

# 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.**



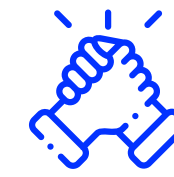
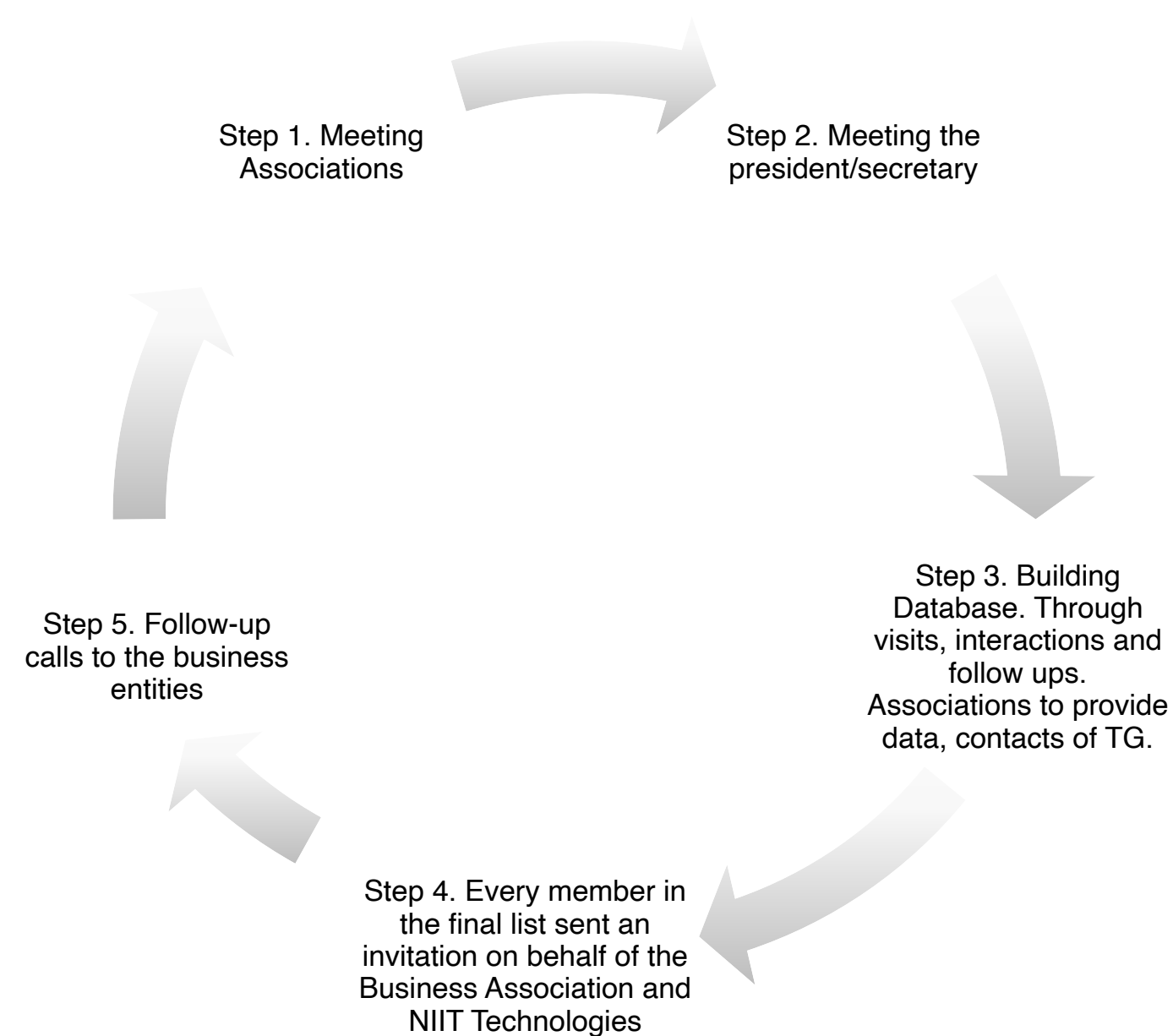
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### Case: I love CK

- 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)

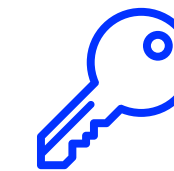
Strategic events for building a platform for all CSK CSPs to interact, exchange and share ideas, information and values

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)