

Campaign: Media Today Group- Horti & Flora Expo

Objective: The objective was to create awareness about the Horti & flora expo and get maximum media mileage

Strategy: We organized press conferences in selective cities along with 1-1 interactions in Delhi

PR Activity: We organized press conferences in selective cities along with 1-1 interactions in Delhi. We also issued press releases in certain locations to get media coverage.

Results: 120 plus clips pan India

