

IIPM's campaign creates stir in print ad category

AGE CORRESPONDENT

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Feb 8: The IIPM's innovative advertisement campaign has created a stir in the print advertisement category in India. Apart from revolutionising the advertisement display in the education sector, the IIPM, a leading Business-School chain, is also the highest advertiser in the print advertisement category.

Honorary director of IIPM, Prof Arindam Chaudhuri, said that he followed David Ogilvy's phi-

losophy while creating the campaign. "I have always believed in a very impactful statement of David Ogilvy. The more you tell, the more you sell! And that is just one of the reasons IIPM ads always said so much. The idea was simple. We tell about everything and the readers read about what they want to read," said Prof Chaudhuri.

"Our TV ads are almost like IIPM TV where we speak on nationally relevant topics in a manner that is trademark IIPM and cannot be copied," he said.