



CASE STUDY



Background



Invest MP - Global Investor Summit 2016, a flagship investment promotion event of the Government of Madhya Pradesh, was in its ninth year. Over a period of eight years the Summit has evolved into a major international event being attended by who's who of the Business World, Academia and Politics.

Objective



With Invest MP - GIS 2016, the government wanted to convey the grand scale of the event with a clear communication about the various Indian and global industries that could benefit from the event.

Plan Of Action



In conjunction with the government authorities, we identified the various industries that could benefit from the opportunities available in MP. Since we were talking to heads of states, global leaders and trade associations, the communication needed to be crisp and relevant.

Plan Of Action



After an in-depth market study and analysis, it was decided that the essence of communication should comprise the robust performance of MP as a state while highlighting the key initiatives (e.g. Geo Portal) of the government.

A judicious media strategy was created, led by daily newspapers and outdoor to build the brand while supporting it with BTL activities to create on-ground buzz. Digital and PR were important elements of the media plan.

Rollout



Media planning and buying was done parallel to designing of the creatives. Social media and PR campaigns were planned meticulously while providing the flexibility for last minute updations and editions.

As is the case with all campaigns, as we got closer to the event, the frequency of communication was increased across media. A team of copywriters, designers, and account managers from Mumbai set up base at the Summit location (Bhopal) for over a month to facilitate quick turnaround of creatives and artworks.

Rollout



On days of the event, a specialised digital and PR team was stationed at the 60,000 sq. ft. ground for all 3 days to provide live updates on social media followed by PR coverage on the following day. We worked closely and in real time with CII to formulate the content for social media.

The network of communication between the client's representatives, the decision makers in the government, our team stationed at the venue and our team at the Mumbai office worked like a well-oiled machine to operate smoothly together round-the-clock



PRESS ADS

Magazine Ad



Road Shows in Hyderabad



Road Shows in Bengaluru



Press Ad highlighting USP's of Madhya Pradesh



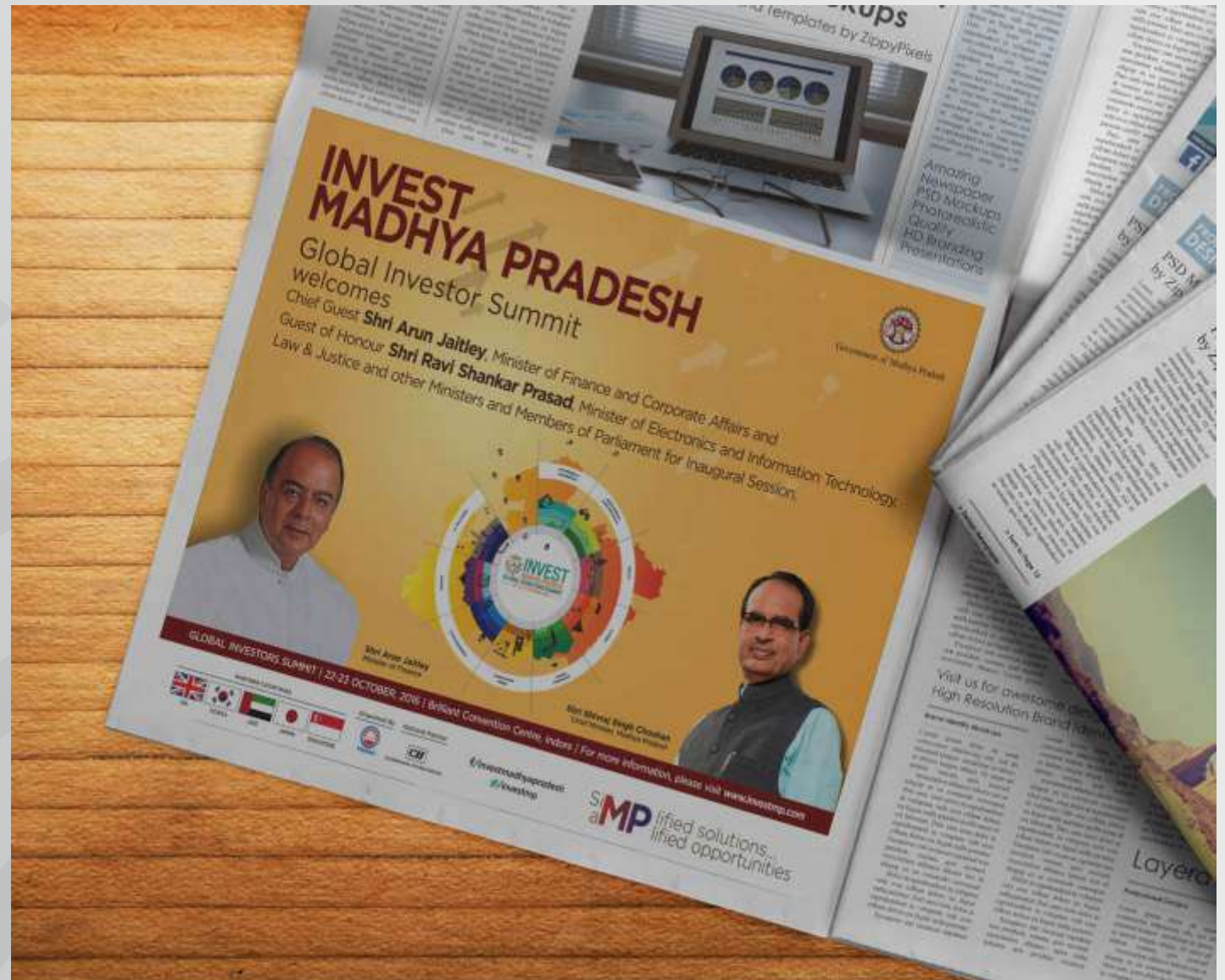
Key Highlights & Seminars of GIS 2016, Madhya Pradesh



