



Legal & Research Forum for Event Management



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NOTION & IMPLEMENTATION

1. 25 Super Markets were identified for the campaign based on their customer potency
2. The campaign was initiated after attaining the required permissions from the respective Management, with the assurance of evading any hindrance to their everyday activities and business.
3. The POP Branding options were planned for the Brand suitably for maximised visibility
4. With the consent of the Supermarket Management and the approval of the Brand Manager, the POPs were installed as per plan.
5. Stock availability against demand was assessed and documented for review.
6. Standard POP Displays included Dangers, Posters, Bottle-neck Tag Displays which were checked on a daily basis.
7. The process called for audit of the Displays on daily basis and reporting the status on email with supporting documentation and photographs
8. Customized POP Displays for added attraction such as Floor stickers, Rack stickers were designed for the Bay and Aisle areas separately.
9. POS Displays were installed suitably for each counter for enhanced reach of the Brand.
10. Sufficient delivery of stock, display of the SKUs and Sale quantities were monitored on a daily basis, documented and reported across all departments concerned



NOTION & IMPLEMENTATION

1. 50 Super Markets were identified for the campaign based on their customer potency
2. The campaign was initiated after attaining the required permissions from the respective Management, with the assurance of evading any hindrance to their everyday activities while acting as an added attraction for the visiting customers.
3. The campaign Model called for sample testing of the following;
 - 4 unique Fruit Juice flavours
 - Ketchups to taste with cooked snacks
 - Instant Pasta Mix
4. Accordingly, arrangements were made for cooking and serving the Brand's Instant Food with ketchup and beverages, by employing the services of a Professional chef.
5. Prospects from visiting families were identified and encouraged to participate
6. The feedbacks from the participants were documented for review, while concurrent promotions induced the decisions of the families for purchasing the product of their choice
7. The feedbacks were analysed to identify the participants inclination towards the flavours and their preferences
8. The weekends continued to attract a massive audience irrespective of the location.
9. Hence, what was actually planned as a campaign for Sample testing & Product connect, turned out to be a new Point of generating Sales for the Product range.
10. The campaign resulted in considerable quantum of Product Sales at the Spots and firmly established a Product connect among the participants.



NOTION & IMPLEMENTATION:

1. Complete and extensive audits were conducted for the Brand, covering retail outlets covering all major districts of the state.
2. Feedbacks were collected from the respective dealers and Retail outlet on all factors favouring the reach of the Brand in the locality, such as Frequency of stock delivery, Brand identity among the local customers, etc. and documented for review and correction action.
3. All concerns and complaints from the Retailers were documented with supporting documents and reported for corrective action. The implementation of the same was ensured and documented with the acknowledgement of the Retailer.
4. Through direct interactions with visiting customers in each retail outlet, feedbacks were collected
5. Options for enhancing the Brand & Product reach was deliberated and implemented based on the feedback reviews.
6. The survey covered the factors favouring customer's inclination for competitor Brands, documented and forwarded to the respective departments for review
7. The Sales frequency and other parameters favouring the product sales were monitored.
8. Suitable Promotional campaign models to boost the sales were designed considering the approach of each locality, the reasons were elaborated with the company and execution of the same was done with documented proof.
9. Brand Reach through Counter Displays were ensured in each outlet after the required negotiations with the Retail owners
10. A surprise audit was conducted in every outlet after implementation of all the above promotional activities.
11. Disguised as customers, the audit team visited the stores requesting incense sticks without mentioning a Brand of choice. Every outlet which offered Kangaroo Brand Products as their first and preferred choice, were rewarded with Gold / Silver coins depending on their loyalty and approach to the Brand and their influencing levels with the customers.
12. The final survey figures when reviewed clearly depicted an accelerated trend in the Customer's purchase behaviour and the Retailer's loyalty for the Brand.



NOTION & IMPLEMENTATION

1. The campaign covered 6000 Paint & Hardware Sales outlets in the major districts.
2. The scope of the campaign included; Gaining the concurrence of each Shop owner for purchase of the required Computer with suitable Hardware to support installation of the Software, by elaborating on the benefits.
3. Installing the Software, Creating their Individual Logins and Providing the required Software Training
4. Software Demonstration and training provided for the staffs in each shop
5. Confirming the smooth functioning of the Software in the respective shop and troubleshooting the encountered problems.
6. Extensive training provided for the staff in each shop to effectively use the Software and arrive at the optimal paint colour mixing ratios, aimed at benefiting the Brand image enhancement among the Technicians and End Consumers.
7. Ensured successful generation of error free reports online
8. A Calendar Plan for monitoring the effectiveness of the software installation was developed and executed after the approval of the Company
9. Frequent follow-up telephonic calls to each shop were implemented to ensure the proper functioning of the software.
10. Reported Software errors and complaints were escalated accordingly and immediate corrective & preventive actions were ensured and documented with the customer's acknowledgement
11. All operational difficulties were rectified with frequent visits and the smooth functioning of the Software was reported and documented from each shop.



Launch & Promotion Program



NOTION & IMPLEMENTATION

1. The campaign called for extensive Product Launch programs designed to reach the Brand to residents in various localities.
2. Diverse campaigns were conceptualized for each location targeting to influence a massive audience.
3. Accordingly favourable spots were identified in Malls, Super Markets, Cinemas, Mobile Outlets.
4. All the required statutory permissions and approvals were attained as required before the execution.
5. Complete operational Plan was conceptualized, with a calendar of events and implemented after the consent of the company.
6. Suitable campaigns targeting the interests of each Group, for instance, Teenagers, Working Professionals, Housewives etc. were identified and executed.
7. Comprehensive and all-round campaign schedules were implemented for the Brand reach during the launch. For eg. On Screen Cinema Hall Promotions to support the campaign done in a Cinema hall, Display Promotions in Malls & Super Markets, etc.
8. Locations reporting Family audience were isolated and special attractions such as Kid's Games were organised for the Family connect.
9. Concurrent Events with synchronized Brand promotions boosted the audience attraction and effectively established the Brand Reach.



Brand Reach Analysis Program



The Chennai Silks

Location

Tamil Nadu

Total Strength

10 Members

Program Duration

1 Month

Product / Brand

Chennai Silks

Target Result

**Analysis of Best Brand
Reach & Recall**

NOTION & IMPLEMENTATION

1. The Program model called for identifying the Best Brand of Retail Stores for Dress Materials in each locality which had gained the loyalty and recall value among the local community.
2. The initial phase covered the responses from Women & Teenage Girls Groups, which was followed with responses from local Families.
3. Suitable spots for conducting the survey such as Bus Stands, Cinemas, Temples and Parking Lots were chosen and the required permissions were acquired.
4. The Brand with the highest recall value from each community was identified.
5. All factors favouring the customer's inclination for the Brand such as
 - Vibrant Design collections
 - Product Pricing
 - Advertising & Promotions
 - Quality of service
 - Family shop Tag / Emotional connect
 - Shopping facilities such as space, distance, Parking space, etc. were documented and reviewed.
6. Rate of Customer Loyalty and Inclination for Chennai Silks Brand was documented against competition Brands and the reasons were identified, reported with proof.



