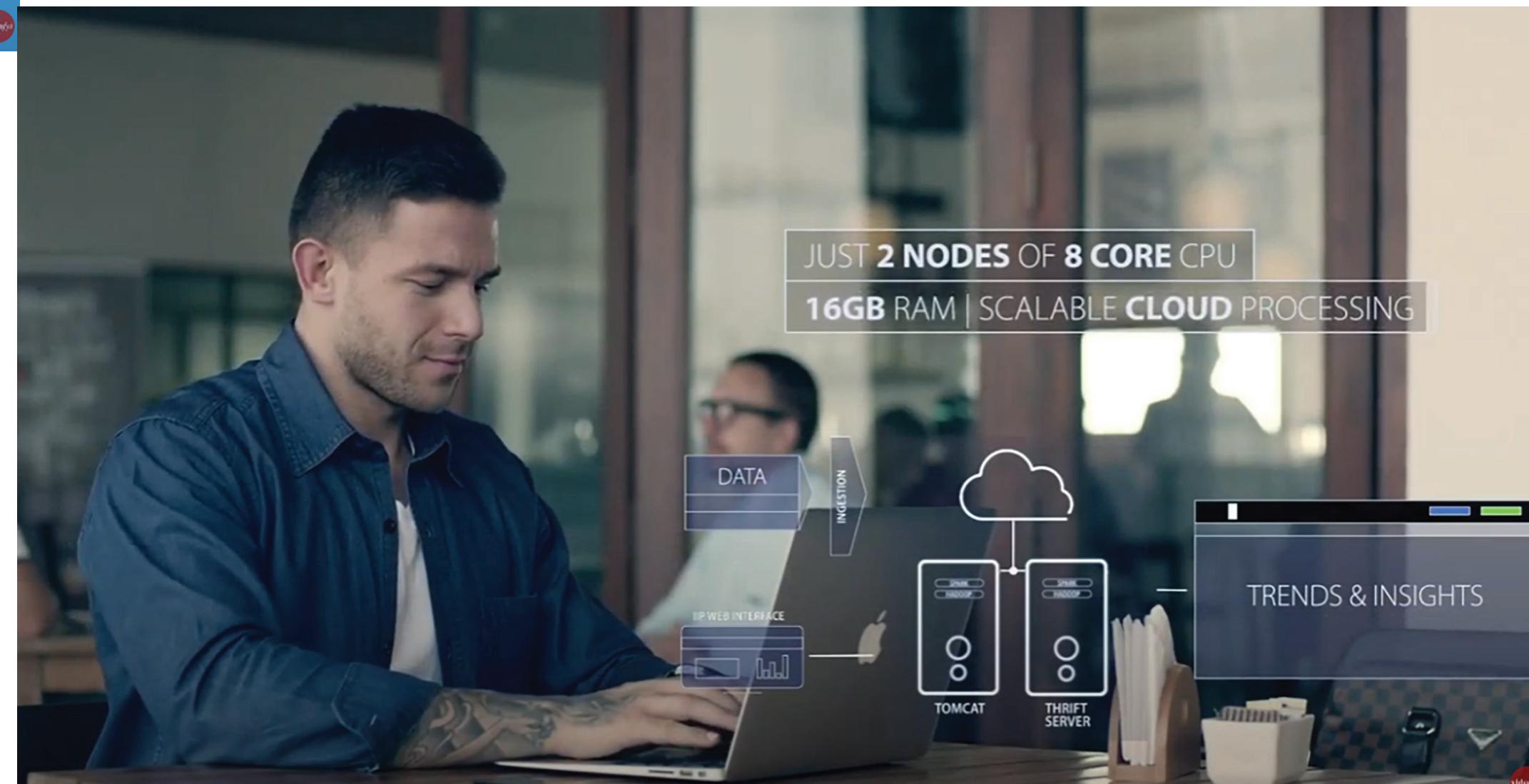
At the time, Amazon had acquired the well known product comparison website "Jungle". We handled all of their site merchandising thus helping them launch Amazon successfully in India.

Infosys

Infosys at the time had built a special cloud based platform to analyse Tennis data of ATP tournaments. They came to us with the brief of promoting the application to its target audience and creating a buzz around it.

See More Campaign

We identified the application's unique selling point which was to provide unseen data which we normally can't see through the naked eye. We promoted this USP with a campaign that communicated See More than what you see. By creating twitter handles, we created trending moments and generated followings by providing live insights to the tennis community. These insights provided became discussions among the tennis associates hence promoting the visibility of the application.







