

# EMBASSY GROUP



## MARKETS

Bengaluru

## EVENT

Pedal for the Planet

## SOLUTIONS & INNOVATIONS

- Ibroad7 devised a “3 days a week” plan, where in the frequency was ramped up closer to the event date, keeping in mind the registrations for the event.
- Also, a catchy jingle was produced which has an excellent recall and a youthful appeal.
- The stations ran various exciting contests and Rj integration across popular shows and even had a popular RJ take part in the event.

## ABOUT

- Embassy is one of the largest real estate companies in India (top 5).
- They create award winning commercial properties and also high end residential properties.
- They hold an annual event, which revolves around saving the environment and reducing the carbon footprint in the city of Bengaluru.

## OUTCOMES

- The jingle was extremely popular and caught on with the youth in the city.
- This was also viral on social media and the event drew twice as many registrations compared to last year.