

Working with any of the TATA brands is always a pleasure and a matter of pride for any agency , but for us, the bigger satisfying factor was that we completely transformed the digital presence of TATA Power-DDL and gave a very refreshing outlook to the overall brand persona of TPDDL.

CASE STUDY



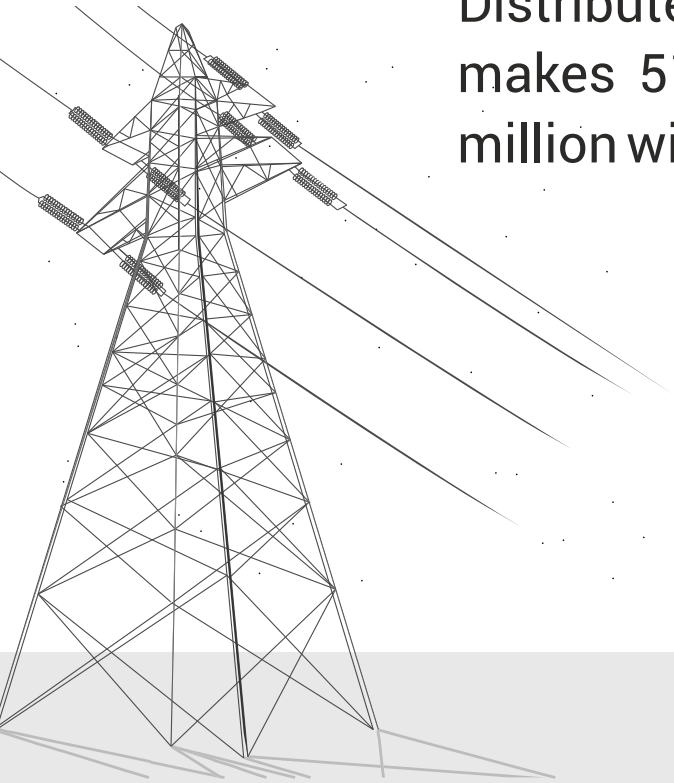
TATA POWER-DDL



ABOUT TATA POWER-DDL

Tata Power Delhi Distribution Limited [Tata Power-DDL] is a joint venture between Tata Power and the Government of NCT of Delhi with the majority stake being held by Tata Power Company (51%).

Distributes electricity in North & North-West Delhi, which makes 510 sq. km. area, and serves a populace of 7 million with a customer base of 1.9 million



FLAGS COMMUNICATION ROLE IN THE ORGANISATION

Flags Communication came on board as the digital marketing and creative agency and our primary role was to enhance the brand's visibility, image building and communicate its vision, services and initiatives which make them a responsible brand of the nation and to its customer.

⚡ CORPORATE COMMUNICATION

⚡ CORPORATE BRANDING

⚡ SOCIAL MEDIA HANDLING

⚡ DIGITAL MARKETING

⚡ EVENTS & EXHIBITIONS



INITIAL BRAND CHALLENGES

- ⚡ The brand's digital presence was very not great and did not match the TATA standard
- ⚡ While this is a proper TATA company the role and guidelines of Delhi government had to be kept in mind
- ⚡ The brand was not able to engage rightly with the end customers
- ⚡ Services, schemes, initiatives and solutions were not well communicated in order to enjoy the benefits
- ⚡ There were no brand guidelines in terms of internal & external communication
- ⚡ The overall outlook of the brand looked very "SARKARI"

FLAGS ROLE

As their digital and creative agency, Flags took up the complete exercise for Tata Power-DDL –to recreate their digital presence and start communicating with the TG in the most appropriate manner. We gave it a complete corporate makeover with proper strategic communication .The steps followed were:

- ⚡ Understanding the utility area and market
- ⚡ Detailed competition analysis was done to understand the competitors' positioning and communication of both domestic and international players
- ⚡ Defining the brand guidelines for internal and external communication
- ⚡ Customising the communication as per the target group (B2B & B2C)
- ⚡ Setting standard design and communication for the schemes/initiatives, event/exhibitions, services and branding
- ⚡ Strategizing right communication according to the social media platform

ONE OF THE MAJOR CAMPAIGN CONCEPTUALISED AND
EXECUTED BY FLAGS TO COMMUNICATE THE EFFICIENCY
AND CUSTOMER-CENTRICITY OF TATA POWER-DDL

