



बदलती प्रकृति का हल
श्रीराम संग विज्ञान का बल

Case Study Outdoor campaign Activity

Duration : 30 August TO 20th September

Covered States : Haryana, Punjab , Maharashtra



About FATEH RURAL

- **Fateh** is National Rural Marketing Agency in India. **Fateh** ensures your brand reach across every rural corner in India, and globally. We develop strategies and implement them at the Rural level, reaching the products and brands at the doorstep of potential customers.
- **Fateh** is Winning Rural markets since 2002. Since last 18 years, we have been working for Rural Market Branding for more than 70 Multi-National and National companies including many Fortune 100 Companies.
- **Fateh** provides End to End Marketing Solutions From Call Centers to Outdoor Campaigns to Radio Jingles, TV Commercials, Digital Campaigns & Workforce Solutions, our 360-Degree Sales & Marketing offering ensures right mix components that seamlessly integrate with each other, ensuring higher ROI on your marketing spend.

Target Audience

FARMERS



□ Purpose of Activity :- To do Brand Promotion in Village level



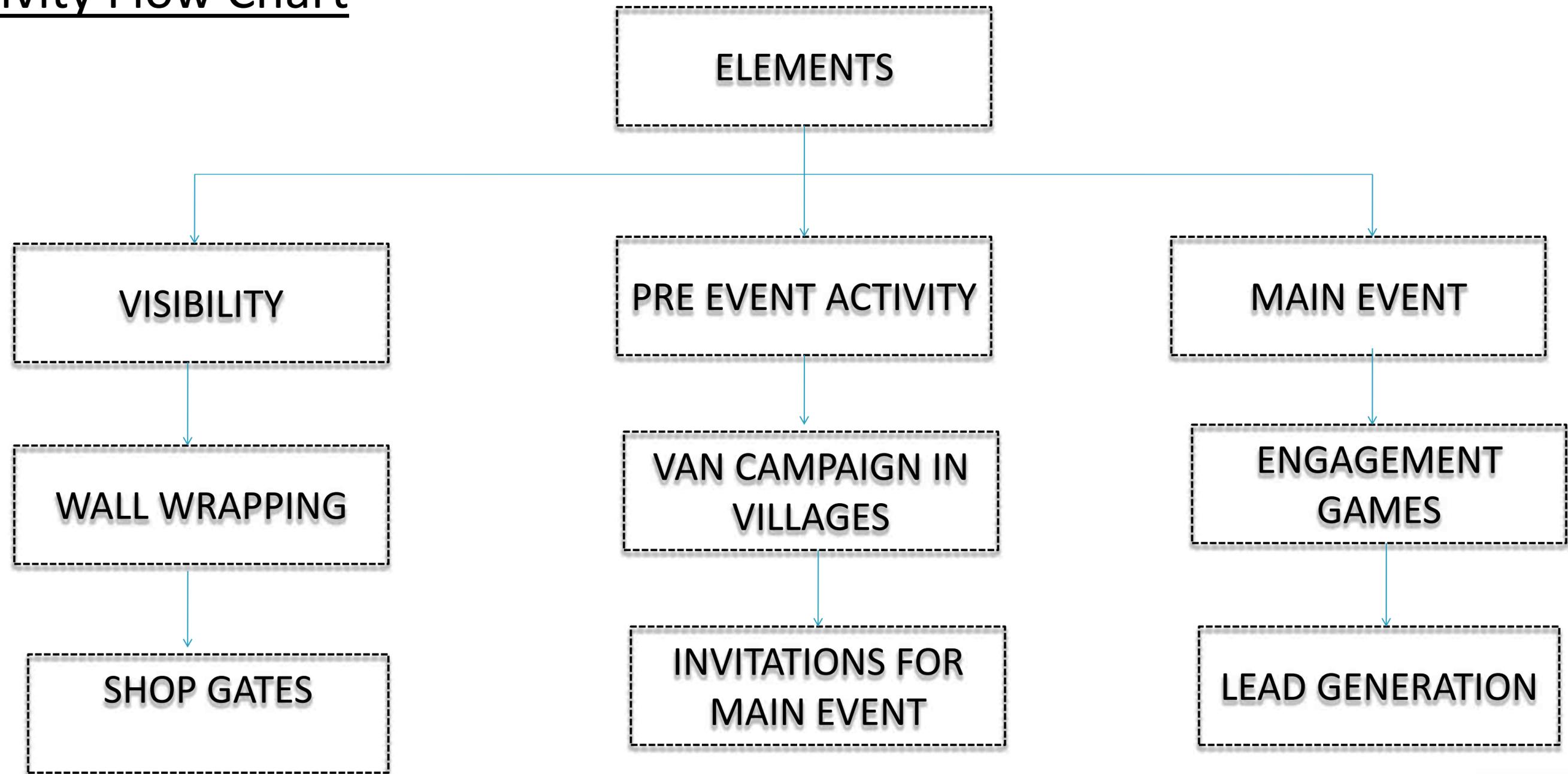
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Campaign Summary

