



wrm

white rivers media[®]

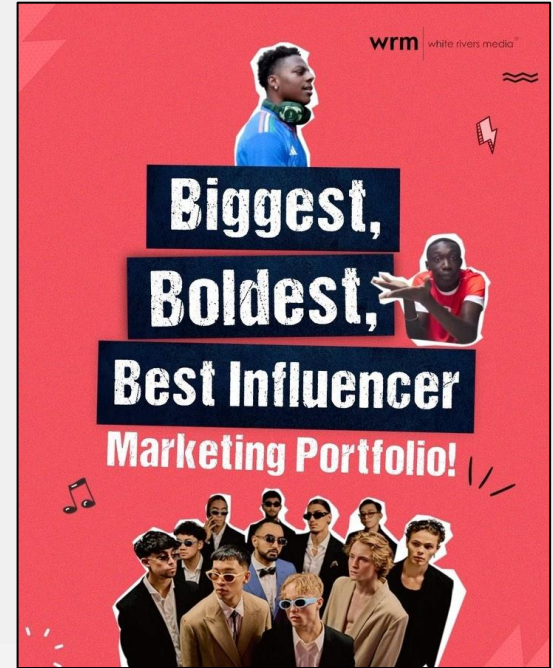
WRM At A Glance



[Link](#)



[Link](#)



[Link](#)

We are a leading Independent agency based out of India, which is building brands and organizations using content, media and technology.

Based out of Mumbai and Delhi, we are now a team of 600+ passionate digital marketers

Here's an overview of our journey so far. featuring some of our esteemed clientele and the extensive range of capabilities we leverage to build brands through clutter-breaking communication.



Globally credited as the Best Independent Digital Agency



Top Awards Won for our Campaigns

PROMAXAsia

THE ABBYS

ICMA INDIAN
CONTENT
MARKETING
AWARDS



ADGULLY®
DIGIXX
SUMMIT | AWARDS



24m
INDIAN
MARKETING
AWARDS

24m
MAVERICK
AWARDS 2023
FOR INDEPENDENT AGENCIES



campaign
/DigitalCrest Awards/™





Key Clientele

NETFLIX

amazon
miniTV

HERSHEY'S
HERSHEY'S

ITC
ITC Limited

BKT
GROWING TOGETHER


Pernod Ricard

 **DANONE**
ONE PLANET. ONE HEALTH


DREAM11


glenmark
A new way for a new world

durex

 **DHARMA**
PRODUCTIONS



 **CavinKare**
Making Lives Happier

 **Piramal**
Realty

 **ASTRAL**
PIPES

realme

T
SERIES

tcs | **TATA**
CONSULTANCY
SERVICES

 **UNIVERSAL**
A COMCAST COMPANY


Reliance

FROOTI
MANGO DRINK

Disney

 **JioSaavn**

Coca-Cola

SECTOR SPECIALISTS

SPORTS & FITNESS



GROOMING & FASHION



FOOD & BEVERAGE



REAL ESTATE



SKIN & HEALTHCARE



B2B/Tech



SECTOR SPECIALISTS

MEDIA & ENTERTAINMENT



BANKING, FINANCIAL SERVICES & INSURANCE



E COMMERCE



LIFESTYLE & RETAIL



BEVERAGE



RELEVANT WORK

J K TYRES

J K Tyre X IPL



CONTENT

DYNAMIC

J K TYRE

J K Tyre X IPL

SKY is pink,
with the **MUMBAI** win!



LEVITAS
ULTRA
HIGH PERFORMANCE TYRE
MADE FOR
DREAM MACHINES



JK TYRE
TOTAL CONTROL

KING vs **THALA**
The ultimate showdown
awaits us!



Desh Ka Tyre
JAB HINDUSTAN MILE
HINDUSTAN SE



JK TYRE

CONTENT

DYNAMIC

Planned our **HYDERABADI** biryani **AHEAD** of time!



JITYRE
TIRE CONTROL

SMART TYRE
TYRE WITH A BRAIN

Bluetooth Connectivity

PER 3 DAY

THAT WAS A **JACK FULL 50!**



PUNCTURE GUARD

#HawaNahimNiklegi

JITYRE
TIRE CONTROL

Iss **50** se stadium **ABHI-SHAKE** ho chuka hai!



RANGER
SERIES

STAY WILD AT HEART

JITYRE
TIRE CONTROL

Ye **DILLI** hai mere yaar, **JEET** ki aayi bahaar!



Desh Ka Tyre

JAB HINDUSTAN MILE
HINDUSTAN SE

JITYRE
TIRE CONTROL

Inn **3** wickets se royals ki **ASH** ho gayi!



SMART TYRE
TYRE WITH A BRAIN

Bluetooth Connectivity

PER 3 DAY

JITYRE
TIRE CONTROL

Poore stadium ne **SUNI** Legendary **50** ki awaaz!



LEVITAS
ULTRA

HIGH PERFORMANCE TYRE

MADE FOR DREAM MACHINES

JITYRE
TIRE CONTROL



IPL 2024

HERO VIDA

VIDA X IPL



CONTENT

DYNAMIC

HERO VIDA

VIDA X IPL

**VIDA V1
ELECTRIC
SCOOTER
IS HERE!**

 2 removable
batteries

 20-degree
incline capacity

 100+ riding
modes

RESERVE NOW @ ₹499*

Fully Refundable*



Powered by Hero

 **VIDA**
OFFICIAL EV PARTNER



**THIS
PARTNERSHIP
WAS BUILT
TO LAST**

Powered by Hero

DYNAMIC
CONTENT

HERO VIDA

VIDA X IPL



DYNAMIC
CONTENT



HERO VIDA

INNOVATION



BKT TYRES



Topical-led Posts

BKT TYRES



Product-led Posts

BKT TYRES

BKT Tyre X IPL



BKT GROUP



TVC

Exclusive Access to the Biggest Global Sensations



[Khaby Lame](#)



[The Quick Style](#)



[iShow Speed](#)



[Noel Robinson](#)



IShowSpeed - World's Biggest E-Gaming Influencer



Crocs x The Quick Style



Coca Cola x The Quick Style



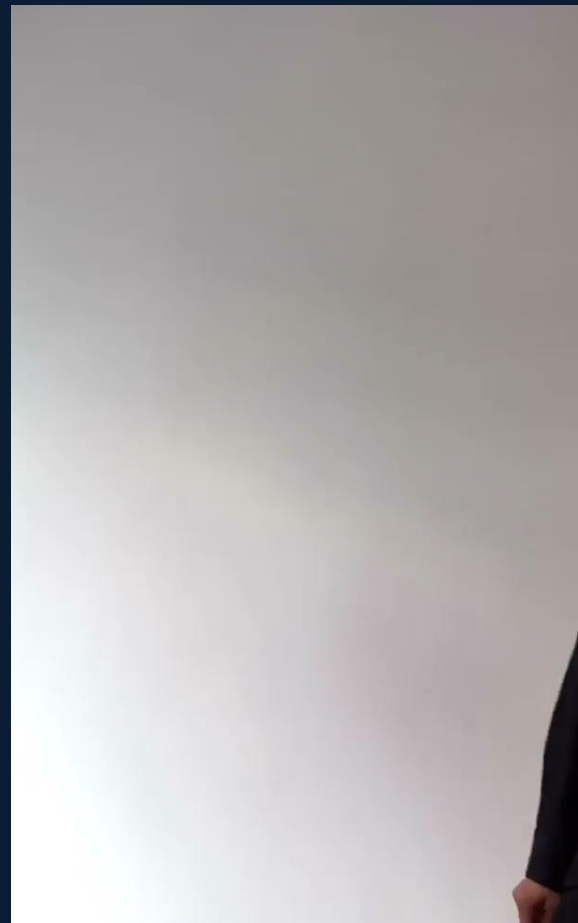
BoAt x The Quick Style



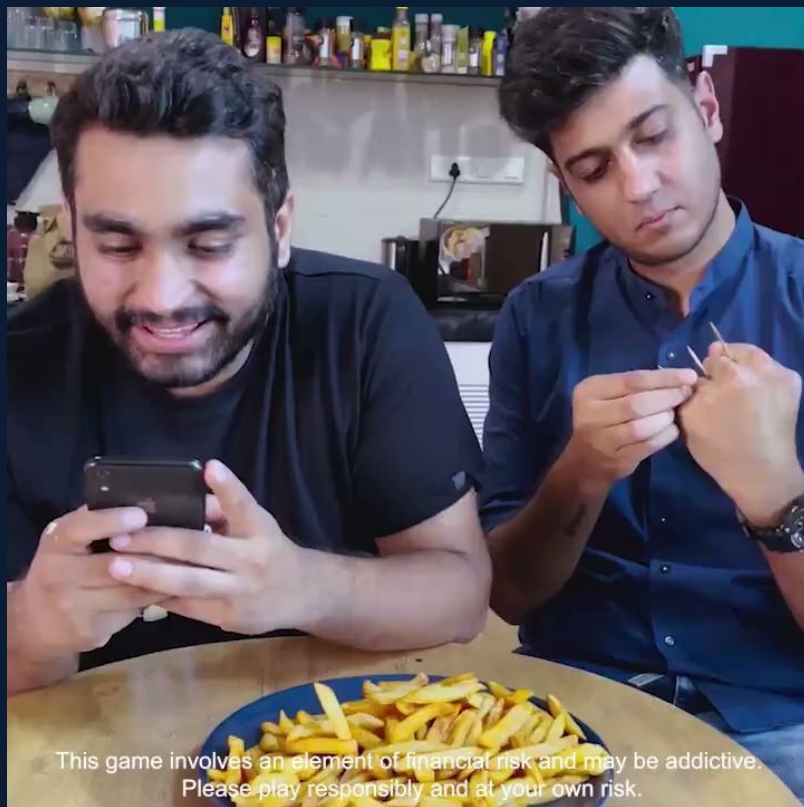
Raveena Tandon x The Quick
Style



Virat Kohli x The Quick
Style



Suniel Shetty x The Quick
Style



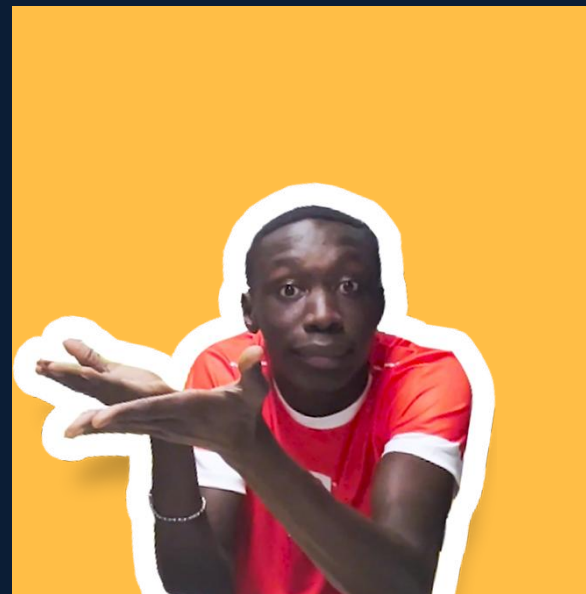
This game involves an element of financial risk and may be addictive.
Please play responsibly and at your own risk.