#7DINNBIJLIIN

- a 360 Degree Campaign

- ⚡ This was an awarded campaign for TPDDL. The idea of this campaign was to communicate and inform the public of North and North-West Delhi that getting an electricity connection is very easy and hassle-free. They just need to follow the easy steps and get an electricity connection in a matter of 7 days!
- ⚡ The language of the campaign was kept simple and customer centric so that it can target all strata of customers living in the serviced region of TPDDLs.
- ⚡ This campaign is the till date most successful campaign of TPDDL and is running even after 5 years !

with you *Non-Stop*



TATA POWER-DDL



**DIN
BIJALI IN**



TATA Power – DDL brings you
New Electricity Connection
in just 7 Days

THREE STEPS TO A NEW CONNECTION

1: Online submission of application | 2: Load sanction & demand note generation | 3: Meter Installation

www.tatapower-ddl.com

#7DinBijlin

WORLD'S 500 BUSINESSES REPORT 2017
GETTING ELECTRICITY

1 Submit Application
2 Pay Demand Note
3 Get Connected

Three Steps Installation,
Stress Free Solution

with you *Non-Stop*

Toll Free No. - 19124

TATAPOWER-DDL

TATAPOWER-DDL
with you *Non-Stop*

#7DinBijlin

WORLD'S 500 BUSINESSES REPORT 2017
GETTING ELECTRICITY

ONLINE SUBMISSION
OF APPLICATION
FOR NEW CONNECTION

24 HOUR SAMANYE KENDRA
19124 Toll Free Number

with you *Non-Stop*

TATAPOWER-DDL

7 days 3 ways, Electricity in every case

Tata Power-DDL has continuously contributed towards, Ease of Getting electricity connection by making the process easier and

3 steps solution for new connection

- 01 Online submission of application
- 02 Load sanction & demand note generation
- 03 METER installation

You now require only 2 documents for a new connection

- 1 Ownership/Rent proof
- 2 Identity Proof

#BIJLI BACHAO STAR BAN JAO

- a 360 Degree Campaign

- ⚡ The campaign was conceptualized for the school students in which they needed to share innovative ideas of saving electricity in the form of dance, poem, acting, etc. It was a 2.5 months long campaign. It was a very successful campaign and outstanding numbers of entries were received.
- ⚡ The campaign took place under the CSR initiative of Club Enerji, a resource Conservation Club.




Bijli Bachao, Star Ban Jao

Also Win 10 Consolation Prizes !

Best Videos will be featured on our Social Media Platforms

Top 5 entries will get Gift Vouchers up to ₹25000/-*

What you need to do?

- Make a video & share your Innovative Ideas of Saving Electricity in the form of Dance, Poem, Act etc.
- Email your video either through WeTransfer.com or WeSendit.com at SCA@Tatapower-DDL.com. Mention your Name, Mobile No. & City.
- You can ask your family, friends, teachers etc. for guidance & support.

Last Date of Entry - 30th September 2018

T&Cs:

- Share only good quality Videos
- Selection of winners will be the sole discretion of Team TATA Power-DDL.
- Contest is open only for School Students
- The video will be the property of TATA Power-DDL.
- For any query, please call at +91 9650911515
- Duration of Video - Maximum up to 1 Min

*Maximum price per entry is ₹5000/-




बिजली बचाओ, स्टार बन जाओ

10 कॉन्सोलेशन पुरस्कार भी दिये जायेंगे

5 सर्वश्रेष्ठ एंट्रीज को मिलेगा ₹25,000/- तक के गिफ्ट वॉचरस जीतने का मौका

बेस्ट वीडियो हमारे सोशल मीडिया पर दिखाए जायेंगे

प्रतियोगिता में भाग लेने को लिए क्या करना होगा

- बिजली बचाने के विभिन्न नए तरीक़े (डॉन्स, पॉयम्स, एक्ट प्रदर्शन etc.) हमारी जानकारी वीडियो बनाई
- बनाया गया वीडो और मोबाइल नं. के साथ वीडियो WeTransfer.com या WeSendit.com के ज़रिये हमारे ईमेल आईडी SCA@Tatapower-DDL.com पर भेजिए
- बिजली से बचाने की जानकारी से विभिन्न नए तरीक़े, पॉयम्स, डॉन्स और गिफ्ट्स से संपर्क हो सकते हैं।

