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EVENTFAQS

Yeh 'Rural'
kya hai?

The Challenges and Opportunities
of Marketing in Rural India

**'A promotion idea has to come
from the core of the brand'**

- Lloyd Mathias

President and CMO, Tata Teleservices; Jury Chairman,


EVENT & EXPERIENTIAL MARKETING
AWARDS 2010



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It's all happening here

December is a busy month for event managers. While the rest of the world embarks upon a freewheeling attitude, event managers make the most of this month, while the winter sun shines. Agencies, expanding their prowess to encompass newer growth mechanisms, are traversing through the length and breadth of the country to explore the sun. Hence it comes as no surprise that agencies are spreading their tentacles far and wide, to the extent of reaching out to an untapped rural audience.

The rural hinterlands of the country have been much spoken-about by marketers, but hardly has there been any concerted effort to try and understand the diverse demographic set-up of this country. Hence it is essential that brands desiring to make their presence felt deeper among the larger Indian populace understand the market first, before embarking upon one single market plan.

While on the topic of marketing, urban India is not far behind. It has been realised that chic venues for business events cannot rely solely on their large space to be their USP. They too need to embrace a strategic marketing plan, one that accommodates the long-term plans of conference organisers. Currently, the solutions available for large-size conferences are very limited in India, and there is a dire need to improve the infrastructure for the same. So while concrete and set venues have little to offer in creativity, newer destinations might become the solution for creative events.

Being the month of celebrations, December brought with it the Sunburn in Goa, an event that has been growing since its inception. The last month of the year was also witness to a unique customer-building experience, with the Mercedes Experience. Such activations have made a mark for themselves in the space that they operate in, and with creativity beginning to get noticed, it is only apt that such creativity be rewarded.

The WOW Awards will be the best to recognise and honour creative talent in the event and activation space. Entries for WOW will remain open till January 25, 2010. To get an insight to what the jury this year is expecting in your entries, read ahead, an interview with jury chairman, Lloyd Mathias, President and CMO, Tata Teleservices.

More categories this year justify the enhanced expectations by the jury members, which in turn, gives an agency that many more options to enter into the awards. Another year has gone by and there's much to look back, and look forward to.

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BELLSET! ENTERTAINMENT

Autocar partners Bellset for the Mercedes Benz Experience 2009

Autocar India and Bellset jointly managed and executed 'The Mercedes Benz Experience 2009', an activation to promote the recently launched Mercedes C Class. The event took place in Lavasa on December 13.



PDM organizes the third edition of Sunburn in Candolim, Goa

Sunburn 2009 was held from December 27-29 at Candolim Beach in Goa. The festival was promoted by PDM through events in 10 cities before event dates.



Seventy Seven manages Yashraj Television launch

Yashraj Television officially launched with an event on 22 December at the Hyatt Regency in Mumbai. Seventy Seven Entertainment managed the event and created a cinema-like experience for audiences with a 50 feet by 15 feet single washout visual screen.



Spatial Access Solutions launches BTL audit

Spatial Access Solutions has ventured into the space of PR and BTL audits. The agency has come up with an audit model following discussions with the office bearers of the Event and Entertainment Management Association (EEMA).



Candid Marketing managed The TIE Entrepreneurial Summit 2009



Promoted as Asia's largest summit for entrepreneurs, the TIE Entrepreneurial Summit 2009, was held in Mumbai from December 21 to 23. Candid marketing won the mandate to manage the three day summit following a multi-agency pitch.



Cineyug manage The Mumbai Police Show

Cineyug managed The Mumbai Police Show for the fifth consecutive year. The event was held on December 19 at the Andheri Sports Complex, Mumbai.



Fountainhead manages EFFIE Awards 2009



The Advertising Club Bombay organized the EFFIE Awards 2009, on December 16 at Mahalaxmi Race Course in Mumbai. Fountainhead Promotions and Events managed the event.

Nyka Events manage pan-India promotions for AMW trucks



Nyka Events was mandated to manage the on-ground promotional efforts for Asia Motor Works (AMW) trucks in February 2009, and has already managed activities in around 90 cities spread across more than 12 States. The agency plans to cover the whole of India through the activity, which will culminate by March 2010.