MARKET SURVEY

Market Survey & Product connect



Location

CHENNAI

Total Strength

10 Members

Program Duration

5 Months

Product / Brand

**Asian
Paints**

Target Result

**Identifying
Avenues for
enhancement of
Product Sales**

NOTION & IMPLEMENTATION

1. Scope included extensive geographical survey for identifying the favourable locations for boosting the product sales.
2. A comprehensive plan of operations was chartered out and presented to the company for approval and representation from the company staff.
3. A comprehensive database of Apartment Owner's & Rental Associations was collected and validated.
4. The Associations and Locations were isolated and segregated based on the strength of the Resident families in each Apartment complex.
5. A suitable Sales approach for Painting contract was initiated for each locality considering the need for their wall painting requirements on the basis of the survey conducted.
6. The benefits of the Product were highlighted while encouraging their immediate decision through suitable offers
7. Technical demonstrations were organized and conducted with the support of the company representatives for Apartment complexes housing 50+ families.
8. For individual Houses alternate strategies were adopted and each family was approached suitably to influence their decision for painting their walls, with the Product
9. Customized and colourful / decorative Painting options were also discussed with the families for indoor applications, to garner the attention of kids and further enhancing the Product sale.



NOTION & IMPLEMENTATION

1. The target was to acquire feedbacks from varied user segments for the drink by distributing 10,000 samples to taste.
2. Priority was chosen to be the Kids and Housewives who were considered to be the major influencers in the family favouring any Health Drink products.
3. Suitable location spots were identified to attract each targeted groups.
4. Provisions for Branding were planned, Interactive programs such as Quiz Contests, Games etc., were conceptualized and executed after acquiring with the required permissions.
5. Over 10,000 Sample kits were to be served in both Hot & Cold conditions for the feedbacks and the required product samples were mobilised along with all the required Merchandising materials and utilized for the same with a detailed action plan of operations.
6. Product and Brand connect was established by active engagement with the participants.
7. Feedbacks, suggestions from each participant was documented and submitted for review of the company.

DISPLAY AUDIT



NOTION & IMPLEMENTATION

1. The Display Parameters for each outlet was studied and a checklist was arrived.
2. Required quantity of Display materials for each location including Posters, Dangers, POP Displays were finalised and mobilised.
3. Product ranges of the Brand which required a focused branding approach and additional mileage were isolated and possibilities of enhancing Branding were identified.
4. Initial Audit programs were executed to document the existing Branding Displays in each outlet.
5. Options to enhance the Brand reach were discussed and finalised with the company, suitably negotiated with the Sales outlets and installed after acquiring their permissions.
6. With repeated visits, the status of the displays in each stores were monitored.
7. The effectiveness of the Displays in enhancing the Brand reach was studied and tracked regularly.
8. Possibilities to improve Brand reach with additional Brand space options were arrived at based on the studies and data accumulated.
9. The Reporting system was done on a Daily basis with every data supported with photographed proof.

BRAND CONNECT & PRODUCT SALES



NOTION & IMPLEMENTATION

1. The campaign was intended to reach the Product to a targeted audience of sports enthusiasts of both genders among College students.
2. In order to induce their interest and actively engage their participation, suitable interactive outdoor games were conceptualized.
3. All required permissions from the respective Managements were collected and an execution plan with the schedules was submitted to the company for approval.
4. The procedures to ensure the safety of the participants were ensured to be in place in each location.
5. The beverage samples were mobilised based on the projected strength of participants.
6. The participants were encouraged to taste the beverage, record their reviews and suitably rewarded to establish a brand connect.
7. The Brand reach and Product sales among the audience was ensured with concurrent promotions in each program.



Brand Connect & Product Loyalty Program



NOTION & IMPLEMENTATION

1. An extensive contact list of Painters were accumulated by interacting with Hardware shops in each locality.
2. Every Painter was considered to be an Influencer favouring the purchase of the Brand and were encouraged to register for a Meet exclusively organised for them.
3. Suitable Venues for organising the gathering in each locality was identified and finalised.
4. The required statutory permissions for organizing the Event were collected from the respective departments concerned.
5. The Pre-registered Painters & Painting Contractors were invited cordially with telephonic-call reminders to ensure their presence in the Meet.
6. Each Meet was organized suitable encouraging complete interaction from the Painters, including Product Technical presentations and Testing setups, with Training and Demonstration done by Professionals.
7. The painter's loyalty for the Brand was attained with Gifts and Quality food to cherish during the gathering.
8. Product sales were further boosted with sales coupons and offers for spot bookings.
9. Membership registrations were floated and followed up rigorously for confirmations from the Painters.
10. Based on the area serviced and with the volume of their operations, the Painting contractors were suitably categorised and rated for further business follow-ups.

