

SIFY: Launch of imeet

Objective:

To announce the launch of India's first countrywide videoconferencing facility

Key Messages

- * Revolutionizes the way consumers and business people communicate with each other, thus enhancing the quality of their life.
- * Sify leads the way in 'Making the Internet work for you'.

Execution:

- * Since the product involved instant interaction between two people through Video conferencing the agency thought a novel way of getting two VIPs to interact with each other via simultaneous Press Conferences in Delhi & Chennai
- * Both VIPs selected for the two conferences were known experts in this field
- * Invited ex IT Minister for Information Technology, Communications & Disinvestments – Shri Arun Shourie in Delhi & Shri Vivek Harinarain, Ex IT Secretary of Tamil Nadu in Chennai to inaugurate & flag off the first Videoconferencing Call between Delhi & Chennai
- * Disseminated an all India Press Release with pictures of both the PCs translated in regional languages as well