

## Best Business to Business Campaign

2009  
Promotion  
Marketing  
Awards  
of Asia



## Gold

**Campaign:** ICICI Bank Talkies on the Move

**Company:** ICICI Bank India



'Talkies on the Move' is a unique B2B campaign wherein the ICICI Bank's Agri Traders were invited to presentations about eWRF, Easy Warehouse Receipt Finance (Funding against agricultural commodities). These Traders were very busy and hard to reach, so the Agency suggested the use of a luxury, air-conditioned bus, branded with Bank POS which acted at a mobile Presentation centre right in various market places.

Agri Traders were invited to each Presentation which was followed by discussions with the ICICI Bank's sales team and food & drink.

The 'Talkies on the Move' Campaign was a huge success and generated business far in excess of targets.

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## Silver

**Campaign:** Disney Ratatouille Mailer

**Agency:** Jagran Solutions, India

**Client:** The Walt Disney Company India



Disney's upcoming Movie "Ratatouille" was to be released in India and needed to create awareness within the film industry. The Challenge was to inform & invite 250 industry decision makers in 6 cities, to the premiere of "Ratatouille", in just 2 days.

The innovative D.M 'piece' consisted of a teams of "Chefs", each carrying the Invitation on a tray, and who visited each prospect. Their presence created a feel-good factor & very high recall for the Movie.

The activation reached the key decision makers in the 6 cities, generating a 75%+ response to the activation with a high recall post campaign, personalized brand experience & excellent feedback from the Sales Team.

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## Bronze

**Campaign:** Thompson Press Digital “Champi Wala”

**Agency:** Solutions | Digitas, India

**Client:** Thomson Press India



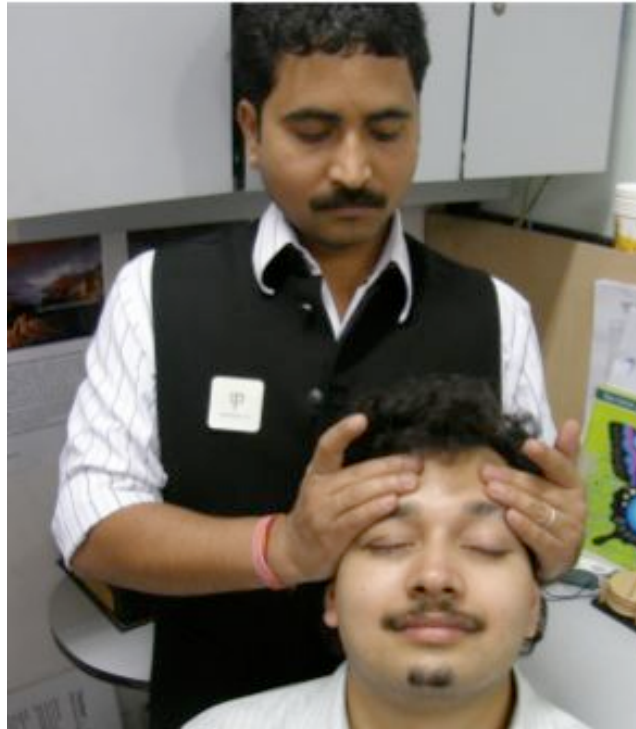
Thomson Press, faced competition from 'me too' printers, and wanted consolidate its leadership among large Corporations and Design Agencies. The 'champi' (or head massage), an integral part of Indian culture and a quintessential form of de-stressing, helped in forming the Agency's creative strategy.

It was decided to give the target audience a chance to soak in how Thomson Press offerings could get rid of a client's 'printing headaches'. A teaser DM first aroused curiosity by offering an easy solution to printing problems, by choosing

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Thompson Press. A popular Bollywood Hindi song about 'Champi' was adapted for this occasion.



The audience was encouraged to set an appointment for a demonstration of Thomson Press products by the Thomson Sales Executive, who made the visit accompanied by a Champi Wala. While the Rep carried on with the presentation, the Champi Wala massaged the prospect client's head with menthol oil. The result was an additional Rs.3.5 million worth of orders booked in just 8 weeks, a 61% incremental business growth.