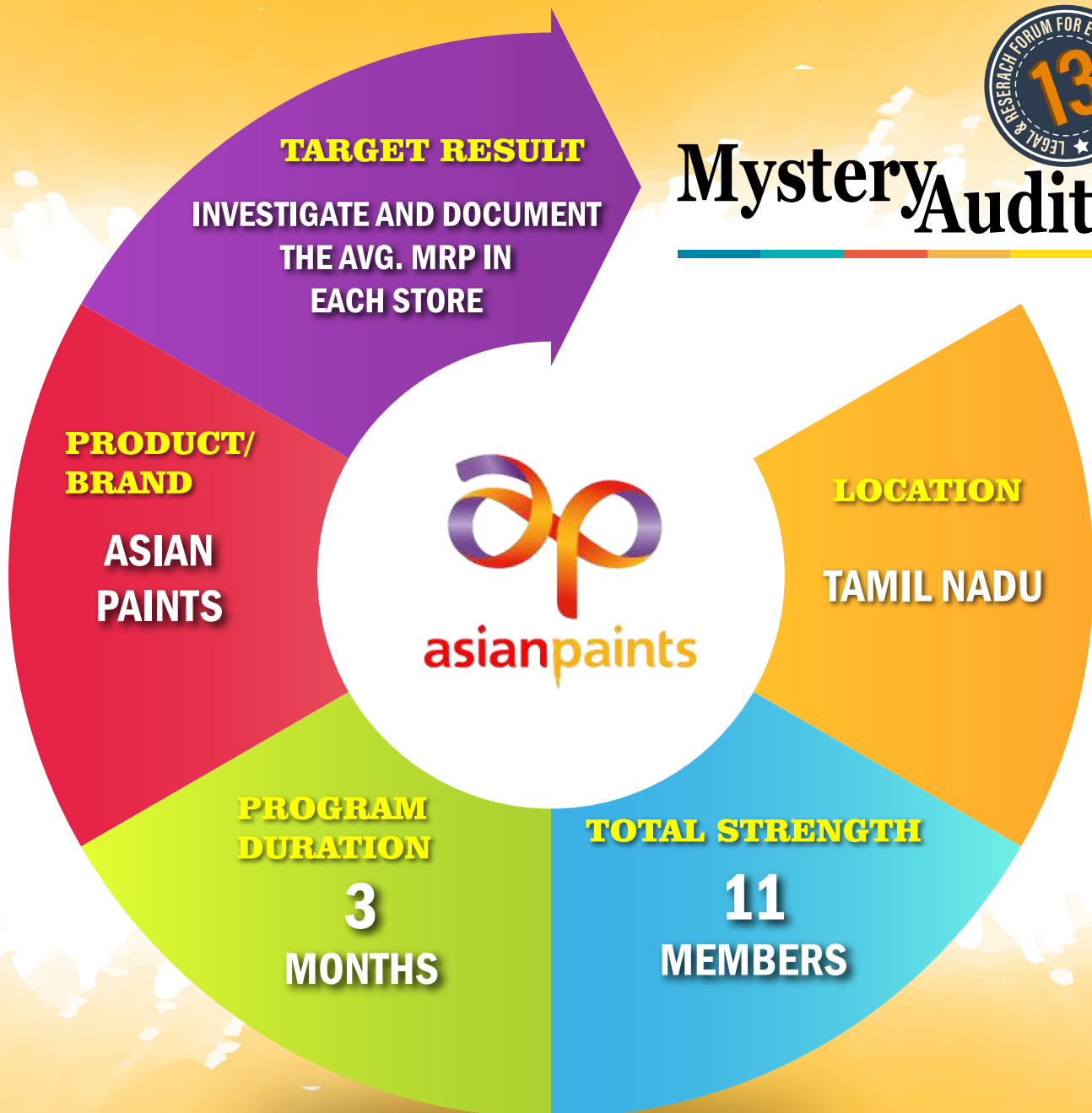


NOTION & IMPLEMENTATION

1. Three unique Fruit based beverage flavours (Strawberry, Apple & Lemon) were proposed to be launched for enhancing the reach of the Brand.
2. Varied prospect segments were isolated and segregated for a targeted review such as Travellers, School Kids, College students, Teens, Working Professionals etc.
3. The task included identifying the response and interests for the flavours among the target audience segmented based on age / gender and their cultural/ community behaviours.
4. Every aspect of the Drink, such as Flavour, Brand style, Bottle packing etc. was reviewed with the feedbacks collected.
5. Over 5000 bottles of the Sample beverages with the assorted flavours were mobilised and consumers from the selected locality were engaged to taste the samples, while their response and feedbacks were documented and presented to the company for their detailed review.
6. The campaigns were planned on a daily recurring model with a Survey report generated on a weekly basis.
7. Negative feedbacks were noted with clarity on the reasons and progressive suggestions.



