



Presentation on Promotion of



CHEVROLET

AVEO

UVA





Objectives

- To Promote “AVEO U-VA” and create hype around the product
- To reach out to customers in the market place
- To generate interest and desire amongst the target audience towards the new product
- To increase the visibility of the product & brand
- Showcase Strengths of General Motors
- To build an independent brand value for the dealer



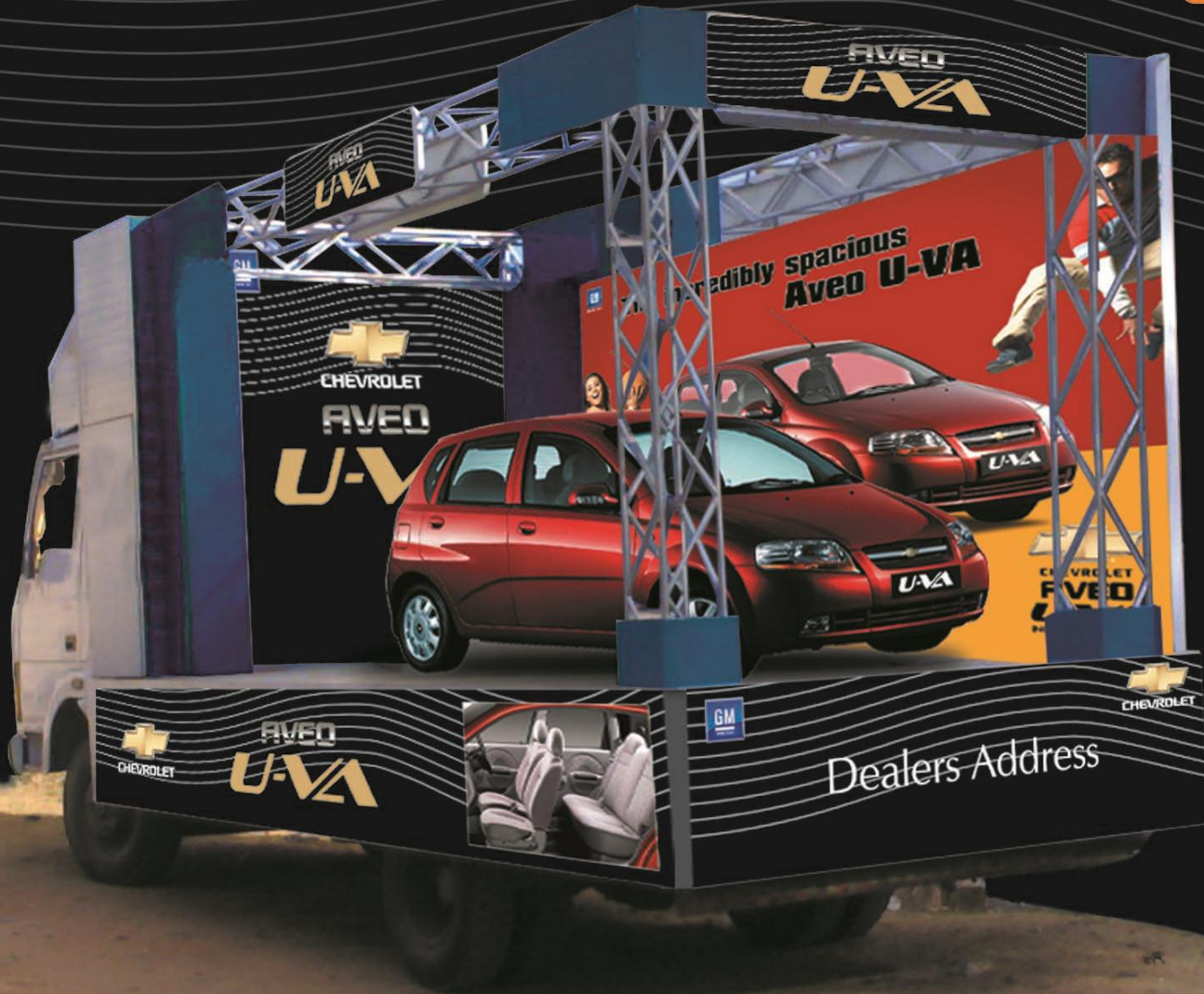
Float Based Activities



Float :

- A specially fabricated LCV having provision for display of AVEO U-VA.
- Float will have eye - catching backdrops with AVEO U-VA graphics and branding
- Silver finished metallic trusses will further accentuate the aesthetics of the float
- A canopy on top will provide excellent branding visibility & act as a cover from weather
- Dealer contact details will be given on the back panel of the vehicle







Equipment :

- PA System with 2 Speakers, Amplifier, CD Player and Mike
- Metal Halides for Lighting
- Generator for power supply

Manpower:

- Campaign Supervisor– 1 No.
- Promoters – 2 Nos.