Speaking on the activity and the agency's involvement, Shankar Ganesh, MD, Nyka Events, said, "Following a concept presentation and a multi-agency pitch process, we were mandated to handle the on-ground promotional activity for a pilot in February 2009. Following the successful completion of the activity, our mandate was increased to more States, and now we are in the process of completing activities across the whole of India."

Disney XD gets on-ground to engage 1,00,000 kids; Encompass to manage activity



Disney XD, positioned as a multi-platform brand showcasing a compelling mix of live-action and animated programming for kids aged 6-14, has gone the on-ground route to engage its audiences. As part of its

strategy, the channel has announced 'Sportstacular January' -- a sports-themed celebration comprising gaming action, challenge and accomplishment, that extends from TV to online and on-ground action, all through the month.

The on-ground initiative, Sportstacular XD Challenge 2010 will engage kids in various sporting activities in a total of 200 schools across Bangalore, Chennai, Hyderabad and Delhi. Encompass has been mandated to manage the activities. The channel also intends to take this property to more cities at a later stage.

Channel [V] goes on-ground for launch of 'Idea [V] The Player'



Channel [V] has gone the on-ground route to engage audiences for the launch of its new reality show 'Idea [V] The Player'. The channel claims to have engaged over 4.5 lakh unique visitors through an online exercise that culminated in a congregation of supporters for 'The Player'.

Creator and host of the show, Rajiv Lakshman, said, "The Player is a giant human experiment; we have varied personalities put together in a house, Rs 1 crore at stake, and only one person can win it through a unanimous vote.

The recently-concluded on-ground activity for the show was a promotional one. A press communique from the channel stated, "At the very outset during the call for entry phase, the channel ran an online contest where viewers had a chance to participate and win up to Rs 5 lakh. The contest from the beginning to end was carved in a well-thought pattern which captured the core essence of the show, complete with activation on social networking sites."

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Axiom Gen Nxt promotes road safety among kids for Honda



In a bid to promote road safety among the youth, Honda CRF 50 has designed a programme to teach adolescents to ride bikes, and then take an oath from them that they wouldn't ride bikes until they

turn 18 years of age. This activity is currently underway in schools in parts of Karnataka, and is being handled by Axiom Gen Nxt. The activity is likely to be taken to other Southern states too.

Shreenath Kamplapurker, Karnataka Zonal Manager-Sales, Honda Motorcycle Company (HMC), stated that the aim was to reach to about 500 children in Karnataka alone. "It is essential that children are imparted with thorough knowledge when they are still young, but at the same time, do it in a fun way. We wanted to spread the word of road safety before the kids hit their teens. Hence we have been engaging with children in the age group of 8-12.

Grips Proevents manages Shave-a-thon for Gillette; enters Limca Book of Records



Shortly after the launch of the Gillette Mach3 Women Against Lazy Stubble (WALS) Shave India Movement, 1,858 men gathered together and shaved off their facial hair in mere 30 minutes, at Chitrakut Grounds

in Mumbai on December 14, to create India's first shaving world-record. With this Shave-a-thon, they have successfully entered the Limca Book of World Records by achieving this feat, and most likely will create a record in the Guinness Book of World Records. The event was handled by Grips Proevents Pvt. Ltd.

According to Pawan Shourie, Director, Grips Proevents, the agency had won the mandate to manage the event through a multi-agency pitch-process. "Our agency has managed events earlier where we have easily managed a large number of people. So we knew the dynamics of working with large groups. We arranged for the logistics of the event, as well as managed to get in 70 per cent of the participants."

Radio Active

Big FM partners with Radio Dhamaal and Rangila FM to increase reach



Reliance Media World's Big FM has partnered with Radio Dhamaal and Rangila FM to increase its network reach from 45 stations to 52. The alliance will utilise Radio Dhamaal's presence in Ahmednagar, Dhule, Jalgaon, Jabalpur, Karnal, Muzaffarpur, and Rangila FM's presence in Raipur.

