

Campaign: One Watt Campaign - 'Lets Save a Billion Watts'

Objective:

- Create consciousness about the environment and the need to save energy
- Communicate the idea that 'Every Watt saved MATTERS' and that together if we saved JUST "1" watt each, we could end up saving ONE BILLION watts

Strategy:

- Organized 2 Green Buses to tour across cities and register pledges which was also replicated on the micro site
- Tied up with IPL team KXIP to spread the message through press meets across the country
- Tie ups with Radio and other Social Media websites

PR Activity:

- PC across country with Team KXIP and schools students to convince/educate younger generation and their parents to save electricity
- Stories on KXIP to changing their helmet color to green to support the campaign
- Phased news dissemination according to the bus tour across states

Results: 110 Print Clips + 55 Online + 25 Electronic stories