Activities:

- Route plan will be devised to get optimum coverage from the activity
- Float will cover 2 to 3 pre-identified locations in a day covering potential areas
- At each location, activity will be for 2- 3 hours
- A script will be prepared on product USPs & Announcer will make announcements on the same thus creating hype around the product
- Audio jingles can also be played
- Promoter & Supervisor will be distributing the product literature and encouraging the customers to take test drive
- Customer data will be captured in the Response Cards



Proposed Activity Locations:

- Display near Hi end residential complexes
- Display near prime locations like Malls, IT Campuses, Commercial Complexes
- In City / and Upcountry Markets



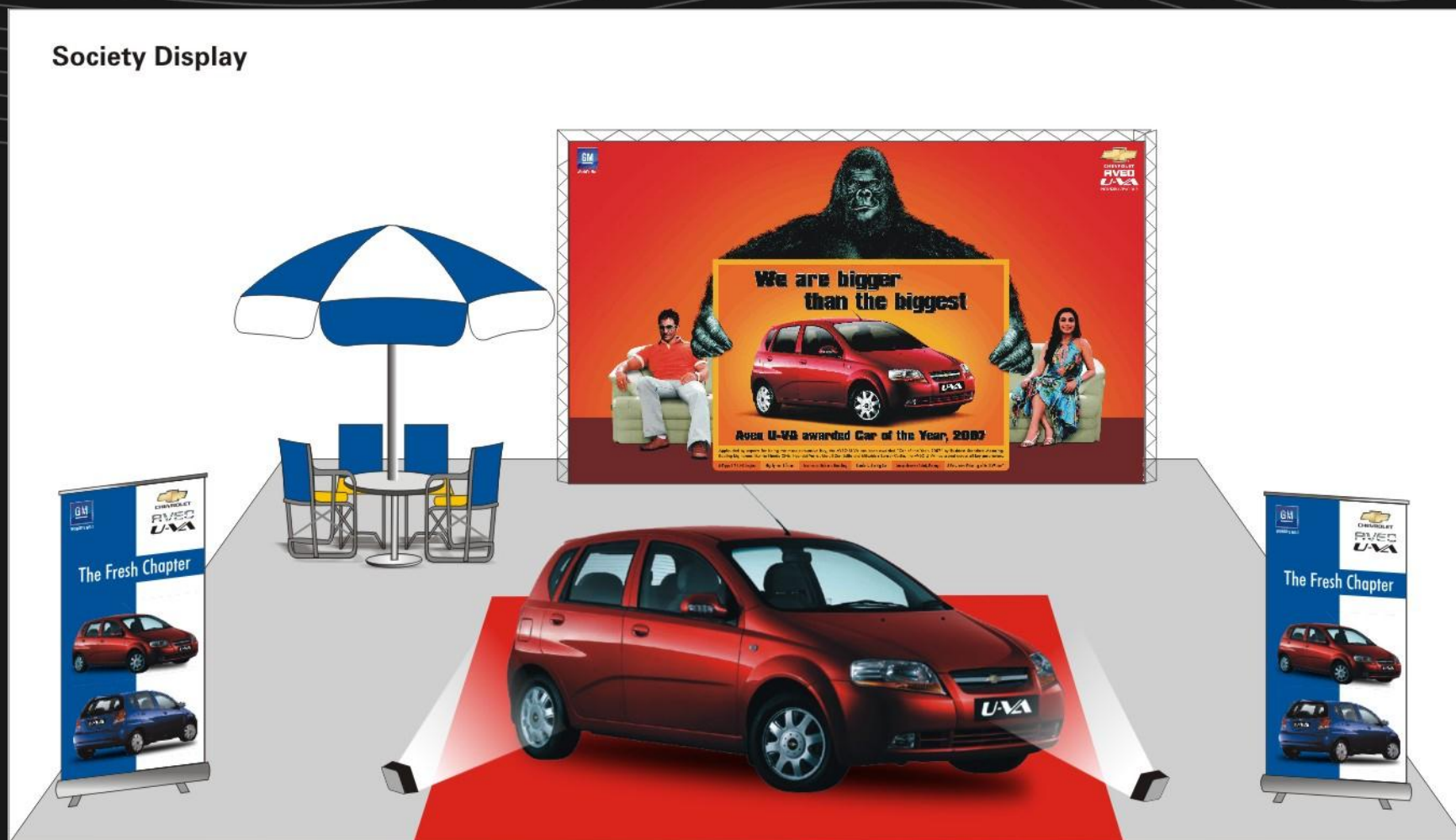
Inputs from Dealer / Company

- To provide vehicles for display & test drives
- To provide the ramp for loading & unloading of the car on the float
- To provide Dedicated Manpower: For Sales, Finance, & Test Drives
- To provide Collateral material like handbills, response cards and merchandise items
- To provide daily route plan well in advance
- Charges towards Fuel and Permits for Demo Cars to be taken care by the Dealer
- Adequate Insurance Cover should be taken for Display and Demo cars / manpower.



Society Display

Society Display





Response card



Name :

Address:.....

.....

Tel. : (R)..... (O)

Mobile :

E mail :

At present I own Vehicle

I would like to buy Aveo U-VA

☐ This Month ☐ Next Month ☐ Next 3 Month

What i like about Aveo U-VA.....

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T-Shirt & Cap





Thank you