



World's No.1

CHEVROLET
SPARK
Full of life!



Jeevan Mein Umang

Spark Ke Sang



JEEVAN MEIN UMANG, SPARK KE SANG

The objective was to en-cash the growing rural prosperity by making Spark as their first choice thus increasing their market share in untapped rural markets having high growth potential.

STRATEGY

- Relio Quick developed, managed and executed a comprehensive program whereby a greater customer contact was generated with the rural masses.
- Program envisaged reaching out to identified Focus Groups through an Integrated Communication Strategy involving interactive activities, excitement around the product with Campaign objectives in mind.
- This was achieved through specially fabricated "Jeevan Mein Umang Spark Ke Sang Float" ... exclusively designed vehicle with product display.
- A well trained 'Feet on the Street' carried out the 'Activation Program'.
- Target Focus groups : Government employees, members of Gram Panchayat, Panchayat Samiti and Zila Parishads, Regional Rural Bank Employees, Tractor owners, Rural doctors, Primary Health Centres, Rural teachers, Numberdars, tehsildars, arthias etc. and Farmers having high disposable income.

RESULTS

Enquiries generated : 2837, Test drive taken : 591, Hot Prospects : 647