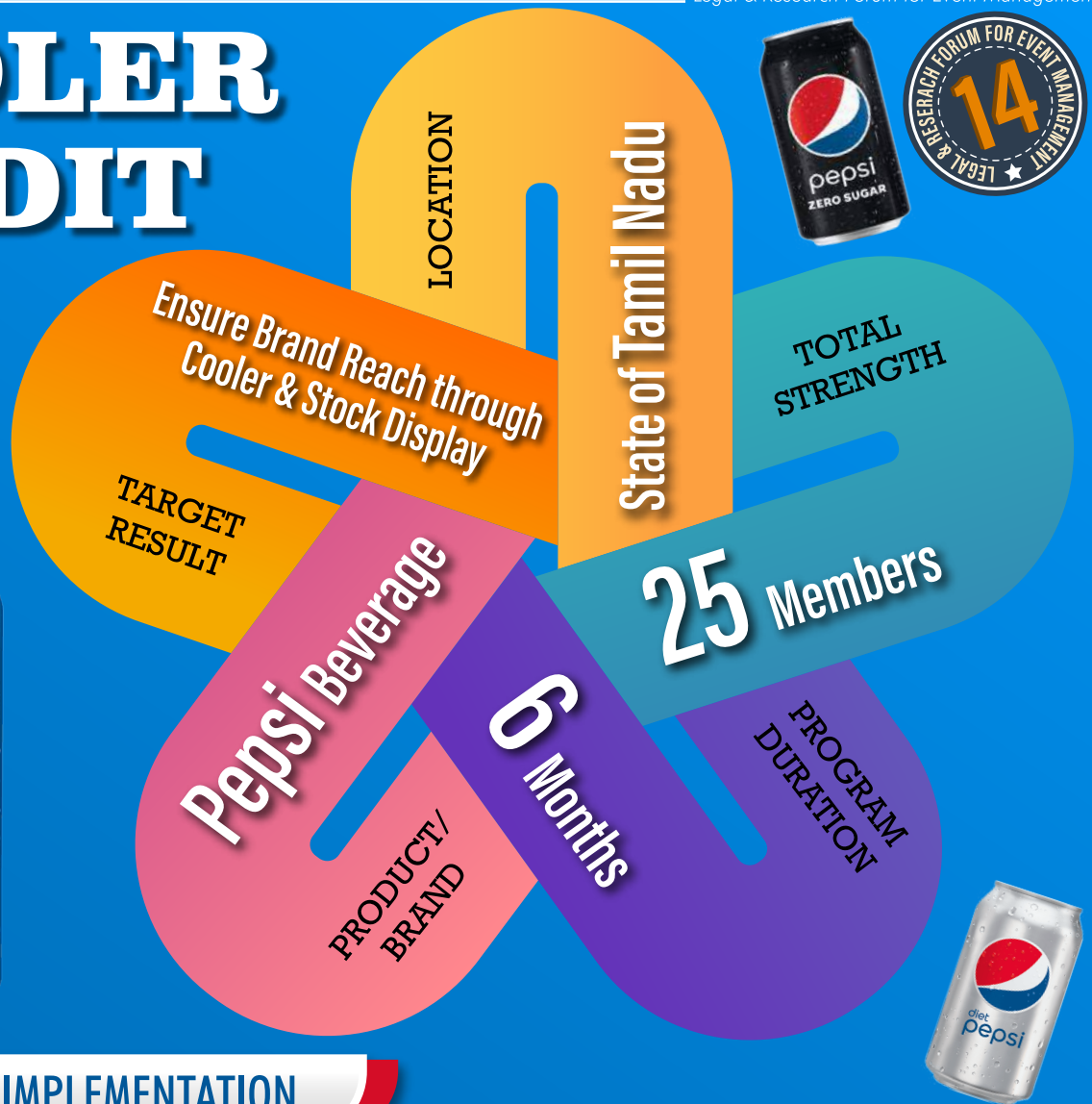
Mystery Audit



NOTION & IMPLEMENTATION

1. The Program was to be organized with an investigative approach on the Product Pricing followed by each store and ensuring pricing transparency and integrity.
2. With our team disguised as Painters, every identified store was visited and price quotations for the Paint ranges were collected and documented.
3. After thorough verification, the stores were isolated and segregated based on the transparency rate in their pricing and quality of service provided to the Brand's customers.
4. By a separate audit the Outlets were tested for their knowledge strength on the Product and their ability to communicate the Product features effectively to consumers.
5. The Parameters were further extended to include the facilities available with each store and their ability to perform a technical demonstration when required.
6. Customer feedbacks from each store was collected, documented and presented for review of the company
7. Customer satisfaction levels with respect to each store was arrived at and submitted for review.

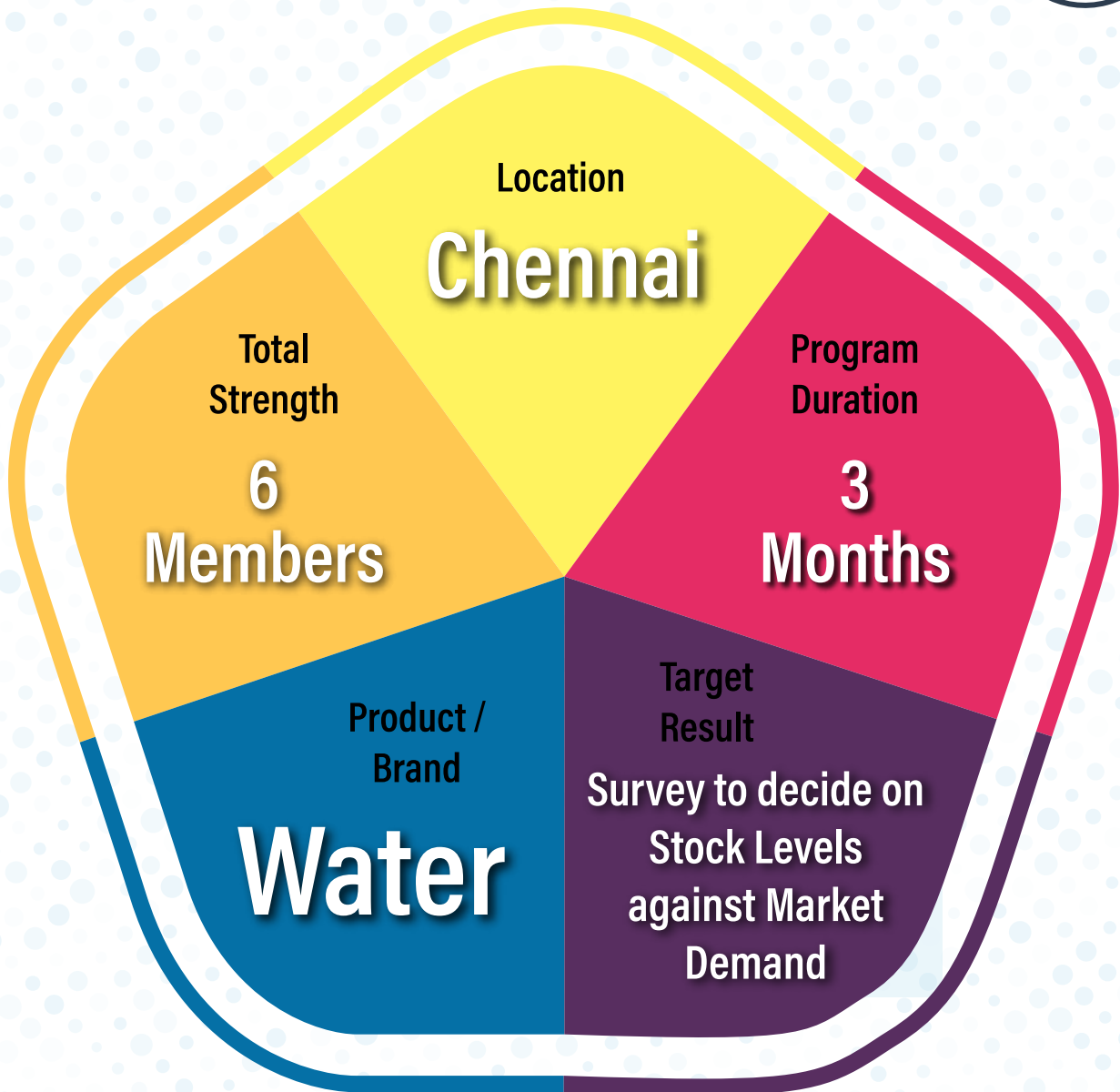
COOLER AUDIT



NOTION & IMPLEMENTATION

1. The intended Branding and Display Model as proposed for each outlet was documented and studied based on the outlet size and area, type and location.
2. The Audit was planned to cover the display of the SKUs in the Company branded cooler units supplied to the outlet.
3. The Target Outlet list was generated and a detailed calendar plan was charted to have a synchronous flow of operations.
4. The details of Cooler Units supplied to each outlet was collected and verified by a direct visit.
5. A detailed list of Outlets with missing or malfunctioning cooler units were listed and segregated.
6. Cooler Units requiring repairing, servicing and replacements were documented with the locations and submitted for immediate corrective action.
7. The action involved the employment of services from the Service provider for the cooler units, with the required approval of the departments concerned in the company.
8. A Separate audit system was followed for stock availability of the merchandising materials in each outlet.
9. Surprise audit of the display had to be conducted after every rectification process.
10. Feedbacks on the working condition after repairs were collected individually from the concerned Retailers, Merchandiser and Sales personnel and documented.
11. Reasons for suspended displays were analysed. Every audit report was required to be acknowledged by the outlet owner and hence demanded repeated visits for a single location, while maintaining the permitted timelines.
12. The Audit called for a Daily Reporting process with supporting documentation.

