

CP PLUS Bags Silver at the SAARC Awards 2018



NOIDA, June 2018: CP PLUS, the global leader in advanced security and surveillance solutions, recently added another feather to its cap by bagging the Silver at the SAARC Awards 2018 for Innovative Use of Sponsorship. The award was hosted by the Delhi Advertising Club (DAC), the number one recognition for creative excellence in Delhi-NCR, at the Crowne Plaza, Gurugram.

Paneled by an esteemed jury comprising of industry stalwarts, the SAARC Awards recognizes the innovative use of sponsorship by brands. CP PLUS received the award for its sponsorship in BIGG BOSS Season 11, which was executed in collaboration with Madison Communications Pvt. Ltd. BIGG BOSS is a unique reality show aired by Colors TV, where a number of individuals (primarily celebrities) are confined within a space for a period of time. Besides the sponsorship, CP PLUS cameras were also installed inside the BIGG BOSS house to capture how they conduct themselves and their relationships with each other, unfiltered along with other engagement activities.

“Surveillance has been an underrated subject in India yet immensely important. Our agenda was to get people to acknowledge the role of CCTV surveillance in the modern day society. Collaborating with BIGG BOSS was significant for us because of its Pan-India viewership and the fact that our brand mantra ‘upar wala sab dekh raha hai’ fitted well with the concept of the show that was all about monitoring the behavior of a group of people within a closed environment”, said Mr. Yogesh B. Dutta, COO, CP PLUS.