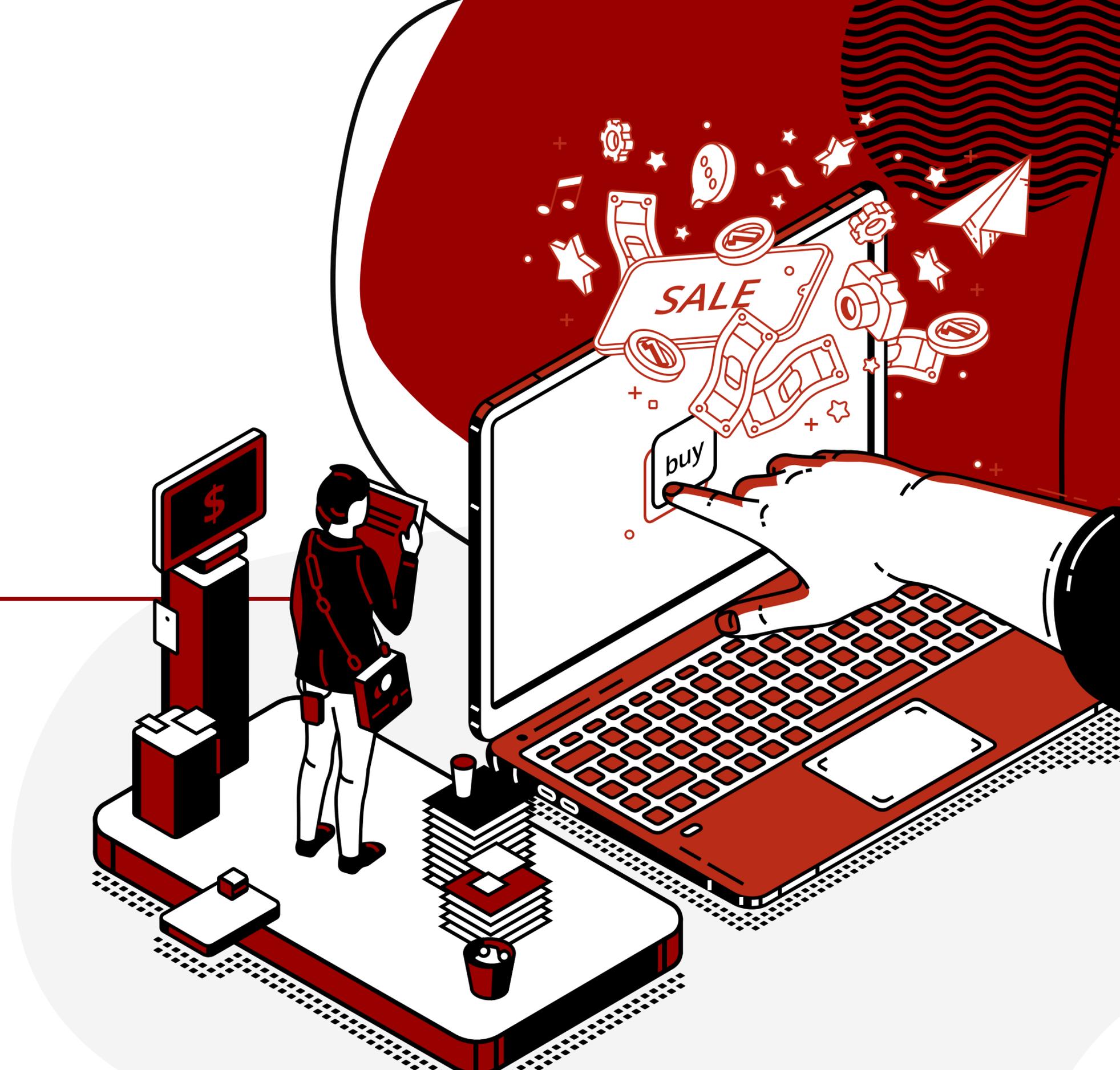


THE PRACTICAL MARKETER

BY SAURABH BAJAJ



Saurabh Bajaj serves as the Executive Vice President of Prepaid Marketing at Vodafone Idea. An esteemed graduate of Delhi College of Engineering and IIM Indore, Saurabh brings over two decades of rich experience in sales and marketing to his role. His impressive career spans several high-profile organizations, including Mondelez India, Diageo India, and Britannia Industries, where he has consistently driven growth and innovation.



Building Buzz

Events, PR & Word of Mouth



How is Buzz Marketing Done?



1. Leveraging a Calendar Occasion
2. Creation of a Purpose led Day
3. Launch of a New Brand or Proposition

Buzz Marketing : Leveraging a Calendar Occasion



Buzz Marketing : Creating a Purpose Led Day



Buzz Marketing : Launch of a New Brand or Proposition



Ground Rules to create Buzz



Expert Credentials



Drama & Surprise



Grand Events



Secret & Intrigue - Reveal



Acts Matter

The Action Plan

1. Define the Objective, Timelines & the Key Idea
2. Figure out the Act – talk to the CSR Team, NGOs etc
3. The PR Team may recommend a Research
4. Closer to the Event, pull together a PR Meet with Media
5. Spread the word through Influencers & social media
6. Great Reveal of the campaign through an On Ground Event

Thank You !