

***International Gemological
Institute Worldwide***

30th Anniversary Celebrations

Mumbai

Oct 2005

Company Background

- Pioneer in assessing the uniqueness of diamonds, gemstones & jewelry through certification and education for the last thirty years
- 10 major centres worldwide – Antwerp, New York, Mumbai, Hong Kong, Bangkok, Tokyo, Toronto, Los Angeles, Dubai and Israel

Company Background

- The International Gemological Institute was celebrating its 30th anniversary worldwide in 2005
- Mumbai was chosen as the city to host the 30-Year anniversary celebrations

PR Objective

- Create a spectacular and memorable evening for IGI Invitees – Clients (Top management of jewelry companies) and the Media
- Profile IGI's business leadership in India in a short span of six years and future plans
- Get widespread media exposure of the event

Our Strategy

- Presentation of "*The Diamond of India Award*" to Mr. Amitabh Bachchan (India's most celebrated actor and superstar of the millennium) for his Outstanding Contribution to the Indian Film Industry and involvement in social causes over the last three decades

Ideas and Execution

- International Event Management Agency
- Innovative Invite
- Décor, Cuisine & Entertainment
- Creation of a Special Amitabh Bachchan Audio Visual Presentation
- Unique Introduction by Mr. Bachchan's close friend – Ameen Sayani
- Specially created IGI 'Diamond of India' trophy by Arzaan Khambhatta, renowned sculpture
- Pre – Event Press Conference

The Results



Savvy



હોરા, રવળ જાને ઝડેરાતની વિશ્વની ટોચની સંસ્થા જાતનેજાતને જેમોવોજુકલો જાનિવેટલુકે (સાચાજુસાચ) મંગળવારે મિલેનિયમ સ્ટાર અમિતાભ બચ્ચાનને 'ડાયમન્ટ ઓફ ઇન્ડિયા'નો એવોર્ડ સોનાચત કરવો હતો.



Mumbai Mirror

Divya Bhaskar

SOMEONE distinctive and unique. So when the International Gemmological Institute (IGI), a leading diamond, gemstone & jewellery certification institute, ventured out to find such a personality to mark their 30th anniversary, there first and only choice to present 'The Diamond of India' award was none other than Amitabh Bachchan. Big B was chosen for his Outstanding Contribution to the Indian Film Industry and Society at large, his phenomenal popularity with Indian and International audiences and his contribution to social causes over the last three decades.

Big B's day out

Bachchan Senior bags a Diamond of India award and jams with Pepsi's winners

Indian consumers are now confident about buying diamonds and jewellery with Global Certification from IGI.

Roland Lorie, Chief Executive, IGI Worldwide said, "We are delighted to host our 30-year celebration event in Mumbai, our fastest growing market. India accounts for 60 per cent by value and 85 per cent by volume of the Global Diamond Trade." The Indian Diamond Industry has doubled in the past six years, added Printer.

Meanwhile, Pepsi charged spirits at Delhi by announcing the lucky winners of 'Pepsi Bhakkan' contest, held in Punjab, Haryana and Himachal. Leading to the excitement and hysteria was India's undisputed megastar and legendary Pepsi brand ambassador, Amitabh Bachchan, who awarded and felicitated the winners.

A visibly thrilled winner from Punjab said, "I am extremely thankful to Pepsi for making my dream of meeting Amitabh Bachchan come alive. This has been a priceless moment and an extraordinary experience for me, which I will never forget!"

The contest, held from March 1st to May 31st 2005, required consumers to purchase a 200 or 300ml glass bottle of Pepsi and check the inside of the crown. The prizes included cash prizes of the denomination mentioned under the crown and the bumper prize - 'Meet and greet with Amitabh Bachchan'.

celeB WATCH

The Indian Express

EVENTS

DIAMOND OF INDIA

Amitabh Bachchan receiving the 'Diamond of India' award from Deborah Plenica—COO, International Gemmological Institute, during its 30th anniversary celebrations at Mumbai.

Femina

Results

Qualitative

- Stronger brand equity among key customers

Quantitative

- 35 minutes of free branded / key-message led exposure on TV across 10 National + Regional channels
- 82 picture-led print exposures across India's Top publications, leading dailies & beauty magazines (English + Regional)
- Credible Editorial Exposure worth Rs. 94 Lakhs
- Readership of 37.33 Crores across the main metros in India