Dream11 X Khaby
Lame

FOLLOWERS

 **73M**

 **120M**

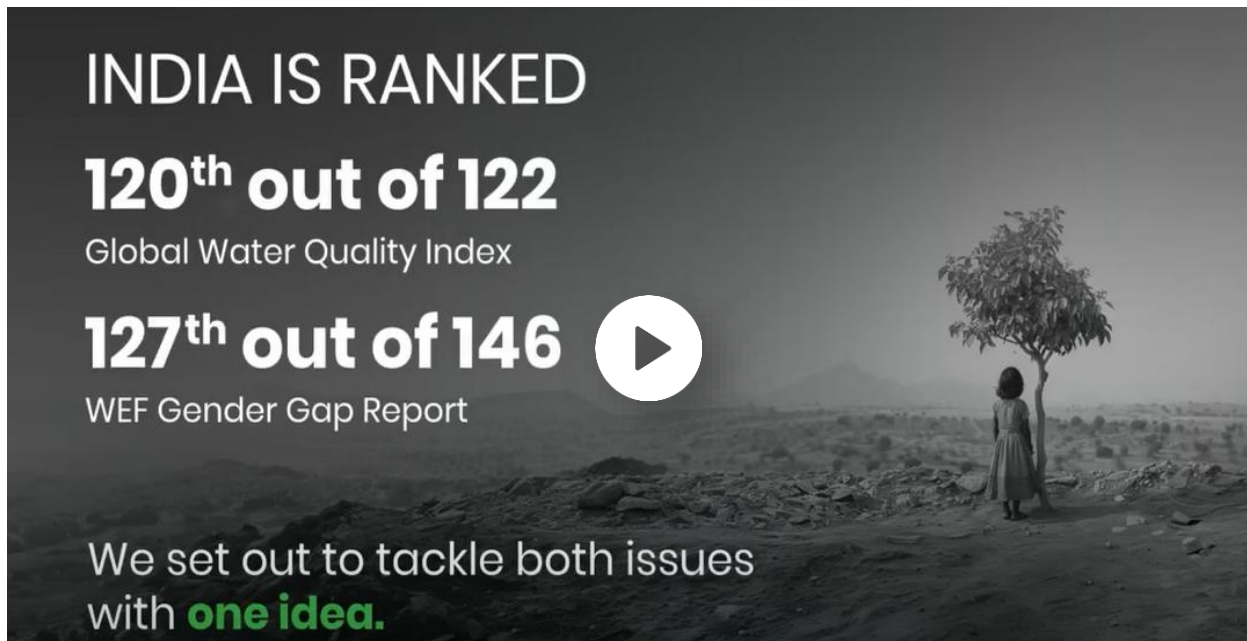


CASE STUDIES

ASTRAL PIPES

#BehtarKalWithAstral

(Click to View)



INDIA IS RANKED

120th out of 122
Global Water Quality Index

127th out of 146
WEF Gender Gap Report

We set out to tackle both issues
with **one idea.**

CASE STUDY

HERSHEY'S WOMEN'S DAY CAMPAIGN

(Click to View)



CASE STUDY

SHARK TANK INDIA

(Click to View)



CASE STUDY

DREAM11 x KHABY LAME

(Click to View)



CASE STUDY

DREAM11

#bestUseOfGIF

(Click to View)



CASE STUDY

TVCs

With an in-house video and media production team, we have deftly weaved witty stories in moving images, that bring out the brand essence on integrated platforms including TV.

DETTOL INDIA

#DettolProtectsIndia



TVC

DETTOL INDIA

#DettolProtectsIndia



TVC

VIJAY SALES

#KamBillZyada



TVC

20



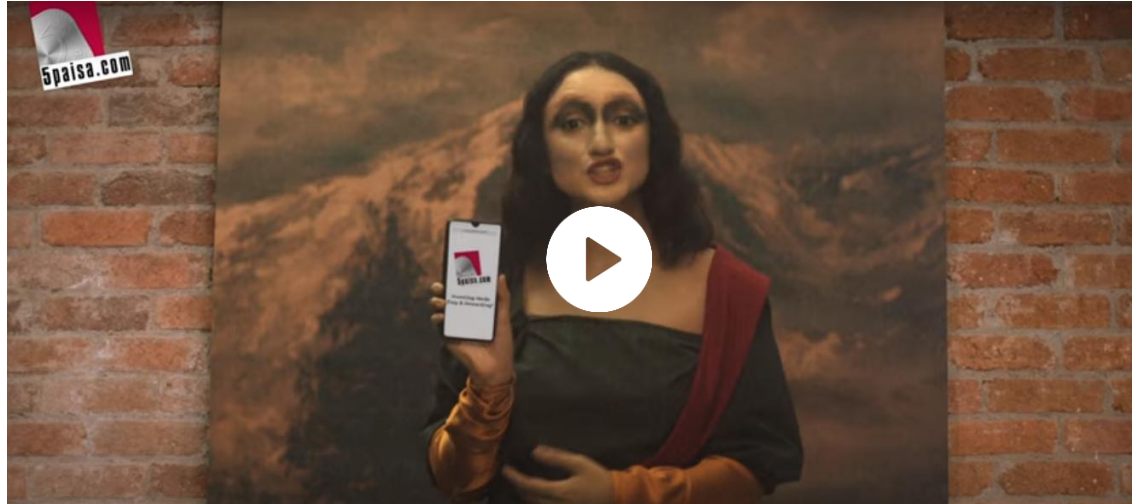
VASTRADO ANTHEM



TVC

5PAISA.COM

#AbTohSabkoPataHai

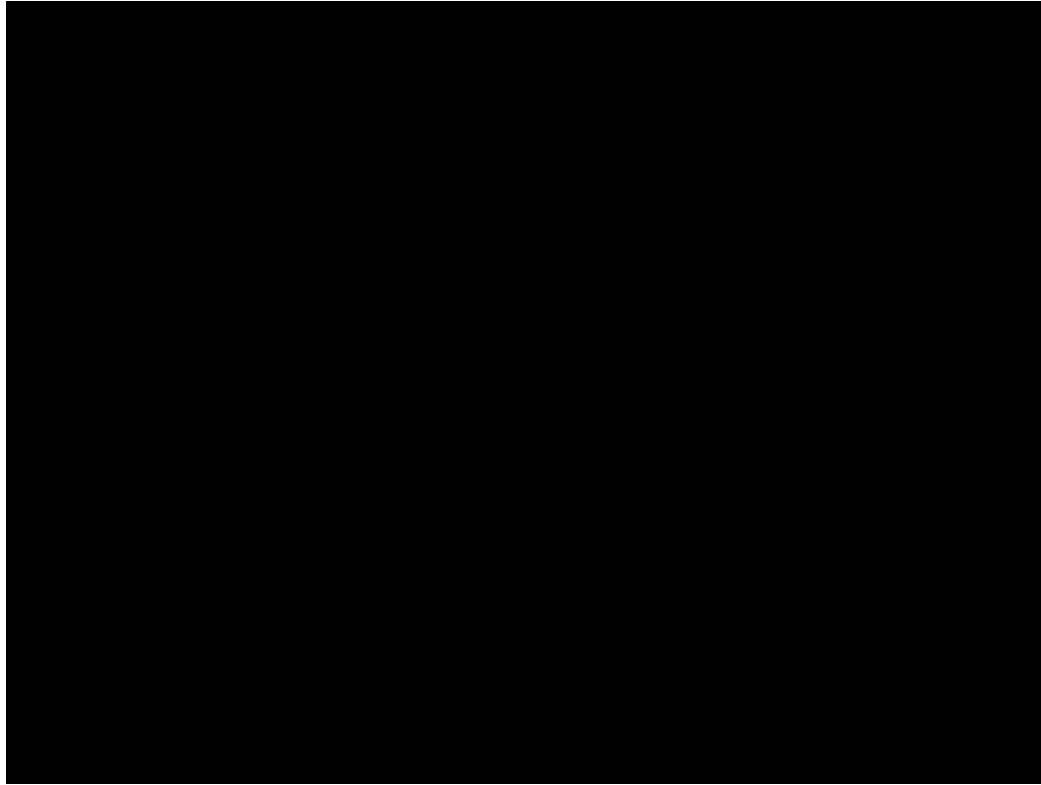


TVC

Digital Videos

Widely known for creating market-leading content that creates effective and deep links between brands and consumers using anything from six-second bumper ads to a completely digital film.

ZOMATO



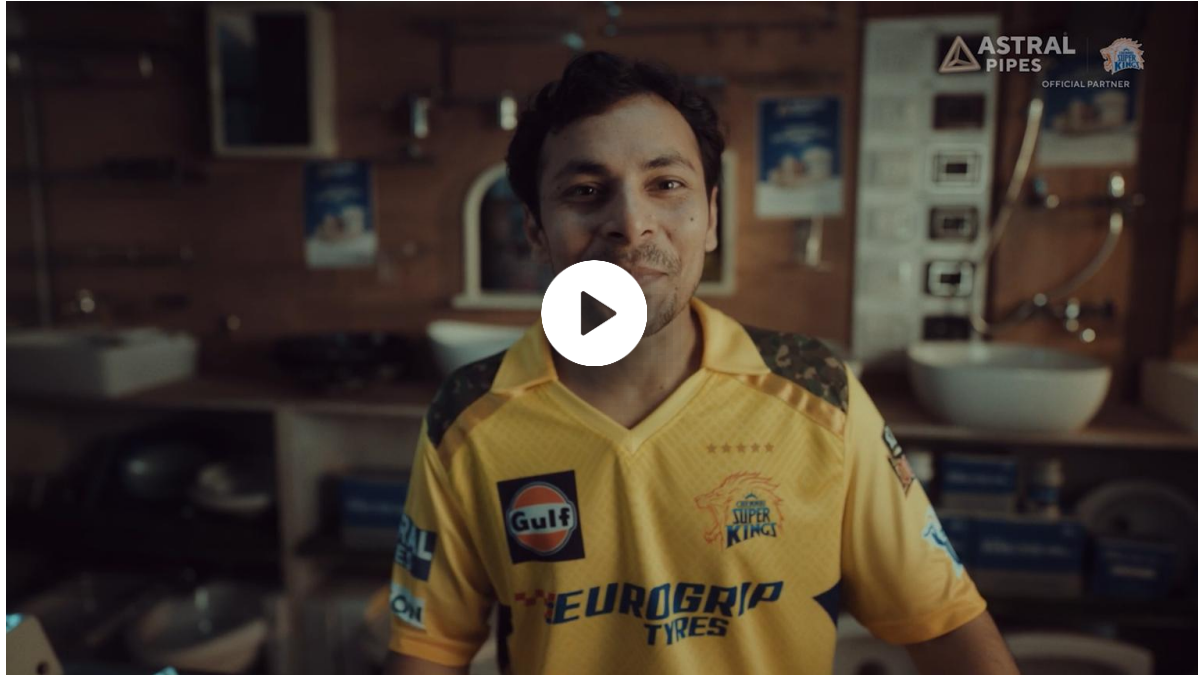
DIGITAL VIDEO

ASTRAL



TVC

ASTRAL



TVC

REALME INDIA

Narzo Anthem



ASTRAL

#BehtarKalWithAstral



DIGITAL VIDEOS

ASTRAL FOUNDATION

BrandFilm



DIGITAL VIDEOS

REALME INDIA

Valentine's Day 2024

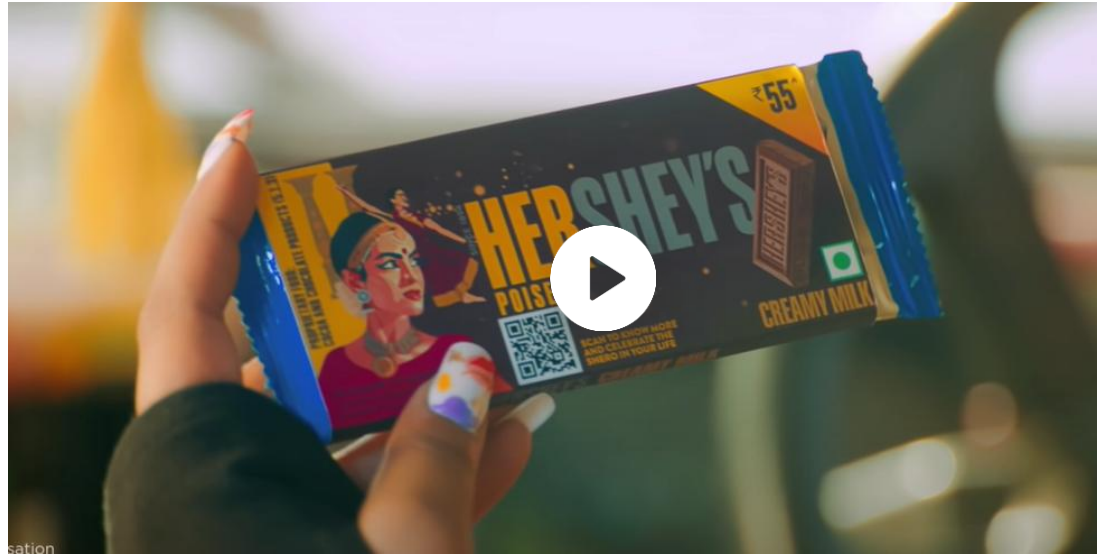


DIGITAL VIDEOS



HERSHEYS

#HERSHE – Celebrating Sheroes



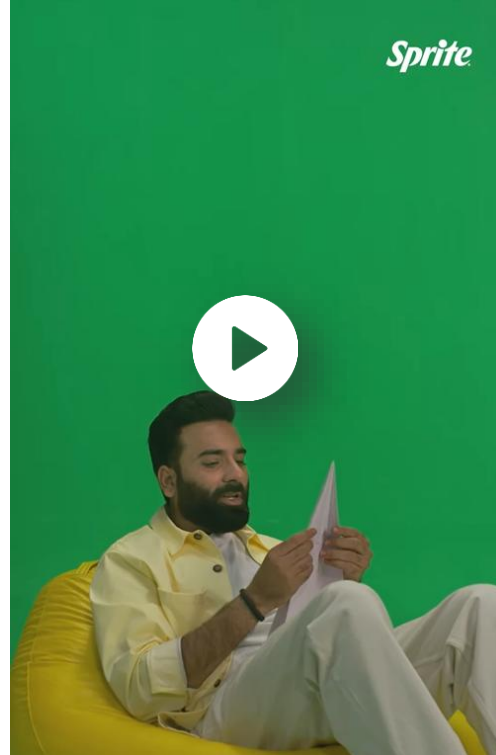
DIGITAL VIDEOS

Influencers & Integrations

With access to multiple categories of influencers/content creators, both exclusive and otherwise, we have launched efficient and creative campaigns for clients ranging from apps to consumer durables.

