

Presentation on Promotion of

# SPARK



## **Objectives**

*Following objectives will be kept in mind while doing the promotion of Indica V2 Xeta in the state of Andhra Pradesh*

- To reach out to customers in the market place
- To explain product features & benefits to customers, encourage them to take test – drive and thus generate leads
- To generate interest and desire amongst the target audience towards the new product
- To build an independent brand value of the dealer

## **Modus Operandi**

*We suggest taking up following activities:*

- 1. City Promotion**
- 2. Semi - Urban Town Promotion**

## **Activities**

### **1. City Promotion:**

- a. Display at malls & multiplexes on weekends
- b. Display at important housing societies / markets
- c. Float based activities (Optional)
- d. Exchange Carnivals (Optional)

## **Activities**

### **2. Semi - Urban Town Promotion:**

- Activities at pre-identified locations in the target areas involving two teams
  - a. **Pre – Event Team** doing “Pre – Event” Promotion and Publicity for 2 – 3 days
  - b. **Event Team** doing “Event Day” activities for 2 - 3 days

# Part 1a

## **City Promotion : Detailed Activity Plan**

### **Display at Malls & Multiplexes on Weekends**

- Identify malls & multiplexes having high footfalls during weekends i.e. Sat / Sun
- **Product Display consists of :**
  - **Material :** Backdrop, Carpet, Music System with Cordless Mike, Lights & Graphic Stands
  - **Manpower :** 1 - Male Promoter, 2 - Female Promoters & 1 - Emcee
- **Activities:**
  - A script will be prepared on product USPs & Emcee will make announcements on the same thus creating hype around the product
  - He will be playing some interactive games with the customers



- **Activities: (contd.)**
  - Promoters will be explaining product features and benefits to customers. They will be encouraged to take test drives
  - Customers data will be noted down in the Response Cards
  - Merchandising items can be distributed to as a token of remembrance
- **Dealer / Company's responsibilities:**
  - Training to Emcee & promoters
  - Provide car for display and test drive, handbills, sales executive, driver, cleaner & merchandising items

## **Costing of Display at Malls & Multiplexes on Weekends**

<b>Fixed Cost</b>	<b>:</b>	<b>Rs.23,430.00</b>
<b>Variable Cost for 10 shows</b>	<b>:</b>	<b>Rs.2,06,000.00</b>
<b>Sub Total ( Fixed + Variable Cost)</b>	<b>:</b>	<b>Rs.2,29,430.00</b>
<b>Agency Supervision Charges @ 15%</b>	<b>:</b>	<b>Rs.34,414.50</b>
<b>Sub Total</b>	<b>:</b>	<b>Rs.2,63,844.50</b>
<b>Service Tax @ 12.24%</b>	<b>:</b>	<b>Rs. 32,294.57</b>
<b>Grand Total ( Rounded Off)</b>	<b>:</b>	<b>Rs.2,96,139.00</b>

**Note: Venue rental cost will be as per actual. If agency pays rentals, than 10% Agency Service Charges and Service Tax @ 12.24% will be applicable.**

# Part 1b

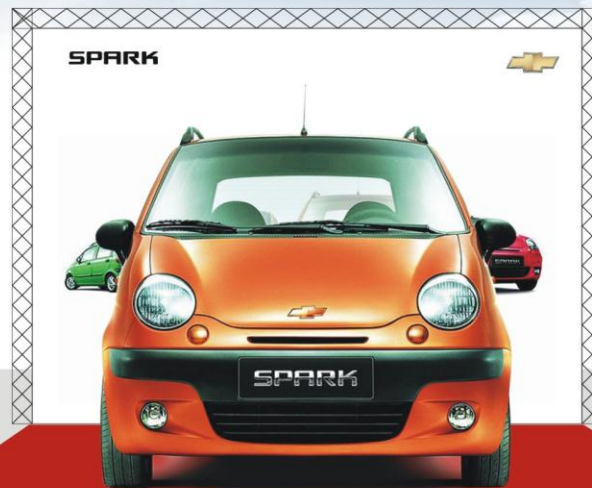
**City Promotion : Detailed Activity Plan**

**Display at Important Housing Societies / Markets**

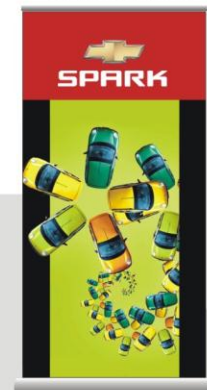
- Identify important housing societies / markets having middle class crowd
- Activities to be carried out on Sat / Sun
- **Product Display consists of :**
  - **Material** : Backdrop, Branded Canopy, Carpet, Graphic Stands & Lights
  - **Manpower** : 2 - Male Promoters & 1 - Female Promoter
- **Activities:**
  - Promoters will be explaining product features and benefits to customers. They will be encouraged to take test drives
  - Customers data will be noted down in the Response Cards
  - Merchandising items can be distributed to as a token of remembrance