Market Survey



NOTION & IMPLEMENTATION

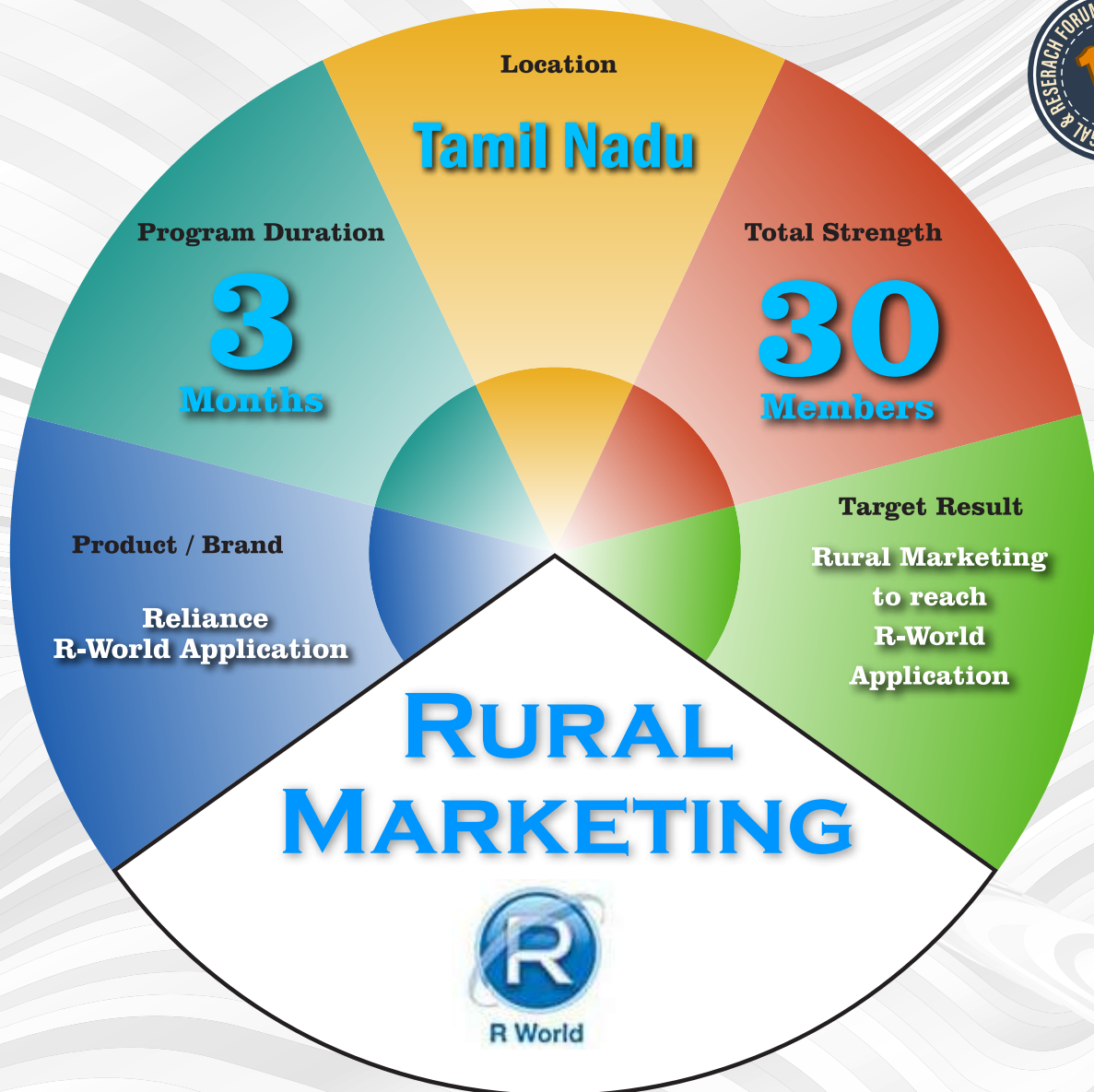
1. The Program Model required an extensive survey on location at sales outlets to document.
 - a. Stock Levels in the Cooler Units
 - b. Stock Levels in the Backyard Storage
 - c. Stock Levels in the Shop-front area
 - d. Stock Levels in the Display Area
2. The Sales Potential for the Product in each location was to be ascertained with inputs from the Shop owners.
3. Calculations were done based on the data and demand quantum was arrived for the product on reality at street level.
4. Steps to effectively mobilise the stocks based on the demand was arrived.
5. Every outlet was verified for its inclination and acceptance of the Brand & Product, suitable credit periods were negotiated with the company and acknowledgement documented.

MARKET SURVEY



NOTION & IMPLEMENTATION

1. A comprehensive list of Modern trade Super Markets was arrived.
2. Possible options for Product Promotion Displays in each location was planned and submitted for the review of the Brand Manager.
3. The respective Managements were approached for seeking their permissions for Branding space and the campaign was initiated in each Super Market after attaining their consent.
4. A suitable Merchandising system was adapted to suit each location and communicated in detail to all the departments concerned.
5. Existing Product stock levels in their stockyard were documented and possibilities for increasing the stock levels were reasoned, based on the potential.
6. A suitable Display Management system was identified for each Super Market with the consent of the respective Management and approval of the Brand Manager.
7. Wherever possible, options for further enhancing the Brand reach through Creative and eye-catching Displays were recognized and implemented with the required permissions.
8. The Staffs were educated and informed of the PO Processing and Operating procedures of the company.
9. With an attentive approach to their queries and suggestions, a cordial relationship was established between the respective Management, Staffs of the Super Market with the concerned departments of the company.
10. The efforts greatly favoured continued business association, Brand promotion & Sales in each location.



NOTION & IMPLEMENTATION

1. Scope included extensive geographical survey for identifying the remote District locations and charting a plan of operations involving Route & Location planning
2. The target was set to reach a public strength of 50,000 people
3. A suitable calendar of operations based on the projections were submitted and implemented with the approval of the company
4. Based on the requirement of each location, the Marketing collaterals were mobilised
5. The campaign called for demonstrating and training the residents in each location on the downloading options, explaining the plan benefits.
6. Enhancing sales conversions at the spot was targeted by effectively explaining the Pros.
7. The scale and medium of promotions were uniquely designed for the Rural and Village community.
8. With customized promotions maximum mileage from each location was attained to satisfaction.
9. Separate campaign models and demonstration programs were conceptualized and executed for varied segments of users to suit their interests. For instance, the campaign models for Students differed drastically from that of Working professionals
10. Prospective database was collected and reported, covering parameters identifying the interests of each group for further review and implementation of suitable attractive schemes for each group in the R-World application.



NOTION & IMPLEMENTATION

1. Identifying and rewarding the consumers loyal to the Brand was the prime motive of the campaign.
2. Attracting and boosting customer walk-ins to the sales outlet was equally targeted.
3. A surprise campaign was promoted in identified Retail outlet in a scale covering the local community.
4. Every customer who purchased the Product was to be rewarded with an attractive bundle Gift pack consisting of 5 Home essential Gifts.
5. Customers returned with gratified reviews for the Brand, while each Retailer cherished the increase in customer walk-ins during the campaign days.
6. The Trade activation effectively bridged gaps and established a favourable business connect for the Brand, between the Dealer and Retailer.
7. With a spike in customer demand, the Retailer space was identified for Product Display and management of sufficient stocks.
8. The campaign was effectively executed without any lapse in each Retail outlet, to suitably reward every deserving customer of the Brand, avoiding exploitation of the Gifts.
9. With each program scheduled for two-day duration, the merchandising arrangements were ensured to be effectively placed with the required quantity of Posters & Dangers mobilised, distributed and displayed.
10. The meticulous planning resulted in an Enhanced Brand reach and Product sale of over 10,000 units.

