

A Proposal on New Bolero Float Campaign



THE TOUGH NEW
BOLERO
TAKE ON ANYTHING

Submitted by :



CLIENT

Mahindra & Mahindra

ACTIVITY

The Tough New Bolero PROMOTIONAL CAMPAIGN

TARGET MARKETS

MAJOR CITIES & TOWNS

Objectives :

1. To Promote “New Bolero” with a bang
2. To reach out to customers in the market place
3. To increase the Sale of the product
4. To generate interest and desire amongst the target audience towards the new product
5. To Expand the segment (attract two-wheeler owners)
6. To create hype around the product

- Reaching out to prospective buyers
- Lead Generation
- Showcase Strengths of **Mahindra**
- Product display
- Test Drives
- Explaining Product Features & Benefits (FAB)

Modus Operandi :

We propose to conduct this activity through an Integrated Communication Strategy involving interactive activities, excitement around the product with Campaign objectives in mind. This would be achieved through:

*Specially fabricated **"New Bolero Float"** an exclusively designed vehicle with product display

New Bolero Float

- Specially Fabricated Eicher Canter / equivalent vehicle with provision for Display of **New Bolero** on the truck bed.
- The Float will have eye catching Backdrops with **New Bolero** Graphics and Branding.
- Silver finished metallic trusses shall be used to further accentuate the aesthetics of the float.
- Canopy on top will provide excellent branding opportunity and it will offer cover from sun and rain.
- There will be branding on top of the Driver Cabin for Visibility.

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FLOAT DESIGN

 **Mahindra**



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Each team will comprise of following **Vehicle, Equipment and Manpower**

- Specially Fabricated **New Bolero Float** with Product Display
- **New Bolero Float** has the following equipment
 - ▶ PA System with 2 Speakers, amplifier, CD Player and Mike
 - ▶ Metal Halides for Lighting
 - ▶ Generator for power supply
- **New Bolero Float** has the following Manpower
 - ▶ Campaign Supervisor – 1 No.
 - ▶ Sales Promotion Executives (Promoters) – 2 Nos.

Campaign Supervisor

- Conduct all the activities as per the plan.
- Overall supervision of the Promotional Campaign.
- Interact with Dealers & Company officials during the Campaign.
- Reporting on daily basis to the Dealer and Company officials.
- Assist Dealer Sales Force in Data Collection through Response Cards

Sales Promotion Executives (PROMOTERS):

- Create and maintain ambience around the float
- Distribute product literature to the Visitors and nearby areas
- Invite people to take Test Drives and assist Dealer staff in conducting the same
- Proper Display of Promo Material like collapsible stall and Promo Umbrellas

Activities to be undertaken by New Bolero Float:

- Float will cover 3 to 4 pre-identified locations in a day covering potential areas to create visibility for the product & awareness about the event
- Route plan will be devised to get optimum coverage from the activity.
- Local Dealer along with MUL officials will finalise the Route Plan for the campaign
- Product display and Test Drives
- Playing of specially produced Audio jingles for this campaign
- Distribution of product literature
- Lead Generation

MAJOR CITIES / TOWNS

1. Display near Residential Complexes
2. Display Near Locations like Malls, BPOs, IT Campuses, Commercial Complexes

SMALL TOWNS

1. Display Near Locations like Shopping and Commercial Complexes
2. Display Near offices
3. Tie up with Banks and special Display at Bank outlets

Places to be avoided :

- Congested Areas (Min. 20x15ft area reqd. for Display),
- Areas with permission problems,
- Areas with dirty surroundings

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Mall Display



A. Pre Event Promotions :

- a. News paper inserts 1 Day prior to the activity
- b. Poster / Banners Display at Important Locations prior to the event
- c. Local News Paper Ads

B. Tie ups and Permissions :

- a. Dealer to obtain necessary permission from local authorities
- b. Dealer can tie up with Financial Institutions for Special Demo to at their Branches

These activities shall be coordinated by the Dealer. Relio Quick can help in making the creative and production of the material so that message / communication is uniform across the Regions.

Charges towards permissions / venue rentals shall be paid by the dealer.

