



How does one create a competition that evokes pride within a student for her college while increasing sales?

One of the largest conglomerates in India wanted to launch a digital campaign for the prime stationery brand in India to work on three fronts; to create a game that would encourage participation of college students, to create an atmosphere that would push the students towards making their respective colleges win, and to boost sales of their notebooks.

In order to achieve this, the client needed a creative strategy that would resonate with the mindset of the millennials. They were looking for an advertising agency in Chennai that was adept, adroit and proficient enough to juggle all the elements within such a challenging vertical.

SingleStroke came up with “My Pulse My College”, in which the student needed to buy a notebook to participate. Within the notebook would be a scratch code that the said student would use to participate in the competition. By entering the code and why she thinks her college is the best, the buyer would be granted points. The goal of the competition was to earn as many points as possible to win a vacation with a few friends. Though the premise sounded good enough, SingylStroke wanted to make the competition more than just a way to sell books; they wanted students to showcase their pride for their respective colleges. A sponsorship for the winning college was conceptualized.

To actualize this, a way of tying in college participation with student participation was needed. When entering the competition, the student would have entered her college name which would be granted points as well. The greater the number of students from the same college, the closer they, along with their college, would be to winning the competition.

A way of connecting students to a singular purpose was essential to the success of the campaign. Making the competition available on all social media platforms and devices was paramount. SingylStroke designed flyers, posters and Facebook posters which the contestants could use to invite others from their college to make sure they participate and lead their respective colleges to victory. Additionally, sharing on all platforms, Facebook, G+, and Twitter, was made available to all participants. To make sure they utilized this feature, each vote that was garnered via these shares would add a point to their total, which could make the difference between winning and losing.