Sprite - Thand Rakh (IPL Campaign)

with Be a Bassi



INFLUENCER

Sprite - Thand Rakh (IPL Campaign)

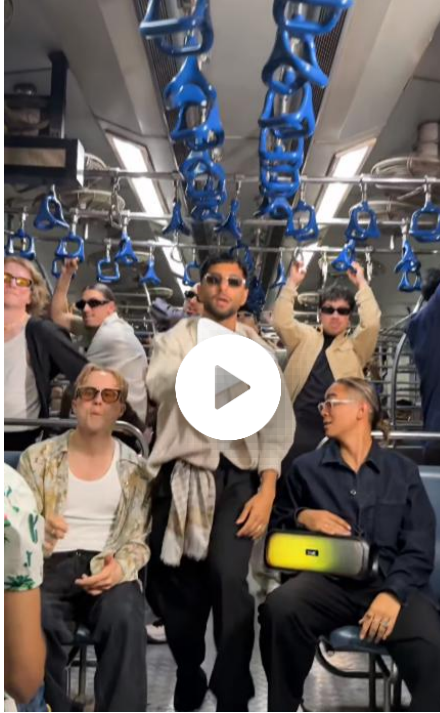
with Mallika Dua



INFLUENCER

BOAT

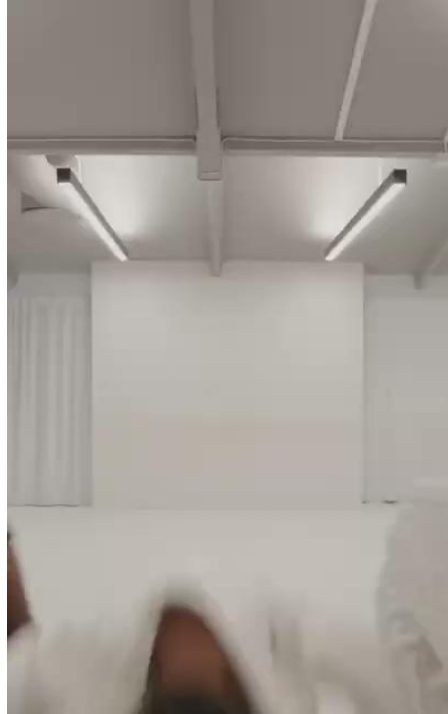
with The Quick Style



INFLUENCER

COCA COLA

with The Quick Style



INFLUENCER

DREAM11

#Dream11peDimaagLagana



INFLUENCER

REALME

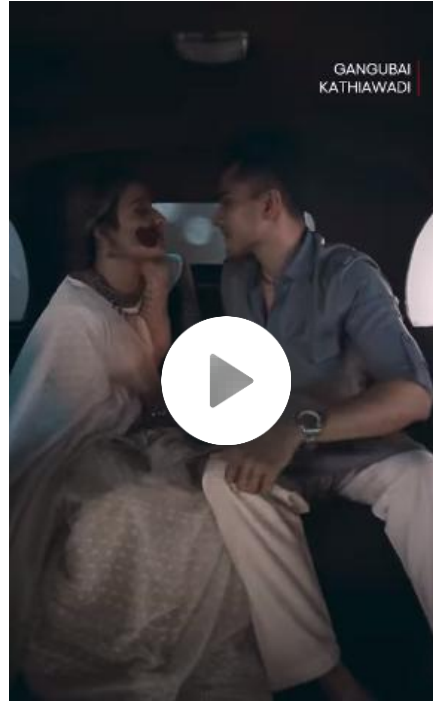
#NoiseOffPowerOn



INFLUENCER

NETFLIX (INDIA)

#MeriJaanRecreation



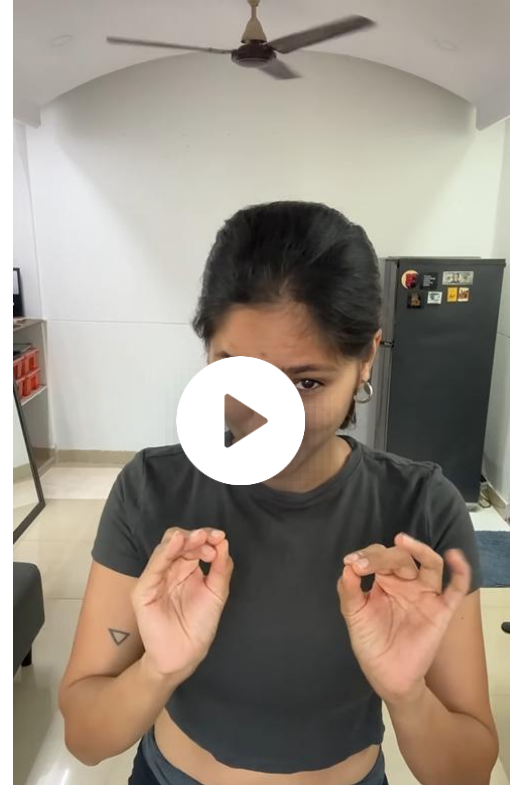
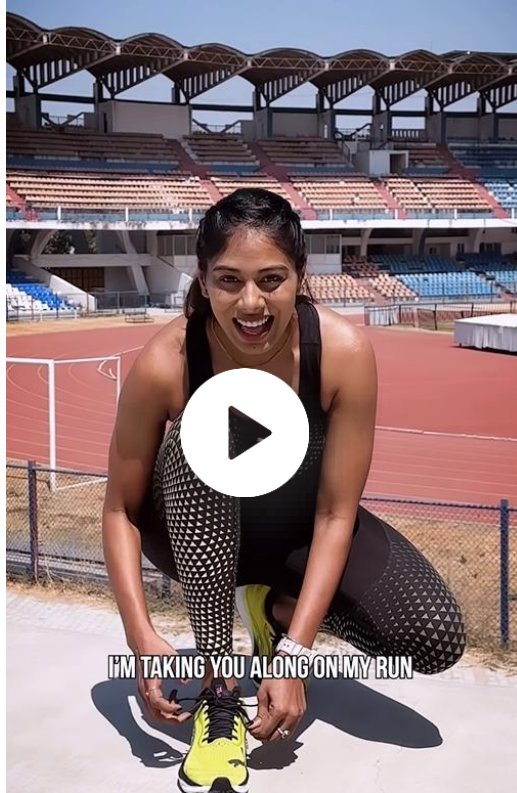
INFLUENCER

THUMBS UP



INFLUENCER

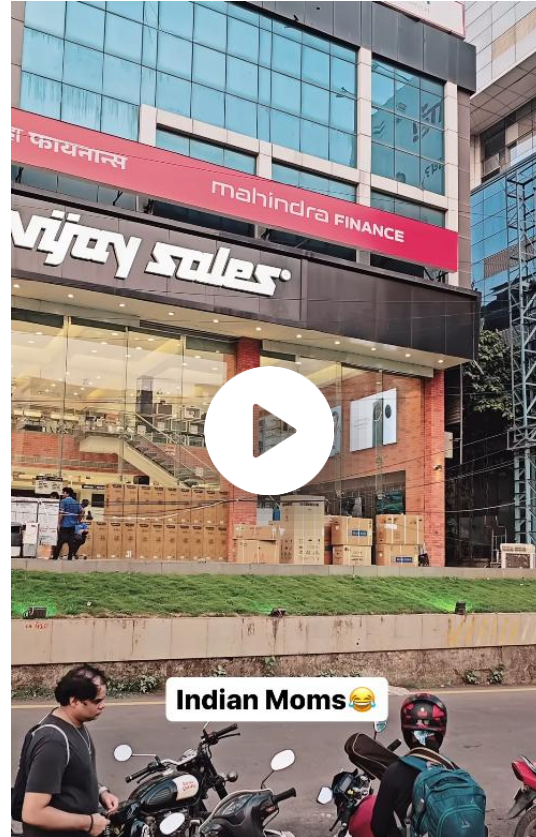
PUMA



INFLUENCER

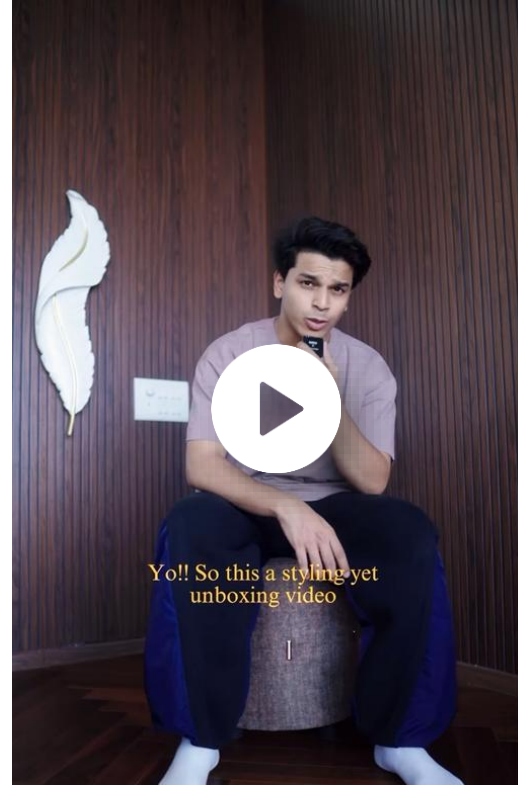


VIJAY SALES



INFLUENCER

CROCS



INFLUENCER

Innovation- Media

With the help of technology , we are able to explore platforms and help brands increase their visibility

FAST X – BEGINNING OF END



Objective

- Evoke Nostalgia And Make People Excited For The Beginning Of The End Of Their Favorite Franchise.
- Build On The Already Strong Fandom And Reach A Wider Audience



Challenge

- Looking For Innovative Ideas To Help Drive Chatter And PR About The Movie. And Create Buzz Around Existing And New Franchise's Lover



Approach

- We Decided To Collab With Swiggy For Media Innovation & PR
- Followed By Campaign To Target The Franchise's Fan With Face Recognition Advertising Method



Results

- Swiggy Map Integration Become One Its Kind Innovation In Indian Marketing Creating Buzz Around Movies And In Hearts Of Audience.
- In-image Campaign Also Generate Positive Interaction



FAST X DELIVERY WITH DOM



FAST X ON SWIGGY



By Combining The App With Iconic Fast And Furious Cars, Users Are Treated To A Unique And Ongoing Experience. Captivating Message Encouraging Them To "Fast X" Their Excitement For The Upcoming Meal. The Immersive Journey Continues As The Message Playfully Suggests That Dom Is On Route To Save The Day.

