

THE WINNING FORMULA

Key drivers at Lenovo's marketing communications hub in Bangalore

No. of employees: 35

Business divisions:

Advertising services, digital marketing, analytics, alliance marketing

Partners:

- Ogilvy and Mather (for advertising services)
- Tumri (for digital marketing)
- WNS (for analytics)

Major projects:

- All Lenovo advertising campaigns globally, including the campaign for the Beijing Olympics
- Designing Web banners for Lenovo's online retailing business in partnership with Tumri
- Analysing online purchases in the US and tracking the effectiveness of Lenovo's email campaigns

Source: Lenovo