



Content, Public Relations and Digital Marketing program attracts Indian start-ups for an international program



The South Korean IT Promotion Agency NIPA invited Yorke Communications, an Adfactors Group Company, to run a four-week program to attract Indian start-ups to its global K-Startup Challenge to be held in Seoul at the end of 2016.

The offline and online programs, designed by Yorke Communications, communicated to start-ups on the merits of participating. By the end of the program, Yorke Communications got 257 enrolments. Yorke Communications organized roadshows for NIPA across five cities in India – Bangalore, Mumbai, Pune, Hyderabad and Delhi.

As part of this program, Yorke Communications:

Developed text and creative content that could be used both online and offline

1. Designed a plan for meeting the media in the designated cities, with specialized media resources from its parent company, Adfactors PR across the five cities
2. Prepared a deck for start-up and aggregators and the media on the merits of the program and the key messages
3. Drew up an elaborate project plan with key dependencies and actions
4. Invited start-up aggregators to the roadshows in each city
5. Managed the social media channels for the program and populated it with adequate content
6. Monitored the program rigorously, with the optimum use of online channels, and this resulted in exceeding of targets set for Yorke

At the end of the program, Yorke Communications achieved the following:

1. Meetings with more than 12 key representatives from the start-up aggregator community
2. About seven media clips covering key publications both online and offline and one TV clip on CNBC. This part was done by Adfactors PR.
3. Enrolment of 257 start-ups for the program – 328% more than the original target set.

According to Mr Caleb Lee, Executive Director of India-Korea SW Cooperation Center at NIPA, *Yorke Communications executed a well-orchestrated project plan and did a great job in taking the NIPA brand to the start-up community across the country. India is a vast country with extraordinary human capital, and through this program we see closer relations developing between South Korea and India.*

Even as we publish this case, Yorke Communications is working with K-Start-up Challenge for the 2017 edition of the program that covers a larger footprint across India, Sri Lanka, Pakistan, Bangladesh and Nepal.

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