Campaign	Summary
No. of State	3
No. of Vans	10
No. of Days	20
No. of Villages covered	413
No. of Leads Generated	11100
Total KM	25000



Activity Flow Chart



HARYANA Campaign Summary

STATE	HR VAN 1 (pre van)	HR VAN 2 (Main van)
No. of Vans	1	1
No. of Days	18	18
No. of Villages covered	90	90
No. of Leads Generated	1950	1500
Total KM	5300	4000



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HARYANA

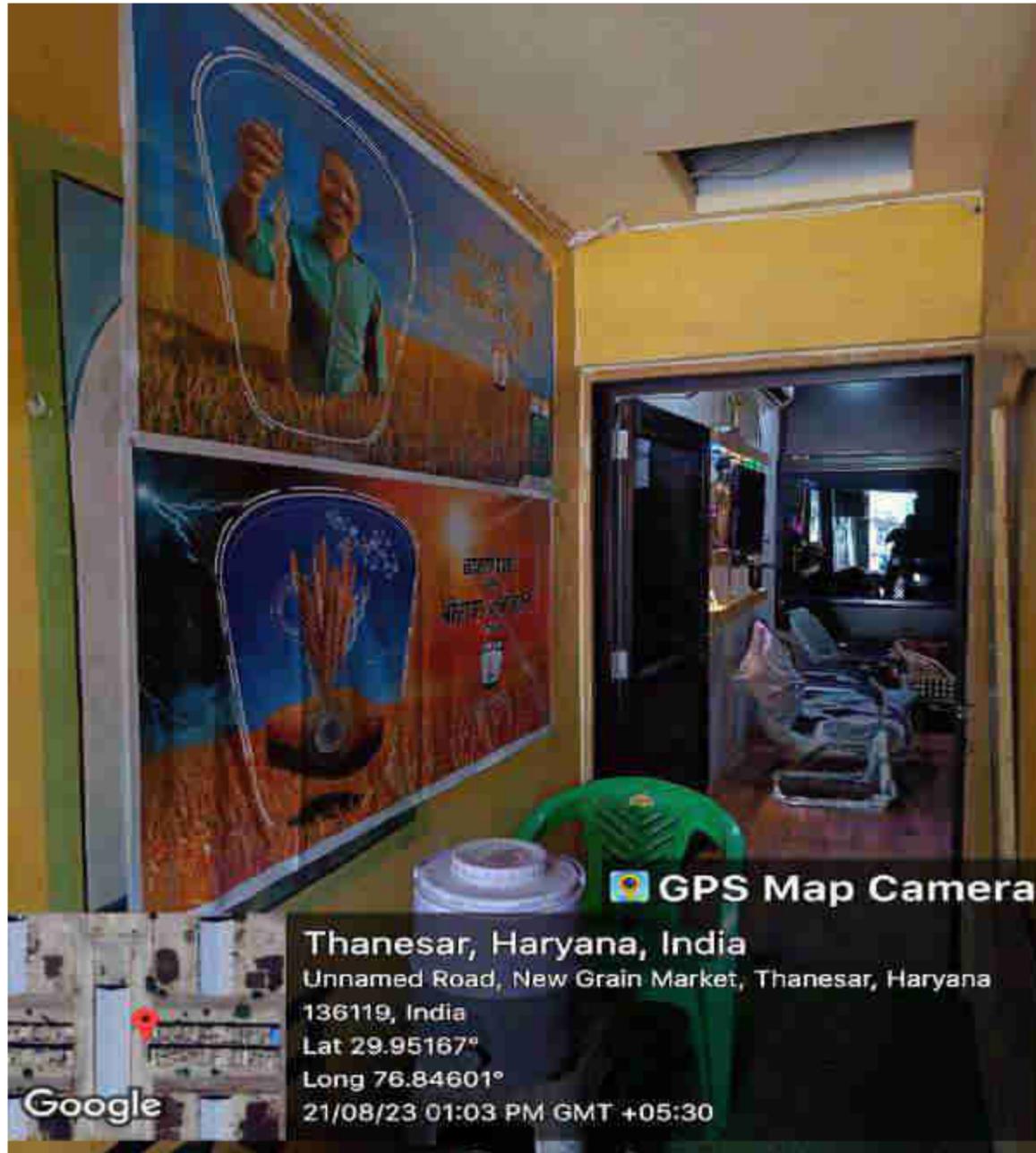
