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## Origin Beanstalk wins three new businesses

By Campaign India Team on Apr 5, 2010  
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Origin Beanstalk has won three new businesses – Hutchison 3 Global Services, Hotel Intercontinental and Sheraton's Four Points Hotel. The Hutchison 3G business and the Hotel Intercontinental businesses were won in a pitch, while the Four Points Hotel business was won without a formal pitch.



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origin beanstalk, four point size, sheraton, intercontinental, advertising, thakur upendra singh, shom mazumdar

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Commenting on the Hutchison 3G win, Thakur Upendra Singh, co-founder, Origin Beanstalk Creative Consultants said, "Our research and understanding the pulse of young india helped. H3GS is a very youthful, energetic, vibrant and a noticeable brand and our entire team is looking forward to doing some great work which is creative and also effective and quantifiable."

Deanne Rodrigues, head – branding and marketing communication, H3GS commented, "One of our primary objectives is to be seen as 'an employer of choice' which means consistent top of mind brand recall. To achieve this we were looking for a young agency that understood our brand and TG and would help us reach that position in a creative way. Also it was imperative for the agency to think beyond the obvious in terms of novel and original ambient ideas that could be used for effective communication. And we found a perfect match in Origin Beanstalk. All in all we are happy about Origin Beanstalk partnering with us and hope to make it a very fruitful experience for both for a long time to come."

Commenting on the other two wins, Shom Mazumdar, co-founder of the agency said, "Hospitality is a tough yet interesting category and our agency has the capability and experience and an in-depth knowledge of working on other hospitality and five star properties such as The Resort, Taj Restaurants, The Orchid Ecotel Hotel and Fort Jadhav Garh."

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