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100 Corporates engaged in 3rd Season of Corporate Talent Championship Gatecrash to tell Your Brand story through unique marketing campaigns

Mumbai, 9 September... The 3rd edition of Corporate Talent Championship (CTC), a one-of-its-kind contest, organised by *engage4more* has witnessed a steadfast growth with 100 Corporate houses engaged in this inter corporate contest. Smart marketers are fast utilizing this robust, integrated platform to get their brand stories across to a vast pool of potential target audience in the corporate world.

Launched in December 2012, CTC is a unique offering of *engage4more* that promises key deliverables including brand visibility across popular media along with consistent and longer period of engagement with potential customers.

The strong component of popular media makes it an end to end marketing solution packaging activation, electronic and social media into one. All the editions of CTC have been promoted through YouTube, Facebook (www.facebook.com/ctcstars) and Twitter pages apart from on-ground activations at corporate parks, and *engage4more*'s pool of clients and well-wishers.

Consumer brands like Blackberry, TVS, Dabur and Sodexo - sponsors of CTC editions have leveraged this comprehensive marketing podium to immensely expand their brand visibility in the corporate world through unique marketing campaigns during the events like sampling, selling product story via quizzes, flash mobs, digital contests and on air integrations.

Already in its 3rd edition CTC has so far had over 10,000 employees registering online from across eight cities including Mumbai, Bengaluru, Delhi, Kochi, Hyderabad, Trivandrum, Chennai and Pune to pursue their passion.

The grand finale of the 3rd edition of CTC, to be held at Mumbai's Sahara Star Hotel on 20 September, will be aired on NDTV Prime. Celebrity judges including film director Madhur Bhandarkar, musician Leslie Lewis and choreographer Toby Fernandes will judge the final performances.

As Nishant Parashar, Director – *engage4more* points out, "Our effort to launch the World's largest Inter Corporate contest for the first time online, in the Performing Arts category enhanced brand visibility and reach globally. The grand finale of the 3rd edition of CTC will gather some of the largest Corporate names across sectors, like Reliance Infrastructure, iGate Global Solutions, Shoppers Stop, Naukri.com, Birla Sun Life and many more as participants battle it out to win exciting prizes from TVS Wego, VU Television & Gift Vouchers from Sodexo."

With a gestation period spanning over 3 months in a corporate premise, CTC with its different stages of contest keeps the engagement and visibility among participating organizations consistent and buzzing for a longer period making it reach out to a level of scale and involvement unheard of in the corporate world.



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Mr. Parashar further adds, “Brands have been trying many ways to engage with their employee pool, with no cutting edge platform available. engage4more, with its strong working relationships with large corporate houses as employee engagement partner, has created a unique IP that promises an enormous engagement opportunity reaching out to more than 100 corporates.”

The contest is also a great way for organization’s top people facing executives to stay connected with the larger employee base. “There is no engagement vehicle currently available for the corporate world that has endorsement not just from the CEO offices but also from HR and Corporate Communication heads”, retorts Mr. Parashar.

About engage4more:

Launched in 2010, by Director & Founder – Nishant Parashar, engage4more is India’s leading employee engagement company providing solutions in technology, events, content and consultancy. This staff engagement and employer branding specialist provides a bouquet of services enhancing life at work through a fresh and new approach. Their employee engagement initiatives has captured the attention of corporate circles, in India. In 2010, Nishant Parashar was awarded Business World Young Entrepreneur Award. Corporate Talent Championship, an Intellectual Property owned by engage4more is the world’s largest inter corporate platform in the performing arts categories, encouraging employees to Relive their Passion.

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