Campaign : Radikal 'Rice to Riches'

MADISON PUBLIC RELATIONS

Objective:

-Promotional Activity to create an awareness about a healthy Rice option: Radikal Rice

-To promote 'Rice to Riches' platform and engage the target audience and induce more trials

-To start a dialogue between Radikal and the end consumer

-A platform to showcase the game plan and how Radikal has opted for a consumer centric medium to rope in the ground level people

Strategy: 8 cities were targeted across India, wherein a corporate angle was roped in to create a buzz around 'one of its kind' initiative taken by Radikal 'Rice to Riches' which no other Rice Brand ever planned on such big level.

PR Activity:

-The great consumer connect initiative was pitched in Financial, Consumer, Trade, Online and A&M Media

-One on one interaction and Press Meet was planned across the targeted cities

-City reporters with Photographers were invited to attend and cover the event

-Pre and Post Event Release dissemination

Results: 106 coverage generated so far

RICE & SHINE

Pioneer

Radikal Overseas to focus on domestic rice market

Hindu Business Line

Radikal targets ₹1,000 cr revenue

Financial Chronicle

Magic in every grain of rice

The New Indian Express

Consumer programme

Hindustan Times Live