Acclaiming Tupperware’s innovative digital campaigns, Paul Writer awards ‘She Can, You Can’ Campaign with the Platinum Award at the annual ‘Digiratti List’

Sep 7, 2012

New Delhi : Tupperware, one of the world’s leading direct-selling companies marketing smart kitchen solutions, has been recognized in the Platinum category of the annual ‘Digiratti List’ by Paul Writer. The Digiratti award program recognizes campaigns that have stepped away from legacy tools to create marketing programs that define the future of marketing. Digiratti recognizes the use of innovative social media, video, mobile and digital technology to increase marketing impact.

Tupperware’s campaign ‘She Can, You Can’ was recognized for its originality, concept and impactful usage of the digital medium as an integral part of the media mix. The campaign aimed at instilling confidence in women to take up socially relevant businesses of their own by showcasing examples of young women entrepreneurs who have realized their dream of empowering sections of society.

Mr. Asha Gupta, Managing Director, Indian Subcontinent commented on the recognition, “We are honoured to be recognized in the Platinum Category of the Digiratti List by Paul Writer. We have always been known as providers of smart kitchen solutions, but being successful on the digital media for our philosophy of spreading confidence and our business opportunity is special for us.”

“We have always been a brand that is known for its customer focus and interactivity. The digital media lends itself to these factors and it is encouraging indeed to see our offline interactivity reflect so well online.” she added.

“We wanted to identify marketing campaigns that looked at digital as a strategic medium to achieve business impact. The teams that we recognized have all showcased a unique mixture of innovation and creativity to achieve tangible results for their brands”, said Jessie Paul, CEO, Paul Writer. *

“We believe that a true Digiratti is not one who uses the digital medium exclusively, but one who uses the digital media as an integral part of the 360 degree media mix. Being recognized in the platinum category for the use of the digital media in the ‘She Can, You Can’ campaign reinforces our belief and that is very encouraging,” said Anshu Bagai.

“The rationale behind taking the SCYC campaign on digital platform was to support Tupperware’s vision to ‘Enlighten, Educate and Empower’ women, and make them more confident of themselves by way of seeking and highlighting stories of women achievers who help women live an independent life.” He added.

Sachin Kelkar, CEO, SocialKonnekt Media said, “Being recognized for the digital bit of a 360 degree campaign establishes the digital medium as no longer a new medium but an established important part of the media mix for brands. The multi pronged efforts on all social media and their measurable impact are two reasons behind our success in this campaign.”

“We feel elated as the campaign concept is highly appreciated by our fans. It brought out the appreciation for Tupperware’s women’s empowerment aspect...
which is very deeply ingrained in the DNA of Tupperware. Also receiving the
Digirrati award indicates that we- SocialKonnek aptly used the digital presence
and leveraged the power of digital media with the reach of the legacy channels”,
he added.

Asha Gupta, Managing Director;
Tupperware India and Area Vice
President, Nutrimetics Australia and
Tupperware Philippines