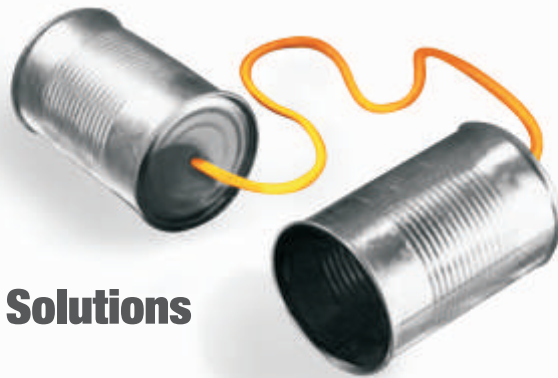




**Customised
Communication Solutions**



**PARTNERING TO MAKE AN
UNIQUE EVENT A SUCCESS**

THE BACKGROUND

IgniteAsia, one of Asia's largest venture funding events happened around the time the dotcom fever was peaking up. Modeled on the lines of a contest, the event had major sponsors like Microsoft, Compaq and J P Morgan besides other big names backing it up. The competition was slotted to travel to seven cities in Asia with the finals in Singapore. Each center will have a shortlist of all entries which then enter the final shortlist and the chosen 10 participants get to present to topnotch VC firms and financial institutions their business idea with the likelihood of funding thrown in.

THE BRIEF

Since Bangalore was the only stop the event was making in India, drive as many entries as possible for the competition.

OUR RECOMMENDATION

We suggested that the client look at a broader set of activities than media relations to drive entries in the event. We also asked them to weave India-specific content into the event to gain good media mileage.

WHAT WE ACTUALLY DID/

- Identified portals and other channels, which had an effective reach amongst the target audience. Partnered with them for them to run a significant and attractive promotion in their front pages saying they could win 100 free tickets to the event. CIOL, e1947 and many other portals carried the ticker and generated lots of response and thus entries.
- We issued a pre-release on the event
- We invited media to an informal press briefing to be followed by the dinner where details of the event, its uniqueness was discussed
- As for the media invite, we came up with an innovative idea which was well appreciated by the client

THE RESULT

- Not just visibility but increased entries which is what the client wanted
- Innovation though small but effective ideas