

## **Synergistic Alliance:**

### **Client:**

A billion dollar MNC with super premium ice cream brand

### **Problem:**

The Client was facing stagnating top-line since they were present at all super premium points of Sales. Finesse PR had been working with the client for more than a year at the time of the problem.

### **Approach:**

Collective brain storming at *finesse PR* led to the idea that for any festivity, a family in India traditionally buys sweets and if we can replace sweets with Ice Cream and that too super premium then we could make headway.

### **Solution:**

We approached a leading motorcycle manufacturer who was aggressively trying to increase penetration in the Delhi-NCR region and suggested a tie up with our client.

### **Synergies:**

The motorcycle company believed that its motorcycle was no.1; we knew our clients' product was the best in its category

### **Result:**

The tie up resulted in addition of 5% to the top-line within a few weeks

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### **Client:**

A new entrant into the Digital Imaging space retailing media devices like USB Drives, Memory Cards, Rechargeable Batteries, etc. with tie ups with leading European Companies

### **Problem:**

There were already established players like Kingston and San Disk in the memory market with huge advertising support. In the batteries alkaline was dominated by Eveready while Uniross was the clear leader in rechargeable. The client faced with the task of penetrating the market with miniscule advertising budget

### **Approach:**

Finesse PR adopted a dual PR approach. The first was to establish product credibility amongst the end users which was done by targeting the product reviews and ratings columns and pages in leading magazines ,news papers, web and electronic media.

The second was to enter into synergistic tie ups with high volume sales points across various retailing formats so that the products and brands were not only available but also visible.

**Result:**

In a matter of 8 months not only did the clients product feature alongside the competitions products in all leading magazines but were also featured on all major TV channels and You tube (by journalists themselves and not by the client).

In fact, for one of the products the media went so crazy that the pen drive which was shock and water resistant was subjected to tests like throwing from the 10<sup>th</sup> floor, putting it into the washing machine in pockets of clothes which were being washed, suspending it into a fish tank for 3-4 days etc.

Finese PR forged synergistic alliances resulting in product placement and brand visibility in some of the biggest retail chains like Mobile Store, Hot Spot, e-Zone, Subhiksha etc., cross promotions with some of the biggest magazines like PC Quest, My Mobile etc.

All this resulted in brand building and sales with almost zero advertising support.