एन्ट्री भेजने की आखिरी तिथि - 30 सितम्बर 2018

नियम एवं शर्तें:

- आवर्गिन छात्रों/छात्राओं को भाग लेना है।
- विजेताओं का नाम TATA POWER - DDL द्वारा किया जाएगा
- इसमें किसी भी तरीक़े से TATA POWER - DDL को शामिल नहीं है।
- किसी भी प्रतियोगिता में भाग लेने से किसी भी तरीक़े से
- जोड़िए जानकारी के लिए हमें संपर्क करें +91 9650911515
- सबसे ज़्यादा वीडियो को ज़रियेका नाम है और हमें भेजिए

*प्रति पुरस्कार की अधिकतम राशी ₹5000/- है




Bijli Bachao Star Ban Jao

You Got More Time! Now you can send your entries till

15th Oct 2018




Congratulations

Consolation Prize Winners

Ankit Kumar Singh
From Bihar

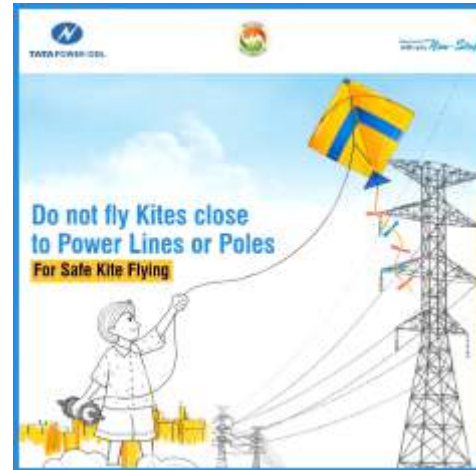
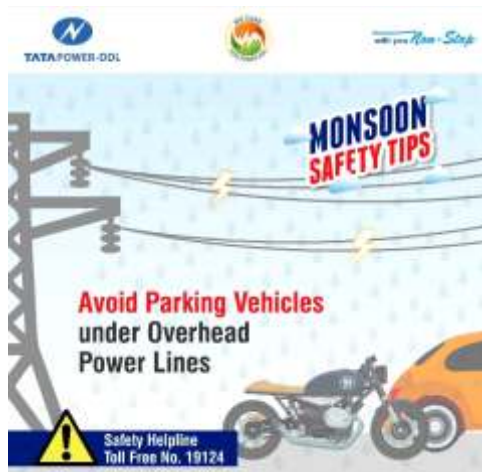
Bijli Bachao Star Ban Jao Contest

We Appreciate your Contribution in Spreading the Awareness about Energy Conservation

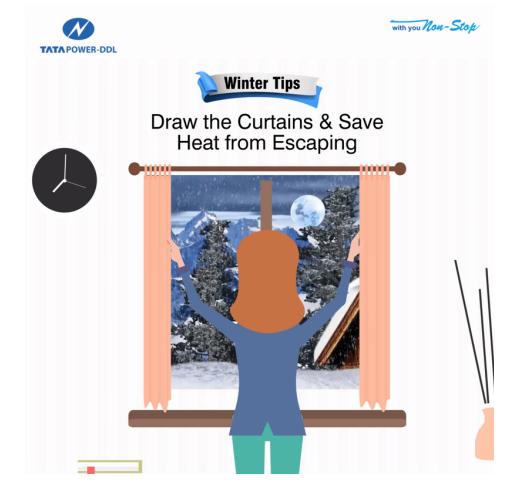
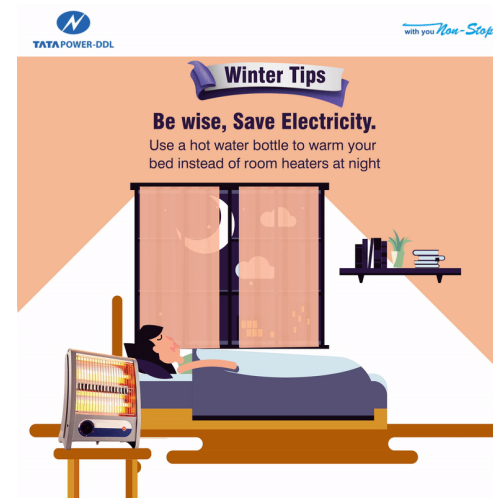
THE COMMUNICATION AND CREATIVE TEMPLATE OF THE EDUCATATIVE CAMPAIGNS AND CONTESTS WERE TOTALLY REVIVED

- ⚡ The educative campaigns suggested were related to TPDDL's domain – electricity/utility and on the topics of conservation, green energy, etc.
- ⚡ The contest were focused on events, special days, festivals.
- ⚡ On an average one campaign and contest was created and uploaded on the social media pages of TPDDL.

