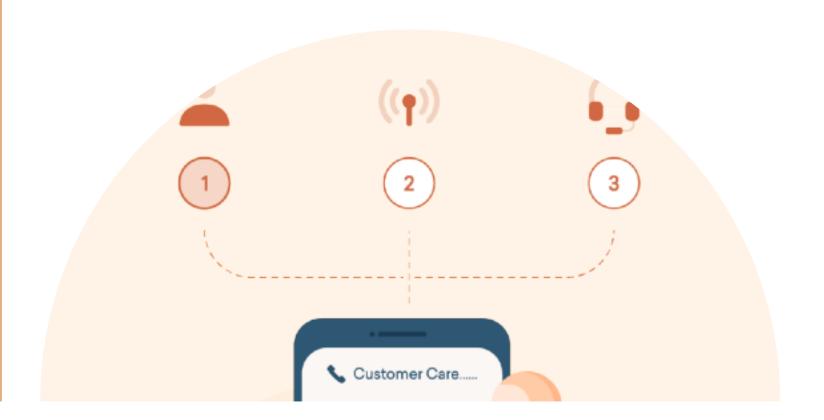
# CAMPAIGN IDEAS & COMMUNICATION MOBILE VAS

### 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

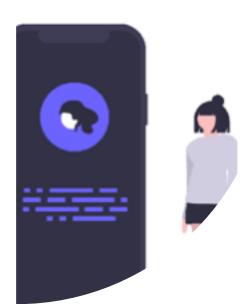
Voice + CRM + SMS



Necessary Automation. Seamless Experience.

one97

Mobile
marketing
campaigns for
the new digital
audience



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

# PLANNING & EXECUTION CAMPAIGNS

# BTLIEVENTS INTEGRATED



# Onam Activations Orient Actus

The legend behind Onam bought 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.