BUILDING BRAND AFFINITY IN HARSH GEOGRAPHIES

THE BRAND

Etisalat is a multi-national UAE based telecommunications services provider, currently operating in 18 countries across Asia, the Middle East and Africa. Etisalat Afghanistan was launched in 2007 after the UAE telecom operator won the license to operate as the fourth mobile services provider in the Islamic Republic of Afghanistan.

The operator rapidly became the fastest-growing telecommunications service provider of the country. Etisalat Afghanistan has invested over USD 300 million in the Afghan telecom industry, and it's wholly owned by the Etisalat Group. In 2012, Etisalat won 3G license in Afghanistan and launched the first 3G services in history of Afghanistan. Etisalat is an innovator brand, committed to align Afghanistan with the world. Almost all advancements in the telecommunications sector has been landed first by Etisalat in Afghanistan.

THE CHALLENGE

The key challenge of brand Etisalat is to gain undisputed leadership position in a predominantly pre-paid market. Cultural/geographic as well as ethnic and political strife add to its woes in expanding as per plan. When every customer carries with him 2 to 3 SIM cards, and usage is based on price efficiencies as well as data transfer superiority, it is extremely difficult for players to sustain leadership positions. Also, how do you provide constant value additions across voice and data, to stay ahead of the competition, without affecting profitability?

OUR INTERPRETATION OF THE BRIEF

Can the communication drive usher in brand affinity? Can customers view Etisalat beyond just offers? Can we build a value leadership and reflected glory for the brand? Can Etisalat become the default brand of choice. For this, can Etisalat create an imagery of hope and connection? Can Etisalat become the brand to 'Flaunt' and represent the progressive mindset of the modern Afghan?

THE CAMPAIGN

For the first time in Afghanistan, a telecommunications provider embarked on a brand building campaign as against the norm of sales-oriented advertising. Etisalat became the brand that had brought in International imagery and expectations in to the country. The brand campaign was built on an unifying motif of the 'Kite'. The kite has tremendous significance in Afghan culture and history. It is a celebration that brings people together and spreads the message of harmony and communal unity. Etisalat appropriated this motif and built its brand narrative around the kite. The brand film and brand communication 'localised' the imagery of an international brand, whereby making the brand closer to the locals.

RESULTS

Post campaign, brand affinity research scores went through the roof. Brand stickiness index rose stratospherically. Overall, the brand had more than 30% growth in new customer accruals and 85% retention of existing customers. Today, Etisalat enjoys a customer base of 6 Million! And growing. It has become the market leader by a margin that clubs competition, literally in some other planet.





LISTEN, SPEAK, BE HEARD.



the future is yours



MVR CANCER CENTRE & RESEARCH INSTITUTE

THE ENTITY

MVR Cancer Centre and Research Institute is a memorial cancer care and research facility that has come to existence through the Cooperative banking sector. It is envisaged to be one of the leading cancer care facilities not just in the country, but the world. The fact that it is funded by the Cooperative financial segment, would make it one of its kind in the world. World-class facilities, leading specialists, multiple specialities integrated as a cohesive unit, and research facilities that will challenge the existing norm will make this entity a true destination for cancer care across the globe. Memorial MVR Cancer Centre and Research Institute will make India take leadership position in cancer care and treatment.

THE CHALLENGE

The true objective of MVR Cancer Facility is to make world-class cancer care accessible to everyone, irrespective of their economic and social status. This is truly an egalitarian medical facility that has pledged to provide free treatment and care to 30% of its patients, based on their economic background. The challenge for us was to deliver this message, away from the typical FMCG & Service sector advertising. The value of life cannot be counted in greenbacks. Importantly, the hospital and research facility wanted to allay the fears of people when it came to cancer.

THE CAMPAIGN

Push proposed a campaign aimed at building confidence within the community based on the vintage of the facility. Its superiority as well as overtly compassionate demeanor were coupled to build confidence within the community. The campaign presented the world-class medical facility in a manner that connected with the community. It did not focus on the cost per treatment but on the value of life and the commitment to fight cancer and bring a smile on people's faces. The campaign was not uni-dimensional. It took the form of medical camps, community outreach programmes and even the environment for treatment.





