



THE CURE FOR THE COMMON CAR

IndicaV2
XETA
PETROL



Presentation on Promotion of



In Tamil Nadu



Submitted by :

Integrated Marketing Communication Solutions



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Objectives

Following objectives will be kept in mind while doing the promotion of Indica V2 Xeta in Tamil Nadu

- 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



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Modus Operandi

We suggest taking up following activities:

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



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Activities

1. City Promotion:

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



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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



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Part 1a



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City Promotion : Detailed Activity Plan

Display at Malls & Multiplexes on Weekends



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- Identify malls & multiplexes having high footfalls during weekends
- **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



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- **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



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Mall Display





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Part 1b



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City Promotion : Detailed Activity Plan

Display at Important Housing Societies / Markets



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- 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



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- **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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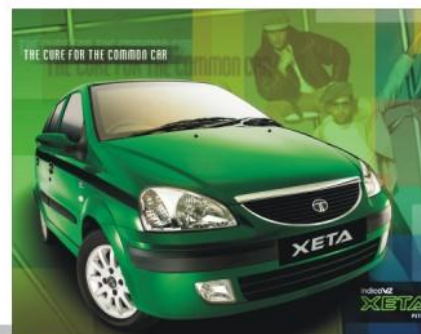
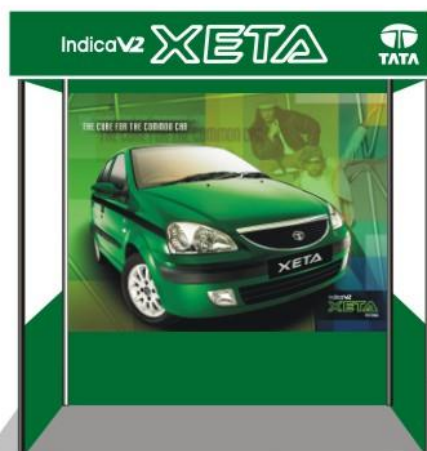


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Society Display





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Part 1c



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City Promotion : Detailed Activity Plan

Float Based Activities



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- **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



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- **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.**



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- **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



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- **Proposed Activity Locations:**

- Display near residential complexes
- Display near prime locations like malls, IT campuses, commercial complexes

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TATA Motors (XETA) Van Design





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Part 1d



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City Promotion : Detailed Activity Plan

Exchange Carnival



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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.



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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



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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



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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



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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.



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Customer Meet & Entertainment Program

- Arrangement for 250 – 300 people
- Stage with backdrops, props, light & sound system
- Entertainment
 - Emcee to interact with customers
 - Playback Singer
 - Dance troupe
 - Lucky Draws etc.
- Dinner for all



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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