This Approach Not Only Guarantees A Distinctive Encounter But Also Sparks Curiosity And Conversation, Transforming Every Delivery Into A Memorable And Engaging Experience For Swiggy User.

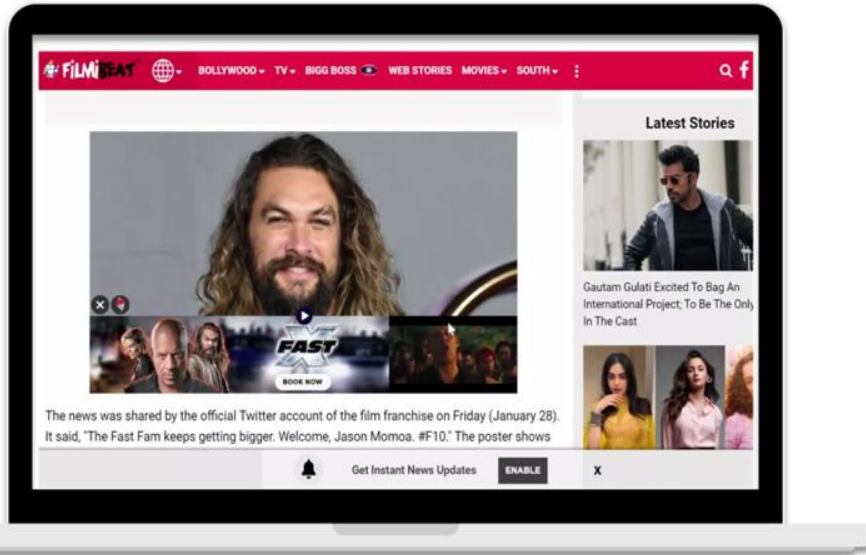
This Campaign Created The Buzz And Capture By Many PR Networks.

FAST X CAST FACE RECOGNITION



FAST X ON NETWORKS

Native



Face Recognition Technology Ensured That The Ads Were Presented Alongside Recognizable Personalities, Increasing The Campaign's Appeal And Relevancy,

Our Campaign Identified And Targeted Images Featuring Well-known Characters Like Vin Diesel, Jason Momoa, John Cena,,the Rock And Ali Fazal. (Indian Actor)

To Drew Users' Attention We Innovative Used Creative Format.:

On The Left Side Of The Image, A Dynamic Rotation Of Changing Characters To Caught Users, On The Right Side Of The Image, An Automatic Display Video Provided A Visual Preview Of The Movie, At The Bottom Of The Creative, A "Book Now" Call To Action Were Incorporated With Ticket Booking Portals.



OBJECTIVE

-Reignite The Excitement For Universal Pictures New Launch Kung Fu Panda 4.
Creative Nostalgia among the franchises fans & creative buzz around new audience



CHALLENGE

as movie was coming back after 8 long years
Reaching out to the Kung Fu panda franchises lover to create nostalgia

as well as create buzz among the new fans and parents to watch movie in near theatre



APPROACH

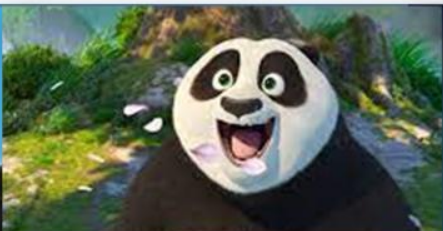
We Identify the channel through which we can reach out to the Franchises Fans as well new audience & Parents.

We also consider PO Food & Funny behaviours to attract audience.



RESULTS

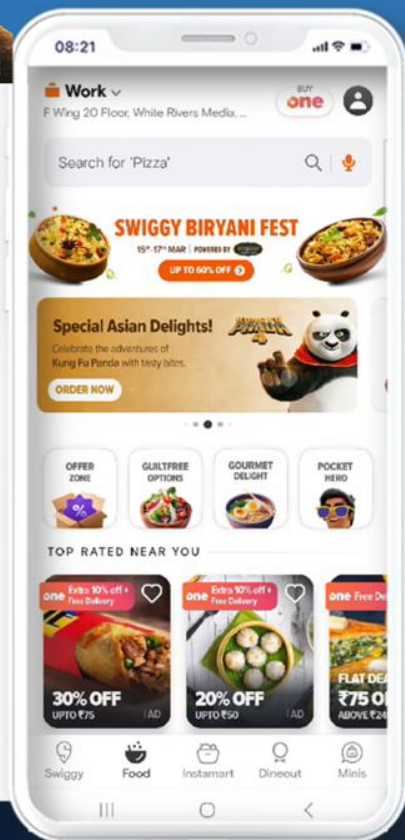
Campaign Successfully Serves In Terms Of Performance And Reaching Out To The Audience On Relevant Platform.





DRAGON WARRIOR DELICACIES

CUSTOMIZE MENU FOR THE FANS



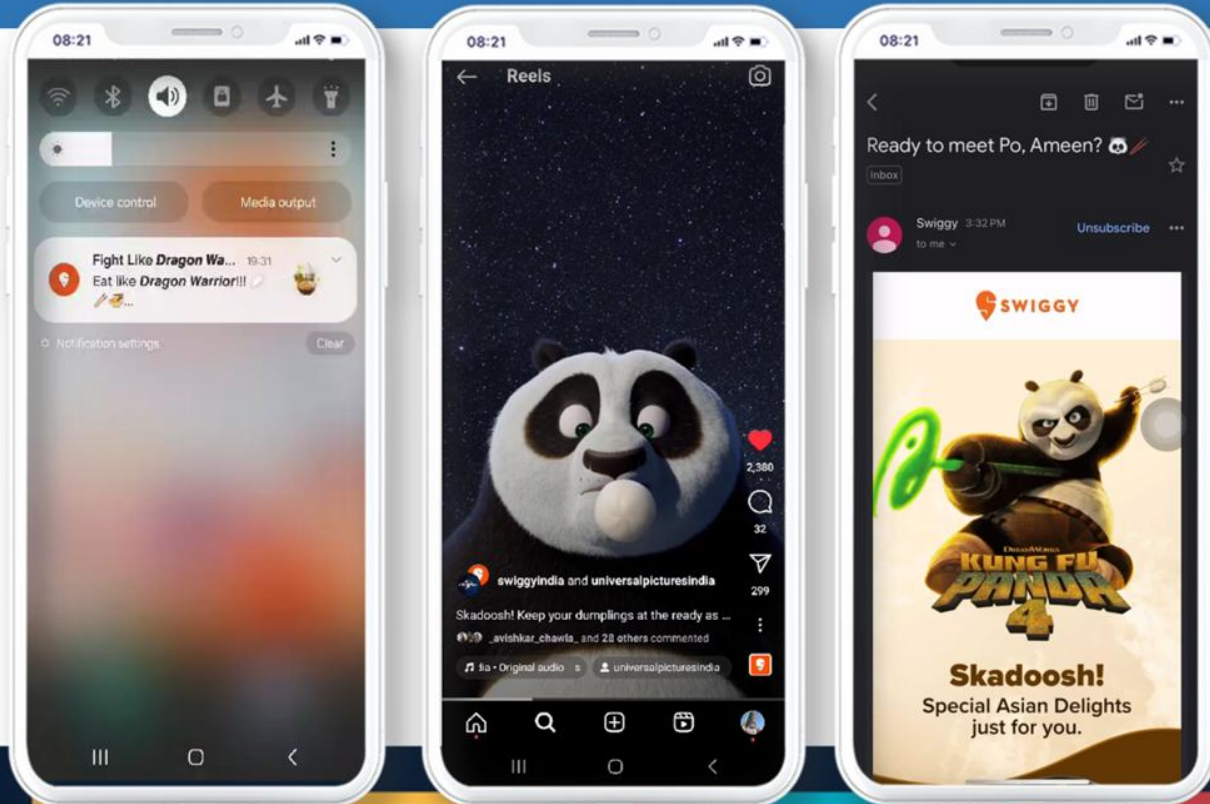
Our Dragon Warrior Being One Of Biggest Foody Character In Animated World, Leveraging This Characteristics And Promoting Kung Fu Panda 4 On India's Top Food Delivery Platform with 2M+ DAU Become Hero Idea Behind This Integration.

With Swiggy Integration We Created Customize Landing Page As Dragon Warrior Delicacies Including Great Asian Cousins Like Dumpling, Fried Rice & Noodles Along With Character Being Integrated In Menu.

To Amplify User Experience With Kung Fu Panda 4 Movie Trailer Was Also Integrated In Menu, Which Leading Enhancing The Movie Awareness And Recalls.

SWIGGY COLLABORATION & AMPLIFICATION

MULTIPLE CHANNEL TARGETING



We reach out to the audience through multiple channels.

For social media collaboration we utilize PO eating bumping creative leveraging PO's food characteristic.

We also reach audience via Push notification & Emailers with movie theme base copies & templates redirecting them to customize menu.

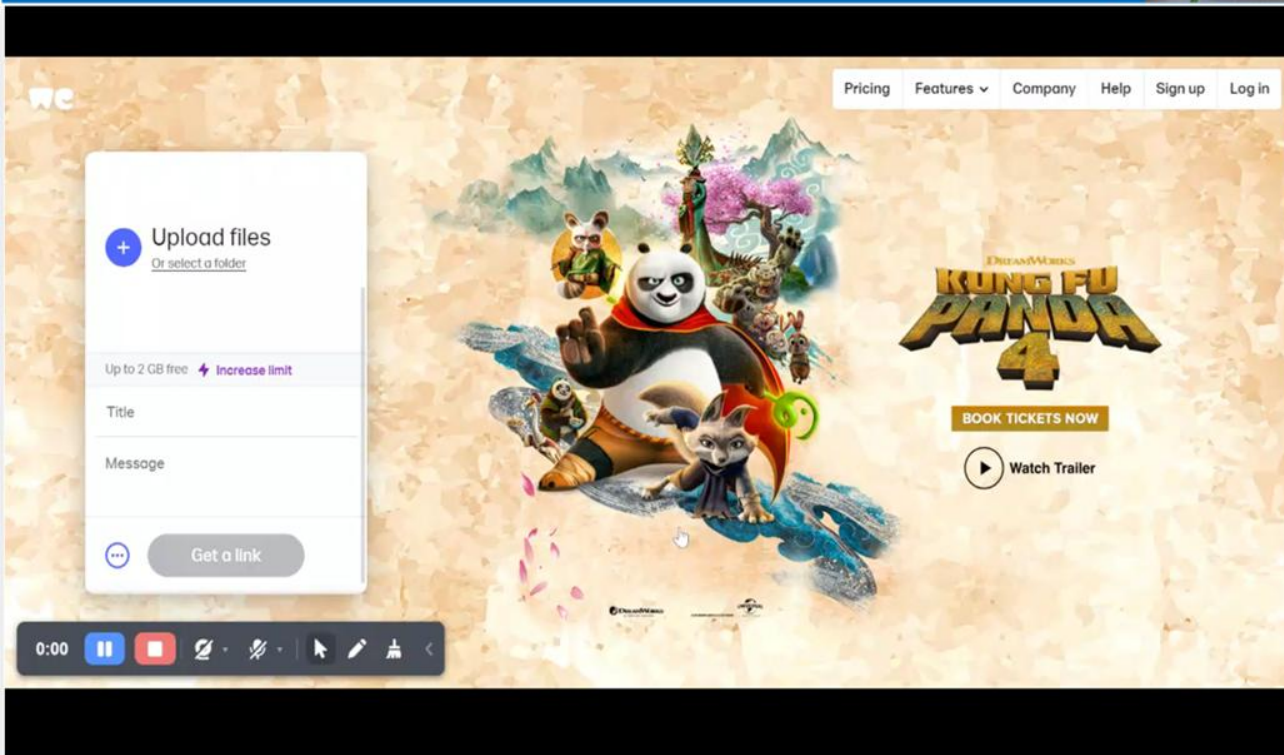


REACHING OUT TO THE MILLENNIALS & GENZ



KUNG FU
PANDA
4

we



WeTransfer Offers A Niche Audience Of Corporates, Working Professionals, Educated, Technologically Savvy, And Spending Potential NCCA/A+. And has 1M+ DAU

To Create Nostalgia Among Past Franchises Audience Like Millennials And Gen-z Kids Who Grow Up Watching Their Favorite Kung Fu Panda, We Decided To Leverage WeTransfer's Big Canvas To Promote Movie Trailer.

