

Promotional Campaign Strategy :

<i>Nbr</i>	Kind of Advertisement	Adopted ?
	Broadcast Media (<i>Promotional & Coverage Campaign</i>)	
1	TV (Promotional Ads , Coverage , Interviews & Video Clips) <i>On Satellite & Terrestrial TV (ATL)</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>
2	Radio (Promotional Ads , Coverage & Interviews) / ATL	Yes <input type="checkbox"/> No <input type="checkbox"/>
3	D.V.D.	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Print Media	
4	Magazines (Promotional Ads , Coverage & Interviews) / ATL	Yes <input type="checkbox"/> No <input type="checkbox"/>
5	Newspapers (Promotional Ads , Coverage & Interviews) / ATL	Yes <input type="checkbox"/> No <input type="checkbox"/>
6	Billboards (ATL)	Yes <input type="checkbox"/> No <input type="checkbox"/>
7	Posters (BTL)	Yes <input type="checkbox"/> No <input type="checkbox"/>
8	Flyers (BTL)	Yes <input type="checkbox"/> No <input type="checkbox"/>
9	Stickers (BTL)	Yes <input type="checkbox"/> No <input type="checkbox"/>
10	Tickets (BTL)	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Direct Media	
11	S.M.S Messages (Mailing List)	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Electronic Media	
12	Website	Yes <input type="checkbox"/> No <input type="checkbox"/>
13	Banners on the most popular websites	Yes <input type="checkbox"/> No <input type="checkbox"/>
14	E-Mail shots (Mailing List)	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Transit Media	
15	Shuttle Buses	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Venue Branding	
16	Inside Banners or Panels (at the entrance & around the venue)	Yes <input type="checkbox"/> No <input type="checkbox"/>
17	Booklet or Catalog or Brochure	Yes <input type="checkbox"/> No <input type="checkbox"/>
18	Calendar	Yes <input type="checkbox"/> No <input type="checkbox"/>
19	Promotional Giveaways (Luxury products ...)	Yes <input type="checkbox"/> No <input type="checkbox"/>
20	Large Screen Projectors	Yes <input type="checkbox"/> No <input type="checkbox"/>
21	Gobos on the wall	Yes <input type="checkbox"/> No <input type="checkbox"/>
22	On Stage Branding (Special Thanks)	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Press Conference	
23	Press Conference (for Media & Advertising Agencies)	Yes <input type="checkbox"/> No <input type="checkbox"/>