- **Dealer / Company's responsibilities:**
  - Training to promoters
  - Provide car for display and test drive, handbills, sales executive, driver, cleaner & merchandising items

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Stall 6x6x7ft



Designed by Relio Quick

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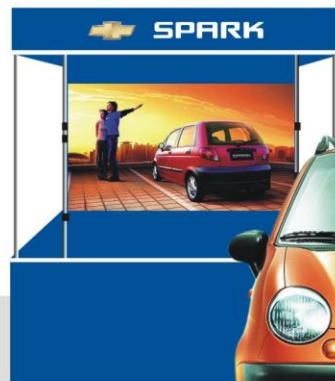
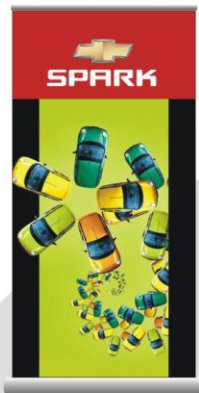




# SPARK



Stall 6x6x7ft



# Part 1c

# **City Promotion : Detailed Activity Plan**

## **Float Based Activities**

- **Float :**

- A specially fabricated LCV having provision for Xeta display on its bed having extended body
- It has eye - catching backdrops with Xeta 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 for sun and rain
- 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 cum announcer – 1 No.**
  - **Promoter – 2 No.**

- **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, the vehicle will be parked for 2- 3 hours**
- **A script will be prepared on product USPs & Emcee 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 residential complexes
  - Display near prime locations like malls, IT campuses, commercial complexes



Van design

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<b>Fixed Cost</b>	<b>:</b>	<b>Rs.75,525.00</b>
<b>Variable Cost for 30 days</b>	<b>:</b>	<b>Rs.2,00,000.00</b>
<b>Sub Total ( Fixed + Variable Cost)</b>	<b>:</b>	<b>Rs.2,75,525.00</b>
<b>Agency Supervision Charges @ 15%</b>	<b>:</b>	<b>Rs.41,328.75</b>
<b>Sub Total</b>	<b>:</b>	<b>Rs.3,16,853.75</b>
<b>Service Tax @ 12.24%</b>	<b>:</b>	<b>Rs.38,782.90</b>
<b>Grand Total ( Rounded Off)</b>	<b>:</b>	<b>Rs.3,55,637.00</b>

# Part 1d

# **City Promotion : Detailed Activity Plan**

## **Exchange Carnival**

### **Indica V2 Xeta Exchange Carnival:**

- To organize a **Exchange Carnival** where existing customers of small cars owners can exchange their cars. The carnival is open to first time buyers also.
- A 2-days event is concluded by having a **Entertainment Program** for Tata Car customers only. ( **Optional**)
- This will help strengthening relationship with Tata Car customers and ensure loyalty towards Tata Motors.

## **Venue & Dates**

- **Venue** : Preferably some club which has ample space for display of cars, stalls for dealers, financier, games, stage for entertainment program etc.
- **Date** : Weekends i.e Sat / Sunday

**Activity:**

- Display of Complete Tata Range with Special Display for Xeta models
- On – the – Spot Valuation of Used Cars
- On – the – Spot Sanction of Loans
- Test Drive
- Customer Meet - cum - Entertainment Program ( Optional )
- Mass Media Campaign
  - Print / Radio / Outdoor

## **Display**

***Special Display for Complete Range of Cars consisting of following items..***

- Display Platform with carpet for Xeta models
- Backdrop with trusses
- Metal halides & Parcan lights
- Music system
- Emcee
- Games

## **Infrastructure at the Venue**

- Entry Gate Facade
- Special Display for Cars
- Stage for Entertainment Program ( Optional)
- Octonorm stalls for:
  - Tata Dealers – 4 nos.
  - Financier – 1 no.
  - Registration Counter – 1 no.
  - Used Car Valuation Counter – 1 no.
  - Games – 3 nos.
- Food court
- Adequate lights
- Signages around the venue

## **Manpower:**

- Promoters – 10 nos.
- Supervisors – 2 nos.
- Security guard & supervisor – 5 nos.
- Emcee – 1 no.