VISIBILITY

- ❖ Before the campaign , We did Branding to village level like Wall wrapping and Shop Branding.
- ❖ Number of Shop Branding – 40 Dealers shop
- ❖ Total number of wall wrap – 32

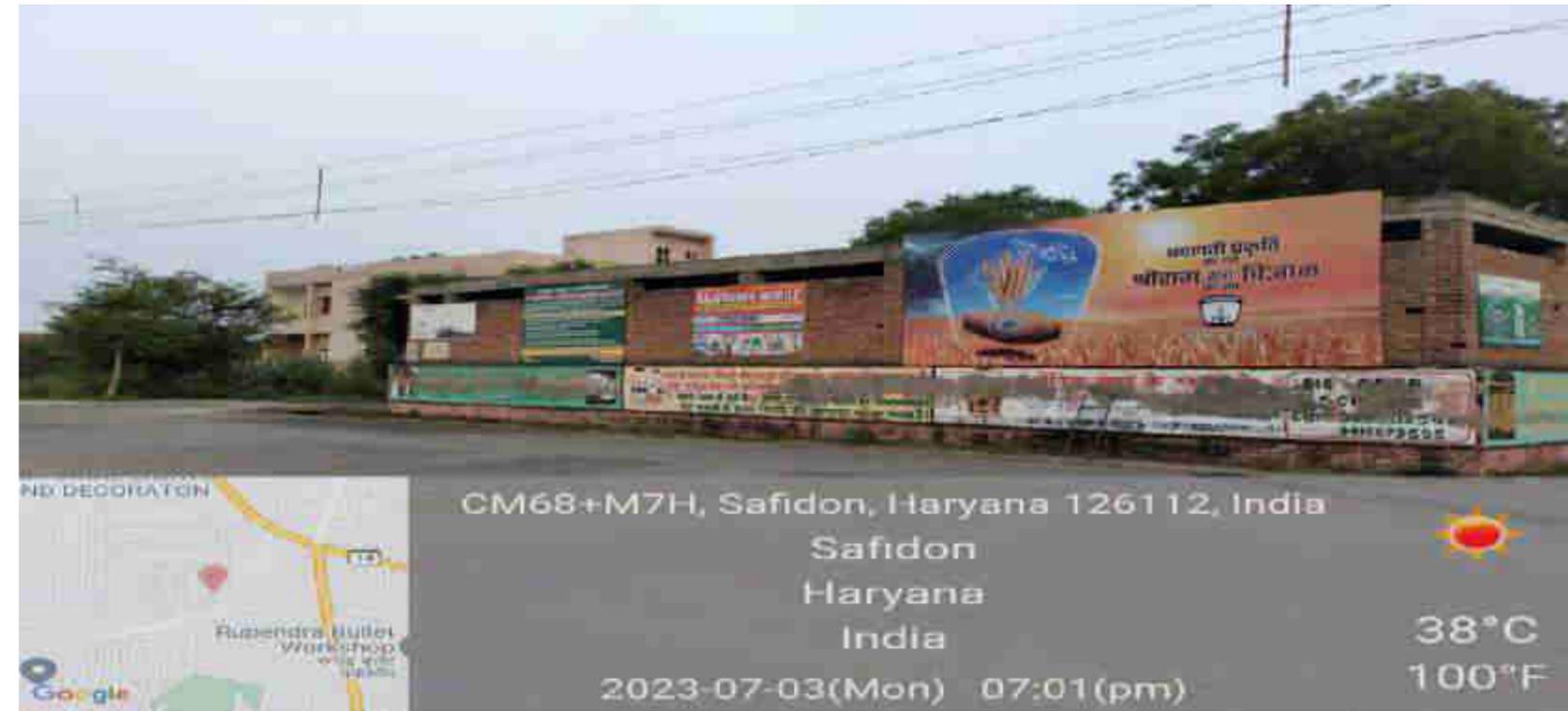


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SHOP BRANDING



WALL WRAPPING





PRE EVENT ACTIVITY

We have Run Fabricated Tata ace Van in Villages to invite **FARMERS** for next day's main EVENT.