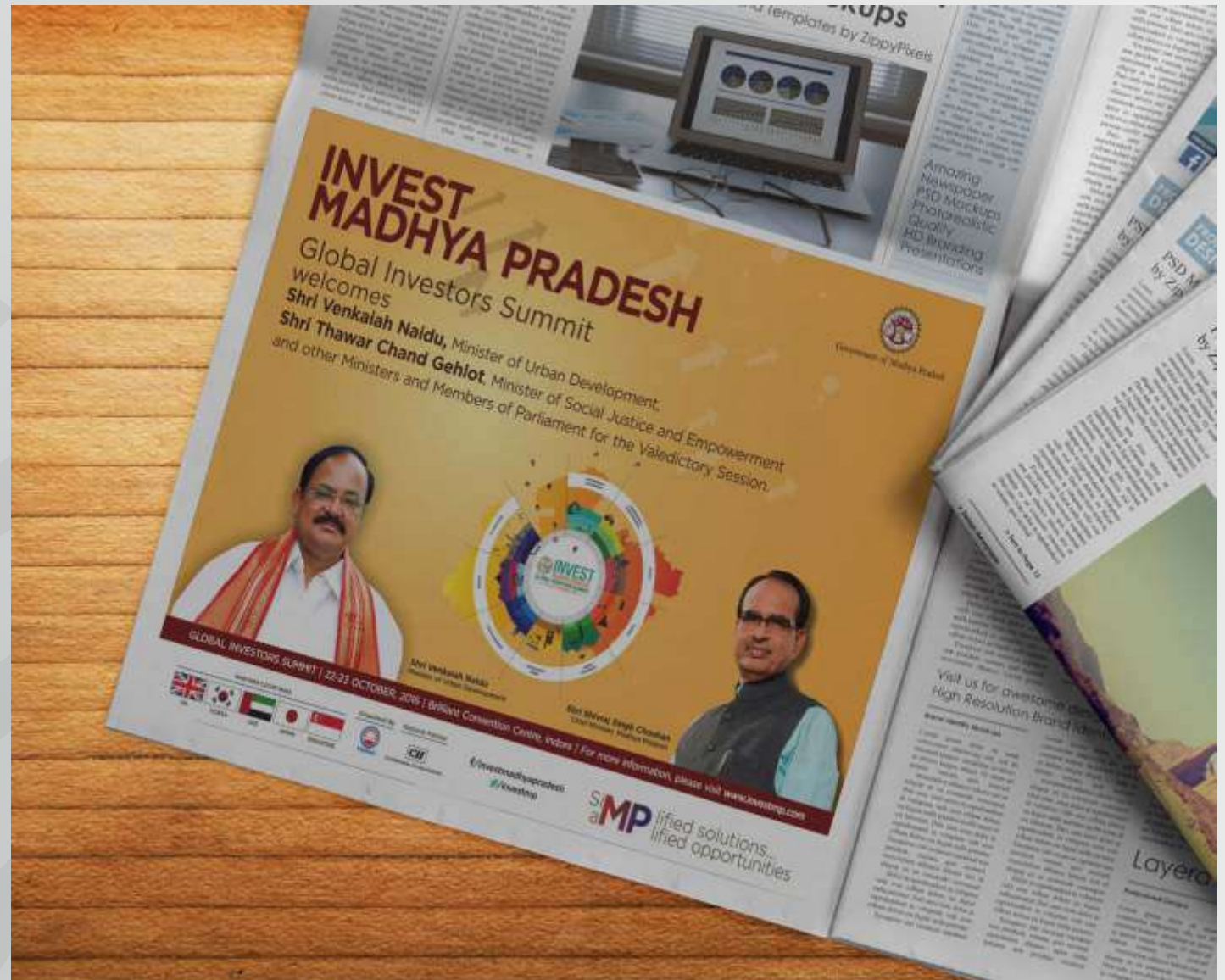
GeoPortal Ad



Welcome Ad



Welcome Ad



Programme Schedule of GIS 2016, Madhya Pradesh

INVEST MADHYA PRADESH
Global Investors Summit
Welcomes all esteemed dignitaries, delegates and business leaders from around the world.

Shri Narendra Modi
Prime Minister, India

Shri Shivraj Singh Chautala
Chief Minister, Madhya Pradesh

GLOBAL INVESTORS SUMMIT
22-23 OCTOBER, 2016 | Invariant Convention Centre, Indore

Watch Live Webcasting of Global Investors Summit 2016 at www.investmp.com

Global Trade Exhibition, Jorنال over 60,000 sq ft., open for public on 21 and 23 October 2016
Entry to Global Investors Summit and Sectoral Seminars by Prior registration only

Global Investors Summit (GIS) Programme Schedule		
Day 1 Saturday, 22 October 2016		
Time slot	Activity	Theme
09:00 am - 09:01 am	Investment Sector	Investment Sector
09:01 am - 09:30 am	Public Country and Sector / Theme Sessions	Public Country and Sector / Theme Sessions
09:30 am - 09:30 am	Break	Break
09:30 am - 10:00 am	EPPP	EPPP
10:00 am - 10:30 am	Water	Water
10:30 am - 10:30 am	Break	Break
10:30 am - 11:00 am	Public Country and Sector / Theme Sessions	Public Country and Sector / Theme Sessions
11:00 am - 11:30 am	Agribusiness & Food Processing	Agribusiness & Food Processing
11:30 am - 12:00 pm	Automobile & Engineering	Automobile & Engineering