## **Customer Meet & Entertainment Program ( Optional )**

- Arrangement for 250 – 300 people
- Stage with backdrops, props, light & sound system
- Entertainment
  - Emcee to interact with customers e.g.: Mareesha Parekh
  - Female singer ( optional) e.g.: Shibani Kashyap
  - Dance troupe e.g. Bosco Ceasars
  - Comedian from Great Indian Laughter Challenge e.g: Ehsaan Quershi
  - Lucky Draws etc.
- Dinner for all

## **Publicity**

- Newspaper ads in
  - Important Newspapers of the city
- Jingle on FM radio
  - 4 days, 10 spots in morning and 10 spots in evening
- Pole Kiosks – 20 around the venue
- Flex banners – 10 nos. around the venue, 2 each to all dealerships

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### **Tentative Costing**

• Infrastructure & Set Up	-	Rs. 1,50,000/-
• Light & Sound	-	Rs. 50,000/-
• Ambience	-	Rs. 20,000/-
• Manpower	-	Rs. 30,000/-
• Collaterals	-	Rs. 26,000/-
• Miscellaneous	-	Rs. 24,000/-
• Sub Total	-	Rs. 3,00,000/-
• Agency Charges @ 15%	-	Rs. 45,000/-
• Total (A)	-	Rs. 3,45,000/-

### **Tentative Costing**

•Total (A)	-	Rs. 3,45,000/-
• Publicity	-	Rs. 5,00,000/-
• Net Total	-	Rs. 8,45,000/-

#### **Note:**

- Venue Rentals as per actuals. In case the agency pays the rentals for the time being, 10% Agency charges would be charged on the rental value.
- Entertainment & Dinner cost would be additional.

# Part 2

## **Semi - Urban Town Promotion : Detailed Activity Plan**

- **Branded Vehicle**

- A LCV serve to transport demo kit and other promotional material.
- Serves as a mobile hoarding & also used for audio announcements.

- **Equipment**

- PA system consisting of Cassette / CD Player, Amplifier, Speakers & Cordless Mike) – 2 sets ( one with van and other at the event site )
- Lights & fans
- Genset

- **Demo Kit**

- A huge tent to act as a mobile showroom
- Garden Umbrellas with tables



- **Demo Kit ( contd.)**
  - Backdrop
  - Coir mat with tarpulin
  - Carpet
  - Plastic folding tables and chairs
- **Merchandising & Collateral Materials**
  - Flex banners
  - Cloth banners
  - Handbills
  - Response books

- **Manpower:**

- Supervisor (1 no.)
- Promoters (2 with promotion team & 2 with event team)
- Technician – 1 no.
- Hired labourers

## **Detailed Activity Plan**

### **Pre – Event : 2 days**

- Distribution of Handbills at crowded places like market areas, bus stops, depots, colleges, shopping areas & other such locations
- Putting up the banners at important locations informing the customers about the event and creating a hype about the event
- Putting up the Event Set - Up a night prior to the first day of the event

## **Detailed Activity Plan**

**Event Days : 2 days**

- **Vehicle will be displayed as shown in the design**
- **Promoters will be interacting with the customers, explaining them the product features & encouraging them to go in for test drives**
- **Customer data will be captured in the Response Cards**
- **The van will be traveling the nearby areas making announcements and inviting people to visit the event site**
- **Emcee entertaining customers and playing some interactive games / quiz**

**Activity Flow Chart**

Days	1	2	3	4	5	6	7	8	9
Pre Event Promotion	Transit	Location 1		Transit	Location 2		Transit	Location 3	
Event Days			Transit	Location 1		Transit	Location 2		Transit

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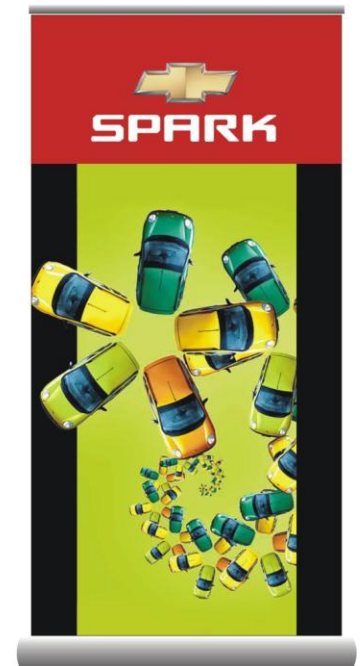
## Umbrella



## KIOSKS



## Graphic Stand



**Handbill. 5.5" x 8.5"**



## T-SHIRT



## **Costing of Semi – Urban Town Promotional Activities**

<b>Fixed Cost</b>	<b>:</b>	<b>Rs. 50,350.00</b>
<b>Variable Cost for 10 shows</b>	<b>:</b>	<b>Rs.2,80,375.00</b>
<b>Sub Total ( Fixed + Variable Cost)</b>	<b>:</b>	<b>Rs.3,30,725.00</b>
<b>Agency Supervision Charges @ 15%</b>	<b>:</b>	<b>Rs.49,608.75</b>
<b>Sub Total</b>	<b>:</b>	<b>Rs.3,80,333.75</b>
<b>Service Tax @ 12.24%</b>	<b>:</b>	<b>Rs.46,552.85</b>
<b>Grand Total ( Rounded Off)</b>	<b>:</b>	<b>Rs.4,26,887.00</b>

**Note: Venue rental cost will be as per actual. If agency pays rentals, than 10% Agency Service Charges and Service Tax @ 12.24% will be applicable.**