

# [Suv marketing flashcard](https://assignbuster.com/suv-marketing-flashcard/)

The Duster Pre Launch advertisement shows men crying and these are those who have Just bought a sedan and the ad says “ Our apologies to everyone who Just bought a sedan”. In a way, the Renault Duster re- defines Renaults motto – “ Drive the Change”. The Duster stands for Renaults iconic image of bringing Comfort, Convenience, Styling, Safety & Technology, all in one power packed offering with an accessible price positioning. Maidenhair Scorpio For What: Strength, Affordability For Whom: Big family, People who look for powerful cars Tag Line: Nothing else will do price: 7. 81 to 12. Lilacs Maidenhair based on its market research, had identified a need in the market for the dual benefits of comfort and luxury of a car as well as the ruggedness and thrill of an SUB. Also, this segment was big enough to generate the volumes required to Justify the investment in the development of the new vehicle and to get the desired return. Finally, the hybrid positioning was considered to be feasible, communicable, and sustainable with an acceptable cost. Scorpio was positioned as “ Luxury of a car. Thrill of an SIBS”, a strategy through which the vehicle tried to acquire membership in two different categories.

This strategy had a number of advantages. M&M was able to extend its reach beyond the SUB segment to the car segment, and it was able to get itself included in the consideration set of customers looking for a car as well as an SUB. It was able to target the customers looking for the mixed benefits of, the thrill and ruggedness of an SUB and the comfort, luxury, and easy handling of a car differentiate itself from other competitors by acquiring a distinct point-of-difference. Data Safari For What: Spacious, Power, Performance For Whom: Die-hard Data fans; middle class segment Tag Line: Make your own road; Reclaim your life price: 8. 4 to 13. Lilacs Safari is Indian’s first full bodied luxury sport utility vehicle is known for its comfort and luxury. Launched as an off reader, the positioning of Safari has been changed thrice. Initially Safari was positioned as an offered. The ads had Jungle as the main locale and the baseline said “ Make your own road”. The ads created by O were catchy and rightly positioned the premiums of the brand. Later consumer research revealed that Safari is used by urban folks and perceived as a City vehicle and not an off reader. Hence Safari shifted its positioning as a “ Car for the urban Jungle”.

Safari recently did a major overhaul and launched it with new look and new engine DISCORD and a new positioning. The new DISCORD says “ Reclaim your life” taking he campaign too higher level and trying to connect with the customer at a higher plane. It can be called as Laddering where initially you start taking about functional aspects but later when the brand awareness is high you connect with the need of the customer at a higher level. Here Safari dares you to break from your past and go after your dreams. The ad, the message and the product is really impressive.

Going by the new strategy of Data Motors to load their products with value, Safari is also loaded with all the high-techs that is seen usually in high end Subs. Safari has all the potential to Reclaim its Rightful place Mid Segment: Data Aria For What: Luxury, Comfort For Whom: Cross over for urban families Tag Line: Luxury that thrills price: 9. 95 to 16. 64 Data Aria was publicized as Indian’s first ex. Crossover. Crossovers are those vehicles that combine the attribute of cars and Subs. Data motors aimed to create a new segment of luxury crossovers with the launch of Aria.

Data Aria was launched with an expensive price tag of RSI 12-15. 5 Lake making it the most expensive model from Tat’s brand portfolio to compensate for the high price tag, Aria came with many features, attributes and gadgets which was available only in super luxury segments. Data Aria wanted to position itself as a pioneer of a new category – a Crossover between a sedan and an SUB. Positioning theory talks about Points of Parity and Points of Difference as the two main focal points of positioning process. Marketers use Points of Parity to establish a membership in a category and also to establish parity with competitors.

Data Motors failed to understand the perceived points of parity of Data Aria with brands like Innovate and Oslo. It is obvious to any person that Data Aria looks very similar to Toyota Innovate which is the market leader in the premium Multi-illicitly Vehicle segment. So Just by looking at Aria, consumers is with Innovate and not as a crossover. The first launch campaign was expected to identify Data Aria with the new category – Crossover Sensing the mood of the market, Data Motors launched a lower priced version of Data Aria in the form of a ex. variant.

The brand priced the product at par with the competitors and launched it with a different positioning. Here again Data Aria was unsure about the positioning. The brand discarded its Crossover positioning and began to focus on features. The tagging was changed from “ A New Breed “ to ” Luxury that Thrills”. Within one year of launch, the brand had to make significant positioning changes which again proved to be a disadvantage for establishing a consistent brand image Data Motors always nurtured an ambition to compete in the luxury segment in the Indian automobile market.