WITH YOU,
RIGHT
FROM THE
BEGINNING

Early detection with







THE MERGE POINT OF ENTERTAINMENT AND PROFESSIONAL SPORTS

THE BRAND

Celebrity Cricket League brings together India's biggest entertainment industries- Cricket and Cinema, where India's top actors showcase their cricketing skills, giving the audiences a sight of a thrilling run to the finish game. It is contested by eight teams comprising of film actors, representing eight major regional film industries of Indian Cinema.

THE CHALLENGE

The starting point of CCL was to put together a primetime format which will be appealing to the entire family in order to achieve the optimum ratings. Thus it resulted in the amalgamation of their two religions- Cinema and Cricket. The key challenge was to put up a show which is no less than any other successful league in terms of professionalism. The intent of the sport should not get diluted by the charm of the stars.

THE IDEA

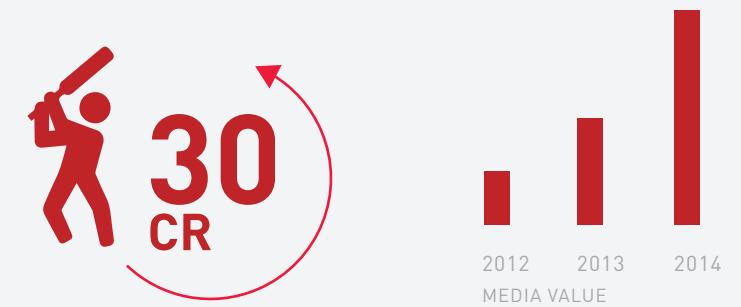
Push, being a part of the think tower of CCL, right from the inception of the unique format, plotted a brand narrative wherein the seriousness of the sport was the key driver across all levels. Right from engaging professional coaches and training platforms to the recruitment of the stars, the intent of the sport was maintained.

The entire communication was also crafted to bring in professional sports rivalries in a sphere of entertainment. Hence it was a crossover, where we got both the audience together resulting in a surge in the ratings.

Push's mandate extended to a national level, where we strategised, conceptualised and executed the entire promotions of the brand CCL, and developed the campaign narrative for Kerala Strikers as well as the communication template for all the 8 teams.

RESULTS

The first season fetched a RBA media value of 30 crores which witnessed a 100% increment in the next two seasons. CCL is now the second most popular league in India after IPL.



STAR WARS



CCL
Celebrity Cricket League





CHANGING SOCIAL PERCEPTIONS TO UNLOCK CATEGORY BARRIERS AND DRIVE CATEGORY DEVELOPMENT

THE CHALLENGE

This brand posed a dual challenge.

1. The business problem was one of market presence and share vs. the incumbent category leader, Muthoot.
2. There was a perception problem that the entire category faced. While the gold given as 'streedhan' was intended as investment for the woman to be used in time of need, it was typically seen as a shameful last resort, when all else had failed. Using women's jewellery to raise funds was seen as almost as bad as selling or losing it as a result of economic distress.

Hence, in a country with high household hoarding of gold, it was not being put to work to generate economic growth, for the individual or the community.

THE IDEA

Changing consumer beliefs and perceptions is the most challenging of communication tasks to deal with. This can be done either through a very soft and gradual approach or by going to the other extreme and attacking the problem at the root. We decided to go for the jugular and take the mental barrier head on to shock consumers out of their accepted beliefs and drive action. In order to do this, we took 2 category conventions and turned them on their heads:

1. The usage of the investment would be for positive/growth linked needs and not necessarily in times of trouble or dire necessity. In fact this is how funds should ideally be used. So, rather than leaving the gold idle, it could power a small business which would in turn lead to more jobs and prosperity for multiple people. It could fund education which would in turn increase earning capacity.
2. The decision to use this would be actually proposed by the person who owned or had given the investment e.g. the woman's father. So it would not and indeed should not be a result of "coercion" or "oppression" by the husband and his family, but would be a smart decision she could take to move towards greater prosperity that she could also participate in.

THE LAUNCH

The use of celebrities in this case demonstrated that using funds smartly need not be associated with situations of not having money, but as a smart way to get your money to make more money.

RESULTS

The brand grew from 1800 crores to 8500 crores.

In addition, we see more far reaching effects that go beyond the brand itself and into the level of category activity and conversations. The gold loan itself has been brought out of the closet with several other brands and even government bodies talking about this as a way to drive economic growth.





HIGHEST VALUE. LOWEST INTEREST.

