

OUR TVS CAMPAIGN AAGEY BADHO!



MARKET SITUATION

The market covered is a developing market, the Company TVS Motors is very strong in this market with its motorbike TVS Star, however they posed a problem in which their Scooterette SCOOTY PEP + was not catching up as a brand within the market. The primary problem being awareness and brand salience. The market size for the category itself is small as women Girls do not prefer to drive 2 wheelers, or parents are not too supportive of 2 wheelers for girls. The problem is a lack of consideration for the brand and more over lack of brand excitement.

Product: - Scooty Pep+ Scooterette from TVS Motor Company.

Positioning

- The first ever four stroke Scooterette
- Combines style with performance
- Compliments the fairer sex identity
- Personifies into a youthful, glamorous, independent and delightful proposition.
- Endorsed by bollywood actress Priety Zinta translates the brand attributes of being Peppy, Zestful and Liberated.

Scooty's core proposition is clearly the desirability of the product, which is encapsulated in the brand's advertising thought and tagline, 'First Love'.

Competition & Market Share

TVS Scooty and Pep is formidably the market leader in the Scooterette segment. With bleak competition from Bajaj Wave and a fresh, nascent competition from Hero Honda Pleasure, Scooty remains as the highest selling brand in its category.

Campaign Objectives: The campaign was concentrated in a region where in the category was still growing and Scooty as a brand required a breakthrough in connecting with the target audience.

- Target Audience Girls aged 15- 20. (end users) and Fathers (Actual Buyers)
- Objectives
- Increase Brand Awareness, Brand salience
- Create Brand Excitement
- Interactive activity which connects at an emotional level
- Increase consideration of Scooty within product category.
- Develop a program which also reached out to the Gatekeepers (Parents, & guardians)

CAMPAIGN DESCRIPTION

The Thought: - The Brand Scooty positions itself as the "medium to freedom" the freedom from relying on others, the freedom for "Her" (the TG) to go to college on her own..... To plan more into her education days....to expand her horizons every day..... Small freedoms add up to much more.....the freedom to dream outside of the confines of traditional choices

Elevating this freedom to things closest to the target group and the gate keepers (parents) zeroed us in to the single most important topic at this stage in most families - "CAREER"

The Background: In the target region (Uttar Pradesh including Uttranchal) in India, there is an inherent lack of Social support for non traditional career choices. Also Girl child education is lower on priority as compared to education of the male child in the family. These two points were focused on to develop the campaign which was integration of various mediums, BTL (direct connect), Print, Out of Home, Electronic and PR.



The Program Cause taken up - Promoting higher Education for the Girl child. A school Contact Program was designed, where in Girls aged 15Yrs and above were asked to write an Essay in 300 words on "What is your choice of career and why" 32 Scholar ships of INR25,000/- each were announced for the winners. The activity was called "Aagey Badho" which means "Move ahead".

*creatives were provided by the client basis the concept presented.

Scope: - 58 main towns were covered which 3000 schools were targeted.

The Activity was divided into various Phases.

- Phase I. A press Conference held on the launch of the activity in the state Capital. The activity rolled out with the press Launch on 25th July 2005.
- Phase II 2 Months (26th July 05 26th September 05)
- Hoardings / Out of Home 105 locations across the cities went up on 26th July 2006.



- Press Ads the 1st of which came out on 26th July 2006 (total of 7 insertions in 2 months. - These ads also had a PO Box address so that girls apart from the Schools targeted could participate.

- Media Innovation: Apart from Print ads there was also innovation done in Print & electronic media.

Celebrities Women from various fields in life came forth to support Freedom of career and girl child Education.

- 250 spots of 40 seconds each this shows 2 of the 7 celebrities which spoke on electronic media in support of the activity. The celebrities like Priyanka Chopra, Santosh Yadav (world record holder & Mountaineer), Kanchan Chaudhary (IPS Officer), Mahima Chaudhary among others





- 7 advertorials in print of 240 Sq Cm Each. In which various national & International celebrities' spoke of their support for the activity cause. These Advertorials were branded with Scooty branding, this added in a lot of glamour as well as credibility for the promotion on ground with parents as well as Students.

- **School Contact Program** Schools were contacted and all the Girls aged 15yrs and above were taken through the activity step by step.

Step1 A booklet with education and career information was given to each child. The booklet has a tear away which would entitle the kids to free driving lessons at their nearest dealer.



Step 2 An interactive discussion was held in an open forum with the Girls to give details of the various careers. (basic information) and the activity details on how to participate etc.



TVS

Name: _____
 Father's Name: _____
 Age: _____
 Address: _____
 City: _____ Pin: _____
 Phone No. (Residence): _____
 School: _____
 Class: _____ Sec: _____
 Topic of the Essay: **Bonung/ Math**

Student's Signature: _____

Essay Contest Guidelines:

1. This contest is valid only for girl students of class 9th-12th.
2. The essay must not exceed 300 words.
3. Essay should be attached with this form.
4. The Essay must clearly reflect your career choice and the reason for the same.
5. Drop your essay written on a separate sheet attached to this form in the Drop Box placed in your school premises.
6. Entries to be deposited in the Drop Box within the given time period.
7. All entries will be the property of **TVS Motor Company Pvt. Ltd.**
8. The Judge's decision will be final and binding.
9. If the participant is short listed she would have to be present at the (intimated) venue with a legal guardian for the Group Discussion and the interview and sending the entry. It is assumed that you accept the terms and conditions of the contest with the consent of your legal guardian.