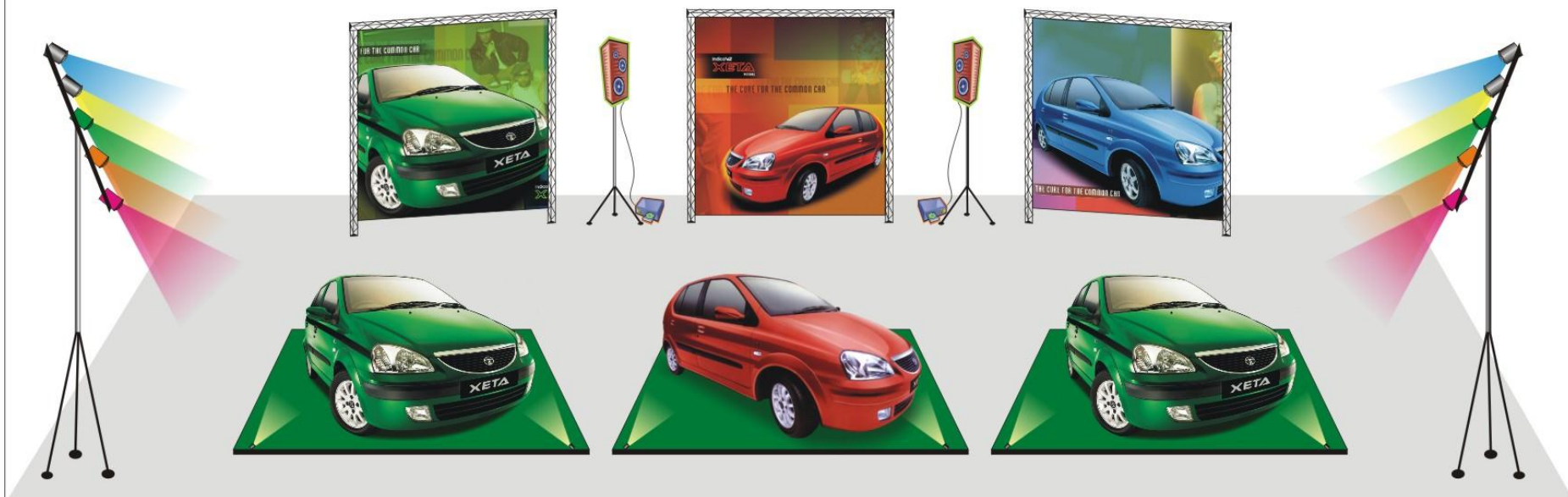


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TATA Motors (XETA)
Exchange Carnival Display Setup





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Part 2



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Semi - Urban Town Promotion : Detailed Activity Plan



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- **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



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



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- **Manpower:**

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



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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



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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



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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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Dealer / Company Responsibilities

- Provide vehicles for display & test drives
- Booking of the venue:
 - Should be well in advance
 - Should not be changed within the activity period
 - Should be neat & clean place
 - Should be easily accessible, a known place
- Dedicated Manpower: For Sales, Finance, Promotions & Test Drives
- Security for the event days
- All permissions to be taken well in advance



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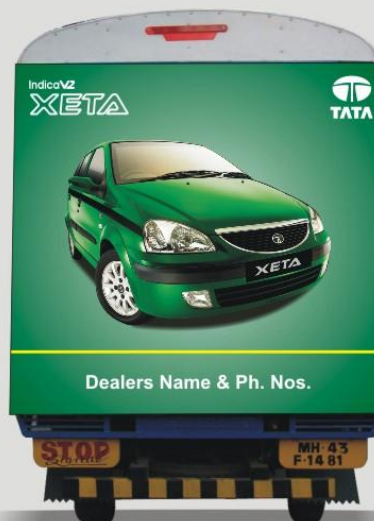
TATA MOTORS XETA Layout





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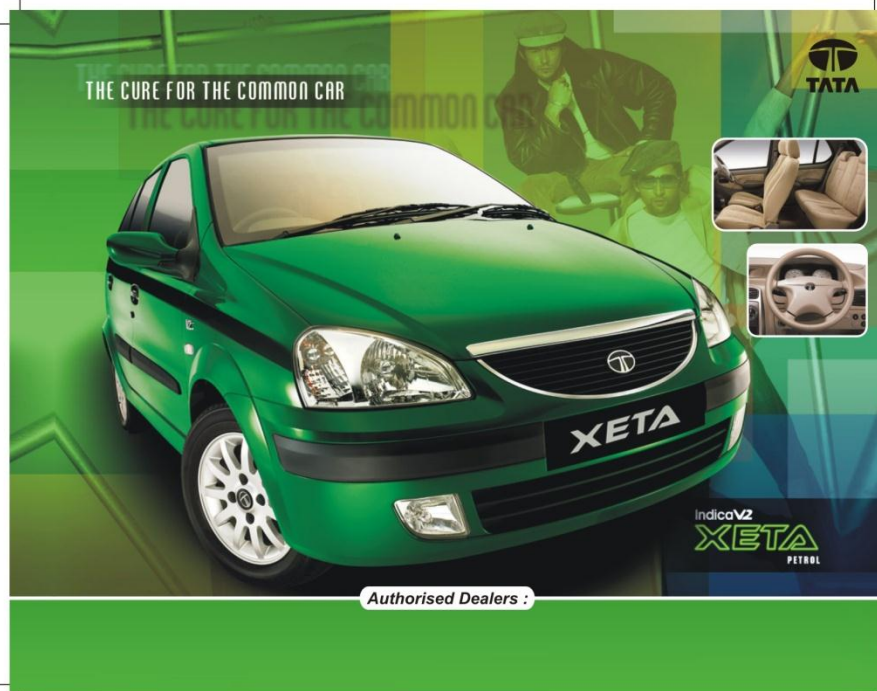




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Handbill

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SR. No. :

Name : Age :

Address :

City : State :

Pin : E-mail ID :

Profession :

Tel. No. : Mobile No. :

My Present Car

I want to purchase my next car

☐ In 15 Days ☐ In 30 Days ☐ In 45 Days ☐ In 3 Months

Date : Place :

Sales Representative Name :

Response Card



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T-shirts (Front)



Cap



T-shirts (Back)





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