It tried with brands like Estate, Safari, Anza but couldn’t find huge success because Data Motors was perceived to be a value-for-money brand and consumers were never comfortable with paying a premium for Data cars. Force One For What: Power For Whom: For people who want to make their presence felt Tag Line: Be the force price: 11. 9 to 11. 26 lack With Imitate Backchat as the brand ambassador, the ads are very Indian and focus on one aspect- Force. The brand has adopted the tagging “ Be The Force”.

In the ad, Big B says “ India mien sirs Force hi Chalet Hi “. This message really strikes a chord with the consumers mind since everyone has felt this at some point in his life in India. With regard to the brand promotion, it is interesting to observe that the brand deliberately chose not to project itself as a premium. The brand is targeting those consumers who are poised off by Indian roads. The brand is talking to the respective sedan buyers and telling them that only a beast will survive in Indian roads.

MAIDENHAIR XV 500 For What: Powerful on-road, off-road capabilities For Whom: The next generation of car & SUB buyers who are seeking new experiences in their lives Tag Line: License to thrill price: 11. 82 to 14. 42 lack Maidenhair & Maidenhair Ltd. (M&M), Indian’s leading SUB manufacturer, recently launched its new television commercial for its premium SUB model, the XIV. The television commercial reinforces its brand positioning of ‘ May your life be full of stories’. The XIV has been seamlessly integrated into the film to showcase its on- toad and off-road capabilities.

The surprise towards the end of the film leaves the viewers thinking of those incredible experiences that make for life’s memorable stories and thus ties in with the positioning of the brand The idea was to create an aspiration among consumers to go on exciting road trips where the XIV can play an enabling role in the fulfillment of its brand promise of “ May your life be full of stories”. The new television commercial of the XIV has been successful in creating connect and aspiration for the next generation of car & SUB buyers who are seeking new experiences in their lives.

Soda Yeti For Whom: Families and off reader drivers Tag Line: The right of way price: 14. 25 to 17. 76 lack Soda Launched an expedition campaign for its SUB, Soda Yeti. Called the Right of Way Expedition, this month-long tour was flagged off by wildlife enthusiast. The aim was bring out the exclusivity for Yeti during the launch and showcase a campaign which is unique in the current SUB segment. The targeted customers were who didn’t possess a herd mentality, had a strong individualistic streak and appreciated nature, wanting to get away from the corporate Jungle every once in a while.

These were the people who symbolized the values that the Yeti stood for. Soda Yeti was positioned as a tough car built for rough terrains but at the same time comfortable for a drive. Ford Endeavor For What: Spacious, Comfortable For Whom: Young adventurous upper middle class Tag Line: Magnify the adventure; Indian’s no. 1 SIST, The Next Big Thing; Take the lead price: 18. 20 to 23. Isaacs Ford positioned the Endeavor as a spacious, comfortable car which also possesses good road presence. The print media campaigns emphasize size of the vehicle with tag line: Next Big Thing, Think Big, Magnify the adventure and Take the lead.

The ad how endeavor is visible from a very high altitude in various terrains. CHEVROLET Captive For What: Style, Comfort, Sporty For Whom: All-round family SUB for the upper middle class Tag Line: Choose your turf price: 18. 75 to 24. 60 lack Positioned as a potential soft-reader designed to captivate the customers with its stunning presence and appearance. The Television ad show emphasis on various feature that enable easy handling, safety and capability to take on any terrain HONDA CAR For What: Style, Sporty For Whom: Upper middle class executives Tag Line: Something new to crave; Live up Honda CAR is one of the compact Subs in India.

CAR is the only SUB launched in India by the Honda till now. Positioned as a stylish and sporty SUB for the upper middle class executives, with print ads focusing on e style, feature and exclusivity with punch lines like – something to new crave, live up and Step into new life. TOYOTA Fortunes For What: Luxury, Power and Performance For Whom: Businessman and urban families Tag Line: The world is mine Fortunes is positioned as SUB having sophistication and bold design. The Fortunes was launched in August 2009 and TAKE has so far sold over 41, 000 units.

