

Brand Building

Client:

A leading B-school in the country

Problem:

Despite being in existence for nearly three decades and constantly figuring in the top 10 lists, the perception was that it was a marginal player

Approach:

A threadbare analysis of B-schools was done across the globe to identify the factors that made B-schools reach the top in mind space. Finese PR identified the key differentiators and went to work on them.

Solution:

Finese PR adopted a holistic approach to the brand building process. The target audience was the media, industry, internal audience – faculty and students. There was a continuous sharing of information with the entire target group and the approach was participative and inclusive. Industry and media was encouraged to visit the campus, faculty research and achievements were highlighted, the faculty was encouraged to write on macro-economic factors, the media was helped in their research for articles leading to a strong bonding, and above all the response time for all queries was shortened.

Result:

When Finese PR was given the mandate, we had to explain to the people about the institution since almost everybody would ask what? / Who? Today the B-school is one of the most recognised brands and nestles right alongside the top brands in perception.

Our client:

It was the online venture of the largest educational publisher in the country. The initiative was to create an online definitive educational portal

Problem:

There were already established players in the K12 space who had been operating for the last decade and more and Finese PR had to create a top of the mind recall for the client.

Solution:

The backbone of any educational on line or IT based venture is the content. The parent company had decades of experience in publishing of educational books for the K 12 segment. The content at their disposal was unmatched in the industry. Finese PR decided to play on the strength of the content.

Finese PR created a media onslaught across the nooks and corners of the country and information was disseminated about the client and its initiatives. Care was taken to highlight the differential “CONTENT” between its competitors. The focus was on the quality of the offering, including the platform for delivery with one of the leaders in the IT space.

Result:

All this resulted in the client being viewed as a serious player in the online and IT led Education business. The media coverage of the client was more than the combined coverage of all its competitors which led to students from the interiors of the country asking for its online courses.

Our Client:

An educational & training company into the field of Accounting, Banking, Insurance and Financial Services

Problem:

The company was on a growth trajectory and was looking at PR for building a robust brand and also to help raise Private Equity.

Solution:

Since the company was essentially present in the Northern States of Delhi & NCR, Haryana, Himachal Pradesh, Punjab, Rajasthan, UP, Uttarakhand, MP and Chhatisgarh, Finese PR launched an all out media campaign to build visibility and credibility of the company and the brand across these states. The intensity was such that Finese PR touched base with the media in over 100 towns and cities across these states.

Besides the media activity a number of unique brand building initiatives like launch of a CSR initiative, was created and pitched to the government, industry, academia and the media with great success. Theme based activities were undertaken and media support was provided to the initiatives to create visibility for the brand.

Result:

The client became the most visible and recognised brand in its segment, so much so that it was perceived to be bigger than its peers who were 3-5 times its size. The company also received Private equity funding due to PR efforts. The PR initiative was perceived to be a trail blazer in setting standards in its segment.