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Pre Event Activity





MAIN EVENT ACTIVITY

We have run 2 vans. 1st Van is the transportation van in which he bring **FARMERS** to main Event place and 2nd Van who carry the all luggage & Engagement games material like Chair & Matt.

For Customer engagement, we played 2 games i.e. Online and Offline games.



Main Event



Main Event



Engagement Game



PUNJAB Campaign Summary

STATE	PB VAN 1 (pre event)	PB VAN 2 (Main Van)
No. of Vans	1	1
No. of Days	19	19
No. of Villages covered	38	38
No. of Leads Generated	1950	2200
Total KM	4000	4000



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PUNJAB

VISIBILITY

- ❖ Before the campaign , We did Branding to village level like Wall wrapping and Shop Branding.
- ❖ Number of Shop Branding – 1386 Dealers shop
- ❖ Total number of wall wrap – 72



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Shop Branding



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Wall Wrap



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PRE EVENT ACTIVITY

We have Run Fabricated Tata ace Van in Villages to invite **FARMERS** for next day's main EVENT.



MAIN EVENT ACTIVITY

We have run 2 vans. 1st Van is the transportation van in which he bring **FARMERS** to main Event place and 2nd Van who carry the all luggage & Engagement games material like Chair & Matt.

For Customer engagement, we played 2 games i.e. Online and Offline games.



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Engagement Games



MAHARASHTRA Campaign Summary

STATE	MH VAN 1 (pre van)	MH VAN 2 (Main van)
No. of Vans	4	2
No. of Days	20	20
No. of Villages covered	80	40
No. of Leads Generated	2000	1500
Total KM	4200	3500



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MAHARASHTRA

VISIBILITY

- ❖ Before the campaign , We did Branding to village level like Wall wrapping and Shop Branding.
- ❖ Number of Shop Branding – 76 Dealers shop
- ❖ Total number of wall wrap – 36