Brand Reach & Sales Promotion



Location	Total Strength	Program Duration	Product / Brand	Target Result
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NOTION & IMPLEMENTATION

1. Target Audience for the Beverage were identified to be the Kids, Youth and Younger generation.
2. Suitable attractions for gathering the targeted audience in groups at specific locations were identified and planned
3. The required statutory procedures and venue permissions were collected for organising the promotions
4. Inflatable Outdoor Sliding, Darting / Bouncing Games were installed suitably in locations facilitating the attraction of the respective age groups
5. Each system weighed around 1 Ton and had to be individually transported by separate vehicles to each identified location
6. All safety precautions and equipment for handling any emergency were ensured to be in place
7. The campaigns were executed in each location in the presence of a Company representative.
8. With the attraction suitably favouring Public gatherings, the audience were encouraged to purchase and review the beverage for a free-token to enjoy the attraction.
9. Suitable promotions for the Brand reach continued during every activity, further boosting the participant engagement
10. Each and Every location witnessed a significant response from the local public which exceeded expectations.
11. Every participant who won the game was suitably rewarded, setting the stage for an active Brand activation and colossal Product sales in the venue.
12. With a targeted reach of a population totalling 5000 Kids and 5000 Teenagers, the campaign turned out to be a Festival Sale for the Product and was hence termed as THE GREAT MOUNTAIN DEW FESTIVAL by the company.



Traditional Trade Outlet Retail Audit



NOTION & IMPLEMENTATION

1. The Audit program included the herculean task of identifying and reaching out to the Traditional Trade Market for the Multi-national Beverage Brand
2. An extensive and personalized campaign was enacted to collective feedbacks on the Product directly from consumers in each locality
3. Every retailer identified was personally interviewed for schemes and offers by which they felt benefited from competitor brands
4. The Product registering the lead in sales amongst aerated beverages were identified and documented from each shop.
5. The key beneficial factors sought by the Retailers were identified and submitted for review of the company
6. The frequency of stock supply was reviewed by following a calendar of stock audit for the outlets covered.
7. Possibility of increase in Sales was reviewed and supported by employing the services of the local distributor and company sales personnel, as required
8. Brand Display options and Stock display options were identified and supported with installation of cooler units as per demand.
9. Shops registering improved sales were reviewed and documented
10. Requests for suitable credit period requested by the shop owners were reported to the local distributor and company representations for their review and processing.

Brand Reach & Sales Promotion



NOTION & IMPLEMENTATION

1. The campaign called for reaching the statement of "Pain Killer for ALL" to be associated with the Product.
2. The Product USP of "NO SIDE EFFECTS", was to be effectively communicated.
3. The Model was to establish a Sales connect with consumers and promote sales of the product through Medical Stores in the city.
4. With permissions acquired from each store, the sample kits were mobilised.
5. Product demonstrations were done and advantages were communicated to the prospects visiting the stores.
6. Feedbacks were documented and spot sales was performed.
7. A database of Prospects segregated based on their age / gender and product interests was documented and submitted.



NOTION & IMPLEMENTATION

1. The initiative was to comprehensively cover all dealer points in the locality and identify suitable outlets for enrolling in the Brand's Display program.
2. A suitable Display design was identified for each enrolled outlet and implemented after approval of the Brand Manager.
3. An effective tracking system for ensuring the displays in each outlet was formulated and implemented.
4. With frequent and recurring Audits of the display, the effectiveness of the Promotions was ensured in each outlet.
5. Outlets registering improved Product sales further to the campaign implementation were reviewed and considered for suitable rewards.
6. Schemes to enhance product sales in the promising outlet stores were devised to arrive at suitable discount offers.

SALES DEVELOPMENT & MERCHANDISING



NOTION & IMPLEMENTATION

1. The intended Branding and Display Planogram Model as proposed for each outlet was documented and studied based on the outlet size and area, type and location.
2. The campaign called for ensuring the perfect management of Displays and Backyard stocks.
3. Display of Promotional materials as per the Model was ensured and documented with photographed proof.
4. Suitable merchandising stock was to be ensured to effect an increase in Brand promotions and Product sales in every outlet.
5. Plan of action to regulate the support of materials to the Sales and Dealer team on a daily basis was arrived based on the audit study and implemented.
6. Measures to enhance Retailer relationship was invoked.
7. Weekly review of Display Materials, provisions for enhancement and supply of the required replacements were done and documented.
8. Efficient functioning of the periodic offer schemes introduced by the company and smooth flow of operations involved in mobilisation and distribution of Gifts to consumers were ensured for every campaign during the promotion cycle.

