

Helpr Brand Building & Awareness Campaign

Client Name: Helpr

Campaign Duration: 30 Days

Campaign Period: December 2015 – January 2016

Marketing Objective :

To build Helpr as a premium household services brand and to create awareness among the TG and competition

Advertising Objective :

- 1) To create curiosity about the brand
- 2) To grab eyeballs and become the talk of the town

Role of Outdoor In The Campaign :

Innovative and Larger-than-life visual representation of Helpr brand, it's services and values.

Target Audience :

25-60 years old, Working Professionals, E-commerce savvy, SEC A, willing to pay for premium services

Markets (Cities) : Bangalore

Innovation Done: Yes

The objective of doing Innovation was to –

- 1) Highlight mascot of Helpr, the “Helpr Man” as a visual cue of brand Helpr

- 2) Highlight Helpr's business (i.e. household services) as innovatively as possible

Innovation was executed on billboards in prominent junctions and we were able to fulfill the above objectives by –

- 1) Using a cut-out of mascot "Helpr Man" with part of his head protruding upwards and his torso protruding outwards. This helped in visual registration of Helpr Man as a cue to brand "Helpr".
- 2) Giving multiple arms to Helpr Man with each hand holding a tool to convey different services offered by Helpr.

Strategy:

We selected only billboards to execute innovation as they were big media which, when coupled with innovation delivered immense impact. We selected prominent locations in Bangalore where we could find a mix of HNI's, IT employees and Helpr's competition.

Result:

Appreciation Mail from client –

"Dear Karthik,

This mail is long overdue.

As a startup, we never had the idea of putting up billboards as it is way over our budget. But you went over your call of duty and came up with this idea and our founders immediately gave a go ahead.

Everyone at Helpr is happy with the way things have turned out. We also appreciate your continuous support in maintaining the boards in mint condition. People in Qness are happy too and you can expect business from them as well.

Hope to have a long lasting relationship with OAP.

Keep up the good work Karthik."

Moses Sam Paul

VP – Business Development, Helpr

