

A Proposal on

SANTRO

PROMOTIONAL CAMPAIGN



Submitted by :





CLIENT

HYUNDAI MOTOR INDIA LTD.

ACTIVITY

SANTRO PROMOTION CAMPAIGN

TARGET MARKETS

STATES OF KARNATAKA, TN, AP & KERALA





OBJECTIVES



- **Creating top of mind awareness of the brand.**
- **Generating interest and desire amongst the target audience towards the product.**
- **Help build a positive association with the masses thereby enhancing the brand personality.**



ACTIVITY



Activity :

1. Explore New Markets in Rural / Semi – Urban Areas to expand the customer base by:

- Reaching out to prospective buyers in these markets
- Showcase Strength & Might of Hyundai Worldwide
- Product display
- Test Rides
- Explaining Product Features & Benefits (FAB)



MODUS OPERANDI



- *Modus Operandi* :

We propose to conduct this activity through an integrated communication strategy involving local excitement, interactive activities and audio-visual communication with the above objectives in mind. This would include:

- Van based activities - **Relio Quick Sales Promotion Van**
- Event based activities - **SANTRO Utsav**



VAN BASED ACTIVITIES



Relio Quick Sales Promotion Van offers:

- **A 5-in-1 non-conventional medium:
Mobile, Audio, Visual, Audio-Visual and Inter Personal
Communication Medium**
- **Reach at customer's doorstep**
- **Talk to the customer in his language & context**
- **Reach where no other media can reach so effectively**
- **Campaign evaluation**



VAN BASED ACTIVITIES



- Van based activities will be carried out by **Relio Quick Sales Promotion Van**
- Van will cover 3 to 4 locations in a day as per pre-identified route plan covering potential areas.
- Route plan will be devised in such a manner that optimum coverage is done and at the same time hype can be built up for **SANTRO Utsav**



VAN BASED ACTIVITIES



Activities to be undertaken by Relio Quick Sales Promotion Van

- Influencer contact
- Audio announcements
- Playing of audio jingles
- Interactive games – Dart game
- Putting up of banners & posters
- Distribution of handbills
- Inviting people to visit the **SANTRO Utsav**
- Television show in the day time
- Screen show in the evening at site where **SANTRO Utsav** is being celebrated



EVENT BASED ACTIVITIES



SANTRO Utsav

Duration: Minimum - 2 days

Site : A centrally located site, easily accessible from all near by areas

Set up & activities:-

- Collapsible stalls colorfully dressed up with POP material like posters, buntings, dangles and graphic stands etc. Seating arrangement will also be provided for visitors.
- Area around it will be spruced up with flags, buntings & garden umbrellas.
- Sales Promotion Executives will be distributing the handbills and explaining the product features.
- Visitors will be encouraged to take Test Rides.
- Inquiries will be noted in the Response Cards.
- **In the evening, screen show comprising of popular film songs of local flavor interspersed with product ads will be organized.**



EQUIPMENT & MANPOWER



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

Equipment:

1. **Relio Quick Sales Promotion Van**
2. Tata 407 LCV carrying **Santro Utsav Kit**

Manpower:

1 Executive - Operations



EQUIPMEN T



- **Relio Quick Sales Promotion Van** is a light commercial vehicle (TATA 407) which has a specially fabricated body and is designed to undertake rural campaigns.
- It has the following equipment :
 - ▶ An in-built PA system, cassette player with amplifier and two speakers
 - ▶ A 100" roll down screen with three gun Video Projector for screening of communication software
 - ▶ A 29" CTV and a VCP for day time shows
 - ▶ A generator set for power supply
- Both sides of the van will be fitted with **Digital Printed Hoarding** on flex.
- Three member crew – driver, technician & van supervisor
- Van runs a 25 days cycle following a route plan provided by the client.



