

PROJECT TOOFAN

Background:

Company	Mahindra & Mahindra.
Industry Sector	Farm Category
Campaign coverage	National

Marketing Understanding

1. Tractor industry saw the growth of 41-50 HP tractors over the 31-40 HP in the year 2003 .
2. The fact was reinforced that despite low agri-produce in 2003 the demand for the high HP tractors had increased.
3. Farmers needed a tractor that offered:
 - a) More productivity
 - b) Less fuel consumption
 - c) Better advanced technology
 - d) Need for financial tie-ups

What Super Turbo 595 DI offered :

1. 52 HP tractor (4 cylinders)
2. Existing attributes : Trust, reliability & value for money .
3. New attributes : Modernity, technology & youthfulness .
4. Benefits : Large amount of work in short time, higher fuel efficiency, environment friendly with low emissions.
5. Product features : engine based on turbo technology, halogen lamps, large rear-view mirror .
6. Ergonomic designs - adjustable seats & extra legroom.
7. Fitted with clog indicator with audio hooter to remind the driver when the air filter needs cleaning/maintenance.

Positioning

Power, style and comfort

Objective

- Launch of India's first 52 HP tractor based on Turbo technology.
- To create awareness on the launch of new product in such a powerful way that it establishes the brand salience of high in power amongst the TG.
- To keep up to the promise made to the customer- *Ho jao Toofan per savaan*.

Strategy for collateral

- An on-ground campaign was planned to ensure a “touch & try” experience of the Super Turbo at the tehsil / village level.
- This mobile campaign had to be distinct and innovative in order to dominate the consumer mind-space.
- Conceptualized to demonstrate the power and style of the Mahindra Sarpanch Super Turbo 595 DI.
- Innovative and dramatic unleashing of the product was ensured

How Super Turbo 595 DI was brought closer to its TG :

1. Exhibiting the power of the tractor in a dramatic manner
2. TG captured by emotions rather than logic / reasoning due to their mind-set.
3. “Touch & try” experiential tool used to bring a sense of ownership.
4. Keeping track of potential customers through data collection.
5. Organizing service camps
6. Giving information on finance & explaining various installment schemes.

Target Audience



Farmer who is:
Aspiring
Well informed
Has a big land-size holding

The Big Idea:

Super Turbo Toofan Carnival

A stunning product reveal with the tractor breaking out a “brick wall”, complete with lights & sound was the big idea for the Super Turbo launch campaign. Automotive products shattering glass wall is commonly done during most launches. But carrying the complete caravan and getting the tractor to shatter a “brick wall” every day for over 600 days across 1000 + villages was something else!



States covered:

UP
Haryana
Maharashtra
Karnataka
Tamil Nadu

Result:

The Super Turbo Carnival has been a landmark campaign in rural markets. Delivering the brand experience in this dramatic manner continuously day-after-day over 1000 days required tremendous planning, attention to detail and intensive efforts of RC&M.

Team Mahindra & Mahindra