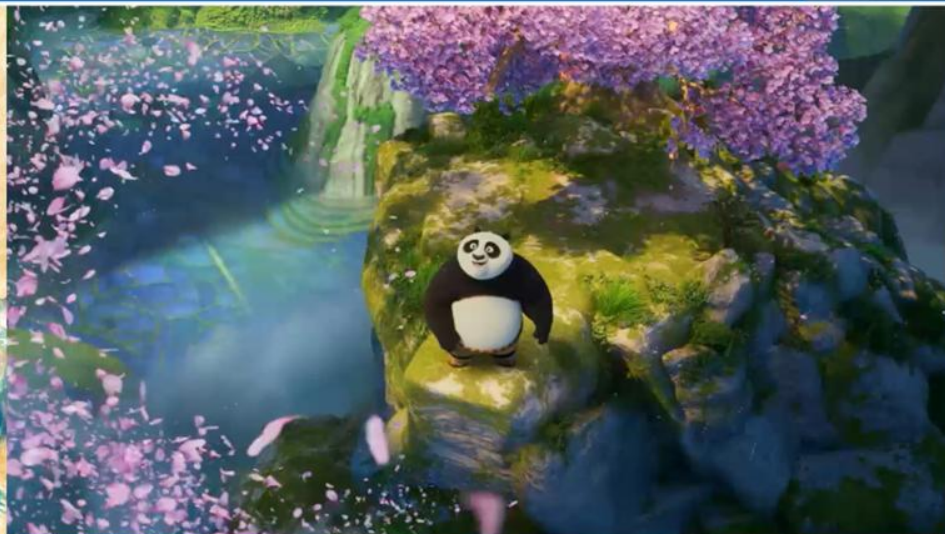
To Direct Users To Booking Portals Also Integrated Call To Action With Book Ticket Now Communication.

LEVERAGING MULTIPLE CTV SCREENS & OTT PLATFORMS



KUNG FU
PANDA
4

SCAN TO
BOOK TICKETS



DREAMWORKS
**KUNG FU
PANDA
4**

IN CINEMAS 15TH MARCH
RELEASING IN ENGLISH, HINDI, TAMIL & TELUGU
WATCH IT IN 3D

We leverage Multiple CTV Screens like Samsung , Xiaomi etc.
And OTT Platforms like hot star, zee5, Mx player, Jio Cinema etc.
Through Programmatically.

To Ensure Precise Audience Targeting, Specific Audience Cohorts
Such As Movie Enthusiasts, Film Lovers, Cinema-goers, And Fans
Of Animated And Fantasy Movies Were Employed along with
age and geo targeting.

For CTV Customize Frame was created, Custom Frame Was
Impactful And Based On Movie Theme. Which Also Highlights
The Movie Title As Well As Release Date Or In Cinemas Now
Communication. To Drive users to the to booking portals CTA on
OTT & QR code for CTV were integrated.

SAVING LIVES WITH KUNG FU PANDA



KUNG FU PANDA 4 ON GAMING PLATFORMS

Reward Videos are opt in advertising method where users are given opportunity to have extra life or move in exchange of Willingly View Advertisements This Voluntary Opt-in Approach Results In A More Receptive Audience.

To reach out to the audience we utilize multiple targeting parameters like game categories, user age, gender & geo targeting. We Aim to reach larger audience by covering multiple audience age segments like Kids, Young and parents etc.

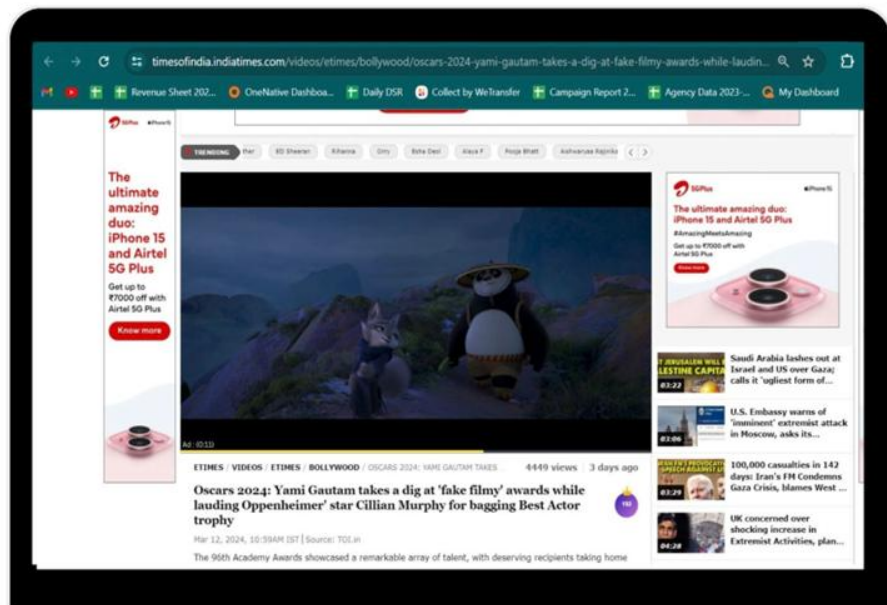
With VTR of 86% campaign received good responses from audience indicating success of the campaign in creating Buzz among the targeted audience.



MAXIMIZE THE IMPACT WITH CONTEXTUAL TARGETING



KUNG FU
PANDA
4



Through Programmatic Advertising We Aim To Reach Out Movie Lover, Franchises Fan On Top Publishers Websites. Across The Categories Like Entertainment, News, Upcoming Movies And Current Events.

Amplifying Targeting With Contextual Targeting In Strategy We Aims To Connect With Audiences Who Are Likely Interested In The Genre, Themes. People Who Are Movie Enthusiasts, People Who Read Articles Related To Movie & Film Related News, Cohorts Like Animated Movies Lover Or Subject And Topics Associated With A Particular Kids Friendly Film & Franchise's Lovers.

REACHING AUDIENCE IN THEIR LANGUAGE

KUNG FU PANDA 4



Public (Inshorts) Is Top Vernacular News App With 12-15M+ Daily Active User In India. 90% Of Tier 2&3 Prefer Content In Vernacular Or Language Familiar To Them. As Kung Fu Panda Releasing In Multiple Language Public Is Ideal Platform To Create Awareness With Local Language

We identify Regional Report Across Category. These Local Reporter Have Pulse Of Local News And Movies Popularity. With Premium Stories We Promote & Create A Special Video Discussing The Return Of Kung Fu Panda To People Lives After 7 Long Years & Movie review on Public App.

We also integrate the clickable creative banner at bottom of the video to redirect users to the ticket booking portals.



wrm

white rivers media®

QUIZ INTERSTITIAL ON PREMIUM SITES



Utilizing Full Screen Quiz Interstitials To Attract The Audience On Various Premium Websites And Providing Them A Unique Opportunity To Engage With Content And Learn About Movie.

We amplify theme base full screen interstitials and added Questions related to movie and past installments to attract the audience. Once user completed the Quiz. Two slates with were integrated to introduce franchises two new characters.

Post introduction Slate we integrated movie trailer with call to action to amplify user experience. And completing user journey



A FILM BY CHRISTOPHER NOLAN

OPPENHEIMER

21



OBJECTIVE

Generate Maximum Buzz For Universal Pictures' New Movie "Oppenheimer" Directed By Christopher Nolan, Starring Cillian Murphy, Robert Downey Jr., And Emily Blunt.

7



CHALLENGE

It Ought To Establish Itself As Not Only Impactful But Also As A Distinctive And Unparalleled Initiative.

As One Of The Standout Releases Of 2023, The Campaign Should Resonate As A Conversation Starter Across All Audiences, Particularly In The Indian Market.

23



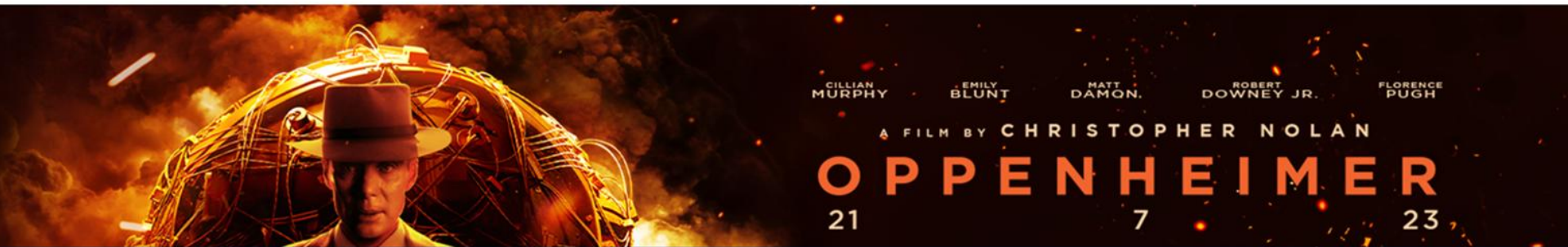
APPROACH

To Accommodate The Vast Scope Of "Oppenheimer," We Have Chosen Platforms That Not Only Facilitates Innovation And Impact But Also Enables Us To Connect With The Appropriate Audience And Generate Significant Excitement for the movie



RESULTS

Having A Remarkably Successful Opening Week, "Oppenheimer" Has Secured Its Position As One Of The Highest-grossing Movie Releases In India. The Film Has Garnered Significant Attention And Become A Widely Discussed And Talked-about Release.



FIRST OF ITS KIND A CURSOR-BASED INTERACTIVE EXPERIENCE ON WETRANSFER



Pricing Features Company Help Sign up Log in

A FILM BY CHRISTOPHER NOLAN

OPPENHEIMER

21 7 23

BUY TICKETS WATCH TRAILER WATCH PUSHING THE BUTTON

Upload files
Or select a folder

Up to 2 GB free [Increase limit](#)

Email to
akshayshah@onenativeads.com

Title

Message

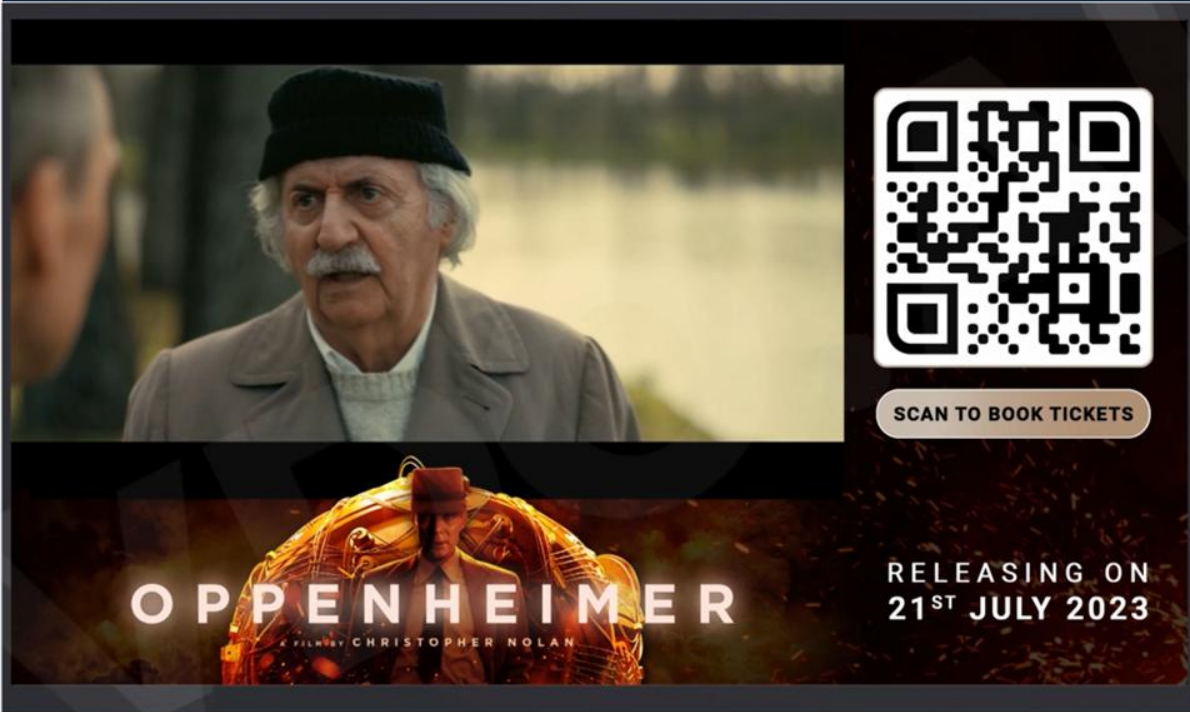
Transfer

For The Canvas Big As Oppenheimer One Of Its Kind A Cursor-based Interactive Animation Introduced.