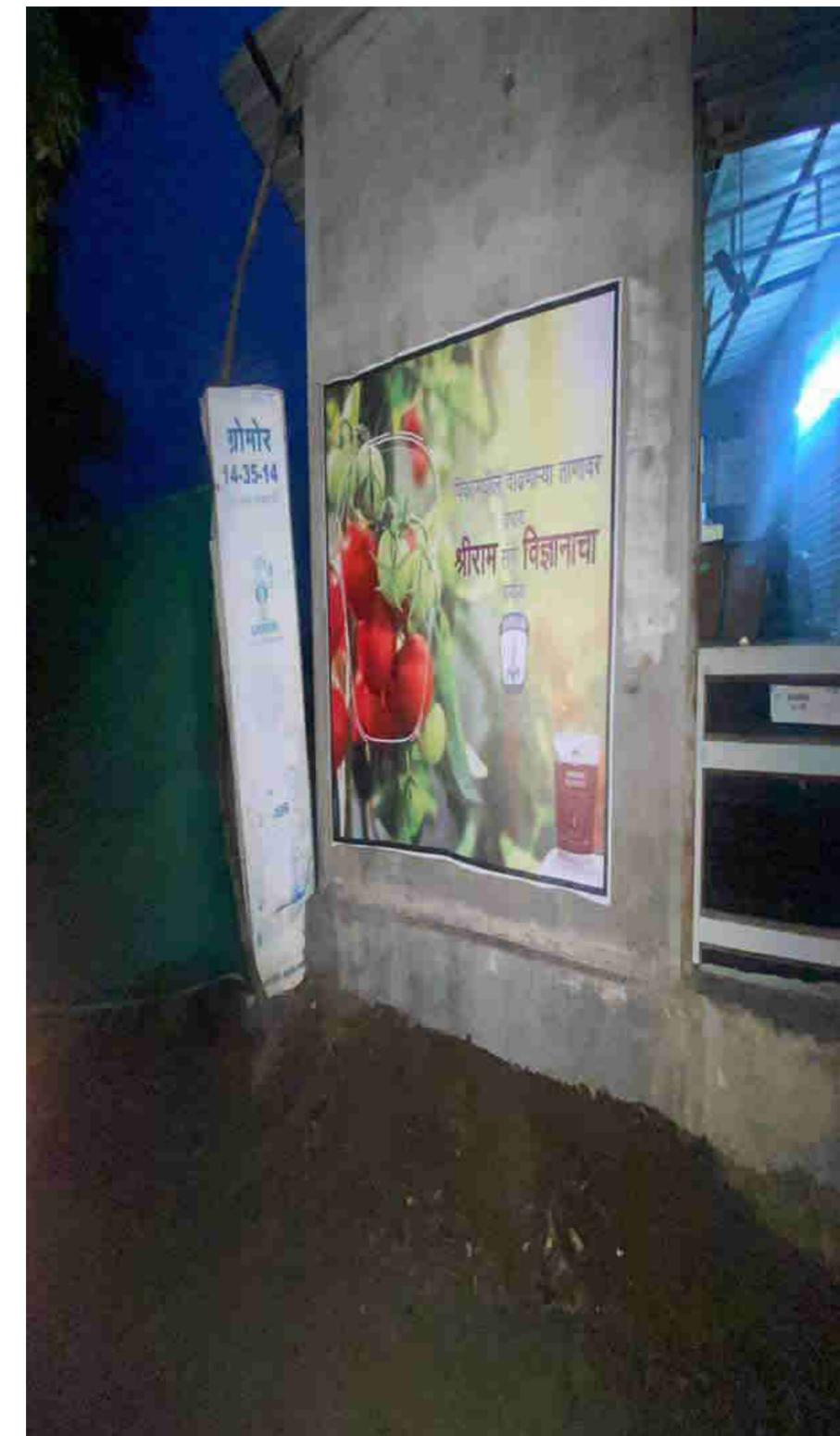


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SHOP BRANDING



Wall WRAPPING





PRE EVENT ACTIVITY

We have Run Fabricated Tata ace Van in Villages to invite **FARMERS** for next day's main EVENT.



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MAIN EVENT ACTIVITY

We have run 2 vans. 1st Van is the transportation van in which he bring **FARMERS** to main Event place and 2nd Van who carry the all luggage & Engagement games material like Chair & Matt.

For Customer engagement, we played 2 games i.e. Online and Offline games.



