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Company Name: Times Group

Campaign Name: Consumer Conclave 2022, 2023

Campaign: Audience Generation

Target Audience: Legal Heads

No. of Audience Generation: 250

Motive of the activity:

The campaign was by Times of India. It was for the Legal Heads & Policy makers in the company. Government has underlined strict guideline with regards to the usages of preservatives & its limits. These limits restrict lots of companies, to over use any hazardous products which can damage a human living. This was applicable across industries such as Tobacco, Cigarette, Chemical Etc. The audience generation was in webinar format having great panellist, talking on the various condition, damages & how to overcome the issue.

The campaign was only for the companies in Mumbai.

Scope of Work:

Our job was to find the Legal Head & Policy Makers from Industries across Mumbai city. We figured out the right TG, connected them and invited for the webinar.

The challenge here was to connect with the Legal Head as Legal Heads were always busy in their legal proceedings which made things difficult for us. Also considering the pressure they have with regards to legal issues of the companies even if we got connected, we did not get the response we expected.

Our team strategized the campaign in way, of meeting them personally on the week days and weekends. We took an extra mile effort to connect with them in a best possible way and got them to the webinar on a said date.

We ensured full participation on this event of 250 Legal Heads.