

Best Activity Generating Brand Loyalty



Gold

Campaign: Women on wheels – The TVS Institute

Agency: Mudra Communications, India

Client: TVS Motors



TVS Motors wanted to increase sales of the two-wheeler TVS Scooty in smaller towns and mini-metros in India by creating relevance and need for the brand amongst women.

With the insight that, any girl who learned to ride on a particular brand of bike would prefer to buy that brand. The Agency established 'The Scooty Institute' to teach women ride a two wheeler, with the focus on education and empowerment. The Programme was executed in 55 towns across India, with 400 certified female trainers.

330,000 women were contacted and 25,000 attended the training. This was India's largest ever two-wheeler contact Programme. Alternatively, it enabled TVS to achieve a sales conversion figure of 10%, against the targeted 5%. Dealers who participated in the Programme saw a 15% increase in sales over those Dealerships who didn't participate.



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Silver

Campaign: Microsoft-Go A-Live Challenge

Agency: Jagran Solutions, India

Client: Microsoft Corporation India Pvt Ltd

A screenshot of a promotional webpage for the 'Go A-Live Challenge'. The page has a blue header with the 'Windows Live' logo and the Microsoft logo. The main content area features a large red banner with the text 'GO A-LIVE CHALLENGE' and silhouettes of three people celebrating. Below the banner, there are several lines of text: 'R U ready 2 step up 2 the digital era?', 'Can U blog, chat & do cool stuff on UR virtual campus?', 'Do U want 2 give UR campus a digital makeover?', and 'R U ready 2 make UR campus a-Live?'. A large blue button says 'Click Here'. Below the button, there are four prize categories: '1st prize Rs. 2,50,000' with an image of a cash stack, '2nd prize 1 year software' with an image of a computer tower, '3rd prize 1 per member' with an image of a mobile phone, and 'Other prizes' with an image of a t-shirt. At the bottom left, it says 'Terms & Conditions Apply'.

Microsoft India tasked their Agency, Jagran Solutions to promote next generation of Windows Live (Hotmail, Windows Messenger & Spaces) to anyone who used an email ID, which covered the entire country, without any restriction to region, age, or profile.

Based on an extensive analysis, the Agency created the Microsoft "Go A-live Challenge", a national Inter-college contest designed to encourage student teams to design their cool college websites, which needed to include integrated services, like mail box, online document and notes sharing, Instant Chat, 5 GB Mail Storage etc, with the official mail id: myname@mycollege.com

Microsoft supported the Promotion with Direct Mailers, Posters, feedback Questionnaires and Tele-Calling & Technical Support

Teams. The Company also produced web design templates for students who didn't have technical knowledge of website development, as well as students with good knowledge & capabilities.

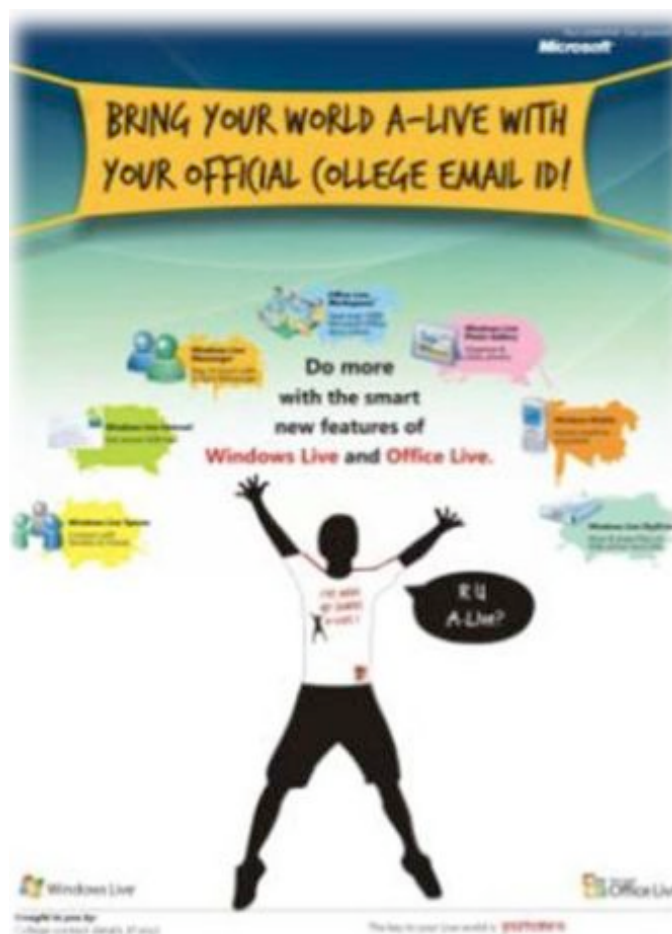
Best Activity Generating Brand Loyalty



Brand Ambassadors in campuses kept the buzz going, with additional ongoing promotion activity.

The Campaign achieved the daunting task by generating far in excess of the targets Microsoft had set in just 8 months, encompassing 71 cities in 11 Indian States. The "Go A-live Challenge" program is recognized by Microsoft India as being the single largest contributor in fighting their competition in the product space.

(Actual sales results are confidential).



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Bronze

Campaign: Aviva Dollar Dreams
Agency: Solutions | Digitas, India
Client: Aviva Life Insurance Co



Aviva faced a problem with various product groups within the Company running their own Rewards Programs.

Agents experienced high dissatisfaction due to duplication of gifts, lack of transparency and delays in reward redemption. Most middle-class Indians aspire for a western lifestyle, and dollar earnings. This insight led to a comprehensive, long-term rewards program – “Dollar Dreams” allowing agents to earn 'dollars' and redeem them for exciting rewards (dreams).

For the first time in the Indian Insurance sector, here was a single, comprehensive program that measured, tracked and redeemed achievements on all Aviva

Best Activity Generating Brand Loyalty



products simultaneously. 'Dollar Dreams' has built strong relationships between Aviva and its agents with:

- Accumulation of reward points for big gifts, from a variety of choices.
- Information about present status of redeemable gifts.
- Timely gift delivery (3 weeks instead of 3 months!).



Constant support via mobile text messages, in-branch collaterals and contests led to enthusiastic participation.

The results in terms of the number of Agents who enrolled and the total sales far exceeded targets.

(Actual results are confidential).