



# Welcome

to public relations and brand building exercise;



# PAGE Architecture

arnabeus

- Intent  
*company. brief*
- Content Provider  
*communication.obj*
- Dialog:  
*multi .pronged. Approach*
- Canvas:  
*media. universe*
- Dalvik:  
*virtual. program*



Its listed in NASDAQ & CYOU

Passionately committed to providing high-quality entertainment and virtual communities to game players



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Changyou.com is a leading developer and operator of online games

Goal is to develop superior quality online games based on a seamlessly integrated game development platform



# Content Provider

*communication. objectives*



ensure positive news across media  
build brandconnect with indian audience

build strong equity for the brand

create awareness about indian developments by [changyou.com](http://changyou.com)



# ■ Content Provider

*communication.roleout*

Product Placement  
&  
Product Reviews

Industry Voice  
Participation

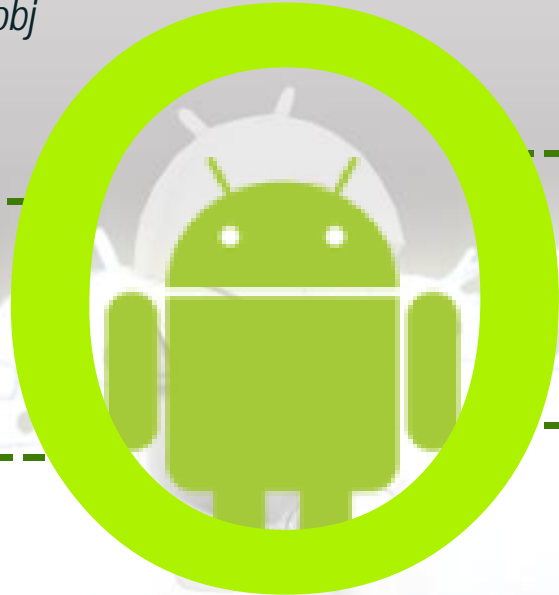
Authored Articles  
& Forums

Management  
Profiling



# Content Provider

*communication.obj*



Reviews & Features

Mgmt Profiling

Bridge Building Meets

Industry Forum Inclusion



Developers Forum & Internship Progs



- Dialog:  
*multi .pronged. approach*

Metro

Regional

Verticals & Blogs

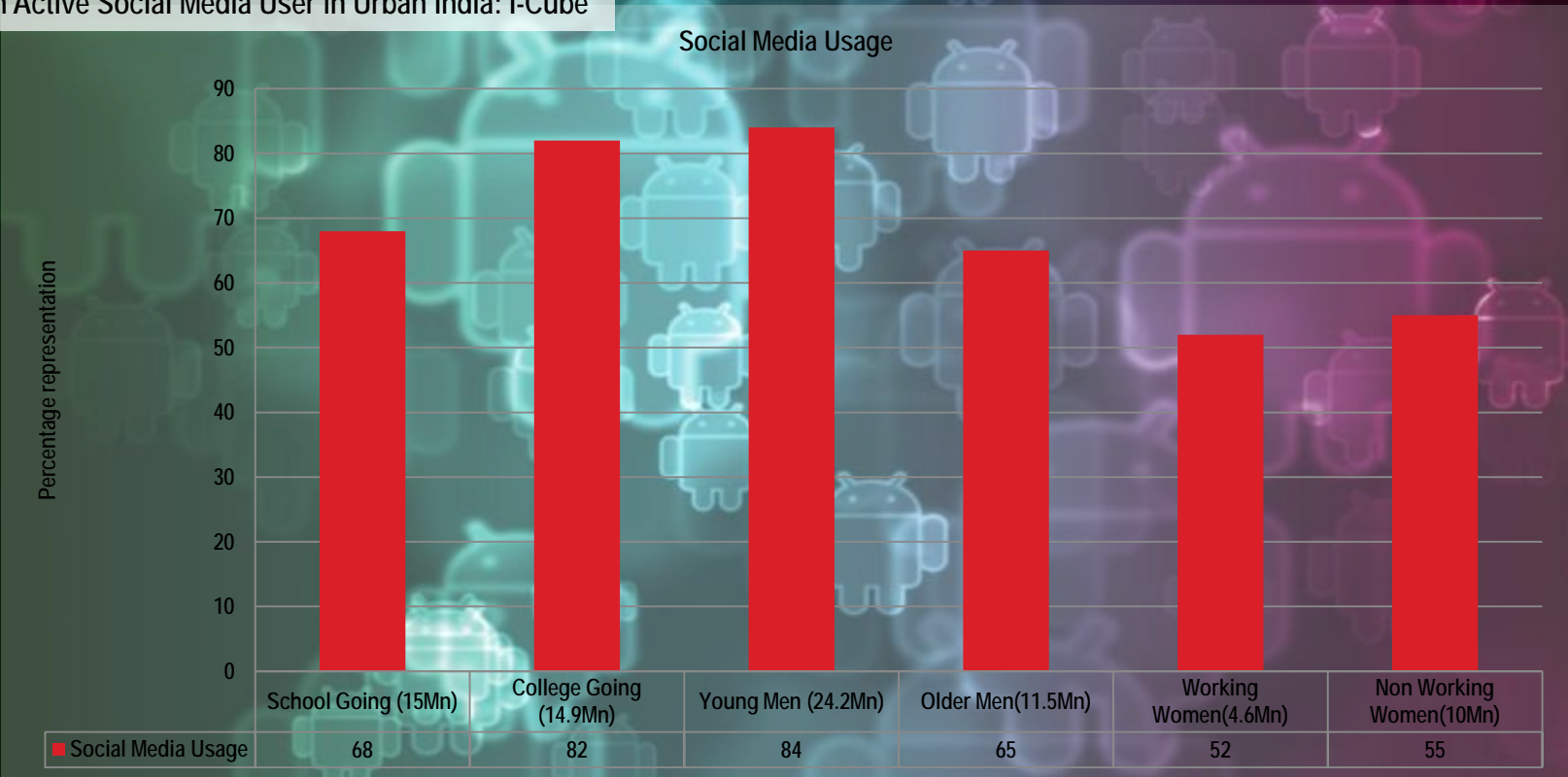
Tech & B2B  
Magazines/ Periodical

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# ■ Canvas: *media. universe*

80Mn Active Social Media User in Urban India: I-Cube



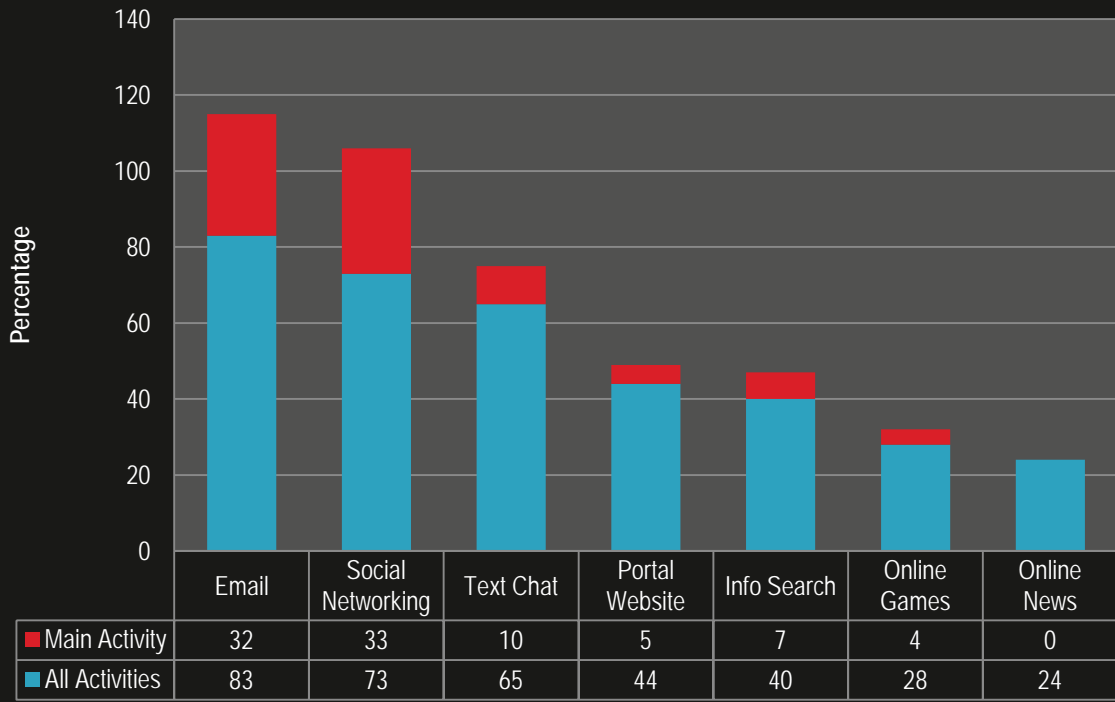
A drawing surface that handles compositing of the actual bits against a Bitmap or Surface object





