

Rediffusion Y&R won creative duties of FTK Technologies

By Snehal Borkar 15 October 2008

Rediffusion Y&R Delhi has bagged the creative mandate of FTK Technologies Ltd, a desktop software company.

TME has bagged the media duties while Rediffusion PR will be handling the company's public relations. FTK will be spending \$2-3 million over a period of 18 months on media duties. The campaign will be a 360-degree initiative, involving print, outdoor, TV, online and radio.

On choosing Rediffusion Y&R, Rafi Palgi, Executive Manager, FTK Technologies, said, "Rediffusion's professional approach and understanding of the business category enabled us to select the agency as our partner. We are glad to associate with an agency that ranks high on expertise and out-of-the-box thinking. They will be a great support in meeting our desired business objective."

Commenting on the win, Sandeep Madan, EVP, Rediffusion Y&R Delhi, said, "FTK Technologies has grown enormously since its inception in 2005. FTK's unique product offering challenges us to deliver exciting and differentiated creative solutions across media. We look forward to a long and meaningful relationship with them. The campaign will break shortly."

On the way ahead, Bhavna Jha, General Manager, TME, said, "We will drive the strategy for the new launches and the existing business for FTK. TME is known for its customized offerings to its clients, we will bring in the best media practices for FTK."