EVENTFAQS.com

YourSingapore　yoursingapore.com/morethanjustbusiness

April 8, 2015 | 6:22 hrs

Search

eNewsletter - Email　　**SUBSCRIBE**

Shriram Fertilizers visits the paddy fields of Punjab and Haryana

by EVENTFAQS Bureau　| Corporate/Brand Marketing　| August 23, 2011

Ascent Brand Communications undertook to manage a 15 day van promotion for Shriram Fertilizers & Chemicals in Haryana and Punjab. This activity, which began on Aug. 6 in both states, aimed to promote the entire range of Crop Care Chemicals (CCC) among trade partners and farmers in the paddy belts of the two states. The products to be promoted were Shriram Cartap, Shriram Carzeb, Shriram Teezol, Shriram Vamcin, Shriram Rakshak Super and Shriram Buprofezin, all of which fell under two main categories of Insecticide and Fungicide.

Speaking about the objective of the activity, Jaya Kumari, Asst. Manager, Marketing Services, Shriram Fertilizers & Chemicals said: "The campaign 'Suraksha ki Sity' was started to create a hype in the potential mandis of paddy belts in Punjab and Haryana. For actual results however, we still need some time to determine the sales in terms of actual liquidation at the farmer's end."

Commenting on winning the mandate for this activation, Pradeep Yadav, Manager Strategic Planning & Development, Ascent Brand Communications said: "We have been working with Shriram Fertilizers for a year now. However, this was still a multi-agency pitch that we won against two other competing agencies. We were chosen because of the concept we came up with up, which was based on our understanding of the brand message."

This activity was carried out in mandis and catchment villages in both the states. The van was accompanied by two representatives from Shriram Fertilizers - a sales representative and a technical expert - and three from the agency, comprising of the anchor, a promoter and a supervisor.

Speaking about the concept, Yadav added: "The basic function of the CCC is to provide protection against pests and fungus. In line with the above premise, the creative strategy had to strike relevance and establish the idea that protection only comes with the Shriram range of CCC. Hence, the creative strategy proposed was 'Shriram Suraksha ki sity-jisne bajai, Faslon ki suraksha pai'."

During the first half of the day, the van went to the mandis, each of which had one primary dealer. The dealers would inaugurate the activity by saying a few words about the brand and the product and then, a round of engagement was conducted. In the second half of the day, the van went to the surrounding villages and further rounds of engagement were conducted. There were two rounds of engagement, the Qualifier round which highlighted the used of Insecticide - Shriram Buprofezin, which was primarily promoted through this engagement - and the Main game, wherein qualifying participants participated in a whistle blowing contest that established Shriram CCC as the ultimate solution provider against attack of pests in paddy crops.

In the first round, two participants would play a form of dumb charades. One person was blindfolded while the other guided him with a whistle to pick up certain standees containing the brand messages. For the second round, six winners from the first round competed against each other by representing one brand each and blowing the whistle in tune with the anchor. A whistle shaped table top watch was offered to the winners of the game, and the dealer as well, as a memento. A life-sized cutout of the campaign mascot was also placed at the respective outlets as a static reminder.

This activity engaged around 4,790 visitors, covered 30 mandis and generated around 1,079 leads. Approximately

Recommended Reads

MTV launches 'The Great Selfie Challenge' >

The Solar Impulse airplane stops over at Ahmedabad Airport >

Winners of Puma Urban Stampede battle it out for a spot at the Istanbul Marathon 2015 >

"T1 is a great platform to build aspirational value for the Prima," says UT Ramprasad >

Read More In

Activation / Promotion>　Rural Marketing>

Brand Launch>　MICE>

Sponsorship / Brand Association>　Intellectual Property>

CSR>

Popular Tags

Showtime Group　India TV

Officer's Choice　Amrapali Group

Dainik Bhaskar　Taj Palace Hotel

Ritu Dhawan　Rajat Sharma

International　Grey Goose

Richard Branson　Virgin Galactic

Cream Events　Tommy Hilfiger

Sonam Kapoor　Ranveer Singh

Leela Palace New Delhi　Select CityWalk

Fiat　Punto Evo

Jobs

3,185 gratifications were distributed, including consolation prizes for all the participants.

Like   0   Tweet   0

0 Comments

Join the discussion   0

POST

Print

WordPress

Twitter

Facebook

Email

Gmail

Favorites

More... (293)

Settings...

AddThis   Privacy

Craftworld Events Pvt. Ltd.

Business Development / client servicing – Manager Exhibition

Business Development

& more

Green Chili Events Sports Media Pvt. Ltd

Content Writer

Creative

& more

SHOWCRAFT PRODUCTIONS PVT. LTD.

Wedding Planner (Showcraft Weddings)

Marketing

& more

VIEW ALL

Twitter Feed

Tweets   Follow

EVENTFAQS   6 Apr
@EVENTFAQS

Day#1 of #EEMAGINE concludes on a high note Read here: tinyurl.com/EEMAgine-day1 @eemaindia @wizsabbas @VenkyMysore @roshanabbas

Expand

EVENTFAQS   6 Apr
@EVENTFAQS

Meet @BarcelonaTurism at #ExperienceEurope - The #MICE Roadshow in #Delhi #Mumbai & #Bangalore more details here: eventfaqs.com/experience-eur...

Expand

EVENTFAQS   6 Apr
@EVENTFAQS

200th Entrant Registered Today for

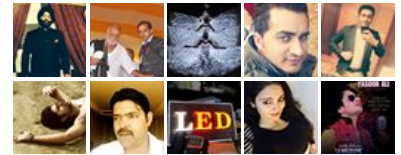Tweet to @EVENTFAQS

Facebook Feed

EventFaqs
Like

EventFaqs
13 hrs

See you at #WOWAwardsAsia
www.wowawards.com
Rajeev Jain, Rashi Ent at
#EEMAGINE

11,817 people like EventFaqs.

Facebook social plugin

Today's Headlines

EEMAGINE 2015 Day 1: Amitabh Kant extends support to industry as part of 'Make in India'

The inuagural day featured addresses by Nitin Kukreja, Star Sports and Venky Mysore, KKR in addition to a keynote by Amitabh Kant on 'Make in India'.

MTV launches 'The Great Selfie Challenge'

- -

Shubhodip Pal moves to Balaji Motion Pictures as CEO

- -

Cream Events manages the Trends Excellence Awards for Architecture & Design

- -

4 ways to use sparklers and glamorize your next wedding!

- -

Resources

SOUND.COM
Mumbai

Knownsense Studios
Ahmedabad

Entertainer's connect

Swati Sharma
Emcee / Host / Actor

Swati sharma is an actor and anchor . Sh ...

Ketan Lotia (Close - Up Magician)
Innovative Act

Meet Ketan, one of the finest Close up m ...

Experential Venues

The Taj Mahal Palace
Mumbai

Taj Mahal Hotel, New Delhi
New Delhi

VIEW ALL   VIEW ALL   VIEW ALL

About Us

Founded in 2007, EVENTFAQS Media is a muti-channel platform focussed on the events, entertainment and experiential marketing industry.

know more

Contact

info@eventfaqs.com

+91 22 26300673

+91 99300 89557

know more

Social Connect

Follow @eventfaqs

Like   11k

Follow   653

YouTube   197

Initiatives

DAILY NEWS & RESOURCES PORTAL	PUBLICATIONS	ANNUAL HANDBOOK	EVENTS