

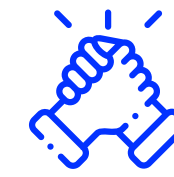
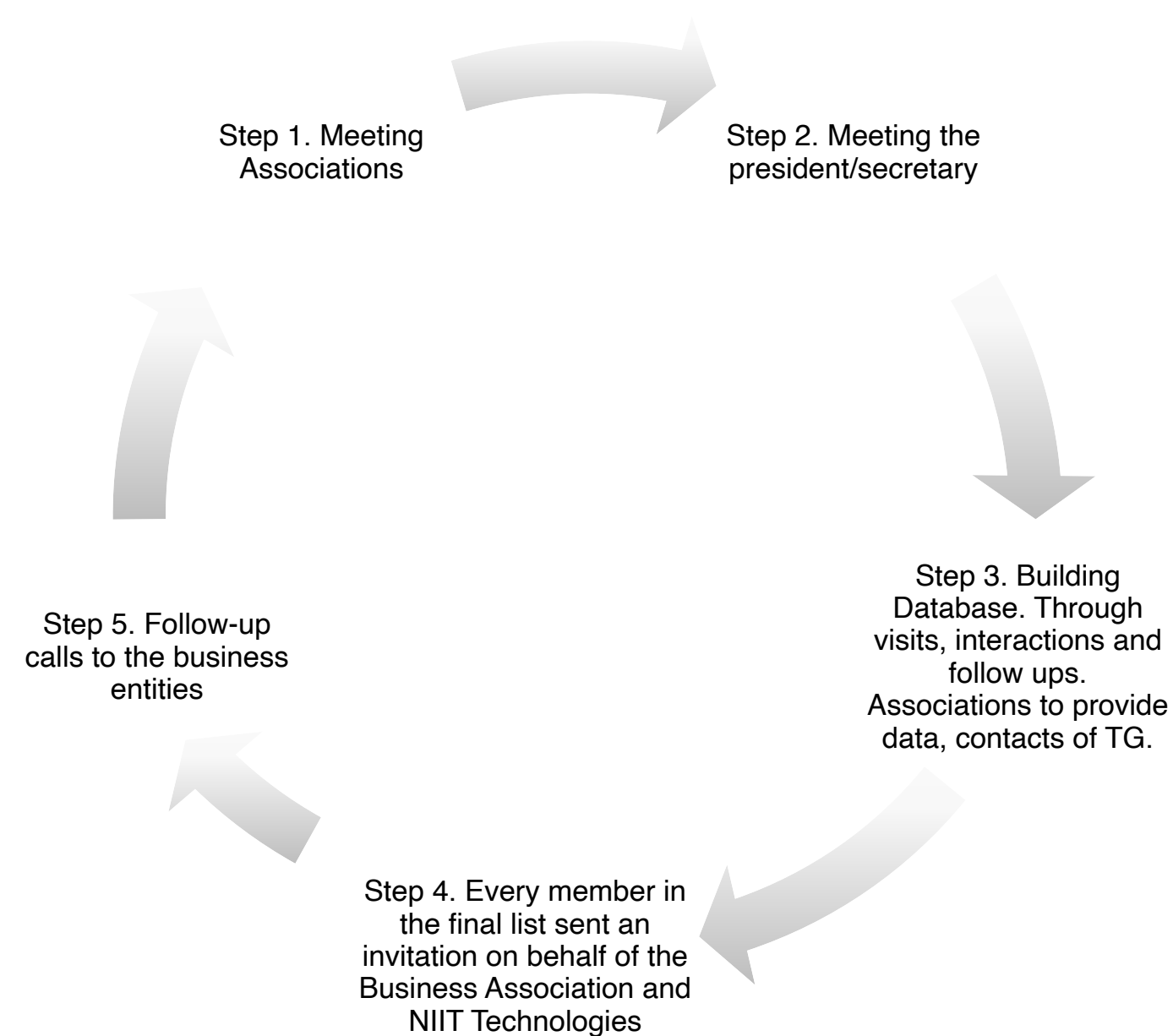
PLANNING & EXECUTION CAMPAIGNS

BTL | EVENTS INTEGRATED



Case: I love CK

- Strategic events for building a platform for all CSK CSPs to interact, exchange and share ideas, information and values
- Creating a strong database of CSPs
- Creation and launch of a meticulous sale-based incentive plan
- Performance based recognition: mementos, certificates and badges



CK Watches

'I love CK' Campaign for Counter Sales (CSP)

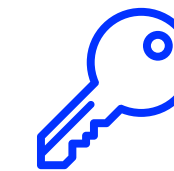
Strategic events for building a platform for all CSK CSPs to interact, exchange and share ideas, information and values

Creating a strong database of CSPs

Creation and launch of a meticulous sale-based incentive plan

Performance based recognition: mementos, certificates and badges

Innovative personal invitations, helpline to manage queries



Cloud Computing NIIT Cloud

Lead generation for cloud computing services. Reach maximum numbers of prospective users/enablers who are also top decision makers in their respective organisations. (TG of businesses with a turnover of more than 100 crore)



"I AM A PLEDGE DONOR FOR OVER ONE & A HALF YEARS. I BELIEVE AN INVESTMENT IN CHILDREN IS VALUABLE AS THEY ARE INDIA'S FUTURE. BESIDES, IT PROVIDES ME HAPPINESS." - Ravi Arora



The more you give the more you get!

Pledge to Donate

Your pledge can provide a sustainable support to the children with lack of resources. Support us in our efforts to implement long-term, sustainable initiatives to help children through all the stages of their lives. Join us by

YES, I WANT TO BE HAPPY

Name*
Email*
Mobile*
City*

DONATION AMOUNT
Rs. 500/Month OR Donate any amount / Month

I am happy for UNICEF to contact me occasionally by email.
* Required fields
* UNICEF is committed with your privacy

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PLEDGE ☐ DONATE ☒
for a child and be happy like one.

WHAT WE DO



Child Survival Growth and Development



Protective and Learning Environment



Adolescent Empowerment



Evidence Based Policy Influencing & Advocacy



CAMPAIGN CONCEPTS I IDEAS AND STRATEGY.