



Background: DHL is the revenue and image leader in international express industry in India. An established player for over 20 years in the express industry segment, DHL was trying to extend into the growing packages market. The biggest target industry was the garment exports industry.

Challenge: DHL was perceived to carry mostly documents FedEx, UPS while other local brands were seen to be the leaders in the packages segment. Aim was to reach out to the fledging garment industry, mostly in the SMB sector.

CMCG Approach: Identify brand building opportunities in the garment and leather exports sector. Create special packages for the specific industries. Promote DHL through the leading garment industry events.

Activities: For the first time developed, sponsored and institutionalised the 'DHL.Fashion Awards' along with FIEO's (Federation of Indian Exports Organisations) national summit. The leading fashion designers and ramp models later participated in the fashion show. The campaign was extended to Lakme India Fashion Week and the India Leather Expo.

Results: Wide spread media coverage due to the glamour aspect involved recognition from the garment industry as DHL being the leading express company. In less than one year's time, DHL established a dominant leadership position in the packages segment.