

Presentation on Promotion of



Change your Life

In Andhra Pradesh



Submitted by :

Integrated Marketing Communication Solutions

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



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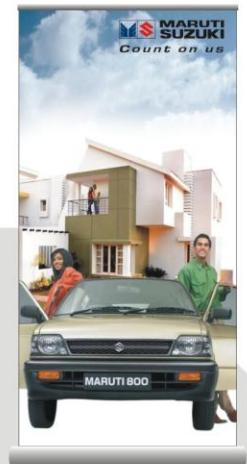
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Graphic Stand 6 x 3 ft



Stall 6x6x7ft



Designed by Relio Quick

Costing of Display at Malls & Multiplexes on Weekends

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

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



Stall 6x6x7ft



Costing of Display at Important Housing Societies / Markets

| | | |
|---|----------|-----------------------|
| Fixed Cost | : | Rs.10,680.00 |
| Variable Cost for 10 shows | : | Rs.90,000.00 |
| Sub Total (Fixed + Variable Cost) | : | Rs.1,00,680.00 |
| Agency Supervision Charges @ 15% | : | Rs.15,102.00 |
| Sub Total | : | Rs.1,15,782.00 |
| Service Tax @ 12.24% | : | Rs. 14,171.72 |
| Grand Total (Rounded Off) | : | Rs.1,29,954.00 |

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 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

Costing of Float Based Activities

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

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 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 |



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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Handbill

Response Card

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Costing of Semi – Urban Town Promotional Activities

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

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.



Thanks