



REACHING OUT TO CUSTOMERS IN THE RURAL AREAS TO CREATE TOP-OF-MIND AWARENESS & ORGANIZE TEST DRIVES TO GENERATE LEADS.

STRATEGY

- Agency developed, managed & executed a comprehensive campaign which included mobile showrooms created at various locations in the target markets. It involved collapsible tents along with tables, chairs, branding items, vehicle displays and a branded truck which carried all these items. It involved:
 - Pre event activities for 3 days at each locations
 - Event activities for 3 days at each locations and
 - Post event activities for 3 days at each locations
- Activity flow chart was devised in such a manner that there is optimum usage of manpower.

RESULTS

Enquiries generated : 1236, Hot Prospects : 748, Bikes delivered during campaign : 442