- Dividing The Creative Into Two Components— One For The Trailer And Another For Behind-the-scenes (BTS) Footage. This Not Only Enhanced User Engagement But Also Excite Them To Watch Movie And Understand Scale And Hard Word Behind This Master Piece.
- Wetransfer Has NCCA/A+ Users To Guided Them Toward The Booking Portal Clear Calls To Action, Such As "Buy Ticket" Were Integrated On Platform.

EASY TICKET BOOKING WITH QR CODE

OPPENHEIMER ON CONNECTED TV & OTT



Along With Movie Trailer, We Used Customize L Shaped Frame On Connected TV Providing User A Engaging Option To Book Ticket By Scanning QR Code.

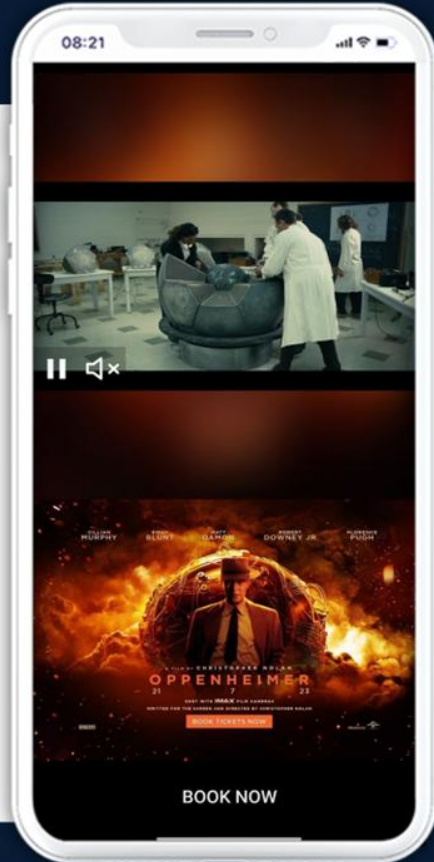
Custom Frame Was Impactful And Based On Movie Theme. Which Also Highlights The Movie Title As Well As Release Date.

To Ensure Precise Audience Targeting, Specific Audience Cohorts Such As Movie Enthusiasts, Film Lovers, Cinema-goers, And Fans Of Sci-fi And Fantasy Movies Were Employed.

ENHANCE MOVIE TRAILER EXPERIENCE

OPPENHEIMER

OPPENHEIMER ON INSHORTS



Inshorts Features Highest Penetration Among Premium English Speaking Audience, A Niche Segment Of Readers, Ranging From Renowned Personalities, Industry Experts, Politicians And Cxos To A Wide Range Of Influencers.

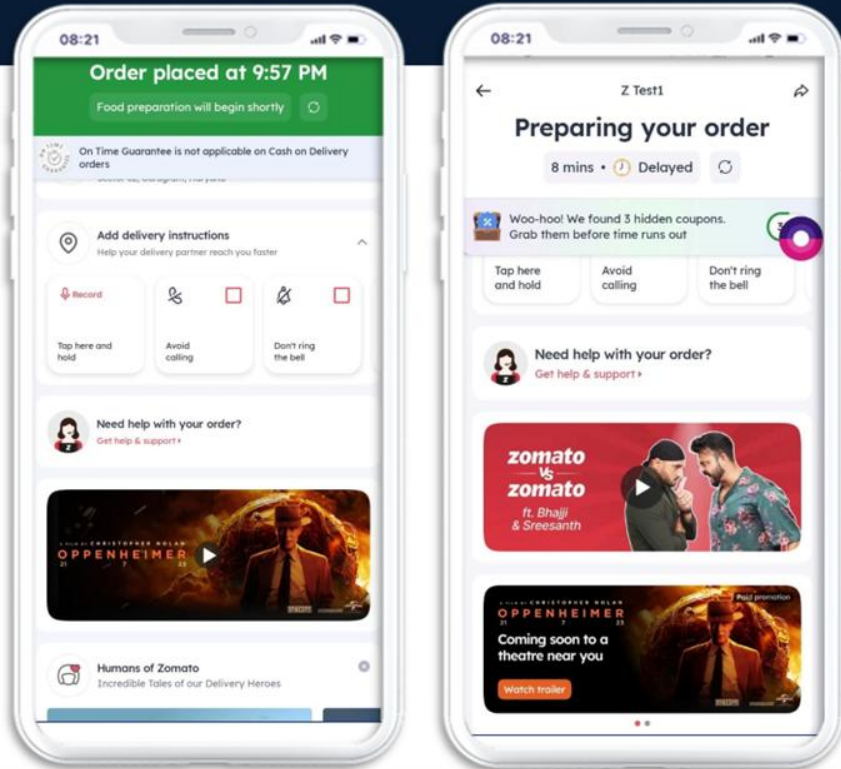
To Enhance The Audiences Trailer Experience, We Employ A inshorts 2in1 Interstitial.

This Design Features A Horizontal Split, Where The Upper Half Presents The Movie Trailer, While The Bottom Half Showcases A Movie Creative That Highlights The Release Date Along With A Call To Action. This Prompts Users To Seamlessly Navigate To The Ticket Booking Platform For A Convenient Booking Process.

INDULGE ZOMATO USERS WITH OPPENHEIMER EXPERIENCE

OPPENHEIMER

zomato



Zomato Has 50M+ Active & 20M+ Actively Transacting User. With This We Able To Create Higher Impact In Short Amount Of Timeframe.

During Time Users Actively Track Their Meal's Progress We Utilizes Inventories Like Post Order Banners & Videos Which Boost Recall And Attract The Audience

REACHED HIGH-PROFILE INDIVIDUALS

OPPENHEIMER ON CNN



☰ CNN Sports Football Tennis Golf Motorsport US Sports Olympics Climbing Esports Hockey



□ Video Ad Feedback

**BMX rider performs tricks on platform
suspended from hot air balloon**

CNN's Digital Presence Extends To Dedicated Sections For Business News, Providing In-depth Coverage Of Finance, Markets, And Economic Trends, Global Affairs Indicating Individuals Interested In Topic Like Politics, Business, Technology, Health, And Entertainment,

Due To Its Substantial Presence And A Substantial Audience CNN Becomes An Attractive Platform For Target Audience Through Promotion

ENSURED EXPOSURE TO RIGHT AUDIENCE

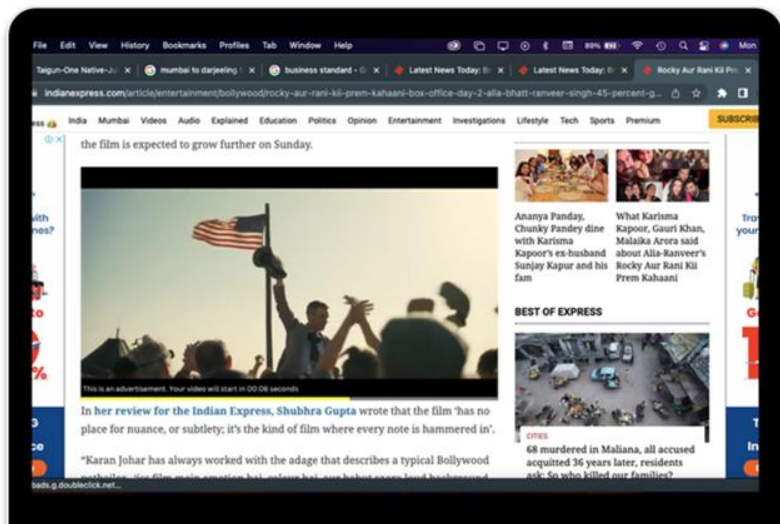
OPPENHEIMER

OPPENHEIMER ON NETWORK

Native

Native Advertising Involves The Seamless Integration Of Promotional Content Into The User Experience Of A Platform, Making The Ads Look And Feel Like Natural Content.

With Contextual Targeting Advertisements Can Be Placed On Websites That Cover Entertainment News, Film Industry Updates, And Celebrity Interviews. This Ensures Exposure To An Audience Interested In The Broader Landscape, Which Further Optimize By Demographical And Geographical Targeting



wrm

white rivers media®

OUTDOOR ACTIVATION

ZEE STUDIOS

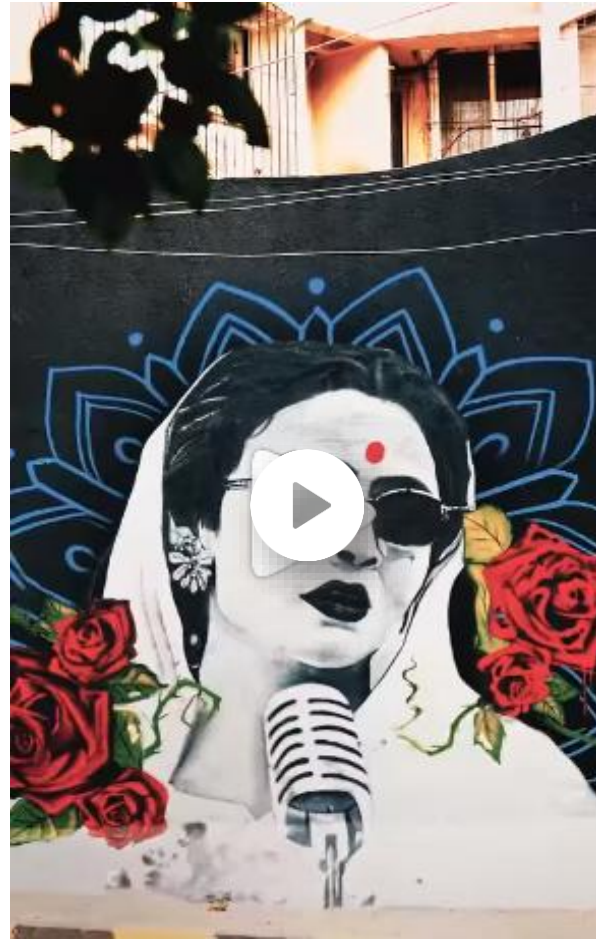
GADAR 2 MURAL ART



OUTDOOR
ACTIVATION

NETFLIX (INDIA)

#JourneyOfGangubai



OUTDOOR
ACTIVATION



Indian Gen Z have emerged as the dominant players in influence and decision making but brands have limited representation and understanding of the cohort. Therefore, we bring to you, India's first Gen Z focused knowledge reserve that brings the voice of the Generation at the forefront of conversations.

- ❑ A one stop ideation and execution of digital strategies rooted in firsthand Indian Gen Z insights
- ❑ Capabilities for custom, action research and consumer-based solutions for real brand challenges
- ❑ Tremendously passionate team of researchers and strategists

‘Scrolling With Feelings’

‘Scrolling With Feelings’ by Capital Z, White Rivers Media’s Gen Z focused knowledge reserve is a game changing report that is a must-read for every Indian marketer eager to gain deeper insights into the Gen Z perspective

This report encapsulates the essence of the emotional tapestry of the generation and shed lights on intel that can help unlock the secrets to captivate and connect with the next generation of consumers.





The WRM HQ



The 15,000 square-foot WRM HQ is designed for ideas to flow without barriers and be based upon clear, creative judgment and complete humanity.

There is plenty of space for comfort, happiness and vibrance



Agency's 400 Seater Office in Vidyavihar, Mumbai



HYUNDAI

Social Media Strategy

The Big Ask

A comprehensive social media strategy that cultivates deep connections with our audience, fostering brand affinity, driving engagement, and ultimately nurturing brand love.