According to Tarun Katial, CEO, Big FM, "We are delighted to

announce our alliance with Radio Dhamaal and Rangila FM, both of which have a strong presence in Maharashtra and Central India. With a fair share of ad-spends flowing into these regions, this alliance will help us enhance the reach of our offering to advertisers and further consolidate our position, vis-a-vis competition. Having 52 stations will enable us to deliver greater value to our advertisers and strengthen our ability to help build their brands across markets."

SK Jain, MD, Rangila FM, added, "We will benefit from the presence of national brands facilitated by Big FM, whereas advertisers will now be able cover a huge landmass in Eastern India through a single window. The deep penetration in a number of rural clusters under Rangila FM's coverage, supported by bonding with listeners, will open ways for meaningful and effective rural activations."

Big FM launches on-air contest for '3 Idiots', culminating in on-ground activity in Mumbai



Big FM has launched a new contest to identify 'Sabse Big Idiot' through a pan-India on-air activity, culminating in an on-ground finale event in Mumbai on December 25. The station had tied up with Vinod Chopra Films' '3 Idiots', starring Aamir Khan, Kareena Kapoor, R Madhavan, Sharman Joshi and Boman Irani for the same.

It started with an on air concert, to showcase the album and interact with listeners across the country. Listeners then nominated people they know to battle for the title of 'Sabse Big Idiot'. The nominees went through the short-listing phase by the RJs of Big FM at the regional levels, and then battled it out for the title during the grand finale in Mumbai.

The winner got an opportunity to meet the film's actors in person, and also watch the film premiere with the stars.

RJs from Fever FM, Radio Mirchi join Tata Tea in a fast to pledge against corruption



Tata Tea has commenced the second phase of its 'Jaago Re' multimedia campaign, recreated to spread awareness on the issue of corruption, and to take the tagline 'Aaj Se Khilana Bandh, Pilana Shuru' to the next level. The tea brand has launched the 'Tata Tea Jaago Re Vrata Yatra', a 38-day bus journey across the country to connect with the youth and urge them to pledge against corruption. Radio channels like Fever FM and Radio Mirchi will help maximise Tata Tea's campaign by providing touchpoints to the ordinary citizen. RJs from the two channels will lead the march themselves in the cities where the bus would be present, and while fasting against corruption they would

encourage their listeners to join the morcha.

The Vrata Yatra commenced from Bengaluru on December 9, which is the International Anti-Corruption Day. The last destination of the bus will be Kolkata, after travelling via Mumbai and Delhi, touching a total of 12 cities on the route. The branded bus will be the central factor of the Yatra, as the RJs will interact with the youth in every city, understand their perspectives on the issue of corruption, and impress upon them the need for their involvement.

While Fever FM will support the on-ground initiative when the bus is in the cities of Bengaluru, Mumbai, Delhi and Kolkata, Radio Mirchi is likely to support the on-ground buzz in the rest of the eight cities in North India.



Fever 104 FM Bengaluru promotes Kannada film 'Maleyali Jotheyali'

Fever 104 FM in Bengaluru has partnered with 'Maleyali Jotheyali', a much-awaited Kannada film. As part of the association, the radio station has organised for a mix of on-air and on-ground activities to promote the movie.

An on-ground initiative 'Mall-ali Ganesh Jotheyali' has been conceptualised to give the city a chance to meet their favourite star, Ganesh. Carried out at the popular Forum Mall and Gopalan Mall over two consecutive weekends, girls would have a chance to pose with a life-size cut-out of Ganesh and get their pictures clicked. The actor will then himself select 10 lucky girls who would get to meet him personally. The on-ground activity is also being heavily promoted through on-air activities.

Seventh Mumbai Marathon to take Bandra-Worli sealink route



The seventh edition of Standard Chartered Mumbai Marathon (SCMM) will take place on January 17. This year, the prize money has been enhanced to \$ 310,000, which is \$60,000 more than the last edition's \$ 250,000. This year's full and half marathon runners will run on the Bandra-Worli Sealink. There will be a separate start for the half marathon, with the event starting at Bandra and finishing at

CST. The event, promoted by sports management firm Procram International, is held under the aegis of Athletics Federation of India (AFI) and is also being supported by the Maharashtra state government. Like last year, Procram expects to spend around Rs. 150 million to organize the event.

