



How does one carry out a comprehensive branding, advertising and marketing strategy for the largest inter-corporate cultural competition in India?

Vodafone asked SingylStroke to brand and advertise the largest Inter-Corporate Cultural Competition, Vodafone Red, in India. As the title sponsor of the event, they were looking for an advertising agency in Chennai to not just carry out branding for the event but also create and execute creative strategy across digital and social media platforms, on-ground and offline channels and manage various aspects of the competition, making this a formidable project.

Vodafone wanted the advertising and branding strategy to reflect something fresh, they wanted people to relive their college days and approach the contest with zest and energy. The theme “Colours” was fresh, exuberant, translatable to the competitions that were part of the event, and we translated those qualities into an original logo design and some artwork that created a comprehensive look for the event. We composed an event logo and seven other mnemonic pieces to identify component competitions.

We needed an advertising and branding strategy that was aimed at working professionals in Chennai, from SMEs to MNCs. As a branding and advertising agency in Chennai, we knew this demographic well—they were like us. They led a corporate lifestyle and were active online and on social media; we just needed to introduce them to the event and make them want to participate.

Our strategy was executed on multiple fronts: we produced and implemented an interactive website design, executed a comprehensive digital and social media marketing campaign, developed print ads, and conceptualised and ran an online Photography Contest to generate interest for the main event.

The interactive website was responsive and easily accessible on multiple devices, allowing us to cast a wide net. It contained links to Facebook, Instagram, Twitter, and the live update feed. The entire event was explained on the website, and the rules and regulations as well as participation details were laid out. Photos from the event were uploaded on the website with links to social media platforms so that people could like, share, and tweet images from the website directly.

During the Social Media campaign, we provided regular updates, and rolled out Facebook ads that combined applicable quiz questions with ad content. Audience engagement was evident as people responded to, commented on, answered, and shared the ads.

We created and curated an online photography event before the competition to generate interest for the event. Judged on the basis of Facebook likes, the competition reached out to both participants and voters, and worked as a successful preview to the main competition.

In addition to social media advertising, we developed print ads for popular daily newspapers and billboards. We developed stationary, standees, visiting cards, brochures, posters, banners, outdoor displays and large hangings based on “Colours”. We enabled communications services during the event and made a corporate video that contained event highlights and original ad content.

We balanced needs while exceeding the required expectations for the campaign and used social media effectively. When the event was complete, we had clocked out at over 1,27,000 people in 13 countries reached on the Facebook page alone, with over 15,000 likes and 14,000 engagements with our social media campaign in under three months.