



TAKE A TEST RIDE & GET A CHANCE TO MEET SACHIN TENDULKAR

To generate excitement and awareness for the New Vector Edge bikes in Mumbai, Navi Mumbai, Thane and Rigad districts, agency prepared a comprehensive activation program to reach to consumers in the market place. Strategy was to create High Impact Visibility Impact 'In' & 'Outside' dealerships for one month period. It involved:

- Promotional Schemes to generate traffic to dealerships
- Special Display to generate excitement in the product
- Mass Media Campaign to announce schemes etc.
- Roads Shows & Float activities to develop awareness & excitement
- 'Musical Nite' and 'Meet Sachin Tendulkar' to culminate the campaign with a bang
- ◆ Agency created the campaign designs which included print ads, banners, handbills, road show kits, truck floats etc.
- ◆ 'Musical Nite' for those who booked / purchased bikes during the period was organized by the agency.
- ◆ 'Meet Sachin Tendulkar' : Lucky draw winners were invited to meet Sachin. Bikes autographed by Sachin were handed over to the winners and they got a chance to interact with the winners.

RESULTS

Enquiries generated : 1155, Hot Prospects : 673, Bikes delivered during campaign : 535

