

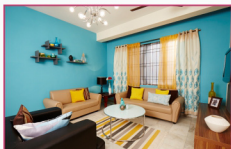
UPLOAD & TRANSFORM

TRANSFORM YOUR LIFE



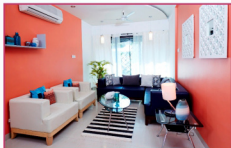
The Situation

One of the largest consumer campaigns from the house of Godrej where PAN India consumers get a chance to get their house transformed by Godrej Interio, for free. This campaign was called – "UPLOAD & TRANSFORM". This campaign had to be leveraged and amplified only through Public Relations with no Marketing/ Advertising support.



The Objective

To seed the idea of how the brand actually transforms lives of their consumers going one step further from their brand belief of TRANSFORMATION



PR Tactic

- Phase I:** The launch – calling for entries was taken to 35 markets through press conferences & press releases
Viral videos were shot of the before and after homes being done up. These videos were then used at press conferences to showcase the concept
- Phase II:** Winner announcement was done in the winner cities through press conferences & press releases

The Result

- PR Value of 22.45 crores
- Godrej Interio's Facebook fan following of rose from 40,000 to 2.70 lakhs
- The campaign reached heights as it was amplified in both metros & non-metros

