PLANNING & EXECUTION CAMPAIGNS

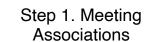
BTLIEVENTS INTEGRATED





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

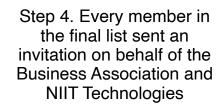


Step 2. Meeting the president/secretary



Step 5. Follow-up calls to the business entities

Step 3. Building
Database. Through
visits, interactions and
follow ups.
Associations to provide
data, contacts of TG.





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

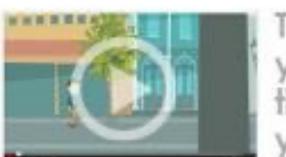


Cloud Computing NIIT Cloud

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)



TIAM A PLEDGE DONOR FOR OVER ONE & A HALF YEARS, I DELIFVE AN INVESTMENT IN CHEDREN IS VALUABLE AS THEY ARE INDIA S FUTURE. BESIDES, IT PROVIDES ME HAPPINESS." - ROYA Arong.



The more you give the more you get!

Pledge to Donate

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



TUMBER CONTINUES AND AND PROOF.



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.

PLEDGE DONATE

for a child and be happy like one.

WHAT WE DO







tvidence Based Palicy Influencing & Advocacy







Mr. Goel Has Found





CAMPAIGN CONCEPTS, IDEAS AND STRATEGY.