

BANNER CAMPAIGN FOR IIT-Bombay

The Client

IIT Bombay, the second in the chain of IITs, was set up in 1958. It was the first IIT to be set up with foreign assistance. IIT Bombay has a total of 14 academic departments, six centres, one school, and three interdisciplinary programmes. It is recognized worldwide as a leader in the field of engineering education and research. It is reputed for the quality of its faculty and the outstanding calibre of students graduating from its undergraduate and postgraduate programmes.

Problem

IIT-B was organizing a software development competition for Android developers and Linux enthusiasts. IIT-B was expecting 1500 registrations. The winners of the competition would get 1st prize as Rs 50,000, 2nd prize as 25,000 and 3rd prize Rs 10,000. Our target was to bring in around 750 valid registrations for the competition.

Solution:

The proposed solution was a home page banner on www.freshersworld.com which would be redirected to the registration page for the contest on a click.

- A banner template was designed with a proper content inviting the students to apply for the contest
- The banner template was displayed on the home page for a period of 1 week.

Results:

The campaign was a huge success with impressive results.
A total of 735475 impressions were made on the banner
20,966 clicks was obtained within a week
500 new registrations was made through Freshersworld.com

Banner Template