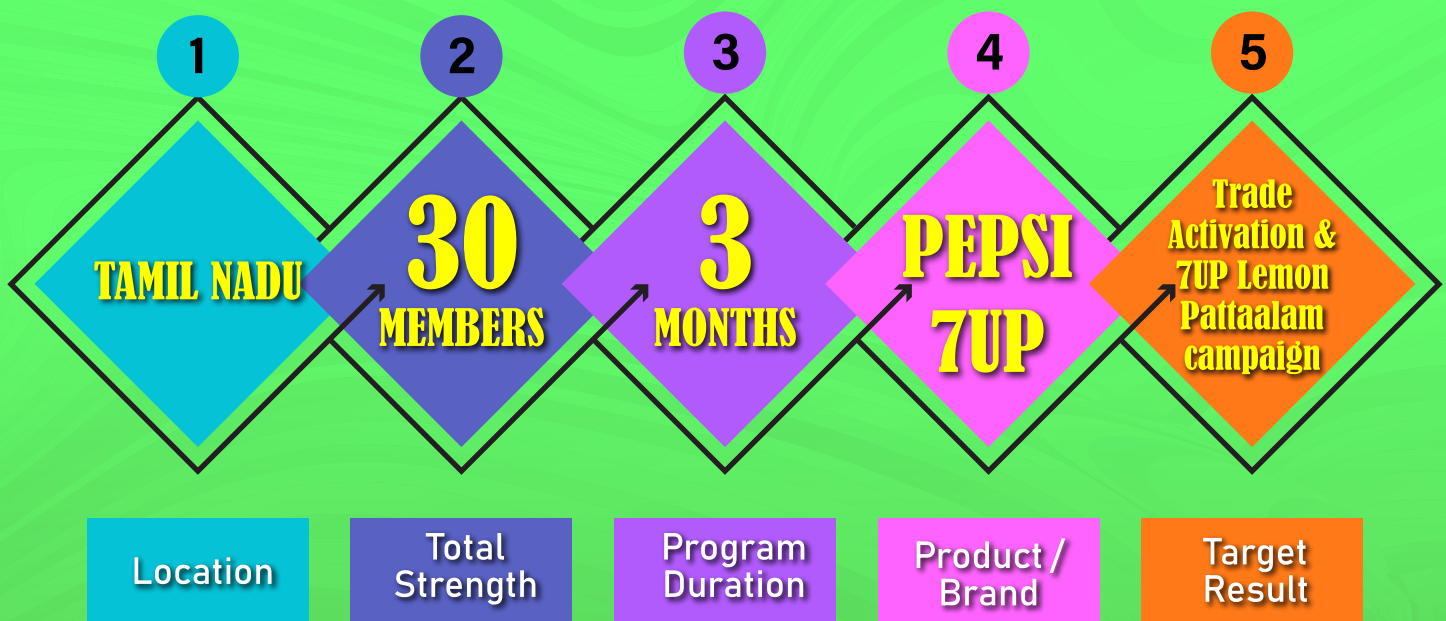


NOTION & IMPLEMENTATION

1. The campaign was exercised to study the demand and consumption of Soda in Liquor Bars, Clubs, Bars & Restaurants, Super Markets.
2. With the permission of the Bar Management, the feedbacks from their Patrons were collected to arrive at the trends of inclination towards a particular Soda Brand, comparison with competitor Soda brands and preference of Soda against bottled water for diluting their drinks.
3. Health awareness was created among the patrons for consumption of Soda with casual and passive promotions.
4. Ratio of Soda consumption by the Patrons for cocktails & mocktails and arising demands were reviewed and documented
5. Based on the reviews, suitable schemes were implemented for the Bars, Clubs & Restaurants to boost Product's Bulk sales for consumption in the form of SKUs and single-consumption bottles.



Lemon Pattaalam Campaign



NOTION & IMPLEMENTATION

1. The campaign called for Trade activation and extensive operations to cover the campaign requirements of Promotions across all mediums and levels.
2. The campaign promoted Product sales encouraging consumers to collect 7UP brand stickers, which could be exchanged for Gifts such as T-shirts, Caps, Coolers etc.
3. Management of Retailers code numbers was to be ensured to effectively implement the campaign effectiveness.
4. An extensive operation plan was charted and executed for collection of coupons, mobilisation and distribution of gifts to eligible patrons of the Brand.
5. District-wise tracking of the commodities were implemented and monitored.
6. By a separate tracking Model, the Retailer Gifts were monitored.
7. Mobilising the required Posters & Dangers for Promotion was effectively done to supplement the campaign during the promotion of Gifts.
8. All elements of the campaign including Promotions were documented and photographed for proof and submitted.
9. The campaign called for direct visit to outlets and verification were done and reported on a daily basis.

Sales Development Audit



NOTION & IMPLEMENTATION

1. The campaign called for extensive audit of the Traditional Trade outlets in the cities to arrive on
 - a. Sales Development Plans
 - b. Sales Development Feedbacks
 - c. Stock Requirement Levels
 - d. The Consumer strength potential
2. The Primary Product sale details were documented and reviewed against the sale of supporting products in each Trade outlet.
3. In addition to the above, placement of the Company supplied coolers, Promotion displays were audited and verified.
4. Supports required for Merchandising materials, Promotion Display Materials and POPs were listed and reported for immediate action of the company.
5. Inputs and Suggestions for supporting the availability of stocks, displays etc. were collected from the respective Retailers, Dealers and Sales Team for review and escalation to the concerned Departments.
6. Special Schemes and offers to enhance the Product sales in each location were planned based on the data made available by the campaign and implemented accordingly.



Mystery Audit



15 Members
TOTAL STRENGTH

Pepsi
PRODUCT / BRAND

LOCATION

Tamil Nadu

PROGRAM DURATION

2 Months

TARGET RESULT

Surprise Audit campaign for checking on the Brand connect

NOTION & IMPLEMENTATION

1. A comprehensive list of Modern eateries were identified in each location.
2. Disguised as a regular patron for the Eatery, we called for supply of soft drinks and checked on the brand and product preferred to be supplied by the staff.
3. The Product in focus for the Brand was Pepsi regular, Mountain Dew & 7UP.
4. The combo offers promoted with each type of snack (For eg., Samosas, Cutlets etc.) and opted by the patrons were noted.
5. The audit was extended to cover all types of eateries such as Tea stalls, Snack Points, Canteens, Restaurants, Hotels, etc.
6. Detailed data sheets were documented and reported for review of the company.