A total of 38450 people have registered to participate in the marathon with the full marathon receiving 3,500 entries, and the half marathon received 11,000. The senior citizens run will have 1,800 participants, while the wheelchair event attracted 150, and 22,000 people registered for the dream run.

Toyota continue support for India Golf Festival 2009



Toyota continue its support for golfing tournaments in India. Following the sponsorship for Karnataka State Golf Championships, the car manufacturer

has continued its support for The India Golf Festival for its fifth edition. The event has been supported by the Ministry of Tourism, Government of India, since its inception in 2005, and the Delhi Golf Society, a body recognised by the Indian Golf Union dedicated to the promotion of excellence in golf. The sporting event is a part of the Incredible India campaign of the Ministry of Tourism to promote India as a winter golfing destination. The event was held at Noida Golf Course from December 3-6.

"Continuing our earlier association with golf, we are proud to be the principal sponsors of the fifth Toyota India Golf Festival. Golf is an increasingly popular sport in India that our customers aspire towards and we are happy to contribute to its growth in the country. Through the Toyota India Golf Festival, we are keen to provide our customers with an opportunity to engage in this sport, while at the same time, building on Toyota's brand association with golf," said Sandeep Singh, Deputy Managing Director, Toyota Kirloskar Motors.

First-ever triathlon event to be held in Goa; Fountainhead mandated to manage event



Grey Matter Entertainment is bringing a triathlon event to India in Goa, on February 14, 2010. Part of the World Triathlon Corporation (WTC), the 'India International Triathlon 2010' will have five different events of swimming, cycling and running, for all age groups. Fountainhead Promotion and Events has been mandated to manage this mega event.

Chandradev Bhagat, CEO, Grey Matter Entertainment, said that it was indeed the best time to get triathlon in India. "Brands are also now looking at new sporting events to associate themselves, as associations with cricket has become too cluttered. Besides, in India today, there is a certain wave of health and fitness, thanks to the annual marathon held in Mumbai and Delhi. Goa is the best place for such an event as it is a major tourist place, and the triathlon will coincide with the annual Goa carnival," he said.

Aircel to engage 3,000 kids through 'Play the pros' clinic for Aircel Chennai Open



Aircel has taken the partnership with Chennai Open to an on-ground engagement level through 'Play the pros' clinic scheduled on January 3, 2010 in Chennai. The clinic has invited 3,000 youngsters from 100 schools and tennis academies across Tamil Nadu to interact and play with international tennis icons. IMG will be managing the activity at specially designed mini tennis courts at Boy's Corporation School ground in Nungambakkam, Chennai.

Commenting on the association with Chennai Open, Shalini Sethi, Head (Corporate Communications), Aircel, said, "We are looking at the association with Chennai Open as a partnership and not just as a title sponsorship. We want to build on this partnership in a similar way as we have done with other sports associations in Cricket and Golf."

FICCI organises global sports summit 'Turf 2009' in New Delhi



'Turf-2009', FICCI's global sports summit, was held in the capital on December 15 and 16. Organised with the support of the Ministry of Youth Affairs and Sports and partnered by the UK, Ethiopia was the focus country at the summit. The two-day convention is an attempt to deliberate on subjects such as the need for adequate sports infrastructure and how to create it; the need for good coaching and coaches; physical fitness and endurance building techniques; the various facets of marketing of sports other than cricket; and the absence of a sporting culture.

An exhibition showcasing sports equipment and technology and new products was also organised during the course of the summit. Structured B2B meetings organised at the summit were aimed to facilitate the flow of right technology for the sports goods manufacturing industry, to enable it to compete at the global level, and B2G meetings to help discuss the much-needed policy issues and promotion of the domestic sports manufacturing industry.

Industry Watch

Wockhardt Foundation organize Jai Mumbai 2009

Wockhardt Foundation in association with Rotary Club of Mumbai Bay View organized the 1st Annual Social Commitment Conclave 'Jai Mumbai 2009', an event to pay tribute to the martyrs of 26/11 Mumbai terrorist attacks.

