

# LAUNCH OF COFFEE DAY WAKECUP

**COFFEE  
Day®**

## Objective:

- Create awareness of WakeCup as the best coffee brewer in town

## Strategy:

- Position product as a premium offering that delivers an excellent coffee brewing experience at your home
- Showcase its technical features & highlight its ease of use

## Activity:

- Organized a unique demonstration hosted by socialite Laila Baker for the Rotary Elite Women's club of Bangalore
- Showcased product technology on NDTV's Gadget Guru

## Results:

- Received 10 quality exposures in all key media in Bangalore
- Received very positive review on Gadget Guru which airs on NDTV Profit, 24x7, and Good Times
- Client was delighted with both initiatives
- ME – Rs 77 lakhs

Gadget Guru



DNA



Bangalore Times

**MADISON  
PUBLIC RELATIONS**