



Classmate Spell Bee India



The Situation

Radio Mirchi's Property Spell Bee India has for the first time associated with Classmate India's leading education & stationery brand by ITC. This was the sixth season of the world-renowned spelling competition Spell-Bee in India. Despite its global fame, Spell-Bee had managed to garner lukewarm response from the Indian audience and media.



The Result

- PR Value of 10 crore – A whopping 185.7% rise from the previous season
- Reached 6,00,000 students from 1500 schools across 27 cities
- Generated conversations among key influencers
- Garnered approx 450 media exposures across print, online and electronic platforms
- Apart from students physically taking the test, this innovative competition was also available online which resulted in reaching out to a larger audience

The Objective

- To generate interest among key stake holders like students, parents, teachers, Principals to actively be part of this platform.
- To create a buzz in the media

PR Tactic

- **Phase I:** An Announcement Release in the media across 27 cities calling for entries
- **Phase II:** A City specific winner was announced via a media release across 27 cities
- **Phase III:** The National champion was announced at a Press Conference in Mumbai, followed by a release in Chennai and Delhi (Winner & runner up city)

