

Hyundai Verna Promotional Campaign



Submitted by :



VERNA
—feel it—



Objectives

- To Promote "Hyundai VERNA" 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

VERNA

feel it

HYUNDAI
Drive your way™



Float Based Activities



Float :

- A specially fabricated LCV having provision for display of Hyundai VERNA.
- Float will have eye - catching backdrops with Hyundai VERNA 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

VERNA

—feel it—

HYUNDAI
Drive your way™

HYUNDAI
Drive your way™

The New Hyundai Verna.
The power of over a 100 horses refined to perfection.
In 1.6L VTVT petrol and new generation CRDI 1.5L VGT diesel.

VERNA
—feel it—

VERNA
—feel it—

Relio Quick

VERNA

feel it

HYUNDAI
Drive your way™





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.



Activities @ Malls & Complexes

Hyundai Verna MALL DISPLAY



The New Hyundai Verna.
In 1.6L VTVT and new generation
CRDi 1.5L VGT diesel.



The all new Hyundai Verna is here. It brings you the power of superior engineering that caters to your every demand. This new sedan also offers you the safety of a perfect road grip. Its unique Eggshell design makes it aerodynamic outside and spacious inside. What's more, its luxurious interior makes it a pleasure to drive. It's the absolute joy of driving and experience.

**MOVE WITH THE
CHANGING WORLD**



VERNA
feel it

Introductory price starts Rs 8.25* lakh




VERNA

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HYUNDAI
Drive your way™



Response card

 **HYUNDAI**
Drive your way™

VERNA
— feel It —

Date Serial No.....

Name :

Profession :

Contact Address :

.....

Tel. No. : (O) (R).....

Mobile :

Email :

At present I own : Vehicle

I would like to buy New Hyundai Verna within

☐ This month ☐ Next month ☐ Next 3 months

What i like about New Hyundai Verna

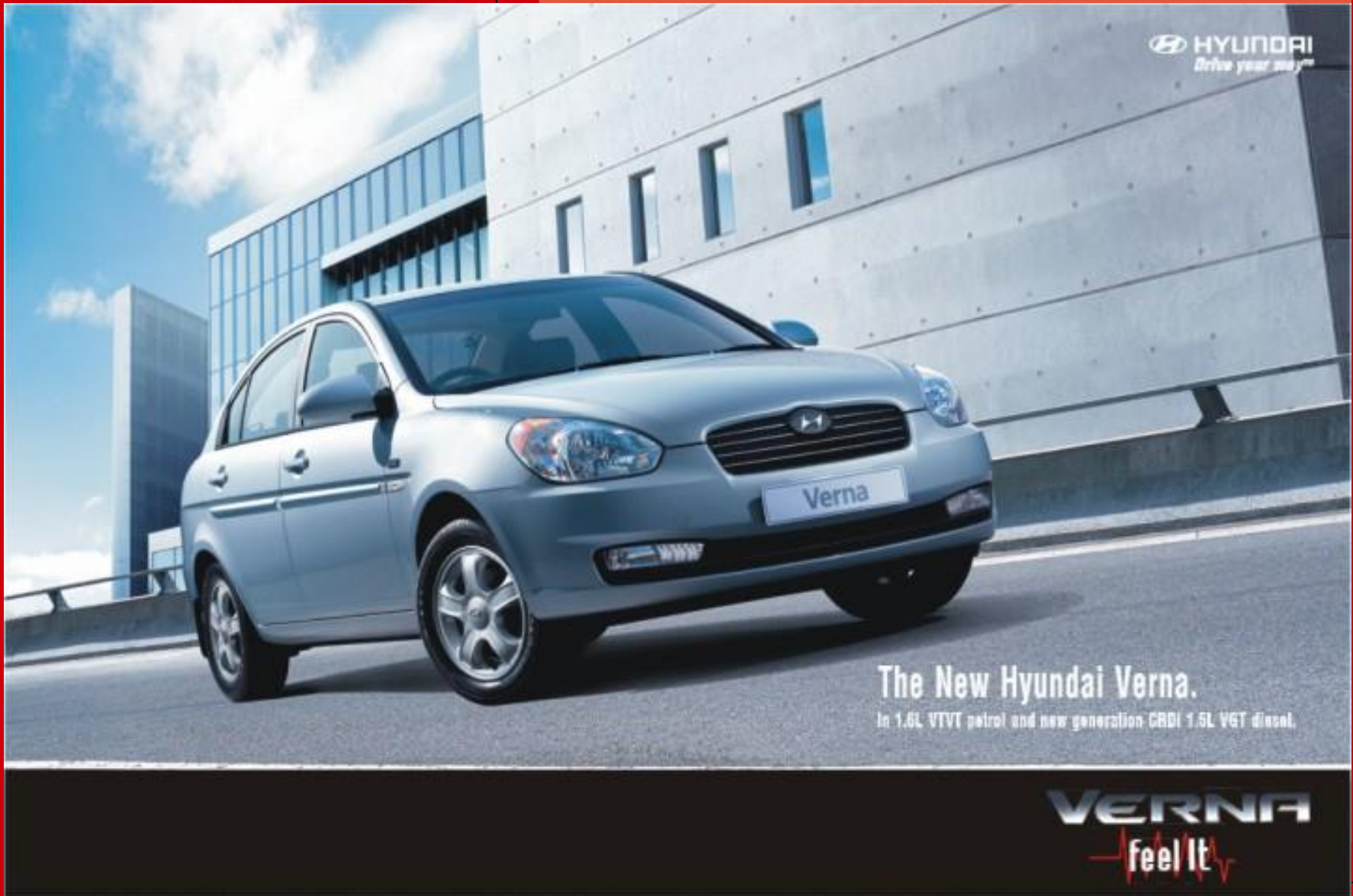
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Signature

VERNA
—feel It—

Poster & Handbill

HYUNDAI
Drive your way™





T-Shirt & Cap



VERNA

feel it

HYUNDAI
Drive your way™



Thank you