12:00 pm - 12:30 pm	Pharmaceutical	Pharmaceutical
Day 2 Sunday, 23 October 2016		
Time slot	Activity	Theme
09:00 am - 09:01 am	Investment Sector	Investment Sector
09:01 am - 09:30 am	Public Country and Sector / Theme Sessions	Public Country and Sector / Theme Sessions
09:30 am - 09:30 am	Break	Break
09:30 am - 10:00 am	Renewable Energy	Renewable Energy
10:00 am - 10:30 am	Water	Water
10:30 am - 11:00 am	Agribusiness & Food Processing	Agribusiness & Food Processing
11:00 am - 11:30 am	Automobile & Engineering	Automobile & Engineering
11:30 am - 12:00 pm	Pharmaceutical	Pharmaceutical

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Si a MP ified solutions...
lied opportunities

Highlights of GIS 2016, Madhya Pradesh



Investors' Names Ad





OOH Media





Hoardings

Government of Madhya Pradesh

Madhya Pradesh

Land of opportunity

Global Investors Summit
22-23 October, 2016
Brilliant Convention Centre, Indore

For participation, register at www.investmp.com

Si**MP**lified solutions...
a**MP**lified opportunities

Shri Narendra Modi
Prime Minister - India

Shri Shivraj Singh Chouhan
Chief Minister - Madhya Pradesh

Partner Countries

UK	Japan	China	South Korea	UAE

Partnership Partner: GFI

Partnership Partner: EY



Hoardings

Government of Madhya Pradesh

MADHYA PRADESH

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UK	Japan	China	South Korea	UAE