 MANAPPURAM
GOLD LOAN



MANAPPURAM FINANCE LIMITED

Mako Life Easy



 madhyamam



AKSHARAVEEDU (The House of Alphabets)

EMPOWERING A LANGUAGE TO BRIDGE BOUNDARIES AND SPREAD THE MESSAGE OF PEACE.

THE BRAND

Madhyamam Publications is the leading Malayalam daily in the Gulf. It leads all other publications by a big margin. Over the years, Madhyamam has come to be the trusted companion of Gulf Malayalees, all 2 million of them! Their leadership is an acknowledgement of the publication's quality of news coverage, unbiased views, quality of editorials and bringing an array of news that gives the gulf Malayalee more than a peek into the goings-on in their hometown. Today, for the Gulf Malayalee, Madhyamam is their window to Kerala.

THE CHALLENGE

While Madhyamam has gone on to become the most preferred daily for the Gulf Malayalee, it is yet to build traction in the home state of Kerala. The malayalee diaspora in the Gulf has staggering numbers. So, the time has come to bridge this gap in leadership between Kerala readership and Gulf readership. Towards this, Madhyamam conceived a big social initiative to spread the message of unity and integrity in today's times. This initiative is perhaps the biggest investment that will permeate the society, breaking barriers made with a parochial view of religion and communities.

The concept is unique. And the initiative, perhaps 'life changing' in its social relevance. **The 51 alphabets in the Malayalam language will morph into a 'Living Abode' for 51 families belonging to different religion, caste, creed, communities and gender!**

Hence, this is not just an advertising challenge. But a challenge to architect a community drive. To change mindsets. To bring lasting peace and happiness in a society. And that is why Madhyamam has approached us. Our solutions explode all conventional thinking and mostly unshackle advertising from the clutches of all things limiting.

UAEXCHANGE® |  nmc PRESENTS



IN ASSOCIATION WITH





UAEXCHANGE® | nmc PRESENTS

മാധ്യമം

സേരി റീസ്

IN ASSOCIATION WITH





ONE DOES NOT NEED A CLIENT BRIEF TO DEVELOP GREAT PROPERTIES

THE SITUATION

Kerala consistently proved to be a mine of athletes, P.T. Usha, Shiny Wilson & K.M. Beenamol, Anju Bobby George have done the country proud, and are a legion. Athletes from the state have represented the country and brought glory to the country.

However, all these sports have taken a backseat to cricket, owing to its mass popularity and youth appeal. Cricket owing to its mass popularity, youth appeal, glitz and glamour garners most of the advertiser monies. Push decided to create a pioneering sports property of its own accord. It was the a vision by V. A. Shrikumar, Chairman of Push Integrated Communications and Shri. Tony Chammany, the former Mayor of Cochin to bring back the glory of running.

THE IDEA

The task was to create an event that is truly international, an event that will attract the best of the best. The pre-requisites for making a truly international marathon was something the state had never tried before. It needed an AIMS approved route, international quality venue and elite athletes. The marketing needed to include encouraging prize money, promotions to drive participation. Beyond all this was the consent of the Cochin Municipal Council, the civic bodies, the police and GCDA. The taste of success came when the Cochin Municipal Council gave an unanimous approval to the event. Further AIMS inspected the route and gave its certification, making the marathon an international marathon on the AIMS calendar. The marathon got its approval from AFI and Kerala Athletic Council too. The Cochin City Police and the Indian Navy decided to give the event their complete support.

Muthoot Finance immediately recognised the potential of this event and agreed to be the title sponsor.

THE EXECUTION

It was a mammoth task to create awareness and make Cochin and the Cochin Marathon seen across Kerala and invite participation from across the length and breadth of the country. As all event managers would know, a new property gets only a part of its true value and it is a challenge to amplify the activity in the available budget.

Smaller sub-formats were also created to drive PR and provide more sponsor options. Megastar Mohanlal and Milkha Singh were signed as the face of the marathon and were invited to launch the registrations. The Marathon flame was lit by India's Olympian Athlete Anju Bobby George at the Municipal Corporation Office.

There were 3 modes of registrations: Online on www.cochinmarathon.co, Offline – By collecting forms at Maharaja's College Ground, Muthoot Finance branches. Corporate and institutional registrations through a letter and waiver signed.

Road Shows were conducted: The canter carrying the marathon flame was carried to schools and colleges, corporate hubs, high traffic zones, athletic clubs.

