

# CAMPAIGN IDEAS & COMMUNICATION MOBILE VAS

one97



Mobile  
marketing  
campaigns for  
the new digital  
audience

## Case: Dulux colour your world offer

- 1.2 Million hits
- Over .55 Million drums/cans of paints sold
- 15 % spike in sale from last year

Voice + CRM + SMS



Necessary Automation.  
Seamless Experience.

B2B campaigns, Custom CRM Solutions,  
VAS/Mobile App/Voice based marketing programs  
for Dulux, HP, Goodyear, Ariel

# PLANNING & EXECUTION CAMPAIGNS

## BTL | EVENTS INTEGRATED



### Onam Activations **Orient Actus**

The legend behind Onam brought to life with innovative display — invitations— engagements — multiple calls to action — building personal and social connect of the brand with the TG while building a strong database and gathering first hand user insights.



### An experience bringing the folktale back to life

- Creative snake boat shaped display
- Foot-shaped invite-cum-discount coupons
- Onappottan promoters
- Kathakali Demo Activity



### Retail Activations **Spice Mobiles** **Whirlpool** **Samsung** **HCL**



**Out of 1108 respondents in 13 cities, 41.6% wanted to go for mixer grinder, 12.8% said they would go for the water heater, 11.91% were interested in Iron, 8.75% liked the cooker and only 6.67% went for the kettle.**