Foster meaningful connections with the youth to build brand loyalty and advocacy to ensure HMI's place at the forefront of automotive innovation and cultural relevance in the eyes of the next generation.

Creating enduring connections with today's and tomorrow's India

HYUNDAI



TATA MOTORS



100k views

[View all 1205 comments](#)

1 DAYS AGO

Let's explore how our
peers are handling
their content...

Building Engagement by Hacking into Cultural Codes



SUPPORTING EMERGING ARTISTS:

By providing platforms for new talent, brands tap into cultural movements to enhance their credibility and foster a sense of community.



The Baap Rap | Happy Father's Day |
MG Motor India



Kia India | The Legend of Badass | Badass Anthem

INTEGRATING RAP SONGS AND JINGLES:

Recognizing its significant cultural influence and ability to resonate with contemporary, trend-savvy audiences.



POP CULTURE ENGAGEMENT:

Maruti Suzuki's sponsorship of cosplay events at Comic Con, aiming to engage with niche pop culture communities, enhances the brand's resonance among young, dedicated fans.



LEVERAGING DANCE CULTURE:

Kia engages the dance community by encouraging UGC to their promotional music, fostering a deeper connect with them.



THE RATIONALE?

New age consumers are drawn to brands that understand their interests and tap into their cultural codes. They prefer relatable, unpolished, and human language, which helps establish trust and a sense of community through shared language.

Brands as Knowledge Hubs to Simplify Automotive Complexities



Get Monsoon Ready with Maruti Suzuki Service



Kia Connect App | The #KiaInspiringDrive Program



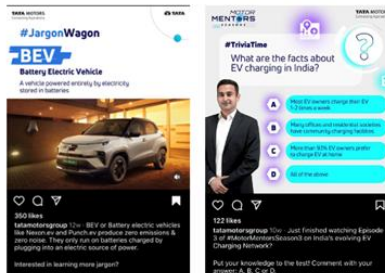
Know Your Kia | Diesel Particulate Filter (DPF)



New Harrier & Safari | Lane Departure Warning

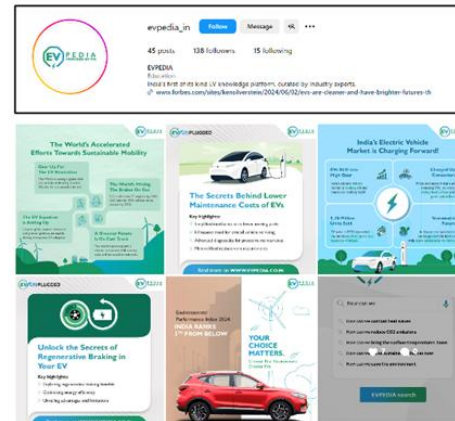
EDUCATIONAL EMPOWERMENT:

Educating them on automobile features and benefits that enhance daily life, learning programs and service schemes etc. to help customers stay on top of their vehicle game.



INTERACTIVE LEARNING EXPERIENCES:

Through engaging quiz series and other interactive methods, brands help consumers learn automotive jargon and gain insights into the industry (eg. EV technology).



CURATED PLATFORM FOR EV KNOWLEDGE:

Powered by MG Motor India, EVPEDIA offers credible EV information, myth-busting insights, and practical tools like FAQs, videos, and calculators, helping consumers to stay well-informed about electric vehicles



THE RATIONALE?

With the rapidly evolving automotive technology and services, consumers look up to brands as experts to simplify the complexities for them. This helps them make informed decisions and thereby enhancing their overall satisfaction with the brand.

Trailblazing Mobility and Sustainability Leadership Integrated Marketing Showcase



MG Motor x Bharat Mobility Expo
2024 | MG Astor



Kia India | #KiaAtBharatMobility24 |
#InspiredByKia



Kia India | #KiaAtBharatMobility24 |
Highlights of Day 3

STRATEGIC PARTNERSHIP IN INDUSTRY EXPOS:

Brands enhance visibility and engage with industry stakeholders by participating in mobility and automobile expos, showcasing their latest innovations to forge partnerships.



MG Charge x Kochi | MariApps
Marine Solutions Pvt. Ltd.



MG Charge x Bangalore | IBM
Bangalore



BRAND LED INITIATIVES:

Initiatives like MG Charge install 1000 charging points in residential areas, promoting sustainable mobility and educating audiences on sustainability brands showcase themselves as responsible corporate citizens.

THE RATIONALE?



New age consumers desire to associate with brands that are 'doing their part' for the society. They prefer brands that lead in sustainability, social responsibility, sustainability education and other purpose driven narratives. These efforts empower the youngsters with knowledge and choose brands that align with their values.

Branded Content that Enhances Storytelling



Horse Riding Unstoppable with Amairah Chadha - EP 1 | MG Motor



BRAND VALUES LED IPS:

Celebrity-led series, such as Maruti's *Journeys* and MG Hector's *It's A Human Thing*, to create engaging, entertaining, relatable and impactful narratives. Additionally, MG Motors promotes equestrian sports to tie the brand to an elegant and active lifestyle. These strategies enhance brand prestige, foster emotional connections, and align with diverse consumer interests.



The Incredible Northeast • Nepal | Mountain Goat x MG Motor



EP 01 - Nashik | Ticket to Maharashtra with Amruta Khanvilkar | Travel Series

EXPERIENCE LED CONTENT IPS

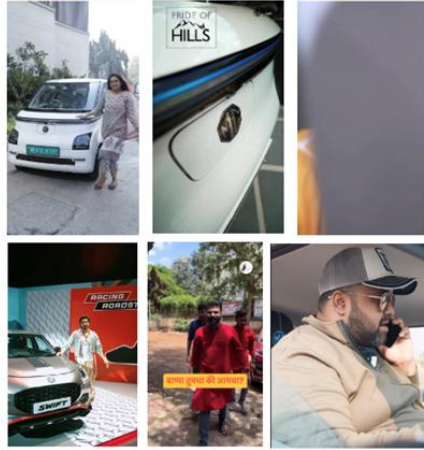
Crafting immersive journeys through road trips and collaborations with well-known personalities like as Manish Paul and Amruta Khanvilkar, alongside adventure festivals to showcase how the vehicles enrich travel experiences, resonate with adventurous lifestyles, and enable cultural exploration



THE RATIONALE?

New-age customers prioritize fresh, authentic narratives that are dynamic, visually appealing, and aligned with their individual interests and values. Brands curate such content to feed into customer's need to kill micro-boredom while subtly integrating brand values and product experiences into the narrative.

Amplifying Brand Trust Through Diverse Pool of Advocates



INFLUENCERS ACROSS DIVERSE AFFINITIES:

They collaborate with macro, micro and regional influencers across diverse affinities like travel, gaming, parenting, beauty, lifestyle, comedy, etc. to broaden their reach and connect deeply with niche communities.



EXPERT VALIDATION:

They establish authority by featuring expert opinions on automobiles, enhancing credibility and informing consumers about the key features of their products.



Tata Harrier ft. Amol Nirantar



Kia Sonet | #ThinkMilesAhead | EP-01: Sakshi Singh Sirari



#StoriesOfMG | The journey from MG Hector to MG Gloster | Vamsi...

CINEMATIC CUSTOMER TESTIMONIALS:

Brands are producing high-quality, cinematic customer testimonials that add a personal touch to the advocacy by showcasing real experiences and thereby, building emotional connection with the audience

THE RATIONALE?



Modern consumers place a premium on authenticity, seeking products that resonate with their personal values. Brand advocates play a pivotal role as mediators, translating brand promises into compelling narratives that enhance customers' trust in the brand and help them make informed choices.



100k views

[View all 1205 comments](#)

1 DAYS AGO

**Where do we stand
with our social
media?**

CUSTOMER STORIES

Highlighting their customers' hobbies, routines, and businesses, this series show how Hyundai vehicles seamlessly integrate into their life and enhance their everyday experiences.



JOURNEY THROUGH ARTSCAPES

Celebrating the cultural richness and diversity of India's landscapes, folklores, Hyundai intertwines its 26 years in India with local art forms to demonstrate the brand's rootedness in India.



INCLUSIVITY AT HEART

Content around Hyundai's Samarth initiative reinforces the brand's commitment to fostering an inclusive society. It showcases inspiring stories of individuals overcoming challenges with resilience and leading towards a better community.



HYUNDAI PROMISE

Hyundai emphasizes on its promise of trust and transparency, offering peace of mind for both independent adventures and daily life, enabling individuals to fully unleash themselves through their exceptional vehicles.

STRATEGIC BRAND COLLABS

Hyundai boosts visibility through collaborations with awards shows, Bollywood A-listers, sports channels, adventure and energy drink brands, music festivals etc. to tap into diverse affinities and interests.



Official Partner



X



EXPERIENTIAL EXCELLENCE

By nurturing talent and offering exclusive events for IONIQ5 owners, the brand curates culturally relevant experiences that foster community and provides customers with a unique ownership journey.



HYUNDAI

Let's begin by understanding
the evolving needs of modern
automotive customers



They are shifting from cost-based choices to value-based choices...

Superior Product Quality



Increasing emphasis on **quality, engineering excellence, robust design, reliability** to ensure longevity and reduce cost of ownership (maintenance cost & hassles, mileage etc.)

Innovative Safety Features



Prioritizing safety with features like multiple **airbags, ABS, EBD, and ESC** due to increasing awareness of road & vehicle safety and government regulations.

Convenience in Service and Maintenance



Preference for **manufacturer-provided insurance and warranty** for convenience and cost savings, along with **trustworthy servicing dealers and manufacturers**.

Advanced Connectivity Solutions



Connectivity features like **smartphone integration, Bluetooth, and in-car Wi-Fi** are essential for modern lifestyles and seamless digital integration.

Source: Deloitte's 2023 Global Automotive Consumer Study, ET Auto, HT Auto

... cars are now becoming an experience rather than just a means of transport



Strong Brand Image

Brand reputation **influences trust, engineering prowess and perceived value**, with consumers favoring well-established brands known for reliability and service.



Personalized solutions

They seek **customized suggestions** regarding ways to minimize service expenses, **Custom insurance plans** etc. for convenience, cost efficiency and personalization.



Enhanced Driving Experience

Consumers are shifting focus from mere cost savings to valuing the overall driving experience **enabled by comfort and advanced features**.



Growing EV Adoption

Interest in electric vehicles driven by **lower running costs, environmental benefits, and government incentives**, despite challenges like infrastructure and cost.

Source: Deloitte's 2023 Global Automotive Consumer Study, ET Auto, HT Auto



How do we connect with
the **young India?**

HYUNDAI

They are a melting pot of nuances

Content chasers



Adept at combating micro-boredom, they prioritize dynamic narratives and visually appealing content that aligns with their individual interests and values, actively seeking fresh and authentic perspectives.

Admire hustlers



They admire hustlers for their determination, resilience, and knack for creating opportunities in tough conditions. They value the hustle mindset, which champions hard work, innovation, and the pursuit of success against all odds.

Seek windows to express individuality



They seek spaces that provide creative opportunities for personalization and customization, allowing them to express their unique identities in a compelling manner.

Cheer for Purpose-driven brands



They prioritize authenticity, sustainability, and social impact. They gravitate towards brands that embody these values and actively contribute to meaningful causes, showcasing their commitment to ethical consumption and driving positive change.

Rooted in family



They value strong family bonds for support, stability, and shared values. They prioritize relationships and rely on familial connections for guidance and a sense of belongingness.

Take pride in Indianness



They embrace their roots as a source of identity and belonging, fostering a sense of community and connection to their heritage.



Source: Data Compiled by **Capital Z**

HYUNDAI



The Inferences

What about a car appeals the Youth?

First Impressions Matter:

For the youth, the allure lies in sleek, modern designs with bold features. They crave that "wow" factor—the kind that makes heads turn and whispers of "Kya mast gaadi hai" inevitable. It's all about the aesthetics, the lines, the curves, the style that speaks volumes before the engine even starts

The Fame Game:

From the BTS army, to Fortnite and the Indian Cricket Team, 90% of the youth belong to a particular fandom. The youth is heavily influenced by what they see on their feeds. Cars that frequently feature in stylish, visually appealing posts are deemed more desirable.

