

# MATES

## TVS and Mangal Pandey

**Brand:** TVS Star

**Broad TG:** 18+ Males

**Film:** Mangal Pandey

**Director:** Ketan Mehta

**Cast:** Aamir Khan, Rani Mukherjee, Amisha Patel, Toby Stephens, Kirron Kher.

### OBJECTIVES:

- **Creative amplification:** To amplify the communication of TVS Star as “Dumdaar & Dildaar” by riding on a property with a huge tactical high since the film was Aamir Khan’s comeback after 2 years, therefore a ride on the tremendous pre-release hype of the film.
- To gain visibility, raise awareness and generate interest through association with a mainstream Hindi movie and its extensions like events with Aamir Khan and road shows.
- To further compliment the rider (establish Dumdar and Dildar) as the one with strength and soul like Mangal Pandey
- To use this association as a vehicle for dealer / trade incentives, strengthen relationships, and promote sales.
- Media Maximization since this campaign ran at much lower rates than standard market rates. (Due to entertainment rates applicable in this case)

### The Media Solution and Execution:

Keeping in mind the objectives of TVS Star for this association, MATES planned and executed the following 360° plan:

#### **1. Consumer / Customer:**

- **Joint Promotion of TVS Star and Mangal Pandey:** MATES created a special TVC which featured key moments from the movie where the character of Mangal Pandey is established as a strong and courageous man. This is followed by a VO – “*Who Jo Hai Dumdaar aur Dildaar, unhe salaam karta hai TVS Star*” along with a specially created brand logo tag

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with Aamir Khan in the winning shot. The ad was aired extensively across mass entertainment channels.

- **Road Shows and Events:** Special road shows were created where TVS Star bikes were promoted along with the movie and its soundtrack. Mangal Pandey look-alikes attracted people to such shows. The exercise was used to generate awareness about the bike and target potential customers.
- **Opening Credits of Mangal Pandey:** The TVS Star TVC was put after the censor certificate and before the film started to reinstate the positioning. Also, The film acknowledged the contribution of TVS Star in the opening credits of the film thus tremendously increasing its saliency
- **Extending the Association:** The association was taken to
  - 1) Outdoor
  - 2) other platforms such as the audio cassette and CD covers,
  - 3) press conferences, at the music launch , the premier of the film,
  - 4) Across all TVS showrooms.

### 2. Trade:

- **Trade Promotion:** MATES helped TVS initiate a unique dealer program, wherein the key dealers were invited for the premier of the film and were provided the opportunity to interact with the **Super Star Aamir Khan** and click photographs.
- Trade / Dealers got invites to the special shows organized for them.

### 3. Internal: 6 Special shows were organized for TVS employees

## RESEARCH, RESULTS AND ANALYSIS:

- The brand communication was refreshed and amplified by creating a sponsored TVC with the amalgamated co-communicating footage of the film and the brand.

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- On the AMOUNT PAID for the film, the brand achieved an 360 degree yield on the sponsorship:
  1. Fresh Creative with Aamir Khan
  2. Indirect endorsement of the brand and its attribute with Aamir Khan.
  3. Media maximization of objective GRP's on entertainment rates, which are sizably discounted comparatively.
  4. Media presence on Outdoor medium, and ground promotions, music cassette and DC covers.
  5. Bike display at the music launch and premiers, which was covered by PR
  6. Meet and greet of TVS dealers with photo opportunities with AAMIR KHAN