

News ▶ Digital ▶ Interem unveils online campaign to make moving a hassle-free experience

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Relocating, moving abroad or changing residence is always a stressful, time consuming and often tedious task for the moving party. To make this decision easier Interem brings you information on their best possible options via a unique online campaign as relocation can be an easy job if you have a professional company that is right for you and can provide you with relevant solutions for your unique 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 good 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 you can view the campaign on are quicker, ebay, shaadi, naukri, shine, justlanded, khaleejtimes, realtor.com, facebook, you tube to name a few.

Mr. Rahul Pillai, Country Head, India, Interem said, **"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.** 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."

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