EQUIPMENT



Santro Utsav Kit consists of the following items :

- Two hut shape stalls of 10' x 12' each, Height of side walls – 8 ft and Central Height – 12 ft
- Coir Matt to be laid inside the tent.
- Tarpaulin base for coir matt
- Collapsible Moulded Plastic Tables : 4 Nos.
- Folding Chairs : 20 Nos.
- Two Graphic stands (6' x 3') to display the product posters.
- Digitally printed flex banners (3' x 6'): 6 nos.
- Two garden umbrellas with round tables duly branded with corporate logos
- Flags - 10 nos. Size: 4' x 3'
- Flag posts with heavy bases: - 10 nos. each (Flag post height 10')
- Six flags on the top of the stall
- Buntings made of Sun-board material – 100 mtr.
- Danglers made of Sun-board material – 20 nos.

The above kit will be carried in a Tata 407 LCV. 2 un-skilled persons will be hired locally to mount and dismantle the stall. Executive - Operation will look after it.



MANPOWER



- One **Executive - Operation** per team
- **Responsibilities:**
 - ▶ Setting up of Display Kit for **Santro Utsav**
 - ▶ Creating overall ambience
 - ▶ Maintenance & up-keep of the Display Kit.
 - ▶ Show winding up
 - ▶ Movement of material to next location



ACTIVITY PLAN



Responsibilities

PRE - EVENT ACTIVITIES	RELIO QUICK	DEALER	HYUNDAI
Route Plan of van	✓	✓	✓
Selection of site for <i>SANTRO Utsav</i>	✓	✓	✓
Permissions, if any		✓	
Printing of collateral material	✓		
Production of merchandising items	✓		
Arrange demo cars (permits, insurance, octroi etc.)		✓	✓
Training of Sales Promotion Executives			✓
Production of communication software (audio & audio-visual)	✓		✓



ACTIVITY PLAN



Responsibilities

EVENT ACTIVITIES	RELIO QUICK	DEALER	HYUNDAI
Setting up <i>SANTRO Utsav</i>	✓		
Display of cars	✓		
Creating overall ambience	✓		
Screen Show	✓		
Registration of visitors	✓		
POST- EVENT ACTIVITIES			
Show winding up	✓		
Movement of material to next location	✓		



SUGGESTED LIST OF COLLATERAL ITEMS



HANDBILLS

RESPONSE CARDS

POSTERS

BANNERS

POCKET CALENDARS

SLING PENS



PROPOSAL DOES NOT INCLUDE



- Fuel & maintenance expenses pertaining to demo cars / cars on display.
- Any taxes, octroi, levies, temporary registration, local permissions, location rental for **SANTRO Utsav** etc.
- Refreshment etc. if any to visitors.

Note : Cost towards production of Communication Software will be submitted separately.

SANTRO
PROMOTIONAL
CAMPAIGN



EARLIER CAMPAIGNS





EARLIER CAMPAIGNS





EARLIER CAMPAIGNS



HYUNDAI PROMOTIONAL VANS





EARLIER CAMPAIGNS



FLEX BANNER - 6X 3FT.





EARLIER CAMPAIGNS



COTTON BANNER - 8X 3FT.

क्या आपके पास जिंग है ?