Hon'ble Member of Parliament, North Mumbai, N.P.S. Aulakhe, Director General, National Security Guard (NSG), Ness Wadia, Jt. MD, Wadia Group and Huzaifa Khorakiwala, CEO, Wockhardt Foundation among others.

Present at the occasion to express solidarity against terrorism and pay tribute to the martyrs were Dr. Shubha Raul, Mayor of Mumbai, Dr. Indu Shahani, Hon'ble Sheriff of Mumbai, Julio F Ribeiro, Former Commissioner of Mumbai, Sanjay Nirupam,



Dr. Raul, in her address to the conclave condemned terrorism while Khorakiwala, paid homage to the martyrs and gave away mementos to the family of the police and security officials who sacrificed their lives in the line of duty during the attacks.

Max Stardust Awards ceremony to be managed by Encompass and Wizcraft



Organisers of the seventh Max Stardust Awards 2009 scheduled on January 17, 2010 at the MMRDA Grounds in Mumbai have appointed Encompass and Wizcraft to handle the event. Encompass has come on-board to handle the on-ground event execution, while Wizcraft

has been entrusted to manage the show direction and artistes.

Confirming the development, Shivendra Parihar, Marketing Head, Magna Publications, explained, "Every year we have used a particular agency for a specific job. Encompass did a good job last year, even though they did not have any major experience in handling a celebrity-led event like the Max Stardust Awards. We felt that we must continue the association this year too. On the other hand, Wizcraft is an established name for its events and properties like IIFA. We realized that they are good at sourcing talent and conceptualizing events following their experiences with IIFA."

Executive Events bags mandate to handle promotional activities for Dubai Shopping Festival 2010



Executive Events has won a multi-agency pitch to handle the promotional events and activities for the fifteenth edition of Dubai Shopping Festival (DSF) 2010. This year, the festival is organized by the Government of Dubai and will begin on January 28 and go on till February 28. Prior to this, the Gold Council of Dubai used to manage the

festival.

Commenting on the win, Raju Kannampuzha, MD, Executive Events, said, "We have been handling DSF for the past three to four years in India. Wizcraft handled the first road show organized by DSF five years ago, following which we have been handling the account. Last year, they did not have any event or activity in India. This year, the focus has shifted from Kerala to cities like Mumbai and Bangalore."

The agency is handling a press meet in Mumbai and Bangalore. An invite only party is also scheduled in Mumbai on January 6, 2010 for frequent travelers, celebrities and tour operators.

Showspace Live announces 'Extra Terrestrials' in Chennai from Feb 3 to 7, 2010



Showspace Solutions' live events division, Showspace Live has announced its first event property 'Extra Terrestrials'. The event, scheduled from February 3 to 7, will include seven international acts packaged as 75-minute ticketed shows that will be held thrice a day at The Music Academy in Chennai.

Commenting on the idea behind the property, K Hariharan, Director, Showspace Solutions, said, "We wanted to clearly present that entertainment does not merely mean music and sports. There are several international entertainment artistes who perform at corporate events, and are not accessible to the general family audience. We decide to work on this and have created the property which will showcase talent from these international artistes as a packaged show."

Reliance Media World officially announces launch of operations for Big Rural



Reliance Media World has now officially announced the launch of operations for Big Rural, the rural activation division from Big FM. The division was set up in September 2009, and now with the official announcement, the agency

has now started pitching for new businesses. A press note from the company notes that this division is the radio industry's first attempt to reach out to rural markets and offer marketers activation solutions backed by radio support.

Highlighting the growth strategy for the Big Rural, Rabe T Iyer, Business Head - Allied Businesses, Big FM, said, "Given our already existent network through the radio platform of Big FM, the division offers unmatched reach across India, reaching out to 52,000 villages with its very own local and trained personnel. With our vast network strength, holistic activations solutions and radio amplification, we offer clients an edge over our competitors."

