Global Ayurveda Festival - Kerala

Kochi, Kerala 20th to 23rd February 2014
Background

World Ayurveda Congress, 2012 was held in Bhopal in Dec 2012

Traditional Healer’s Conference with over 200 healers & 4000 doctors from around the country participated in the event
What did we set out to achieve?

We had to beat the benchmark set at World Ayurveda Conference - Bhopal
Objectives

Create Clutter Breaking Presence at the event

Showcase Quality, Safety and efficacy of Dabur’s Rasa Aushadi and Asavarishta

Intercept and Engage Ayurvedic Fraternity present at the event

Register Doctors to Dabur Mediclub

Post Event, regular communication with the registered doctors and delegates
Change the perception of Ayurvedic Practitioners and establish Dabur as an authentic and trustworthy Brand
Sponsorship Benefits

As Associate Sponsor for the Event, we got:

- 7.5 x 6 m Stall area in Exhibit Hall
- 2 Speaker slots of 30 mins each
- Prominent Brand Display on Event Display Mediums and Communication material
What we Created
Idea that changed the Paradigm of Activation
Launch of ‘Ayurveda Samvaad’

The Launch of Ayurveda Samvaad was done by Mrs Shailaja Chandra in presence of eminent delegates present at the event.
Clutter Breaking Visibility
Branded Dabur Stall

Amidst the clutter of more than 250 stalls Dabur’s stall designed on traditional Kerala theme attracted numerous eyeballs

- Delegate Registration
- Knowledge Sessions with Dabur’s Experts
- Asav Arishtas ‘Tasting Zone’
- Product Display
- Distribution of Product Leaflets
How did we execute it on Ground..
To create preparedness and awareness about Dabur’s presence at the event, we sent out 2 information e-mailers to the registered delegates, prior to the event.
Activities at the Stall

Delegate Registration
Knowledge Sessions
ASAV’s Tasting Zone
Video testimonials
Eminent Doctors at Stall
Product Display
Key Note Sessions by Dr. Durga Prasad(L) and Dr. J.L.N Sastry(R) were attended by more than 1000 delegates and were covered by leading publications as well.
We created
‘An Event within an Event’
The launch received overwhelming response from the media fraternity with more than 50 coverage's in print and digital media.
Despite being just the Associate Sponsors we were able to leverage the platform to its optimum
Results

Launch of Ayurveda Samvaad covered by 41 publications

1500+ delegates registered for Dabur Mediclub

100+ Knowledge Sharing sessions with Ayurvedic Doctors at the Stall

2000 copies of Samvaad distributed amongst the visiting delegates

Cumulative contact with more than 1 Lac visitors at the Event
Snapshots
Branded Stall
Stall Inauguration
Knowledge Sessions
Product Display & Tasting Zone
Delegate Registration for Dabur Mediclub
Visitors at Stall
Eminent Doctors at the Stall
Visibility @ Event
Team that made it happen
Conference Venue
Other Stalls
THANK YOU