

# Brand Reinforcement

## Client:

One of the top 5 Business Schools in India

## Problem:

There was the need to benchmark the client at par with global peers and position it as someone with intellectual prowess comparable to the best not only in India but across the world.

## Solution:

Finese PR needed to focus on issues that could be highlighted to showcase the clients' innovativeness and preparedness to tackle complex issues that have a significant effect on the society at large and yet need managerial intervention to manage them in a way that is productive to the immediate environment without compromising the businesses. Finese PR also needed to showcase the student activities and other activities like Placements, Campus happenings, Research and Studies by the Faculty, Director's viewpoints etc.

Finese PR initiated an intense media campaign across the country focussing on the happenings and achievements. The information sharing was made seamless and access was provided to subject matter experts from the faculty to the media. The idea was to showcase the IP at the institute. The Director's viewpoints on the education sector were constantly given out to the media with the result that his viewpoints became much sought after and this bought recognition to the Institute.

Finese PR built upon the IP of the institute by identifying professors who were doing "different", "innovative" and "path-breaking" research and taking courses which were being taught differently. We analysed in-house and found that such courses and research was gaining currency around the world and if properly positioned then we could turn the professors into acknowledged authorities on their subjects showcasing the intellectual bandwidth at the institute. Over a period of 2 years, Finese PR worked closely with the institute and constantly sent across the message that the institute had taken the lead amongst the Business Schools in India by addressing the "contemporary and futuristic issues" and had in fact become the first to introduce different courses, conduct specialised research on everyday issues etc.

## Result:

Today, several professors of the institute are acknowledged as authorities on their different subjects and have become the chosen specialists whenever the media is looking at stories related to environment, tourism, marketing research, retail, IT, etc. Today, the institute is taken seriously when they talk about any new initiative and it has taken the lead in the intellectual prowess amongst its peers in India.

## Overall Result:

Today the institute is amongst the leaders in its peer group when it comes to capturing the mind and media space. Every initiative at the institute be it student, faculty or organisational is widely covered by the media across the nation and the industry acknowledges the IP of the institute. They are widely quoted across newsletters of international peer groups (Knowledge@Wharton is one such example)