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Interem Unveils Online Campaign to Make Relocation Hassle-Free

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In order to provide feasibility in relocating or residence change abroad, Interem has got on board a unique option by providing an online campaign to make relocation related issues a relatively easier hunt as the enterprise company will themselves provide requisite solutions for certain set of issues.

The Interem team had a wide choice of online media to choose from, so the team took up an in-depth research and analysis of various online options available and put together the perfect media mix that would reach out to the right target audience in a relevant mind frame to explore the services offered by the company.

The online campaign reaches out to relevant customers through a mix of job, marriage, networking, e-commerce, real estate, expatriate, shopping and business portals, creating several effective touch points to attain maximum reach, top of mind recall and strengthen the brand image. The campaign and its execution has received a very positive response from the target audience.

Some of the portals that where you can view the online campaign are quicker, ebay, shaadi, naukri, shine, justlanded, khaleejtimes, realtor.com, facebook, you tube and others.

"We are delighted at the numerous positive responses that we have received via our unique online campaign. Our strategic approach towards the campaign to reach out to the maximum target audience, right from the brief to the final execution was very specific and focused with minimum surplus," Rahul Pillai, Country Head, India, Interem said.

"The proper planning technique and seamless implementation of the plan made all the difference and helped us gain the confidence of the audience. We will endeavour to reach out to our target audiences with more such effective plans and many more excellent offerings," he added.

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