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Main Event



Engagement Game



Campaign Positive Impact



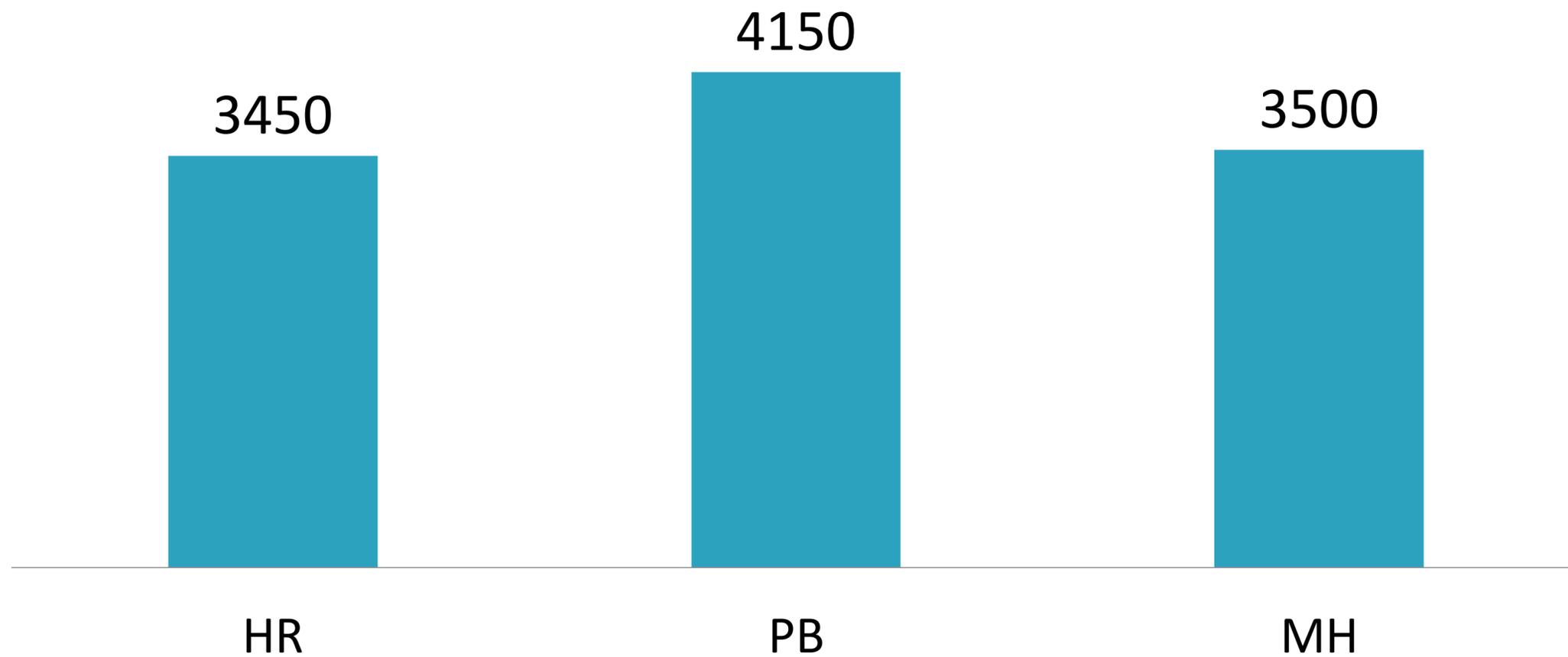
Region	HR	PB	MH
Total Accurate Data Collected	3450	4150	3500
Total Accurate Data Connected	3100	3640	2670