DEALER LEVEL RESPONSIBILITIES

- To Shortlist locations to be covered during the Campaign
- To take local permissions wherever required
- To provide ramp for loading and unloading the display Vehicle
- To provide Test drive vehicles
- To provide gifts for conducting Test Drives and interactive Games

Manpower Required from Dealer :

- Sales staff to explain product features & benefits (FBA)
- Trained staff to give Test Drives
- Executive finance to explain finance schemes

SUPPORT FROM TKML

- Design approvals for Float, Collateral and Print Material
- Maruti 800 Jingle for audio publicity
- Training of Campaign Supervisor and Sales Promotion executives
- Gifts for Test Drives and interactive Games
- Dealer List with Contact Details
- Official communication to respective Dealers regarding the Campaign and support required from their end.

ACTIVITY REPORTING

DAILY

1. Campaign Supervisor will provide daily reporting to Deaker / RQ. (Format Enclosed)
2. Inquiries generated during the event and recorded in Response Cards will be handed over to the local dealer for immediate follow up

WEEKLY

1. Weekly reporting will be sent through email to MUL RO as per the specially designed format (format enclosed)

FINAL

1. Final Activity report will be submitted within seven days of completion of the campaign along with Campaign benefit analysis in terms of coverage and lead generation

TIME FRAME

Relio quick will require one week time to start the Campaign after getting final approval on design and cost . This time frame is required to complete the following responsibilities:

1. Fabrication of the float
2. Production of the Print Material
3. Production of Collateral Material
4. Reporting at the starting location

Collateral Material Required per Float for 2 months

1. Collapsible stall with 1 table & 2 Chairs – 10 sets. (1 set per Dealer)
2. Promotional Umbrella with 1 table & 4 Chairs – 10 sets (1 set per Dealer)
3. Graphic Stands – 2 Nos.
4. Flex Banners – 10 Nos.

Print Material Required per Float for 2 months

1. Handbills for mass distribution – 30000 Nos. (500 / day)
2. Response Cards for Data Generation – 3000 Nos. (50 / day)
3. Leaflets for visitors – 6000 Nos. (100 / day)
4. Pocket Calendars – 18000 Nos. (300 / day)

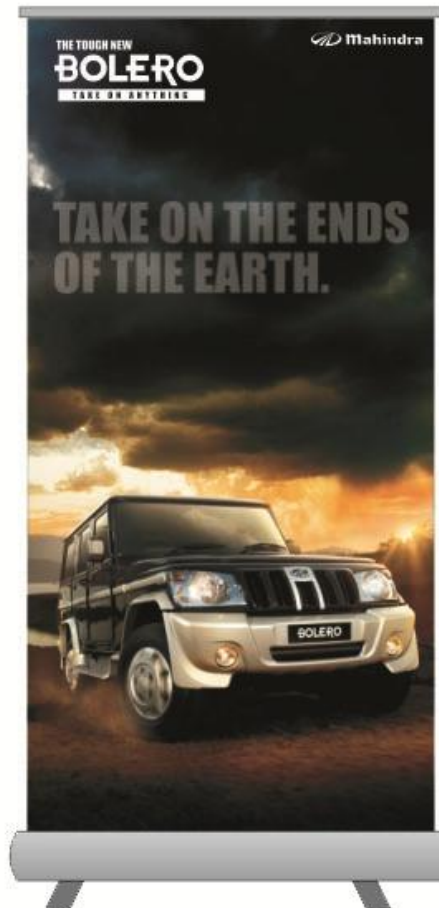
Please Note :

All the above mentioned material shall be transported to respective dealers prior to the Campaign through “GATI” on to-pay basis.

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Graphic Stand 3 x 6 ft



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Flex Banner 3 x 6 ft



Response Card

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 **Mahindra**

Name :

Address:

Tel. : (R) (O)

Mobile :

E mail :

At present I own Vehicle

I would like to buy New Bolero

☐ This Month ☐ Next Month ☐ Next 3 Month

What i like about New Bolero

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PROPOSED COVERAGE PATTERN

Total Campaign days in month	30 days
Total No. of Transit Days / Van	5 Days
Effective Operational Days in month / van	25 days
Effective Operational Days in 2 months - 2 vans	100 days
Average Locations per day / city	3 / 4
Total Locations during the Campaign	300 – 400 Nos.

Float Fabrication and Operation cost inclusive of material & manpower for 60 Days	Rs. 905746.00
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Cost towards Collateral Material required for 1 Van with 60 Days operation	Rs. 97260.00
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Cost towards Print Material required for 1 Van with 60 Days operation	Rs. 84544.00
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Total 1 van Cost for 60 Days operation	Rs. 1087550.00
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Cost towards 2 Vans for 60 Days	Rs. 6525300.00
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THANK YOU