The positioning campaign was launched at 5 airports in India with punch lines – “ The Art f Power” implying on Power, Luxury and Performance. Key Advertising and Promotion campaigns adopted by leading brands Maidenhair XIV Maidenhair WV 500 launched various parallel advertising and promotional campaign and they have been detailed below – Digital Marketing – FAce Book & Twitter \* From the beginning, Maidenhair has carried out a digital campaign on Internet: Faceable, Twitter, Youth and has shunned the traditional TV & print media \* Secrecy as an Influencing Strategy \* Before launch, Maidenhair chose secrecy as a marketing strategy.

The online marketing campaign had three parts: 1 . Guess the Name 2. Unveil the WV campaign . Guess the price \* The campaign was spread mainly through social media (new way of word-of- mouth spreading message) \* Marketing campaign was created using “ secrecy” as a strategy and enticing the customers to guess. The excitement of getting to know this secret kept the viewers hooked, while Maidenhair used a staged tactic to reveal part by part of the new car Launch Campaign \* The launch campaign: WV (l don’t like Carrots) – This launch campaign would easily be one of the horrible ads in recent times.

The client brief would be something like ” Let us build a horrible ad and see whether a good product would sell despite ad advertising” \* There is nothing much to talk about this launch campaign. The campaign neither has a big idea nor has some newness in execution. Jungle, hunk, scantily clad man-eating ladies and WV. There is no trace of any logic or marketing thought behind the advertisement.

To add to the insult, there are some phrases like “ l hate Carrots” I am Hungry etc. May be the agency thought WV 500 was a doe with some fruit and vegetable flavors Force One Big B as the Brand Ambassador \* With Imitate Backchat as the brand ambassador, one would wonder how the brand is going to structure its message \* Force One had to convey a feel of agedness in order to gain consumer interest.

The presence of Big B will assure eye- balls but if the communication is not right, people are going criticize the effort \* In the advertising it project an international look and feel , something of the sort of a Reid and Taylor campaign highlighting the brand ambassador \* The brand has started on a rugged communication hence it has virtually closed its doors on premiums \* The brand has chosen “ Powerful ” as its USPS and uses the analogy of” Force ” to communicate its positioning \* The role of the ads for automobiles serves as bait for the consumers for a test drive. No on buys a car Just because of the ads.

The product will sell itself if it excites the consumers and the influence’s \* Watch the campaign here : Force one Kids, Force One Clean Toyota launched Fortunes in India on August 9th 2009. The major marketing Campaign used by Toyota for Fortunes was named as – The Art of Power and it has been elaborated as below. Campaign Tag: “ The Art of Power” Move ahead with cutting-edge style and sophisticated luxury. The New Fortunes with its bold design and imposing presence gives you a distinctively new experience. So stand out and make your presence felt. A presence that won’t be ignored or overtaken!

Toyota Fortunes Marketing Campaign: Experience the Power of Art on your Mobile Campaign details: \* campaign duration: seep 05 2009 to cot 05 2009 \* Location: Airports in: Delhi, Iambi, Cochin and Hydrated \* TAG: Hon., SEC A+ customers Marketing Challenge Toyota wanted to provide a great experience of Toyota Fortunes in major Airports of India to target the potential customers Along with the car display which provides a great visibility the client wanted customers to take home the Fortunes experience despite having promoters at the display, client wanted every customer to be informed well about the car specs functionality etc Solution Let the customer take Fortunes on their mobile! Provide the product information in an interesting way Customize the content based on different mobile phone models Make it as easy as pushing the thumb to get details of the car Through standees, Visual displays & promoters users were educated to turn their mobile Bluetooth.

Use multiple media channels to maximize the reach for the mobile activation The mobile application included the following information for the SUB- \* Mobile brochure \* Specifications \* Color Options \* Dealer locator \* Fortunes Mobile wallpapers Standees and visual merchandise \* Social media – links to Fortunes Faceable & Twitter pages Results and achievements The campaign results as on 24th Seep 12 – \* Total Downloads – 46, 273 \* Unique users – 13, 427 Print Advertisements RENAULT DUSTER Big, Beautiful, Efficient Renault Duster is a robust, reliable and easy-to-drive SUB, ideal for drivers looking for a vehicle with real off-road capacities. Depending on the market, it ships in ex. or ex. versions. Touted as the first product in the compact SUB segment and a make-or- break model for Renault, the Duster was launched in July at a starting price of RSI 7. 19 lake for petrol and RSI 7. lake for diesel variants All-terrain vehicles are frequently synonymous with bulk, but Renault Duster ‘ s compact dimensions – 4. 31 m long and 1. Mm wide -show that this does not have to be true. The reinforced underbred is suitable for all-track, all-terrain use, with high ground clearance of 210 mm, short overhangs (822 mm at the front, 820 mm at the rear) and big clearance angles. FACEABLE promotion Targeting the premium C segment with this launch, Renault India has started a new campaign titled -Big Beautiful Efficient on Faceable. In fact the name of the contest is also the tag line of Renault Duster. Contest Details: The contest that Renault India has started for its more than KICK fans is exclusive for it’s community.