Total number of Farmers , who currently using SHRIRAM Products	1200	1800	2100
Total number of Interested Farmers	3700	4350	3600



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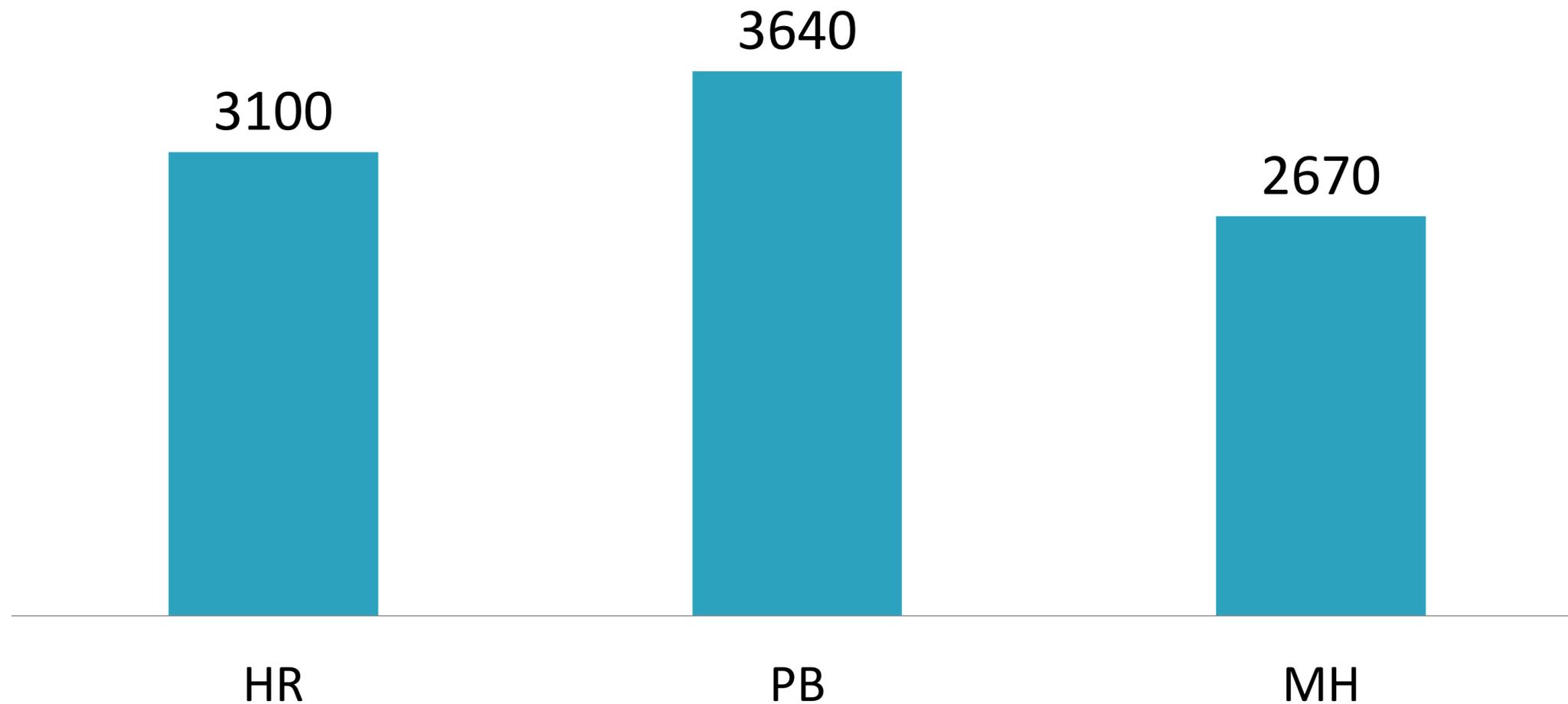
Campaign Positive Impact

