

BTL ACTIVITY

IDEATION & CONCEPTUALIZATION

Rawmen

Kasaragod

BTL is known as below the line advertising. It is a marketing strategy where products are promoted on a more personal level than ATL advertising. BTL activities are more interactive and give the opportunity to brands and consumers to connect on a personal level.

Kannur

PROPOSED THEME



PROPOSED ACTIVITY

Educating people on the different kinds of glass based on their requirements

This will be accomplished by a branded vehicle with the focus primarily revolving around north to south Kerala

Wayanad

A demonstration of five properties of glass will be given in real life so the people can understand the differences and how best to use this material

Expertise from Trutuff Safety glass will be on hand to explain the entire activity and glass properties.

The influencers will be made to participate in an engagement activity at different locations

MODE OF OPERATION

People are introduced to the different properties of glass in a realistic setting by participating in a number of activities

Properties like heat, sound, light and security / strength will be tested inside vehicle

Every property will be practically tested in different pre-fabricated glass modules installed in the vehicle

The breaking of laminated glass should be done in real time under supervision and better safety measures should be taken

A stakeholder invitation should be sent out by the respective managers before the event in their area

Kozhikode

Distributing goodies to participants will encourage better engagement

DURATION

In order to cover the whole of Kerala, the minimum proposed duration will be **25 - 30 days**



WHY MEDIA ASSOCIATION?

Malayala Manorama is the best in the industry and has a wide range of audience, which give our brand an exceptional marketing edge.

Despite the fact that Keralites start their day with paper, and hence, they have a strong affinity towards this brand, makes the experience of our brand very similar.

Professionals will manage the whole process, ensuring all legal and other formalities are handled successfully, which will reduce the load on us as much as possible.

The company provides a series of outdoor activities giving out gifts, making people more engaged. Prior to the event, the regional editions are published with free articles about the visiting vehicles.

Malapuram

Palakkad

THE BIG PICTURE

A 360° MARKETING APPROACH

This campaign will last 25-30 days.

The activity will go live on field to the targeted audience of this campaign.

The promotion of the activity "glass vandi" through digital platforms

Providing extra mileage and a trustworthy feeling to the brand through free new paper write ups in Malayala Manorama.

A single day's worth of on-the-ground lead generation will boost sales and cover the expenses

Ernakulam

Thrissur

Idukki

OUT COME

The objective is to establish Trutuff Safety Glass as "THE GLASS EXPERT" as well as to claim the brand's position in South India

Create Brand Awareness: The activity helps to spread awareness about the brand and also help people to connect directly with us

Reaching your right target audience

Kottayam

Makes Your Brand Stand Out: Help trutuff to stay ahead of the competition. BTL offers a platform to communicate their marketing message clearly to its audience.

Build Brand Credibility: BTL activities deliver instant results and build a positive brand image. It gives the brand an opportunity to demonstrate its products to its target audience, resulting in the sale of the product. It helps in building a customer-brand relationship. A positive brand image results in increased sales

Alappuzha

Enable Audience to Know Your Product: It gives them an insight into the product, understanding the right usage, and right product resulting in repeated sales of the product. When consumers become familiar with the product, it provides them quality assurance which can later result in Brand loyalty and can help the brand in the long run.

Kollam

Enable Audience to Know Your Product: It gives them an insight into the product, understanding the right usage, and right product resulting in repeated sales of the product. When consumers become familiar with the product, it provides them quality assurance which can later result in Brand loyalty and can help the brand in the long run.

Thiruvananthapuram

THANK YOU

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