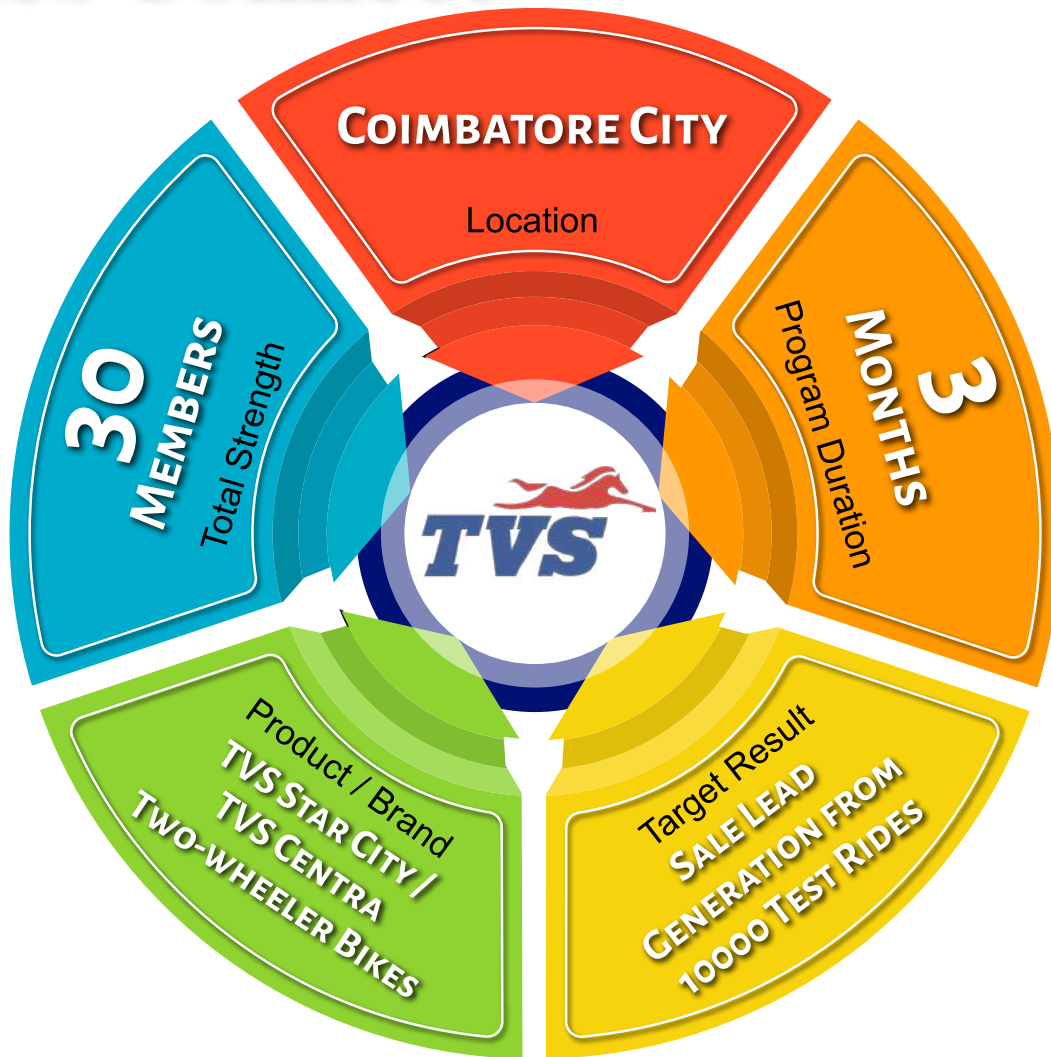
Display Audit



NOTION & IMPLEMENTATION

1. The campaign called for extensive audit to review reach of the Brand across 6000 Retail points.
2. All parameters of the Display were understood from the respective Brand Manager and verified in each outlet.
3. Diverse campaigns were conceptualized for each location and special Trade activation programs were implemented.
4. Outlets implementing the best promotional displays were rewarded suitably.
5. The winners were identified and reported to the company segregated district-wise.
6. Photographs of the awarded Winners were circulated among the base of Retailers to effectively induce the interests of every Retailer and increase their inclination to the Brand.
7. A calendar for the Retail outlet visit was maintained and documented to gather the required information.
8. Based on the data made available, detailed analysed reports were submitted for review of the company.

Product Promotion & Sales Connect



NOTION & IMPLEMENTATION

1. Scope included extensive geographical survey for identifying the favourable locations and acquiring the required statutory permissions from all concerned departments.
2. The identified spots were segregated based on a projected quantum of participants.
3. Branding and Promotional materials were utilized to suit the demands of each spot, including personalized Gifts to enhance the reach among the Prospects.
4. Teams were assigned for each location based on the projections and every activity was preceded by TVS Sales Personnel in each location.
5. Over 10,000 Test Rides were done with the involvement of the local residents in the identified localities.
6. Training on Responsible & Safe driving skills were provided, while the Unique features of the Model were rigorously highlighted in the promotions.
7. The Contact details of each Test Rider was recorded along with their Feedbacks for review of TVS team
8. Spot bookings at the venue were promoted suitably with attractive offers and Prospect base were identified and documented.
9. The documented lists of Prospects were isolated based on the locality and distributed accordingly to the nearest TVS Dealer for Sale conversions with a copy included as master data for the reporting office of TVS.



Market Survey



NOTION & IMPLEMENTATION

1. Scope included identifying suitable Parking lots in Colleges, Hospitals, Markets, Theatres and Paid parking lots and the required permissions were acquired.
2. Over 5000 Users of Hero Honda Splendor Bikes were identified in the localities around cities, segmented based on categories such as age group, preferences.
3. The Reasons for their choice of the Brand were documented, tabulated and analyzed.
4. The study of all the influencing factors were analyzed in detail, which included reach of Advertisements, Branding, WOM, etc. and rated based on the data.
5. Participants were questioned on factors such as; Test-drive options, Easy finance facilities during the sale process, After-Sales Service response, availability of replacement spares etc.
6. Additional Positive remarks from the participants were tabulated separately which included the Vehicle Looks & Appeal, Fuel-efficiency, Family-vehicle Tag, engine beat etc., while pillion riders especially women highlighted the comfortable seating provision
7. As feedbacks were collected from varied segment, we could note that the deciding factors were unique to each segment with college students and working professionals topping the charts.
8. Key factors favouring decisions were identified, documented, rated and reported.

Retail Audit



NOTION & IMPLEMENTATION

1. The Audit program included the herculean task of segregating the category of the sales outlets on a micro-level approach, starting from Star Hotels, Restaurants, Supermarkets, Bakeries & Small Eateries to the street corner shop outlets.
2. Over 5000 Sale outlets were covered and segmented based on location, size and customer base.
3. Every available outlet, matched real-time on Google Maps, were to be visited, which at times required repeated visits to completely document the audit findings.
4. On a daily basis the local distributor is appraised on the findings to initiate immediate action, while simultaneous reporting is required to the Escalation Manager of Pepsi in the region.
5. Surprise Audit of the supply and stock keeping was conducted in each outlet (around 5000 outlets covered)
6. Outlets with sufficient stock keeping were noted and reasons for deficient stocks in other outlets identified, documented and reported .
7. The outlets with negative scoring had to be revisited after a month's duration to confirm effectiveness of the corrective action taken by the local distributor.
8. New outlets, which could be accrued into the Green category of eligible outlets favouring display and sufficient stock keeping for the beverage were separately isolated and reported with supporting documentation.
9. The audit called for Daily reporting system on email, connecting all concerned departments with supporting documents attached for reference.
10. The audit reports were scrutinised on each location by the Company Representatives once in 3 days, with the presence of the distributor for ensuring immediate corrective actions, which called for re-audits after the duration stipulated.
11. Possibilities for increase of sales in Green category outlets were determined
12. With a sensitive approach to complaints from each outlet, timely intervention from the respective departments was ensured and satisfactory feedbacks from the respective owners were documented for records.

Disclaimer:

The information provided by us in this Brochure is for general information purposes only and meant strictly to facilitate the readers with complete understanding of our competence and experience in conceptualizing, strategising and executing the Promotional campaigns, Market Survey and Audit Programs. All information contained is provided in good faith and we make no representation or warranty of any kind, regarding the completeness of the information, as some explanations may have been shortened for the sake of brevity where the complete campaign model includes extraneous information not relevant to the general public.

While, we confirm our participation and contribution in every facet of the campaign model expressed in the Brochure, we do not intend to claim ownership of the campaigns, which could have been executed against the direct instructions of the Brand owning Companies or executed indirectly for an associate Agency assigned by the Company. Through the campaign models expressed, we only propose to reflect our factual Professional experiences and private opinions on the outcome.



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