EDUCATIVE CAMPAIGN



EDUCATIVE CAMPAIGN







EDUCATIVE CAMPAIGN



SOCIAL VISION AND INITIATIVES

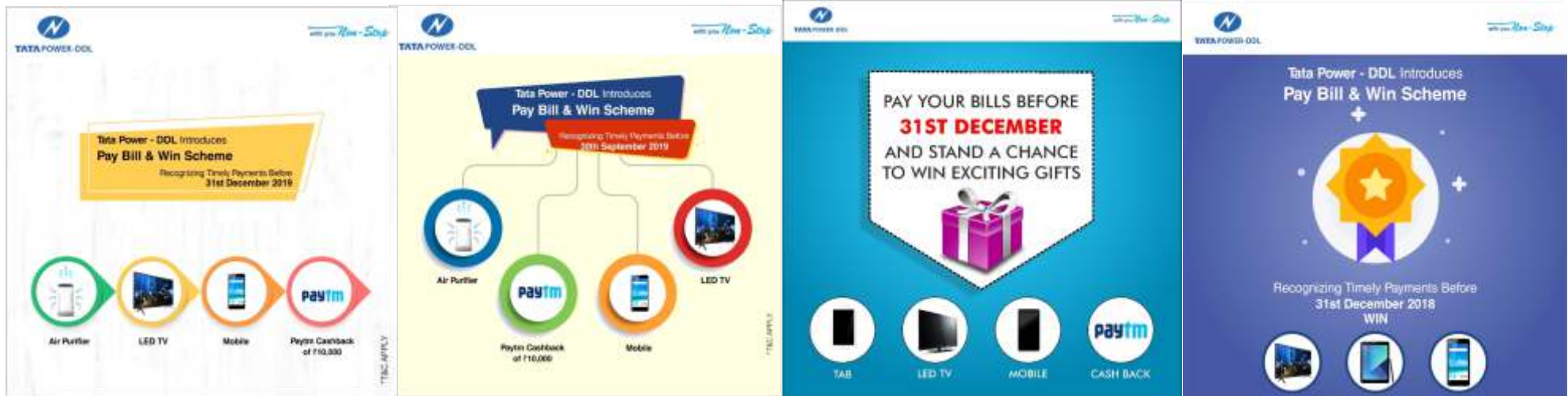
Several campaigns were conceptualised aiming to make customers aware about TPDDL and its vision.

-  Social Service
-  Schemes
-  Initiatives
-  Causes

Many campaigns were suggested which focused TPDDLs achievements, journey, entering into green energy/power.

PAY BILL AND WIN CAMPAIGN

The focus of the campaign is to motivate the customers to pay the electricity bill through paytm on time and get chance to win prize. The ultimate result through this was one customers made timely payments and also shifted to digital payments.



SUVIDHA CAMPAIGN

The main agenda of the campaign was to shift the customers to online payment mode from the traditional payment mode. And to make them understand that switching to online mode will give them convenience of not only saving time but also will help them to keep all the records, bills safe and handy.



24X7 CUSTOMER SUPPORT CAMPAIGN

The campaign aimed to make customers aware about TPDDLs 24x7 customer support related to any issue.



PRE-PAID METER CAMPAIGN

The main agenda of the campaign was to make the tenants aware that now they can keep track of electricity consumption by getting pre-paid meter.

