

Design of a Creative Marketing Strategy and Brand Awareness for Force Motors Passenger Vehicles in India



Natta Karunakar

Karunakarchan@gmail.com
Ph. No: 0 96327 15867

Student's Name **Natta Karunakar** **SPDM (FT-2009)**

Academic Supervisor(s) H. S. Lohit and C. Gopinath

Industrial Supervisor(s)

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Abstract:

Force ONE SUV is one of the prestigious and best vehicles from Force Motors Ltd formerly known as Bajaj Tempo manufacturer of 3 wheelers, MUVs, LUVs, Tractors and Buses. India is the most popular emerging commercial space for automotive industry. The commercial passenger vehicles are becoming more popular for its wide range of variety and affordability, which is in line with people's aspirations for their better standards of living. The focus of this project is to market and build brand awareness of Force ONE SUV.

Literature review has been carried out through various channels such as journals, web based article and books. Ethnography research was carried out to understand the current perspective and mindset of the consumers related to vehicles from Force Motors Ltd. Questionnaire survey was also carried out to understand the requirements and choice of the consumers. Study was carried out on the existing brand campaigns of Force Motors Ltd, and their strategies were compared with the competitors.

Collected data was analyzed to find the key elements pertaining to Force Motors Ltd to help develop better branding and marketing strategies. 3 concepts were developed and final concept was chosen using weighted ranking method. The final concept proposed clearly shows key qualities of Force Motors Ltd such as rigidity, technical superiority, and adventurous aspects of design, performance to their targeted audience through billboard ads.

Business Model Canvas 3		
<p>Key Partners MAN, Daimler</p> <p>Key Activities Branding the acquired Technology Advertising the design intent and content</p> <p>Distribution Channels Social Media, Showrooms available across India Visual Media</p>	<p>Value Proposition Quality and Service warranty</p> <p>Cost New promotion methods Brand ambassador Build new assembly or Showrooms</p> <p>Revenue Growth in sales</p>	<p>Customer Segment Young working professionals</p> <p>Key Resources Infrastructure expansion Brand personality</p> <p>Customer Publish the Constant reviews and updates. Service Follow up Organize owners meet to feel good</p>

Business model



Product specification promotion



Force ONE promotion poster