

Company: Tata Consultancy Services
Company Description: Tata Consultancy Services (TCS) is a digital transformation and technology partner of choice for industry-leading organizations worldwide. At TCS IoT & Digital Engineering unit, we are uniquely positioned to help customers accelerate their Digital Transformation Journey with Software Defined Things, AI infused products and processes which are sustainable by design.
Nomination Category: Marketing Campaign Categories - Specialty
Nomination Sub Category: Brand Experience of the Year - Business-to-Business
Nomination Title: Bringing a strategic vision for businesses worldwide



1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this brand experience campaign or program was launched:
- 2024
2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:
- Written answers to the questions
3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated brand experience campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 169 words used.

- In an ever-evolving world of connected ecosystems, Tata Consultancy Services (TCS) is helping global enterprises unlock full potential through its strategic vision - Bringing Life to Things™.
- This pioneering strategy has established TCS as a global leader in IoT and Digital Engineering space, representing TCS' holistic approach & delivering impactful results. Bringing Life to Things™ has redefined TCS' market presence through a compelling blend of branding, positioning, and strategic marketing. Designed to resonate with enterprises seeking seamless digital transformation, Bringing Life to Things™ exemplifies TCS's vision of empowering businesses to transition from connected systems to predictive, self-aware ecosystems.

With global enterprises charting their journey to integrate digital intelligence with physical context to drive purpose-led innovative & boundaryless ecosystem, Bringing Life to Things™ brand identity has meticulously highlighted TCS's unique capabilities in IoT and Digital Engineering, enabling enterprises to unlock exponential value while driving sustainability and business agility. This has created a compelling story of value creation across industries, thereby differentiating TCS' narrative & excellence in a heavily contested market.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the brand experience campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 250 words used.

- The brand experience for TCS Bringing Life to Things was meticulously crafted to position TCS as a global leader in IoT and Digital Engineering. The development began with strategic planning, involving deep market analysis, competitive benchmarking, and client insights to identify opportunities in connected ecosystems and smart product engineering.
- Goal setting focused on three key objectives: elevate TCS's thought leadership in IoT, build awareness of its digital engineering capabilities, and drive client engagement through compelling storytelling. The message was anchored in transformation — showcasing how TCS empowers physical systems to sense, analyze, and act intelligently.
- Creative development emphasized human-centric design and storytelling. Visuals and messaging were built around dynamic, connected environments — smart factories, autonomous vehicles, intelligent healthcare, etc. The identity integrated the concept of "life" through motion graphics, vibrant color schemes, and immersive user experiences.
- On the media front, a multichannel strategy was deployed:
 - Digital – social media, LinkedIn campaigns, content syndication
 - Experiential – Interactive demos at industry events like CES, Hannover Messe, Siemens Realize Live, etc.
 - Thought leadership – Whitepapers, webinars, customer & partner collaboration
- A phased rollout — awareness, education, engagement, and conversion — aligned with product launches, lab activations, partner events, and global IoT forums and regular performance tracking and feedback loops ensured adaptive content and campaign to be optimized to drive maximum impact.
- All of this has resulted in a differentiated, credible brand narrative that has positioned TCS not just as a service provider, but as an innovation partner shaping the future of intelligent ecosystems.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this brand experience campaign or program since the beginning of 2023. Even if your initiative started before 2010, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 228 words used.

- Bringing Life to Things™ stands as a testament to how a well-executed brand strategy can drive business growth, foster innovation, and create lasting impact.
- Brand Activation
 - Multi-channel rollout across digital, print, and events. Unified messaging across geographies to establish “Bringing Life to Things” as the umbrella theme for TCS's IoT and Digital Engineering services.
 - Incorporated in over 100 client-facing assets including websites, sales decks, analyst briefings, and innovation forums.
 - Industry-leading initiatives, such as the digital twin of heart showcased at the New York, London, & Mumbai Marathons
 - 20+ media coverages, along with 10+ industry recognitions and over 2 million social media impressions
- Thought Leadership & Content Marketing
 - Authored publications with partners, analysts, publications & consortiums such as RFID journal, AWS, Nvidia among others
 - Executive Roundtables & Webinars: 50+ C-level sessions held globally with enterprises across industry domains.
 - Active brand positioning at global industry events like DISTRIBUTECH, Hannover Messe, Siemens Realize Live, etc.
- Business Impact & Recognition
 - Over 10% YoY revenue growth in 1 year, backed by 8 IP solutions and 25+ services across domains, with over USD 1 billion in revenue being generated under Bringing Life to Things™ umbrella.
 - Named a Leader in across categories by analysts like IDC, Everest, HFS, IDC, ISG, Zinnov Zones and others.
 - Fostered strong customer advocacy, with marquee names like ABB, Polaris, Tata Chemicals, Indian Railways, Tata Electronics and PostNord endorsing the brand.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 83 words used.

- <https://www.tcs.com/what-we-do/services/iot-digital-engineering>
- *Some case studies & Testimonial:*
 - <https://www.tcs.com/what-we-do/services/iot-digital-engineering/case-study/juniper-networks-validated-designs-better-cx>
 - <https://www.tcs.com/what-we-do/services/iot-digital-engineering/video/tata-chemicals-reimagines-plant-operations>
 - <https://www.tcs.com/what-we-do/industries/life-sciences/video/bd-implements-digital-edhr-solution-simplify-manufacturing-capabilities>
- *Blogs & Whitepapers:*
 - <https://www.tcs.com/what-we-do/services/iot-digital-engineering/white-paper/four-tech-mega-trends-iot-edge>
 - <https://www.tcs.com/insights/blogs/integrated-alm-strategies-software-digital-thread>
 - [Software-defined vehicles: Four takeaways](#)
 - [Cruising towards safer autonomous vehicles](#)
 - [Remote automated testing for digital cockpit systems](#)
 - [Driving automotive software engineering 2.0 with generative AI](#)
 - <https://www.tcs.com/what-we-do/services/iot-digital-engineering/white-paper/digital-intelligence-connected-enterprise>
- Partner Publications with Partners & Consortium:
 - <https://developer.nvidia.com/blog/spotlight-tcs-increases-automotive-software-testing-speeds-by-2x-using-nvidia-generative-ai/>
 - <https://developer.nvidia.com/blog/developing-an-end-to-end-auto-labeling-pipeline-for-autonomous-vehicle-perception/>
 - <https://www.rfidjournal.com/news/new-lab-fosters-iot-innovation-in-cincinnati/221229/>
 - <https://aws.amazon.com/blogs/industries/how-tcss-intelligent-power-plant-solution-on-aws-helps-utilities-optimize-operations-and-drive-energy-transition/>

Attachments/Videos/Links:

[Bringing a strategic vision for businesses worldwide](#)

[REDACTED FOR PUBLICATION]