EARLIER CAMPAIGNS

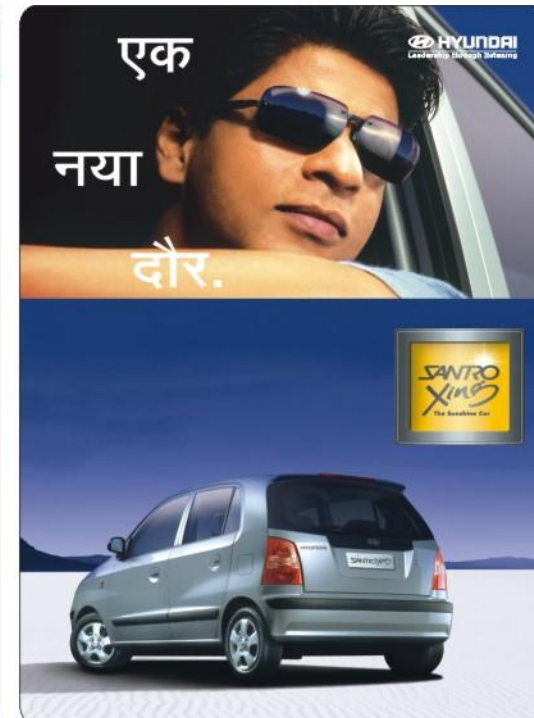


Print for Graphic Stand



Pocket Calendar

2003-04											
OCTOBER-03				NOVEMBER-03				DECEMBER-03			
S	M	T	W	T	F	S	S	M	T	W	T
			1	2	3	4	30		1	2	3
5	6	7	8	9	10	11	2	3	4	5	6
12	13	14	15	16	17	18	9	10	11	12	13
19	20	21	22	23	24	25	16	17	18	19	20
26	27	28	29	30	31		23	24	25	26	27
JANUARY-04				FEBRUARY-04				MARCH-04			
S	M	T	W	T	F	S	S	M	T	W	T
			1	2	3		1	2	3	4	5
4	5	6	7	8	9	10	8	9	10	11	12
11	12	13	14	15	16	17	15	16	17	18	19
18	19	20	21	22	23	24	22	23	24	25	26
25	26	27	28	29	30	31	29	28	29	30	31
APRIL-04				MAY-04				JUNE-04			
S	M	T	W	T	F	S	S	M	T	W	T
			1	2	3		30	31		1	2
4	5	6	7	8	9	10	2	3	4	5	6
11	12	13	14	15	16	17	9	10	11	12	13
18	19	20	21	22	23	24	16	17	18	19	20
25	26	27	28	29	30		23	24	25	26	27
JULY-04				AUGUST-04				SEPTEMBER-04			
S	M	T	W	T	F	S	S	M	T	W	T
			1	2	3		1	2	3	4	5
4	5	6	7	8	9	10	8	9	10	11	12
11	12	13	14	15	16	17	15	16	17	18	19
18	19	20	21	22	23	24	22	23	24	25	26
25	26	27	28	29	30	31	29	30	31		





EARLIER CAMPAIGNS



Response Card

Hyundai Response Card

Name :

Address :

.....

Taluka : Distt. :

State : Pin. :

Tel. No. : Mobile No. :

My Present Car/s. (1) (2) (3)

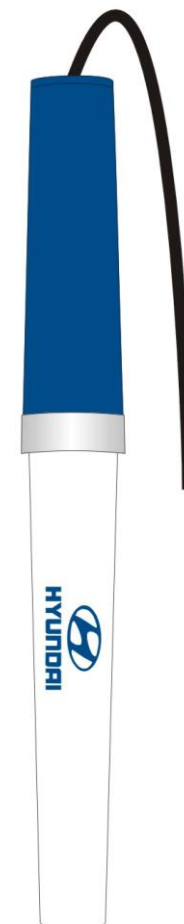
I want to purchase my next car

☐ In this Month ☐ In next three Months
☐ In next six Months ☐ In this Year

Date : Place :

Sales Representative Name :

PEN DESIGN





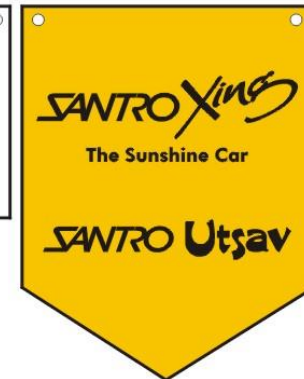
EARLIER CAMPAIGNS



Buntings

Buntings (7.25" x 5.5")

Buntings (9" x 4")



DANGLERS

Danglers Design (8"x6.5")

Front

Back



WHEEL OF FORTUNE





EARLIER CAMPAIGNS



VAN SIDE PANEL 1



VAN SIDE PANEL 2



VAN BACK PANEL

Back Door Design (6.5 x 5.5 ft)



COST AT GLANCE



Relio Quick Video Van for 1 cycle	Rs. 98000
Maintenance & Upkeep of Demo Kit	Rs. 8000
Manpower : 1 Executive Operation & 2 Locally Hired Labourers	Rs. 25000
Vehicle for Transportation of Demo Kit	Rs. 38000
Santro Promotional Kit	Rs. 96150
Collateral Materials	Rs. 136000
Octroi, Payouts etc. (approx)	Rs. 25000
Contingency	Rs. 15000
Total	Rs. 441150
Taxes extra as applicale.	



THANK YOU