# ■ Canvas: *media. universe*

Base: 23.6 Mn Mobile Internet Users, I-Cube 2012  
Mobile Internet Users



A drawing surface that handles compositing of the actual bits against a Bitmap or Surface object

## ■ Canvas: *media. universe*

| Income Group (in Rupees) | Penetration of Smart Phone |
|--------------------------|----------------------------|
|--------------------------|----------------------------|

|                   |               |
|-------------------|---------------|
| Not Earning       | 60.66%        |
| Less than 5 lakhs | 60.60%        |
| 5-15 lakhs        | 75.18%        |
| 15-25 lakhs       | 89.7%         |
| 25+ lakhs         | 93.33%        |
| <b>Total</b>      | <b>64.06%</b> |

| Age | Penetration of Smart Phone |
|-----|----------------------------|
|-----|----------------------------|

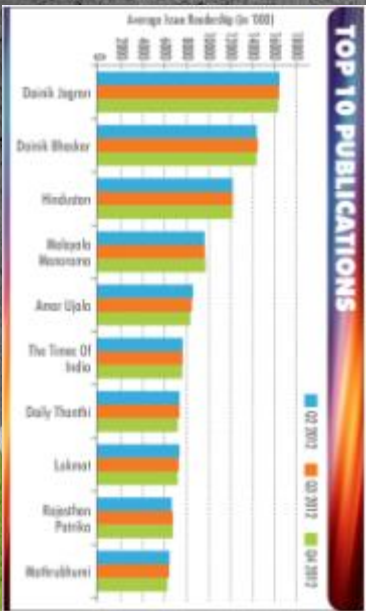
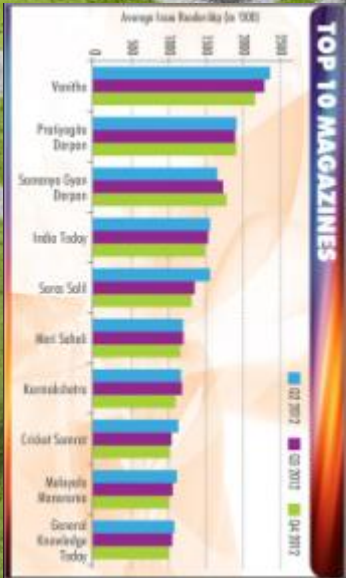
|                |               |
|----------------|---------------|
| Under 20 years | 57.50%        |
| 21-34 years    | 65.84%        |
| 35-44 years    | 61.53%        |
| 45+            | 50.74%        |
| <b>Total</b>   | <b>64.06%</b> |



A drawing surface that handles compositing of the actual bits against a Bitmap or Surface object

■ Canvas:  
media. universe

ANDROID Rockz!