TATA POWER-DDL *with you Non-Stop*


NOW TENANTS CAN KEEP TRACK OF ELECTRICITY CONSUMPTION

GET PREPAID METER EASILY
ONLY 2 DOCUMENTS REQUIRED

- RENT AGREEMENT/RECEIPT
- PHOTO ID

EASY TO APPLY ONLINE

- UPLOAD DOCUMENTS
- PAY DEMAND NOTE



MULTIPLE APPLICATION MODES

ONLINE WWW.TATAPOWER-DDL.COM
DOWNLOAD APP TPODL CONNECT

HELPLINE 24 HRS. SAMPAK KENDRA
19124 TOLL FREE

CUSTOMER CARE CENTERS VISIT NEAREST DISTRICT OFFICE

APPLICATION CHARGES	
SECURITY DEPOSIT (REFUNDABLE)	RS. 3000/-
SERVICE LINE & DEVELOPMENT CHARGES	UPTO 5 KW – RS. 3000 + GST @ 18%
	6-150 KW – RS. 3000 + 500/ KWH (UP TO 25000 + GST@18%)

FOR ASSISTANCE CALL **24 HRS. - SAMPAK KENDRA 19124**

METER RECHARGE FACILITY AVAILABLE AT TATA POWER-DDL COLLECTION CENTER

TATA POWER-DDL *with you Non-Stop*

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Consumer can recharge the Meter post installation through TATA Power DDL Collection Centers

For any assistance please contact **19124**

METER RECHARGE FACILITY AVAILABLE AT TATA POWER-DDL COLLECTION CENTER

ELCB CAMPAIGN

The campaign focused on the home safety. How one can resolve several problems related to electricity that causes great loss to properties and well-being by placing a safe ELCB with the electricity meter. For the same TPDDL came together with Havells.



CORPORATE COMMUNICATION TOOLS USING TPDDL PHILOSOPHY

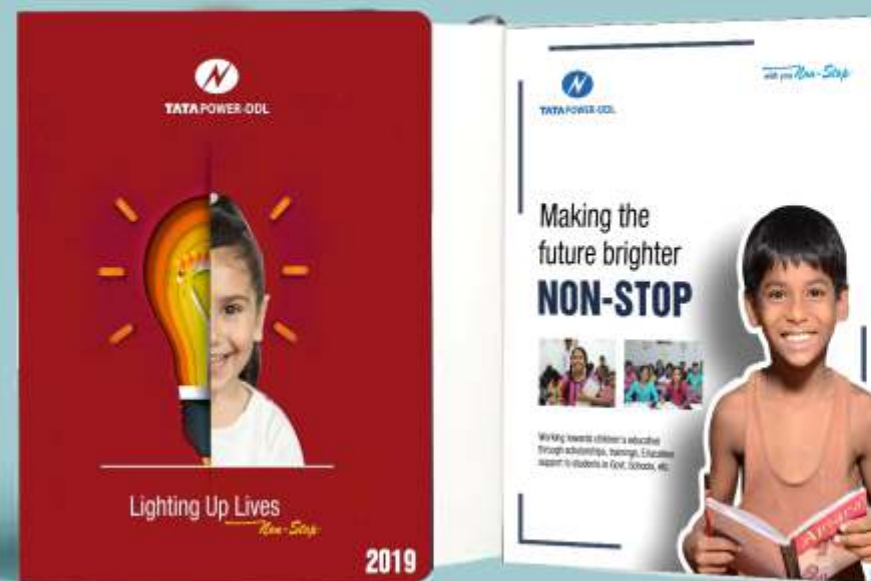


The image shows the first page of a 2019 calendar, specifically the month of January. The background is a light blue sky with soft clouds. The "TATA POWER-DOL" logo is in the top left, and "with you Non-Stop" is in the top right. The year "2019" is centered at the top. The month "JANUARY" is written vertically on the left side. The calendar grid shows the days of the week and the dates. The 26th is marked as "26 - Republic Day".

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

26 - Republic Day

CORPORATE COMMUNICATION TOOLS USING TPDDL PHILOSOPHY



CORPORATE COMMUNICATION TOOLS USING TPDDL PHILOSOPHY



ACHIEVEMENTS

- ⚡ Complete brand outlook and perception was changed and there was an engagement on the digital platforms with the customers like never before
- ⚡ The digital presence of the company reached 4lacs from 90K in tenure of 2 years which included genuine followers
- ⚡ All the initiatives, services were well communicated to the customers which ultimately positioned TPDDL as a customer-centric and responsible company
- ⚡ Flags Communications served as their digital agency for 3 years at length and has been empanelled as the creative agency of TPDDL ever since