Partners

Government of Madhya Pradesh	ICW	EY



Hoardings

मध्य प्रदेश शासन

मध्य प्रदेश

निवेश का बेहतर परिवेश

ग्लोबल इन्वेस्टर्स समिट
22-23 अक्टूबर, 2016
ब्रिलियन्ट कन्वेंशन सेंटर, इंदौर

भागीदारी के लिए investmp.com पर पंजीयन कराएं

सरल प्रक्रिया... असीमित अवसर

श्री नरेन्द्र मोदी
प्रधानमंत्री, भारत

श्री शिवराज सिंह चौहान
मुख्यमंत्री, मध्यप्रदेश

सहयोगी
UNCTAD

सहयोगी
ICF

सहयोगी
EV

सहयोगी
UK

सहयोगी
Japan

सहयोगी
China

सहयोगी
India

सहयोगी
USA

Pole Kiosks



Pole Kiosks



Bus Shelter





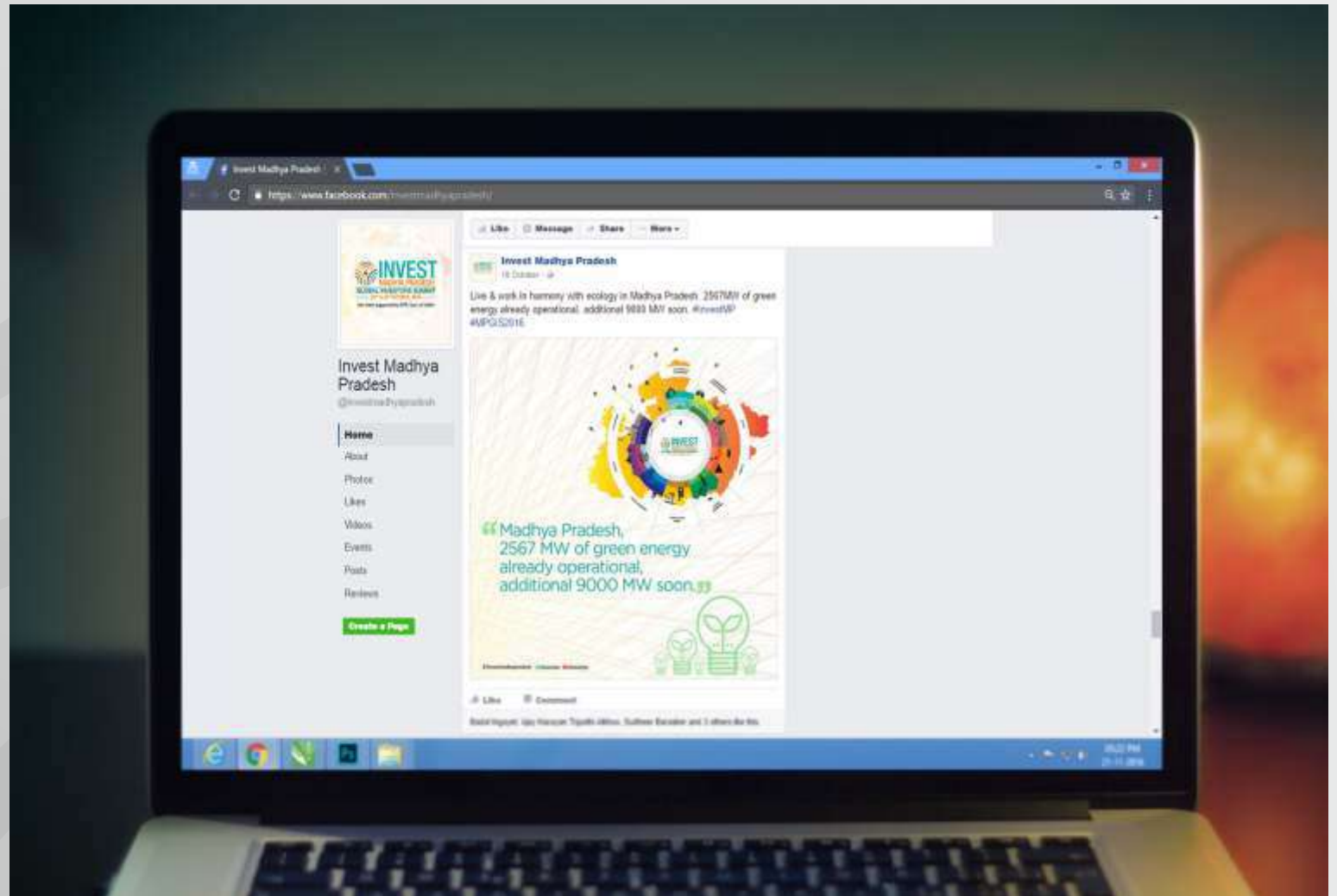
SOCIAL MEDIA



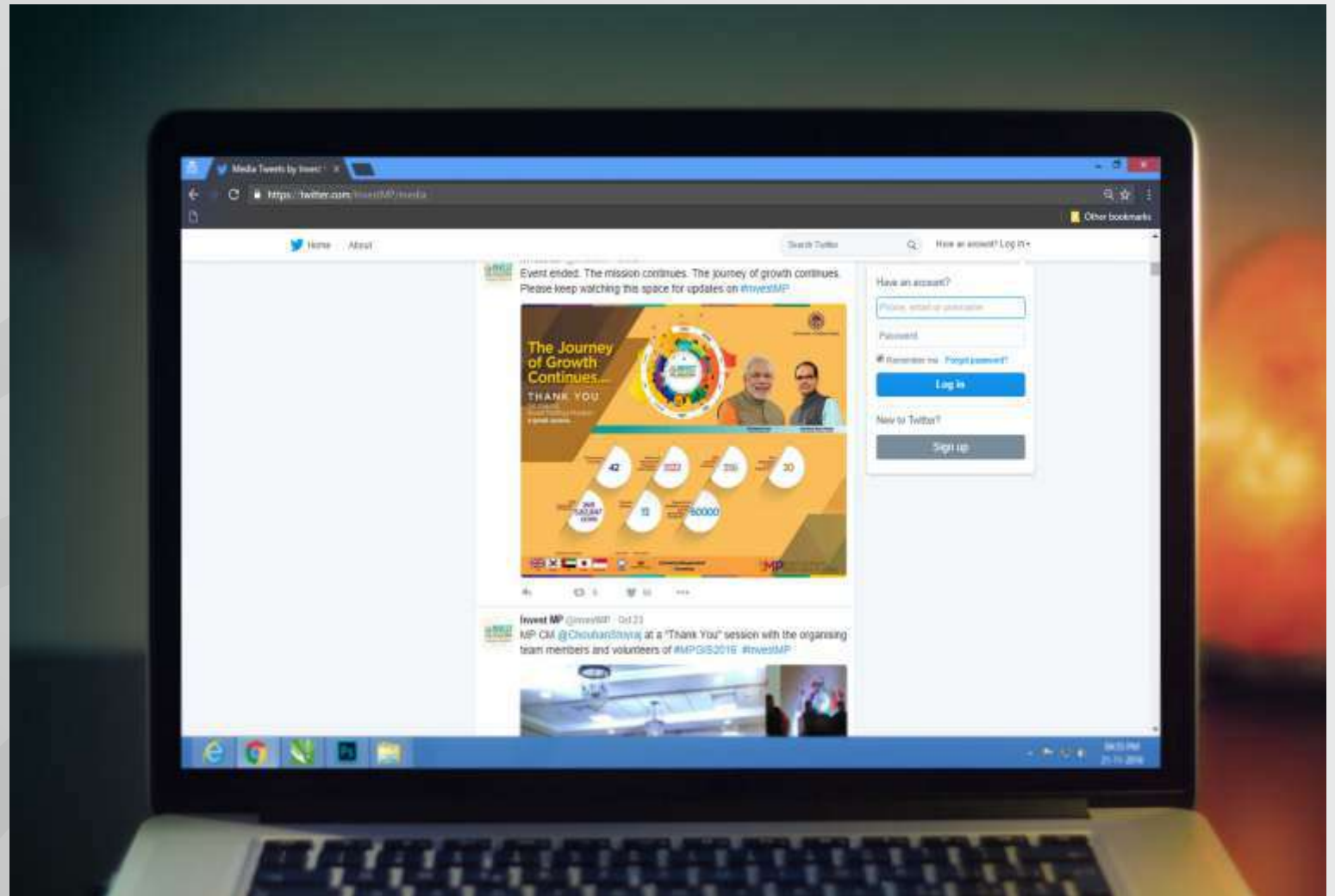
Facebook



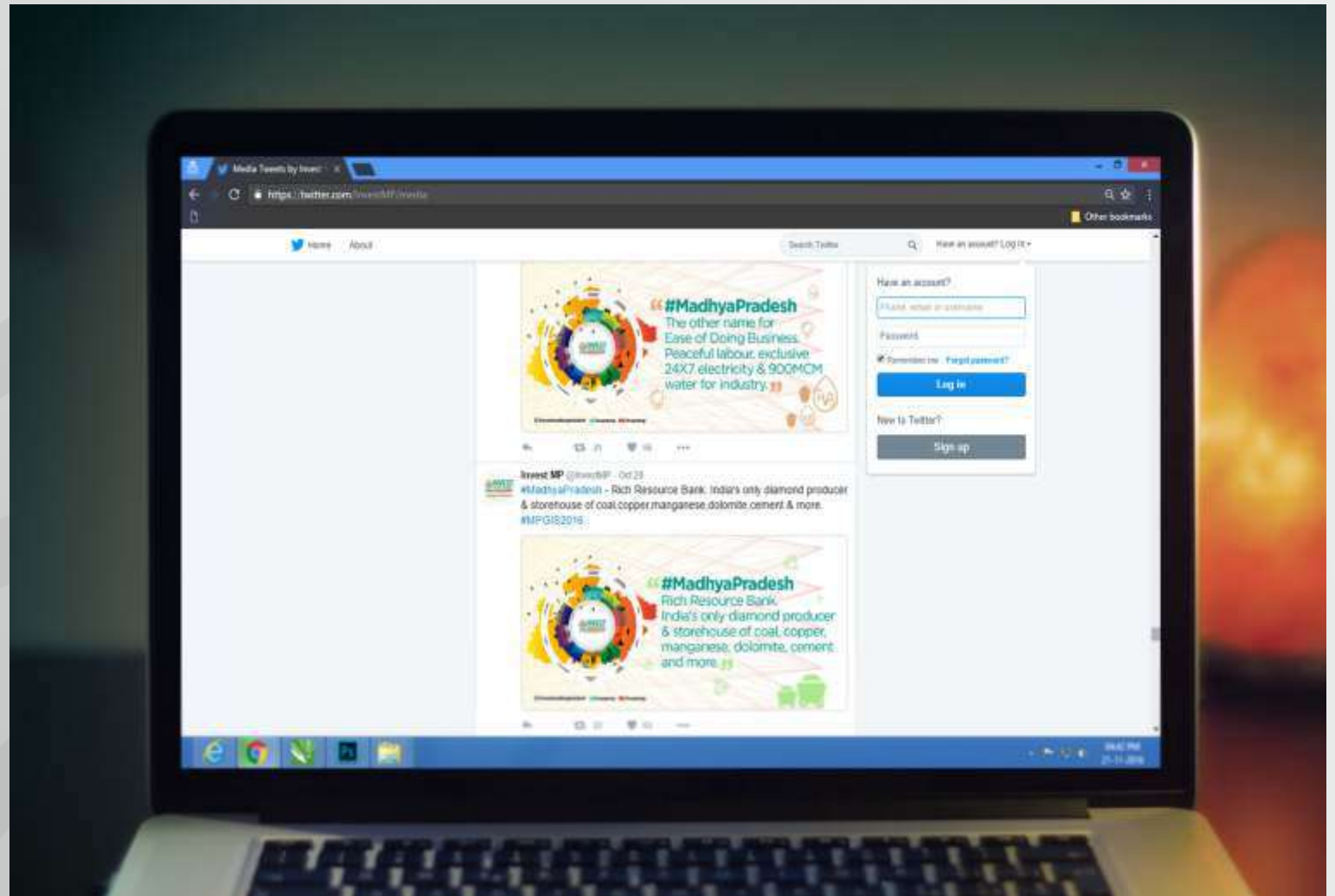
Facebook



Twitter



Twitter



Posters



Posters



Result

The marketing campaign was well received by the TG with 'Invest MP' as a brand drawing:

5122

national and international delegates

42

participating countries

INR 5,62,847 crore

committed investments

Photo Gallery



Photo Gallery



Photo Gallery



Photo Gallery



Let's Start...



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