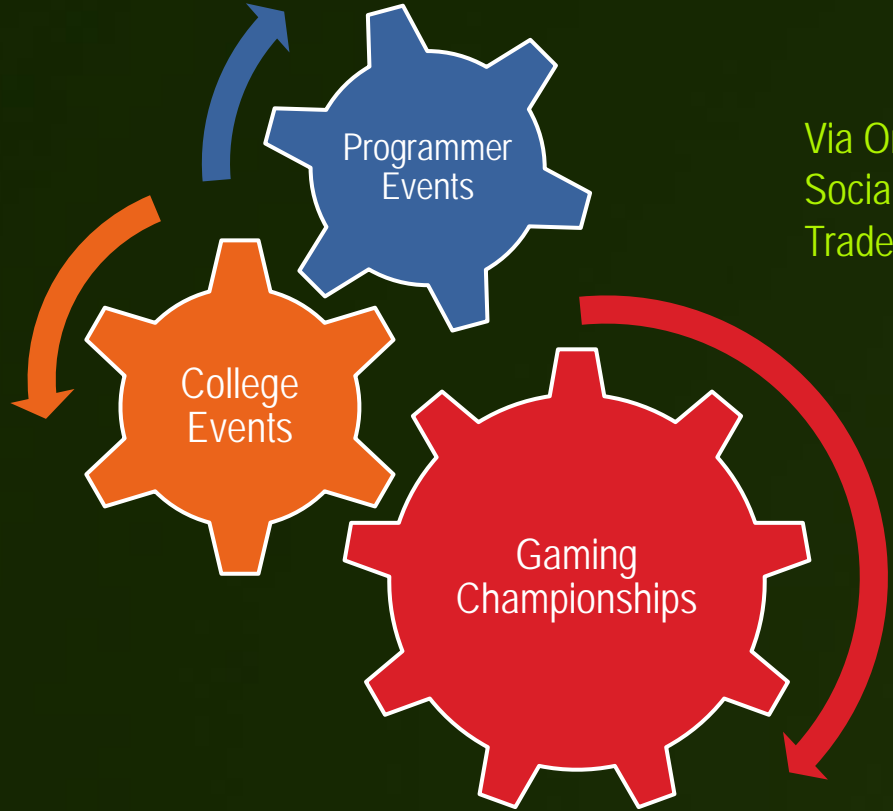
## IT Media Universe

|                        |
|------------------------|
| CIO                    |
| My Mobile              |
| Channel World \ IDG    |
| Dataquest              |
| BenefIT(Delhi)         |
| Global servies (Delhi) |
| Telecom Live(Delhi)    |
| Tele.net (Delhi)       |
| Voice & Data           |
| CTO forum              |
| Express Computers      |
| Information Week       |
| PC Quest               |
| Siliconindia.com       |
| VAR India              |
| Global Services        |

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■ Dalvik:  
*virtual program*



