

CASE STUDIES – EDUCATION CLIENTS

ERA Business School (Retainer)



ERA Business School (EBS), Dwarka, one of the fastest growing Business Schools, was set up by the ERA Group (A Billion Dollar Consortium) in 2010. EBS being Industry Anchored and (AICTE Approved ISO 9001-2008 certified) approved has gained acceptance in the industry as one of fastest growing business schools.

Objective	<ul style="list-style-type: none"> ▶ To position the prestigious ERA Business School as one of the leading Business School. ▶ To create awareness among students who wish to pursue their career in Management. ▶ To promote the scope of various subjects provided by ERA Business School.
Strategies	<ul style="list-style-type: none"> ▶ We focused on promoting the Director of the Institute through opinion pieces and byline articles on several subjects which interests its focused group. ▶ We created press releases and disseminated to various publications during its events. ▶ Explored opportunities in the media for industry stories while positioning the Director as the Spokesperson.
Result	<ul style="list-style-type: none"> ▶ Our 1 year successful relationship has resulted in more than 200 coverage in Mainlines Newspaper, magazines, online and 2-3 television coverage. ▶ Opinion pieces have appeared in key mainstream publications like Times of India, Hindu, Hindustan Times, Tribune, Pioneer, etc. and business newspapers like Financial Express, Financial World etc.

JK Business School (Retainer)



JK Business School (JKBS) is one of the premier institutes for business management **education** in the country. To prepare students with an integrated education system for better career prospects and to make them worthy global citizens is its vision.

JKBS aims to develop and nurture socially responsible Professionals, Leaders and Entrepreneurs through quality education.

Objective	<ul style="list-style-type: none"> ▶ To create maximum visibility of JKBS amongst its target audience and the media. ▶ To create relationship with key education and business media.
Strategies	<ul style="list-style-type: none"> ▶ Positioned it as a leading management institution in the country via speaking opportunities and opinion pieces. ▶ Leverage every media opportunity surrounding management education.
Results	<ul style="list-style-type: none"> ▶ Already more than 100 clips in mainstream and business publications and 4-5 TV coverage within 3 months. ▶ Opinion pieces have appeared in key mainstream publications like Hindu, Times of India, Hindustan Times, Tribune, etc. and business newspapers like ET, FE, etc.

Pearl Academy of Fashion (Retainer)



Pearl Academy of Fashion (PAF) is a leading fashion and design institute with international presence having state-of-the-art campuses in Delhi, Jaipur and Chennai within India and in Dhaka and UAE abroad. The Academy has an extensive network of national and international partners including some of the best known universities and state bodies, besides having membership of prestigious bodies like the International Foundation of Fashion Technology Institutes, National Retail Federation, USA and the Fashion Design Council of India. Currently, Pearl Academy of Fashion is also on the executive body of IFFTI, the only educational institute from India to have this honour.

Objective	<ul style="list-style-type: none"> ▶ To maintain brand visibility through media as the leader in the Fashion education. ▶ To create awareness amongst the prospective admission seekers about the courses, faculties, infrastructure etc.
Strategies	<ul style="list-style-type: none"> ▶ Positioned it as a leader in Fashion education through speaking opportunities. ▶ Media preview on the facilities provided by the institute. ▶ Dissemination of news on various courses through press releases, which can ensure visibility of PAF amongst prospective admission seekers.
Result	<ul style="list-style-type: none"> ▶ Already over 75 clips in leading publications like Times of India (Education Times & Delhi Times), HT City, Pioneer, India Today Aspire etc. till date. ▶ With constant media coverage every week maximum recall value was created for PAF.

Raffles Millennium International (Retainer)



Raffles Millennium International is a joint venture between Raffles Education Corp Limited and Educomp Solutions Limited. It has been providing several courses in Designing – Fashion, Graphic, Jewellery, Interior, Product, Multimedia and also Advance Degree and Diploma in Fashion Marketing and Management.

Objective	<ul style="list-style-type: none"> ▶ To introduce Raffles Millennium International to the media amongst existing institutes in Delhi NCR and get it recognized by the media. ▶ To create awareness amongst the prospective admission seekers about the courses, faculties, infrastructure etc. ▶ To create relationship with key education and business media and create acceptance of the new institute in Delhi.
Strategies	<ul style="list-style-type: none"> ▶ Positioned it as a leader in higher education space via speaking opportunities and opinion pieces ▶ Leverage every media opportunity surrounding education, the courses offered.
Result	<ul style="list-style-type: none"> ▶ Excellent visibility in the media with more than 100 coverage in leading publications across India within a short period of 4 months of their existence. ▶ Opinion pieces in key leading publications such as Times of India (Education Times and Times Ascent), The Hindu (Opportunities and Campus Jotting), Hindustan Times, Pioneer (Avenues), Indian Express etc. ▶ With inveterate coverage appearing every week, the 'recall value' has been created rightly amongst the target media, which helps the institution get enormous enquiries and admissions full to their capacity on the very first year.

IASE University (Retainer)



The Institute of Advanced Studies in Education (IASE) was sponsored by a non-governmental, Non-profit-motive making registered society, namely, Gandhi Vidya Mandir (GVM). The Government of India has accorded it the formal recognition of University, under Section 3 of the UGC Act-1956 and by the UGC vides notification F.6-25/2001 (cpp-i) of 27th July 2002.

