



PR PUNDIT



PAL ZILERI Brand awareness

Overview

Create awareness for the Pal Zileri brand and its range in India

Situation Analysis

Though the brand had been introduced in India, before we started representing the brand, its awareness remained very low and restricted to limited editors in Delhi alone. The brand was lesser recognised than its equivalent international competitors present in the country such as Zegna, Canali, Brioni. With limited outlets in terms of men magazines, it became imperative to ensure every men's wear article included Pal Zileri and to persuade general lifestyle mediums to feature men's wear more strongly.

The Challenge

Acquaint stylists with the brand to spur sourcing for photo shoots and inclusion in all luxury men's wear category stories.

INDIA TODAY SPICE





CASE STUDIES

Strategy

Leverage the power of the influence of media to support product and brand visibility to spur awareness and demand

Execution & Tactic

Solicited and coordinated inclusion of seasonal collections and accessories in the lifestyle fashion spreads and celebrity shoots of magazines and supplements by fostering relationships with the stylists and fashion editors, especially the men magazines.

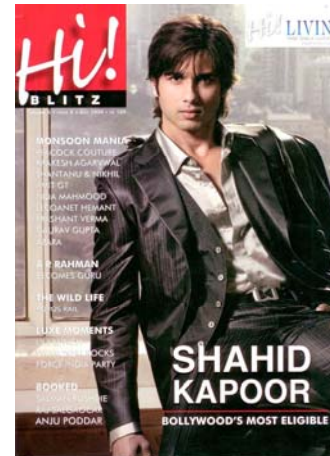
Apart from Shahid Kapoor on the cover of Hi! Blitz, Dino Moreo has been featured in Pal Zileri's collection on the cover of Elle Man and as part of the celebrity shoot for The Man Endeavoured participation in travel and other lifestyle magazines through write-ups and store visits by freelance writers & stylists.

Visitors

Exploited the visit of Master Tailor Bruno Magnaguagno to New Delhi in December 2007

- Initiated & coordinated relationship building meetings and interviews with features media for Pal Zileri's made-to-measure service – Abito Privato

A two page spread exposure paved the way for other men's luxury brands to be featured in similar format in BT More.



11 Pages including cover with Hi! Blitz, July'08 featuring Shahid Kapoor





CASE STUDIES

Store opening

Pal Zileri's opened its second store in India at 36 Altamont Road, Mumbai in March 2008

- Opening was celebrated with a grand party and a fashion preview at The Hilton Towers
- Senior editors were invited for the event
- Key people media was invited to cover the event
- Select interviews for Manuela Miola, Director Marketing were initiated and coordinated with key media
- Store reviews were undertaken by the fashion media including familiarisation with the product range for stylists

Red carpets and movie premiere

- Initiated and coordinated Harman Baweja's wardrobe for the world premiere of Love Story 2050 in London





CASE STUDIES

Other PR Tactics

Initiated brand stories in print & electronic media
Contributed quotes to industry stories on luxury lifestyle

Initiated store visits by stylists and fashion writers in New Delhi & Mumbai

Impact

- Increased exposure across all media
- Pal Zileri featured in almost every men's wear story
- Visibility in the target magazines is 100 per cent
- Coverage over Rs.2.8 crore generated in period of 11 months

