



CASE STUDY



Summary

PR Activity	: 150+ Media Sites
Potential Audience Reach	: 201.56 M
Engagement	: Increased Inquiries on call & email.

Client Requirement

CHEP India wanted to raise awareness about their sustainable practices and caution against unauthorized use of their equipment.

Brand : **Chep**

Product : **Raise awareness of sustainable practices and determine unauthorized use of equipment.**

Budget **RS. 8 LACS MONTHLY***

Advertising Goals



Lead Generation

Objective

To inform the public that CHEP equipment is owned by the company and cannot be bought, sold, or disposed of without authorization. Also, to promote the return of equipment for environmental sustainability.

Strategy

We, BookMyAd, the best PR agency in India, issued a public notice through newspaper ads and media sites, stating the ownership of CHEP equipment and the consequences of unauthorized use. We emphasized the environmental benefits of returning equipment.

Results

Our awareness campaign successfully educated the public about CHEP's policies and encouraged environmentally responsible practices. The campaign also facilitated increased engagement through the provided toll-free number and email for reporting and inquiries.

The PR campaigns highlighted CHEP's commitment to sustainability and showcased their pioneering role in creating positive impacts on the environment and society through regenerative supply chains.



Links

Hello Entrepreneurs

<http://bitly.ws/SeYA>

Dailyhunt

<http://bitly.ws/M7bi>

Delhi News watch

<http://bitly.ws/SeYl>

Google News

<http://bitly.ws/SeYX>

Forex News Times

<http://bitly.ws/SeZ7>

UP 18 News

<http://bitly.ws/Sf2Q>

Prevalent India

<http://bitly.ws/Sf3j>

Delhi Morning Tribune

<http://bitly.ws/Sf3E>

Deccan Express

<http://bitly.ws/Sf3T>

BusinessPoint

<http://bitly.ws/Sf49>

The Capital News

<http://bitly.ws/Sf4s>

The Daily Metro

<http://bitly.ws/Sf4J>

Lokmat Times

<http://bitly.ws/Sf5b>

The 24 Nation

<http://bitly.ws/Sf6e>

Republic News Today

<http://bitly.ws/Sf5y>

In 110+ more media Sites...

Thank you



Call : +91 88003 34456, +91 88003 37036

✉ sales@bookmyad.com

🌐 www.bookmyad.com

BOOK MY  **ad**
.com

Check our other services



DIGITAL



PRINT



DIGITAL PR



RADIO



CINEMA



INFLUENCER
MARKETING