

Day 3

Task 2

Current Strategies of idea cellular: -

1. Abhishek bachchan is the brand ambassador from 2007
2. Highlights Tariff plans and network coverage
3. Tied with mumbai indians.
4. Out of campaign in surat
5. Tagline - An idea that can change your life

New strategies of IDEA Cellular: -

1. A new brand ambassador like Deepika Padukone or Alia bhatt who is popular and can be helpful in promotion.
2. New tagline - "It's an idea can bring royal in rural"
3. 'Out of Home' Campaign in southern areas by using public transport, hoardings etc.
4. Highlighting of new plans that include full talktime and internet plans on advertisement.