Parental Disclaimer:

I, _____ Guardian of _____ Who is a student of _____ School, give my permission to my ward for participating in the "Scooty Aagey badho" contest. I conform to the guidelines and terms as mentioned above.

Signature: _____
 Name: _____

Entries submission: Entries could be submitted in multiple ways post filling up a simple form with the essay attached.

- Drop Box at the school was placed for 15 days where entries could be dropped.
- Could be sent via snail mail to a PO Box Number
- Could be dropped at the nearest TVS Scooty dealer.
- Phase III Selection of winners
- Entries were short listed by College & University teachers with the help of college students basis the criteria





- The sincerity of the entry
- The choice of career
- The reason given for best fitment
- 12 centers were marked in which the balance cities were decided
- 10 entries per city were short listed and called for a group discussion
- The GD was presided over by a Teacher, and two local print media Editors.



- Out of these 6 students were selected for an Interview
- The interview was held by One TVS representative, A college professor and the Editor of the local newspaper
- A total of 32 winners were selected
- **Phase IV** the 32 winners with one guardian were called to Lucknow on 8th October 2005 The State capital where the Scholarship cheques of INR 25000/- each were handed over to the winners in presence of the Media. The guardians undertook a pledge that the funds would be used for the best benefits of their wards career.

MEDIA SUPPORT

- The activity through its partnership with a leading local daily (Dainik Jagran) incorporated a huge amount of media coverage in Print as well as electronic media. This contributed to a large extent towards creating Brand Excitement and enhancing the Image of the Brand.
- Activity was announced & covered in the Morning news on the News Channel Channel 7 File 4 which is has parts of coverage on the channel (channel 7 is a national news channel currently under CNN bouquet of channels)
- The channel also covered the activity progress on a weekly basis
- In print the editorial coverage was planned to create maximum Brand Excitement and involvement of opinion leaders.



- Activity coverage within the schools while the activity was taking place
- Interviews of School principals, parents and teachers in support of the activity as well as Freedom of choice of career.
- Interviews of the winners in their respective cities post the Scholarship announcement.

RESULTS

- Quantitative:
- 5, 56,000 (five lac fifty six thousand students) were contacted

- 2,00000 (2 lac entries) were received. I.e. over 2 lac target audience participated in the contest.
- Over 4260680 CC of Print coverage
- Qualitative: - Extracts of report Prepared by: TNS India for TVS- Dated: 8th December 2005
- Activity reach to consumers: (significant at 95%)
- Read 1 was pre activity
- Read 2 Post activity
- Cities
- Lucknow is the state capital
- Barielly is a small town representative of the small town impact all 57 of the cities apart from the capital are close to the small town template represented by Barielly



Chart 1

- Reach in sample cities showed huge increase (minimum Double increase) despite the base being small.

Creative reach

- Lucknow The reach in target group (daughters) increased by 833% from 3-25
- Barielly The reach in target group (daughters) increased by 200% from 12-24

Promotion / Branded reach

- Lucknow percentage of people that associate the brand with the communication increased by 950% from 2-19
- Lucknow percentage of people that associate the brand with the communication increased by 271% from 7-19

	Lucknow Daughter		Barielly Daughter	
	Read 1	Read 2	Read 1	Read 2
% of people recall seeing the communication / remember the campaign Creative reach	3 →	25	12 →	24
% of people associate Scooty with the communication/campaign Branded reach	2 →	19	7 →	19
Base: all respondents	398	395	397	401

	Lucknow				Barielly			
	Daughter		Father		Daughter		Father	
	Read 1	Read 2	Read 1	Read 2	Read 1	Read 2	Read 1	Read 2
Preference								
Total Scooty	51 →	53	42	42	38 →	59	30	54
Scooty	6	3	7	4	5	3	7 →	3
Scooty Pep	45	40	35	33	34	31	23	23
Scooty Pep+	0 →	10	0 →	5	0 →	25	0 →	14
Base: all respondents	398	395	398	395	397	401	397	401

- Chart 1 - Impact on consideration Pep + (the variant promoted), the Impact was considerable on both fathers as well as daughters. Chart II Considerable increase in preference in the variant promoted Pep+ within the target Audience of Daughters End users and Fathers
- actual buyers.
- Lucknow -In Daughters preference increased from 0-10
- Lucknow -In Fathers preference increased from 0-5
- Barielly - In Daughters preference increased from 0-25
- Barielly - In Fathers preference increased from 0-14

- Increase in consideration of Scooty all over (total Scooty) especially in Small towns (Barielly-as a sample small town)

The Client TVS Motor Company was extremely satisfied with the activity and its impact - Client feedback: received via Email

"Dear Jagran Team,
A fantastic effort! In particular, the quality of reporting and follow up has been very good. Keep it up. Ambika - pls fwd to ur team, as my mails don't reach them.
Regards,"
S.Srinivas.

"Dear Jagran Solutions Team,
The Scooty Aagey Badho activity was truly path breaking and the Promotions Marketing Awards of Asia, 2006 reinforces that.... Keep up the good work,

Best wishes and luck"
S.Srinivas.



**It won a Silver @ the PMAA 2006
Best Cause or Charity Marketing Campaign**