Total Accurate Data Collected



Campaign Positive Impact

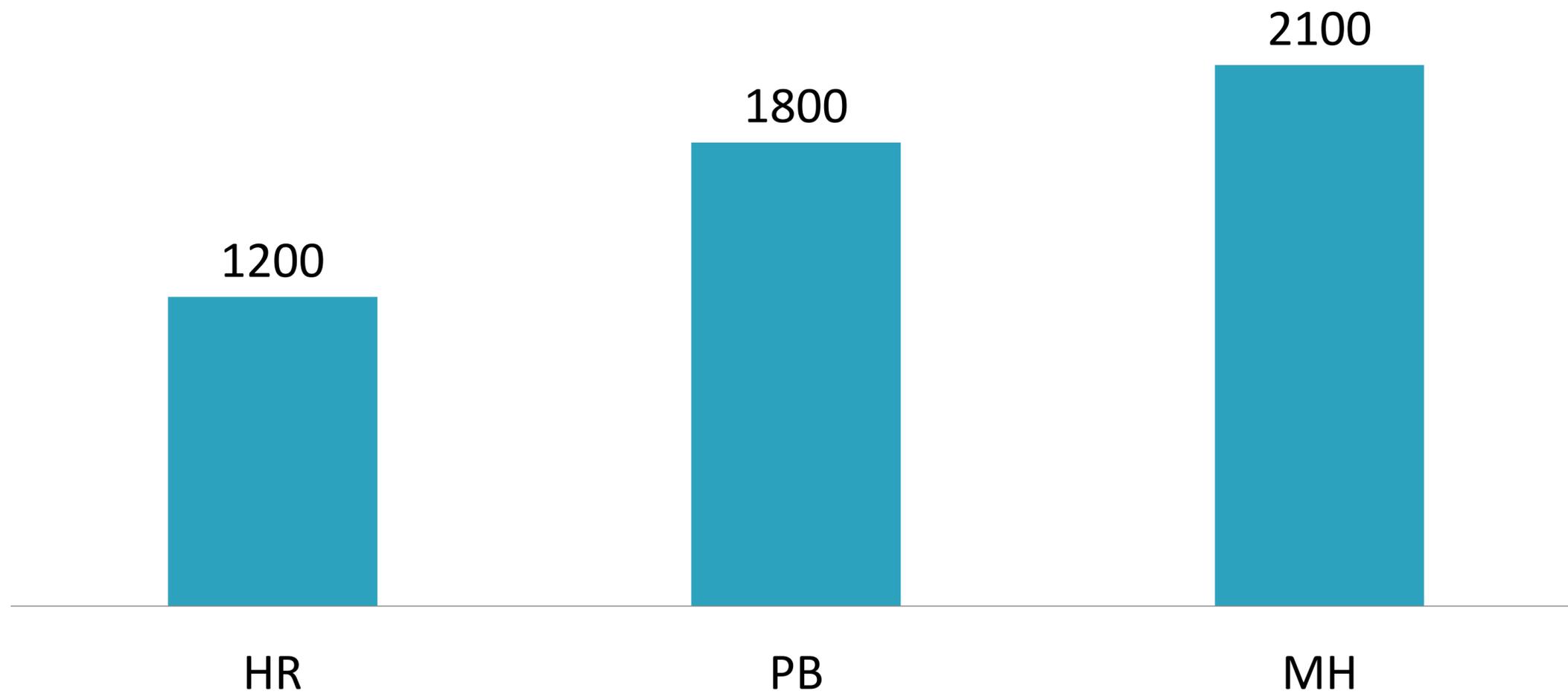
Total Accurate Data Connected



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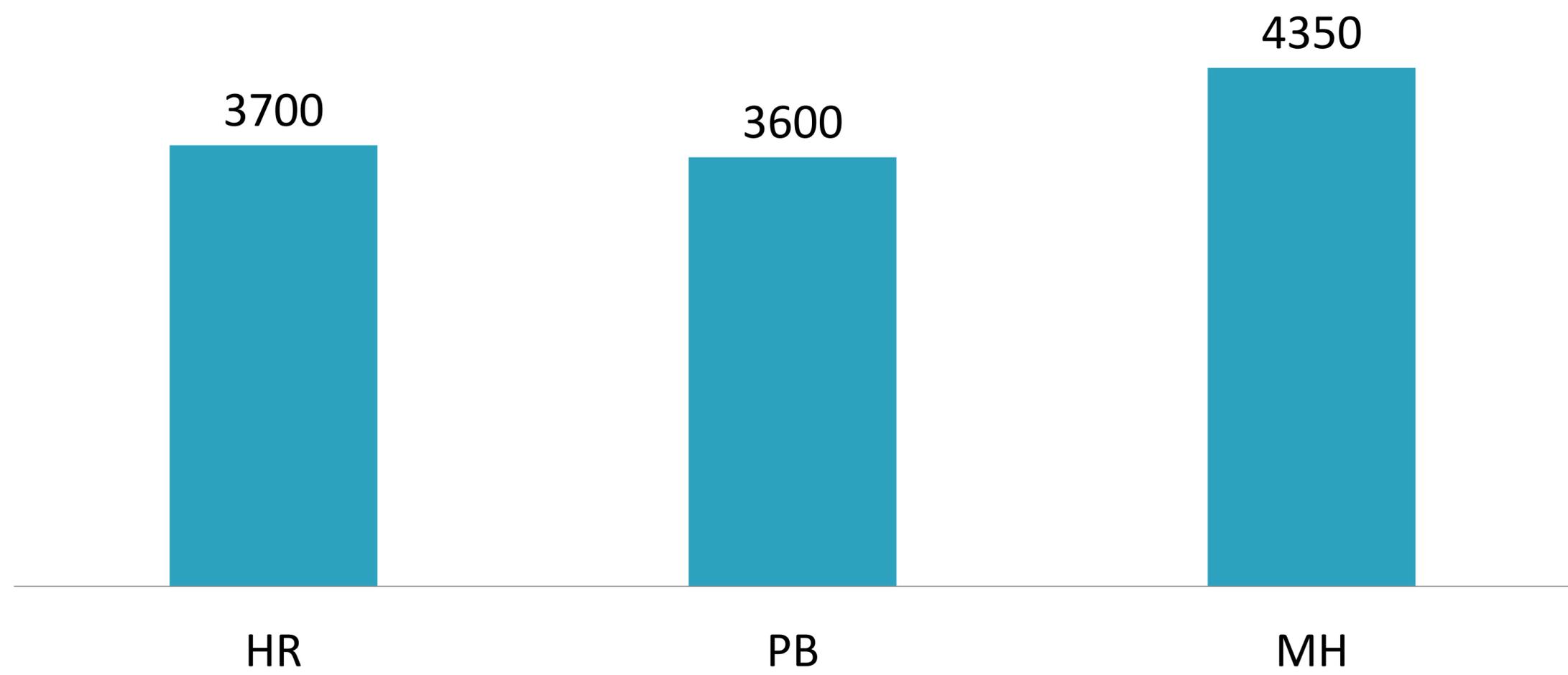
Campaign Positive Impact

Total Number of Farmers , who currently using SHRIRAM Products



Campaign Positive Impact

Total number of Farmers , who will use SHRIRAM products now onwards





THANK YOU

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