Objective	<ul style="list-style-type: none"> ▶ To give a sound introduction of IASE University to the media. ▶ To create awareness amongst the prospective admission seekers and their parents about the courses, faculties, infrastructure, hostel facilities, etc.
Strategies	<ul style="list-style-type: none"> ▶ Dissemination of news on various courses through press releases, which ensures visibility of the institute in national media. ▶ Creation and sheer enhancement of the brand visibility through speaking opportunities in various publications.
Result	<ul style="list-style-type: none"> ▶ Prominent posing and branding of the institute within 18 months of the campaign. ▶ Presence of the institute strengthened across wider region. ▶ Over 100 clips in leading publications have appeared in 2 years time.

Netaji Subhash Institute of Management Sciences (Retainer)



Netaji Subhash Institute of Management Sciences (NIMS), an ISO 9001:2008 Certified institute, is a thoroughly modern and highly innovative MBA College in Delhi, with state-of-the-art infrastructure and an ambitious agenda to deliver first world quality management education at an affordable cost, Making NIMS one among Top MBA colleges in Delhi. NIMS proud to declare outstanding placement record, with students securing prestigious positions in branded organizations like Proptiger, Reliance Communications, Aditya Birla Group, Spectral Group, Kotak Securities spread across diversified sectors.

Objective	<ul style="list-style-type: none"> ▶ To foster awareness among the desired group of students and parents who are looking forward for a secure future. ▶ To act as an aid in terms of choosing a course that will take students on the right path and would provide adequate details for the same. ▶ To push off the brand's visibility to its potential audience, media and to keep the value sustained and escalate further.
Strategies	<ul style="list-style-type: none"> ▶ Forwarded press releases which contained the information regarding courses, infrastructure, other facilities, etc, for potential students. ▶ Dissemination of content giving a brief view on distinct courses which have different duration of time. ▶ Pitched various dailies and magazines working on education sector.
Result	<ul style="list-style-type: none"> ▶ A 6-month campaign resulted in clinching news stories & articles in all dailies and magazines. ▶ Effective coverage was highlighted in the dailies of Delhi, Chhattisgarh, etc., also covered the North-East area namely Assam. ▶ Online media and Television also shared enormous amount of information. Over 80 stories in leading publications and 4 in television.

Indian Retail School (Retainer)



Indian Retail School (IRS) is the first academic institute of retail, launched by House of Pearl, catering to the growing fashion and retail sectors in India. The institute has been rated as the best Retail Management Institute in Week magazine (May 2009) by leading research organization - AC Nielsen Survey. It conducts a range of programmes to educate and hone the skills of retail professionals and aspirants to meet the immediate and upcoming requirement of the retail sector. All programmes and service are geared towards building skills, knowledge and understanding at all levels of management.

Objective	<ul style="list-style-type: none"> ▶ To create awareness about the institute, courses offered and its attributes. ▶ To promote the name by showing its progress in teaching and efficient working in the retail sector. ▶ To act as a catalyst for students who want to hone their creative skills and master the art of Visual Merchandising & Store Designing.
Strategies	<ul style="list-style-type: none"> ▶ Made a compact series of press releases highlighting the various benefits of selecting the available courses. ▶ Contributed to various dailies & educational magazines through a concentrated media campaign.
Result	<ul style="list-style-type: none"> ▶ Our 3 years of intact experience with IRS has given a new ray of light to its visibility to various students. ▶ Adequate response was occupied in more than 100 dailies, 6 television channels and substantial coverage got updated online.

MAHAR, Madhuban Academy of Hospitality Administration and Research (Retainer)



MAHAR, Madhuban Academy of Hospitality Administration and Research, the state-of-art Hospitality Administration & Research Academy is the only one of its kind that boasts of its core expertise in the trade of Hospitality since 2 decades. It is promoted by "Madhuban Group of Hotels" - a leading International Hotel group in India.

Objective	<ul style="list-style-type: none"> ▶ To position the prestigious academy as one of the best hospitality and management in the country, especially in Northern India. ▶ To create awareness among students who wish to be the leaders of tomorrow in the hospitality industry. ▶ To promote the growth of the institute by listing its expertise in hospitality, moreover, to give a glimpse of extracurricular activities for students within the campus.
Strategies	<ul style="list-style-type: none"> ▶ We focused on promoting the head of the organization through opinion pieces and byline articles carrying their experience, knowledge and dexterity for their target audience. ▶ Flooded press releases to various publications listing its courses and areas of expansion.
Result	<ul style="list-style-type: none"> ▶ Our 4 years of fruitful relationship has resulted in getting the desired amount of coverage which escalated the image of 'MAHAR'. ▶ Coverage in various publications and different magazines in substantial sizes have widened the uniqueness of the academy. Many publications clinched front page stories.

JD Institute of Fashion Technology (Retainer)



JD Institute of Fashion Technology, Education division of JD Image promotion Ltd., was established in the year 1988, for an educational cause to let youth from every section of society turn their dream of becoming a designer, into reality.

The fashion/interior design industry in the country has always looked up to JD for quality man-power in various streams of design and the institute is today the alma-mater of over 20,000 design professionals either employed by selected organization world-wide or entrepreneurs and name in their own right.

Objective	<ul style="list-style-type: none">▶ To create overall visibility in the media and to encourage people interested to design their own world by amplifying the admission process.▶ To provide a sight of courses to the design-oriented audience and to people who seek interest in fashion technology.▶ To reflect its endeavors since its inception and to highlight the key aspects of fashion technology.
Strategies	<ul style="list-style-type: none">▶ Provided the upgraded list of courses and gave an insight into the elements of fashion technology.▶ Profiling of the spokesperson was made visible to different media.▶ Huge events like fashion shows and exhibitions were covered.
Result	<ul style="list-style-type: none">▶ Concentrated media campaign was executed and six months of integral relationship gave an overall visibility in all media.▶ Coverage accumulated by print has more than 150 stories, a decent was noticed online and television touched the figure of 50.

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