
NEC

NEC CASE STUDY

Orchestrating a brighter world

Objective: To create a strong community of top decision makers in ICT industry in particular and other industries in general to help create a mindshare with the brand message and create a top-of-the- mind recall for NEC India products and solutions.

KEY ACHIEVEMENTS

Incepted on January 27, 2014

An exclusive and 'by invite only' niche membership of 80 top level executives & counting.

50% of the members are CXOs

51% of members belong to IT Industry

