

Agency on record and Media Support

Our Client:

The Indian subsidiary of a Germany based lighting industry leader and a part of a global conglomerate.

The Problem:

Despite being one amongst the top lighting companies in the world, the awareness in India was dismal. Not many outside the Industry knew about the company or the fact that it was a global giant with facilities across the world.

The company faced a perception problem because of its name as people thought that it was an Indian company. Also the company lacked an interface for interacting with the Media in India.

Solution:

Finese PR became the agency on record in a multi-agency pitch and became the interface for the media in India. Providing media support for their new Product launches, Leveraging of International case studies, CEO profiling in the right media, strategic inputs for below the line activities – entire conceptualisation to aid in brand building and recall, showcasing their CSR initiatives etc. were the activities undertaken over a two and half year period.

One of the most powerful initiatives was the media activity to highlight their environmental and clean energy projects.

Results:

The company's media interaction became more effective. The environment project from India became the toast of the company worldwide with the Indian effort finding mention on the International UN website as well, despite the fact that the activity was launched globally a fortnight ahead of India. Pioneering BTL activities like energy audit, energy helpline, green buildings etc. were conceptualised.