Spatial Access Solutions launches BTL audit; to release white paper soon



Spatial Access Solutions has been in the space of auditing across services such as media, production and film, marketing analytics, and creative and media pitch management. It has now ventured into the space of PR and BTL audits. Citing a requirement from clients in the BTL space to quantify their requirements, the agency has come up with an audit

model following discussions with the office bearers of Event and Entertainment Management Association (EEMA), for finetuning a tool to measure events and activations.

Reasoning the launch of this audit tool, Meenakshi Madhvani, Co-founder and Chairperson, Spatial Access Solutions, said, "If you don't measure it, you can't assess RoI. And if you can't put a value o RoI, chances are that the programme ends up being shortchanged and dependent on whims and subjective opinions. This always results in reluctance on the part of marketers to invest in non-traditional means of consumer contact."

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Tenth Auto Expo to attract 1.8 million visitors; event duration shortened to a week



The much-awaited Auto Expo 2010 is scheduled to kick off from January 5-11, 2010 at Pragati Maidan in Delhi. However, citing economic conditions, organisers of the expo have reduced the duration of the biennial expo to seven days from nine. This year, the expo will be the site for over 10 global launches, while about 2,100 participants from 30 countries will showcase their products in an area of 1.25 lakh square metres.

The expo is jointly organised by the Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and Society of Indian Automobile Manufacturers (SIAM). Rajive Kaul, Steering Committee Chairman, Auto Expo 2010, said, "Around 800 participants would be international exhibitors, from countries like Canada, China, the US, France, Germany, Myanmar, Pakistan and the UK. This number is a jump of 40 per cent as compared to the last Auto Expo in 2008."

'Bangalore International Automotive Expo 2010 to attract around 4 lakh visitors'



Bengaluru will play host to the second edition of Bangalore International Automotive Expo 2010 (BIAE 2010), which is scheduled to be held from March 11-15, 2010, at the Palace Grounds in the city. The expo is owned and managed by Winmedia Communications Pvt. Ltd. The show will also feature special event-in-events, seminars, buyer-seller meets and interactive forums.

Organisers claim that they had over 1,18,000 visitors for last year's edition and had over 12,000 business visitors. Around 112 companies had participated in the expo, representing around 400 brands. Suraj Singh, GM-Marketing, Winmedia Communications, said, "This year, we are expecting a much better response since the talks of recession have settled down. We are expecting around four lakh people to visit this year's expo, and are also expecting a significant increase in the number of business visitors and participating companies."

MTS comes to Mumbai with a \$ 40 million investment



In an already cluttered market, mobile phone subscribers in Mumbai now have yet another service operator to choose from. MTS, the mobile telephone brand of Sistema Shyam TeleServices Ltd (SSTL), officially launched its services in Mumbai at a press conference on December 16.

Commenting more on the distribution network in the Maharashtra and Goa circle, Suubodh K Srivastav, COO-Mumbai, Maharashtra and Goa circles, MTS, said, "MTS has made an investment of \$ 40 million for its foray into Mumbai. MTS has already opened 20 branded stores, along with the 11,000 activation outlets. We plan to open another 100 stores in the next 100 days. We have tied up with 240 branches of mobile stores like Cromia and eZone. Our ATL-BTL marketing spend ratio is roughly about 60-40. While we have already set up OOH advertising, the others campaigns across various media will soon follow."

Coca-Cola India appoints 360 Degrees and Wizcraft to manage events, promotions for Burn



Coca-Cola India has recently rolled out its globally successful premium energy drink brand 'Burn'. The drink was officially launched in the country in the first week of December with the unveiling of a concept car designed by automobile designer Dilip Chhabria, and was preceded by sampling exercises and will be followed by an intensive activation campaign.

Ricardo Fort, VP-Marketing, Coca-Cola India, said, "The launch of the Burn Cars is part of a 360-degree integrated marketing communication involving on-ground consumer activations including experiential sampling and community marketing initiatives. Each of the three newly stylised Burn cars will hit the roads of New Delhi, Mumbai and Bengaluru in the second week of December. Wizcraft Entertainment Solutions and Alternate Brand Solutions (360 Degrees) will be managing the consumer activation programme involving events, promotions and experiential sampling."