The canter was accompanied by the Area Corporator and celebrities to each venue. The lamp was handed over the respective school/college principal/corporate head. An anthem song was created. The anthem was launched at a grand Gala evening by the south Indian Superstar Nagarjuna. This event was attended by all dignitaries like the MLAs, Collector, Mayor, IG. All key sponsors were key invitees. The event involved unveiling of the anthem CD, premiere of the anthem, and hospitality sub events around the same.

Several Road Runs were organised – These were initiated to get the eminent personalities to encourage the spirit of running, Run by the Mayor, IG and Collector, Run by the Yacht Club members, Run by employees of Muthoot Group, Run by Heart Foundation.

RESULTS

For the launch in social media, the key medium to kick off the marathon campaign – we got more than 500 registrations even before the mass campaign hit the media.

A Facebook page was launched to popularise the marathon. All events were also populated on Youtube and other sports and run-based social media channels. The theme song was launched on social media pages. We reached out to fan clubs of running groups to announce the marathon. Banners were put up on popular running sites. E-mailers were sent to popular gyms and corporates.

All celebrities participating started to tweet and write about the marathon. The FB page had more than 3500 likes and 3500 plus conversations at a point. India's leading running clubs became a part of this page. People started advisory service for first time runners. Request for registration came from near and far. The FB page initiated registrations from Netherlands, Maldives, Kenya, Europe, etc. The website had more than 4000 unique visits in just 15 days of launch.

Media Coverage and PR: This was done through partnership with Malayala Manorama Group. PR coverage by MM Daily – Dedicated news sections to build up to the event, registration, events, expert columns PR coverage by MM News – Exclusive capsule to cover the marathon for 1 month, PR coverage by Radio Mango – RJ mentions, celebrity capsules, interviews, announcements about important dates, call in information, etc. PR coverage by Manorama Online and launch of Microsite Manorama News did a full coverage of the marathon live. This is one of the few marathons to get live coverage from year one.

The Result: We created the most covered sporting event in Kerala. From a participation of 13,000 in the launch year, it grew to 26,000 surpassing the Delhi half marathon.

- Estimated media valuation of appox 14 Cr
- 10,000 participants running
- 100,000+ spectators on the streets of Kochi to cheer and encourage the runners
- Maharaja's College Ground had more than 20,000 occupancy of spectators
- Live coverage in all regional channels. National news channels covered it as part of the daily news report



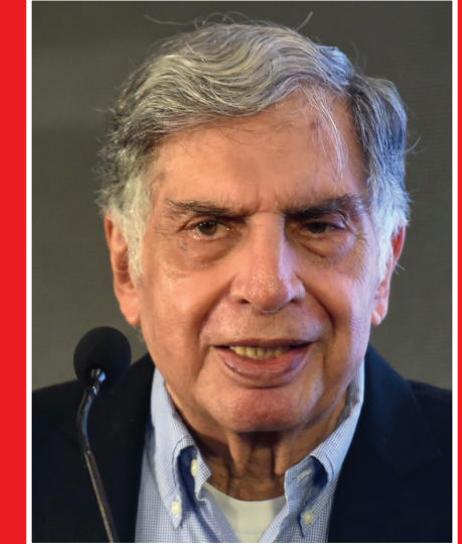


RUN KOCHI RUN



PERSONAL PUBLIC RELATIONS & IMAGE MANAGEMENT

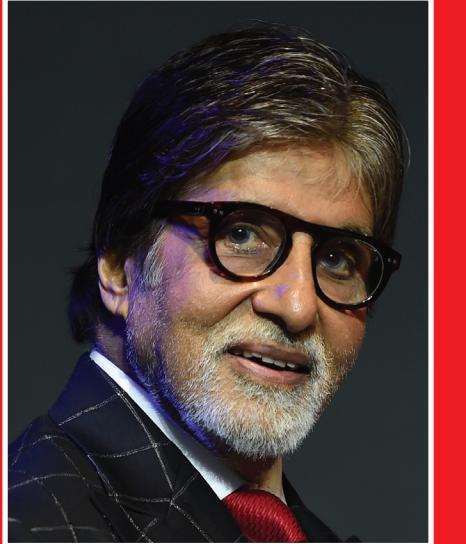
We have proudly managed and promoted public celebrities like:



Ratan Tata
(Business Tycoon)



