



Case Study

Van Campaign

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 20+ 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.

Special Van Campaign on Tata 407 “Savannah Seeds”



- Tata 407 with L shape Branding with Audio system.
- Audio System includes Amplifier, Mike, Pen drive for Horn.

Manpower

- Cook 1 (for cooking food Rice and Curry)
- Helper 1 (Serving food)
- Promoter 1 (for promoting product) i.e can be Leaflet distribution, Audio/vedio system handling
- Nukaad natak team.



Area and Location covered

- 3-4 Villages can be cover in 1 day
- Distance of starting village to the next village should be within 10-15 km.
- Villages and place of activity should be selected earlier from your company end.
- Place selected there during campaign are open space.



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Cooking



- Food will be cooked on Gas stove (smokeless) and on clean pots.
- Drinking Water will be used in making food.
- We will use disposable glass and plate for serving foods and water .



Vehicle Campaign

Add On Services:

- Reporting on Daily Basis through our call centre.
- Support on designing through our designing lab.
- Regular feed back on day to day activity through our call centre.













THANK YOU

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