



Communication plan

Strategy

- whispers rather than shouting
- talked about rather than talking about
- selective rather than mass

Challenge

Is to manage circular communication which can be nudged rather than directed

Implementation

1-build corporate identity

2-build media connection

3-conduct an Elite campaign (buzz marketing),

School visits: were like shot gun ... right people , right message and right timing

Launching

Gave limited number of people(powerful, famous, charismatic and convincing) special treatment with clear intention of spreading the buzz to a large group of people

Results of hosting visitors & organizing different events

- Built a persist student data base
- Ninty four students joined UPP
- Intensive exposure to the media (newspapers, magazines, TV and radio) where our message was delivered clearly and in an unique way.