In other words, when you click on the app the page will ask you to like it before you could carry on further \* After liking the page and the authentication process gets over, you land up on a page where the brand will ask you to select three of your buddies. You will have to select your buddies on the three features: Big, Beautiful and Efficient that also resemble the features of Renault Duster. \* You are shown the list of your friends and you have to select them according to the various attributes the brand has asked for. Once you have done that the next step is to tell a place where you would want to take your friends in the new Renault Duster. Well that is all you have to do and if you are lucky enough then you will get to ride Renault Duster along with your friends. However, I would have preferred if there is some clarity regarding the actual prize – some fan comments were of the opinion that they would win a Renault! What was GOOD? \* Design: The app no doubt scores on this. The app makes the selection of friends easy and it allows you a search option to find your friends if you have a heavy list. Along with this, the app gives a dashboard feel where you can not only post your entry but can also see who else has done. The page also has an option to go back to the Faceable page of Renault. \* .

Viral features: The app has used the viral feature that is provided by Faceable such as the ‘ Share. ‘ Use of such features helps the contest to spread out to more users on Faceable. Short comings \* The campaign that has been designed for this contest is nothing spectacular. The brand has simply asked to select friends based on the features like big, beautiful, etc. But it has not kept an option to tell why one has done so. Doing that could have brought in some amount of creativity and excitement to the friend who is being voted also. \* The content that is being shared regarding this campaign is nothing innovative. Simply asking fans to select friends. It would have been great if the brand had shared content related to the tag line.

May be they could have scouted for people who are big, beautiful and efficient for their work. \* Definitely the brand is trying to be social by giving you and your friends a chance to take a ride on the new Renault Duster but would require more brainstorming in terms of running Faceable campaigns. Production Constrains – All other campaigns were DELAYED: SUB has made Renault delay an elaborate post-launch advertising campaign planned to promote the vehicle. With bookings now crossing the 18, 000-mark, the waiting period has now stretched to over four-and-a-half months for certain color and variant options, company and dealer sources said. Len Seep 2012 as per the company official – “ Our production is sold out till November end.

There was a mad frenzy at some dealerships with some unable to manage the crowd that showed up on launch day. At 2. 5 to 4. 5 months, the waiting period is highest for the two top diesel variants. Renault currently makes about 4, 500 units of the Duster a month, as part of a four- month production planning target. Touted as the first product in the compact SUB segment and a make-or-break model for Renault, the Duster was launched in July at a starting price of RSI 7. 19 lake for petrol and RSI 7. 99 lake for diesel variants (two power options, 85 and 110 AS). The target customer was those of entry sedans, who were looking for an SUB experience at an affordable cost.

Data Aria Data Launched Aria on 10 Cot 2010. Besides Electronic & Newspaper Campaign Data Motors has taken the outdoor route to launch Indian’s first ex. Crossover. Physical Display Three weeks launch campaign in Major cities and Physical display in major Airports . The campaign began on November 10 and will run for three weeks in Delhi, Iambi, Bangles, Hydrated, Kola and other tier I cities. Campaign team felt Outdoor is a natural medium for a car brand as the car buyers are expected to be on road. Also, looks are an integral part of a car brand’s salience and outdoor has the unique distinction of showcasing the product in very large sizes.

Keeping that in mind, this campaign is to launch the Aria in the Indian market, to create awareness about the rand, communicate the product attributes and USPs. Online Campaign To connect with its consumers and build awareness about this car loaded with approximately 50 unique features, Data Aria has launched a contest that ask consumers to name 36 of the 50 features of the Aria. The Data Aria website has sports the Data Aria in all its grandeur pointing out all of the 36 features of the Aria. A click on any of the numbers reveals a hint to what the feature might be – expecting the consumer to select the right feature out of the list of 50 options.