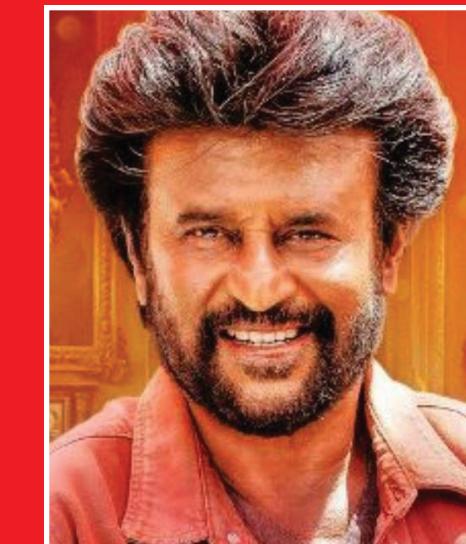
Sachin Tendulkar
(Former Indian
International Cricketer)



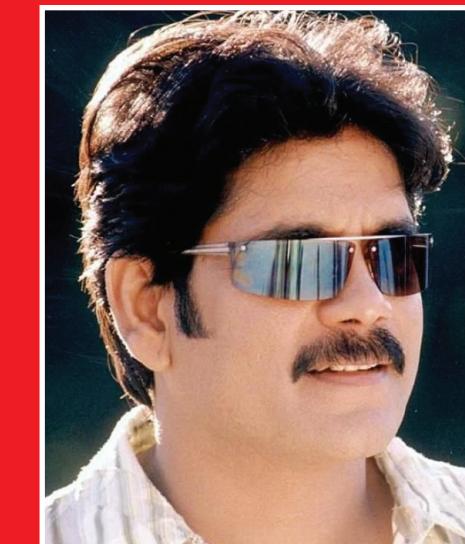
Amitabh Bachchan
(Indian Actor)



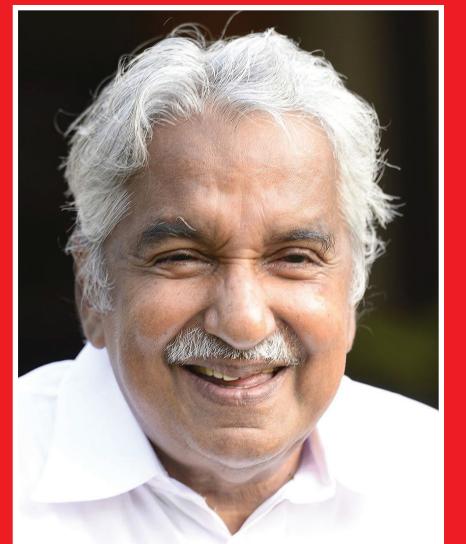
Mohanlal
(Indian Actor)



Rajinikanth
(Indian Actor)



Nagarjuna Akkineni
(Indian Actor)



Oommen Chandy
(Former Chief Minister
of Kerala)



CLIENTS

Any dream that our client has, we dream big with them.
With Push at their side, challengers find the fuel they need
and leaders discover the edge they want.

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TATA CONSULTANCY SERVICES, 6-THE FASHION MALL FOR ALL, JOHN DISTILLERIES, ETISALAT, MERIIBOY,
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VGN, FUTURE GROUP, I AM IN, URBAN YOGA, PRIME MERIDIAN, AVIRATE, A1 CHIPS, KPMG, KALYAN SAREES,
KERALA STRIKERS, KERALA BLASTERS, MVR CANCER CENTRE & RESEARCH INSTITUTE, AMAZON.IN, JUNGLE, INFOSYS,
ANTWORKS, RP GROUP, GROUP SH GLOBAL, ASTER PHARMACY, KITCHEN TREASURES, DHATHRI AYURVEDA, MANORAMA
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SHA YOJANA (GOVT OF INDIA), MINISTRY OF TEXTILES & HANDLOOMS, THE CHENNAI SILKS,
CORPORATION OF KOCHI, USPL, CHANDRIKA SOAPS.

Push360

A-9, Sector 68, Noida - 201301, Uttar Pradesh, India.

B-003/004, Arshie Complex Off Yari road, Panch Marg, Near Fisheries institute, Varsova, Andheri West. Mumbai - 4000061

Corporate Office: Push 360 LLP, 16/461, Aswathy, Near Indian Bank, College Road, Palakkad, Pin 678001, Kerala, India