Via Online Portals  
Social Media  
Trade & Industry Magazines



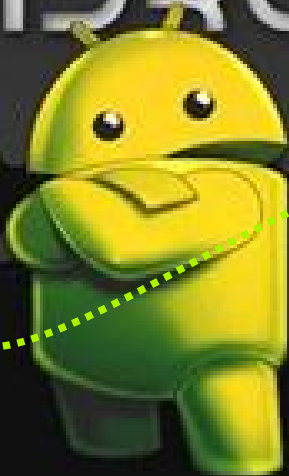
■ Dalvik:  
*virtual. program*



4-6 Key influencers  
1 Week Experience



ANDROID



Reviews:  
Twitter Handles  
Blogs & Verticals

■ Dalvik:  
*virtual. program*

*one.cool.location*  
*fun.events.highlighting.features*

*the.big.launch//*

*get.tech.savvy.celebrity*

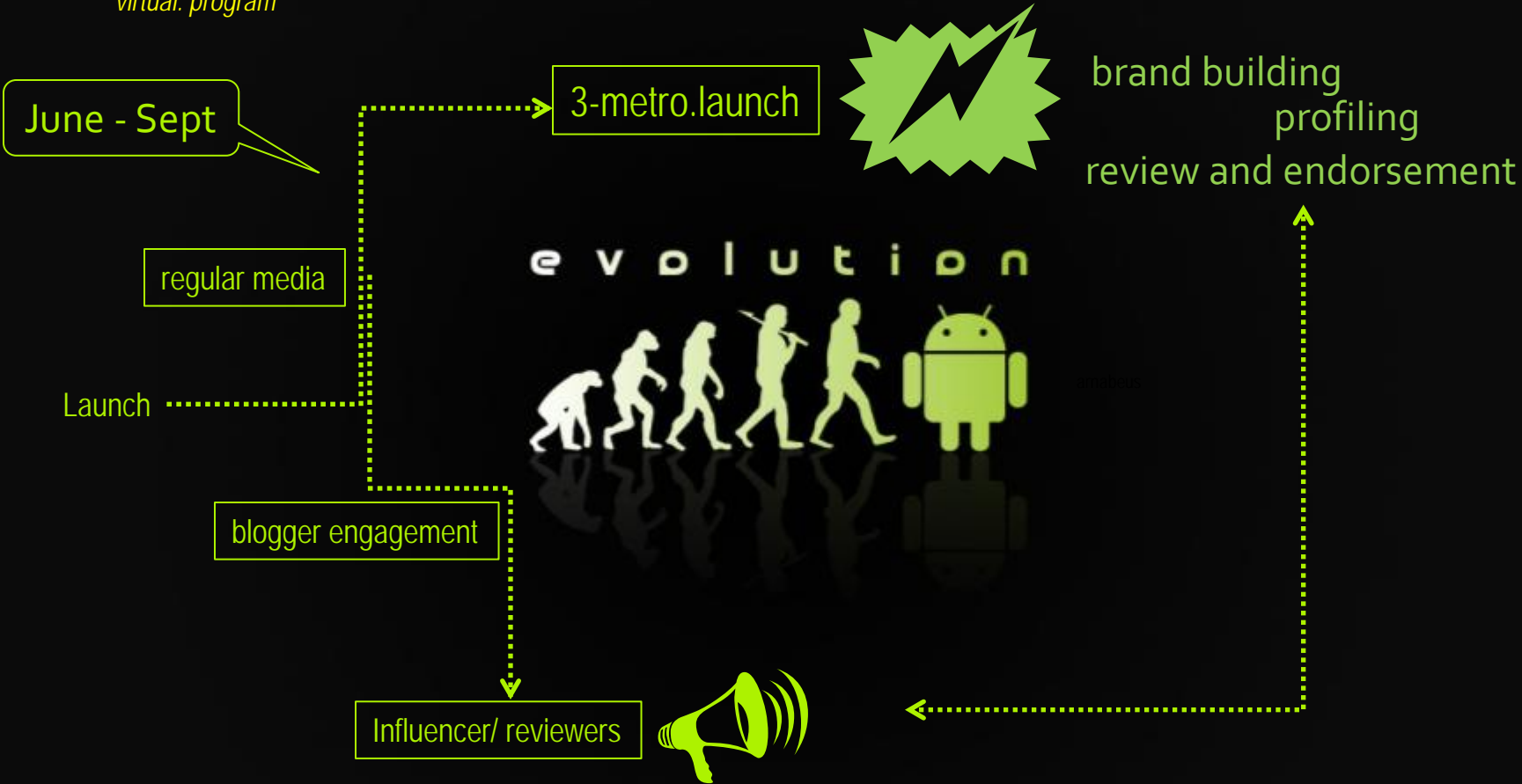
*media/ bloggers/tech.reviewers*

**GRATIFICATION**

- \*\*\*use application pre loaded on a handset for ten days*
- \*\*favorable clippings will be given handsets for retaining*
- \*Start using reviews and rectifications as case study & history*



■ Dalvik:  
*virtual. program*



# THANK YOU





## Campaign

# The Lounge Journals

*Objective*

Position the Lounge as the place with the right ambience for youth to bring out their creativity

**STEP 1: STRATEGY****Identify and Invite**

suitable creative celebrity to interact with city youth

**Invite** city and features media to witness session

**Create** buzz via FB and collaterals in the café

**STEP 2: PR ACTIVITY**

**Invited** creative celebrities through contacts or celebrity agencies

**Sent** invitations to nearby colleges and hobby classes to generate more youth crowd

**Invited** media to witness sessions interact with the expert and students post event



# Campaign The Lounge Journals

## Objective

Position the Lounge as the place with the right ambience for youth to bring out their creativity

### STEP 3: RESULTS

Conducted 11 sessions in the last fiscal year with appreciation from media, youth and celebrity personalities alike

Exposures – 154 exposures  
ME – Rs 3.05 crores



Times of India

Mumbai Mirror

New Indian Express

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COURTESY: MPR- team Rachita Ravi ndran

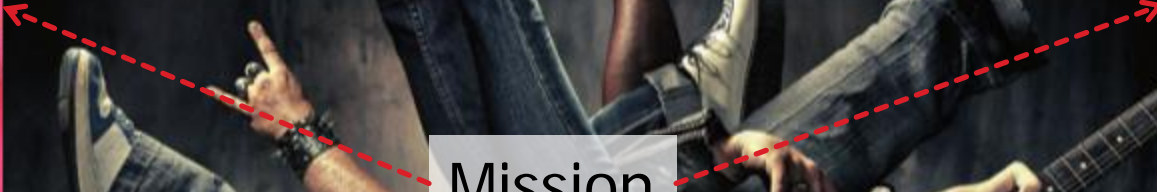


Be here

& here



Mission



Endorser:  
Jacqueline  
Fernandez

Endorser:  
Kalki  
Koechlin

# PR ACTIVITY

Decoding the cover look of a fashion magazine

**March – Cosmopolitan**

(Circulation: 110000)

**April – Elle**

(Circulation: 80000)

**June- Grazia-** expected

(Circulation: 60000)

CASE STUDIES

COURTESY: MPR- team Cinderella Prakash





# Highlight the brand history *whilst leveraging the legendary*



Levi's® [Capital E] MADE BY HAND. E



## Brand Equity



The Hindu



501<sup>®</sup>  
*(the blue jeans invented 140 years back)*

CASE STUDIIIES

## cover·age <sup>(kvr-j)</sup>

- ET Now – 5 minutes
- BE – half pager
- GQ – 2 pager
- The Hindu – 4 column story
- TOI – half pager
- India Today Simply Bangalore