Personal Expression:

For the youth, a car is more than just a vehicle; it's a reflection of who they are. Customization options that allow for personal expression are highly valued. They want their cars to mirror their unique styles, preferences, and identities.

Technological Integration:

Tech-savvy and connected, The youth values cars that are as smart as their smartphones. High-end infotainment systems, digital displays, and seamless connectivity aren't just features—they're necessities. These advanced tech elements add to the car's coolness and appeal.

Legacy and Trust :

The Youth values a brand's legacy and the trust it represents. Hyundai has a long-standing history in India. This legacy adds reliability and authenticity, making the brand more appealing. Knowing their families have trusted Hyundai enhances its appeal, blending innovation with heritage.



Hyundai

Hyundai, cars for Young India to DRIVE

HYUNDAI

DRIVE stands for...

Design

Hyundai's sleek, bold designs create an immediate "wow" factor, making a powerful first impression with the youth. Our vehicles' striking aesthetics, from sharp lines to smooth curves, turn heads and spark admiration.

Reliability

Hyundai's long-standing history in India offers a foundation of reliability and authenticity. This trusted legacy appeals to the youth, assuring them that they're choosing a brand their families have loved for generations.

Innovation

Hyundai's advanced tech features, resonate with the tech-savvy youth. Our cars offer a smarter, more connected driving experience, highlighting the coolness of cutting-edge innovation.

Versatility

For the young population, a car reflects their identity. Hyundai offers a wide range of models and variations, with customization options. This allows people to showcase their unique styles and preferences.

Eco-Friendly

Hyundai's commitment to sustainability aligns with Gen Z's environmental values. Our electric vehicles demonstrate our dedication to a greener future, promoting eco-friendly driving solutions.

These form our Content Pillars, the foundation of our content strategy

Communication Objectives



Objective 1: To Highlight Hyundai's Innovation, Individuality, and Authenticity

1. Innovation:

Showcasing Hyundai's cutting-edge technology and advancements appeals to the youth's love for the latest tech.

Importance: Demonstrates Hyundai's commitment to staying ahead and offering advanced features.

2. Individuality:

Emphasizing personal expression that connects with the youth's desire to reflect their unique identity through their cars.

Importance: Attracts consumers who value customization and uniqueness.

3. Authenticity:

Highlighting genuine and transparent brand values builds trust with discerning young consumers.

Importance: Establishes Hyundai as a trustworthy and honest brand.

Objective 2: To Showcase Hyundai's Legacy and Its Evolution Alongside India's Journey

1. Legacy:

Highlighting Hyundai's history in India, like the iconic Santro, reinforces its longstanding presence and reliability.

Importance: Builds trust and brand loyalty by showcasing Hyundai's deep roots in India.

2. Evolution:

Demonstrating Hyundai's adaptability to changing consumer needs underscores its commitment to innovation.

Importance: Appeal to the youth's appreciation for brands that grow and evolve with the times.

3. Alongside India's Journey:

Positioning Hyundai as part of India's growth creates an emotional connection with consumers.

Importance: Fosters national pride and personal connection, making Hyundai more than just a car brand.

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An aerial, top-down view of a dark asphalt road that winds through a dense, lush green forest. The road has white dashed lane markings and solid edge lines. Several cars are visible on the road, including a blue car, a white car, a dark car, and a red car. The text "Route 1" is centered over the road in a white, sans-serif font.

Route 1

HYUNDAI

The creative objective:

To Highlight Hyundai's Innovation, Individuality, and Authenticity

The Insight:

The youth want innovation, freedom in choice and expression, from a brand they trust.

The challenge:

To show Hyundai not just as a brand for older generations but as the one that is bold, innovative and carries the same adventurous spirit as the youth.

The Idea: Break The Mold





'BREAK THE MOLD'

Hyundai Breaks The Mold With:

1. Design & Creativity
2. Innovation & Modernity
3. Trust and Service
4. Sustainability

Defining 'Break The Mold'

"Break the mold" is a narrative that signifies setting new benchmarks, challenging conventional norms, and striving for excellence in both grand and everyday endeavors.

It embodies the spirit of innovation, resilience, and the drive to make a difference, no matter the scale of the achievement.

Breaking the mold isn't limited to extraordinary feats but includes the small, everyday victories that collectively contribute to progress and personal growth.

TL/DR Breaking the Mold means

Setting New Standards in Innovation

Personal Growth and Everyday Wins

Overcoming Adversity

Exceeding Customer Expectations

Challenging Personal Limits

Advancing Sustainable Practices

A close-up, low-angle shot of a car's front grille, featuring the Hyundai logo. The image is heavily stylized with a dark blue color grade and a motion blur effect, suggesting speed and modernity.

Break The mold is not the positioning or tagline for Hyundai.

It is a strategic direction that sets the tone for our content and the overall approach on social media.

Break the mold not only signifies the brand values of Hyundai but also hints at a groundbreaking approach to content on social through CGI and ASMR.

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THE OLD THE NEW



#BreakTheMold

HYUNDAI

THE OLD THE NEW



#BreakTheMold

HYUNDAI

THE OLD THE NEW



#BreakTheMold

HYUNDAI

#BreakTheMold  HYUNDAI

Objects in the mirror are **BOLDER** than they appear.

HYUNDAI



Objects in the mirror are **smarter** than they appear.

#BreakTheMold



HYUNDAI

HYUNDAI

 **HYUNDAI** #BreakTheMold



Objects in the mirror are **safer** than they appear.

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Sometimes, it's your wallet vs the mileage.

You'll always win.

#BreakTheMold with Hyundai Exter

 HYUNDAI

HYUNDAI



Sometimes, it's the suspension vs some potholes.

You'll always win.



#BreakTheMould with Hyundai Creta

HYUNDAI



HYUNDAI

HYUNDAI





Route 2

HYUNDAI



The Creative Objective:

To Showcase Hyundai's Legacy and Its Evolution Alongside India's Journey

The Insight:

Hyundai has an enduring legacy in India spans generations, reflecting its evolution from pioneering the Santro to innovating with the IONIQ 5

The Challenge:

To show Hyundai as a trusted brand through it's legacy and moments of cultural significance.

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The Idea:
The Generations That Chose Hyundai

HYUNDAI



The enduring legacy of Hyundai in India resonates with consumers who value reliability and trustworthiness. Highlighting Hyundai's evolution alongside India's growth, from the iconic Santro to the modern IONIQ, connects with the youth's sense of heritage and pride, showing how the brand has continually adapted to meet the needs of each new generation.

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Celebrating Hyundai's Values

1. Historical Milestones

- Key moments in Hyundai's journey in India, such as the launch of the Santro by SRK, evolving to the latest IONIQ.
- Use of nostalgia and archival footage to highlight these milestones.

2. Family Legacy

- Stories of families who have owned Hyundai cars across generations.
- Testimonials and user-generated content showing the passing down of Hyundai cars from parents to children.

3. Technological Evolution

- Technological advancements in Hyundai vehicles over the years.
- Comparison of old models with new ones to show progress and innovation.

4. Cultural Integration

- Hyundai's involvement in Indian culture through festivals, partnerships, and community initiatives.
- Hyundai cars in various cultural settings, reflecting their importance in Indian daily life.

5. Future Forward

- Showcase new models like the IONIQ, emphasizing sustainability and innovation.

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The Execution



Suhana Khan x Ioniq

The idea leverages the iconic launch of the Santro in 1998 by Shah Rukh Khan (SRK) and transitions to the present where his daughter, Suhana Khan, becomes the face of the Ioniq, symbolizing the brand's evolution and continued relevance.

Historical Context and Legacy:

- In 1998, Bollywood superstar Shah Rukh Khan launched the Hyundai Santro, marking a significant moment in the brand's history in India. The Santro quickly became a beloved model, symbolizing Hyundai's entry and success in the Indian market.

Next-Generation Representation:

- As a continuation of this legacy, Suhana Khan, SRK's daughter, will now become the face of Hyundai's latest model, the Ioniq. This transition not only highlights the brand's evolution in terms of technology and innovation but also underscores the enduring trust and loyalty that families place in Hyundai across generations.

HYUNDAI



TYING THIS WITH FATHER'S DAY

Launching this campaign around Father's Day adds a sentimental value, emphasizing the bond between father and daughter. It illustrates how values, preferences, and brand loyalties are often passed down through generations. The narrative will focus on the emotional connection, showcasing how Suhana, inspired by her father's association with Hyundai, proudly continues the legacy by endorsing the Ioniq.

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AI Generated only for Reference

Scenario 1: Nostalgic Reflection

- **Setting:** A cozy living room with family photos.
- **Plot:** SRK sits with Suhana, reminiscing about the day he launched the Santro in 1998. He talks about the excitement and significance of that moment. Suhana surprises SRK with the news that she will be the face of the Ioniq, continuing the legacy he started with the Santro. They share a warm moment, symbolizing the passing of the torch.

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Scenario 2: Driving Down Memory Lane

- **Setting:** A scenic drive through Mumbai.
- **Plot:** SRK and Suhana take a drive together, starting in a Santro, they pass through a tunnel and the Santro transitions into an IONIQ with Suhana driving. Along the way, they discuss how cars and technology have evolved. SRK shares stories from the past, while Suhana talks about the future of driving with Hyundai. The video ends with them parking the Ioniq in front of their home, emphasizing continuity and progress.

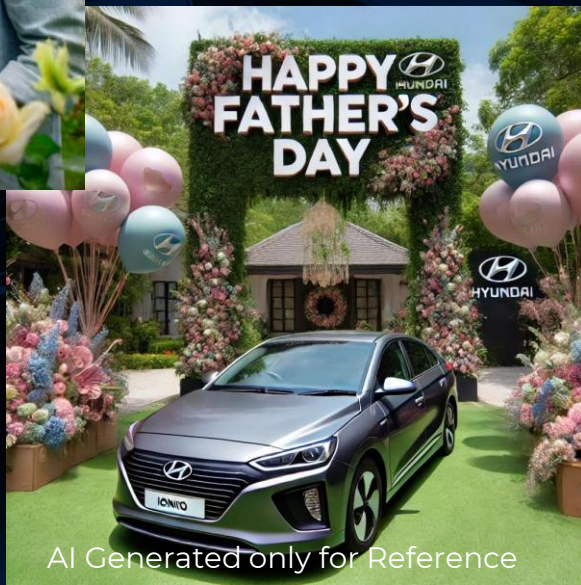
HYUNDAI



Scenario 3: The Father's Day Surprise

- **Setting:** A beautiful garden
- **Plot:** At the end of the drive, they reach a pretty garden which is decked up with flowers and balloons.

A very party-like atmosphere with a huge sign that says Happy Father's Day. SRK is surprised again as Suhana throws him a surprise Father's Day party, driving in the IONIQ.



AI Generated only for Reference

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Content Buckets



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Design

Design Highlights

Behind-the-Scenes Design Process

Style Comparisons (Old vs. New Models)

Designer Interviews

Reliability

Customer Testimonials

Maintenance Tips

Warranty and Service Highlights

Brand Heritage Stories

Innovation

Tech Feature Spotlights

How-To Guides

Tech Innovations in Development

Interactive Tech Demos

Versatility

Multi-Purpose Vehicle Highlights

Customer Stories

Accessory and Customization Options

Family and Adventure-Friendly Features

Eco-Friendly

Eco-Friendly Initiatives

Green Tips

Sustainability Milestones

Employee Sustainability Stories

IONIQ 5

Voice and Tonality

The tone is meant to be aspirational yet grounded, speaking to both the innovative spirit and the everyday realities of our audience.

Our social media voice is confident and forward-thinking, reflecting Hyundai's commitment to innovation and progress.

We avoid superficial platitudes and instead focus on meaningful engagement, celebrating the journey of progress and the values that define Hyundai.

Our social media content designed to inspire confidence and trust, reinforcing Hyundai's position as a leader in the automotive industry while being relatable and accessible to our audience.



HYUNDAI

CGI for BAU

CGI videos offer an immersive way to showcase Hyundai vehicles through realistic 3D animations.

This execution method allows for dynamic presentations of the car in various environments and scenarios, highlighting design, features, and performance in visually stunning ways.

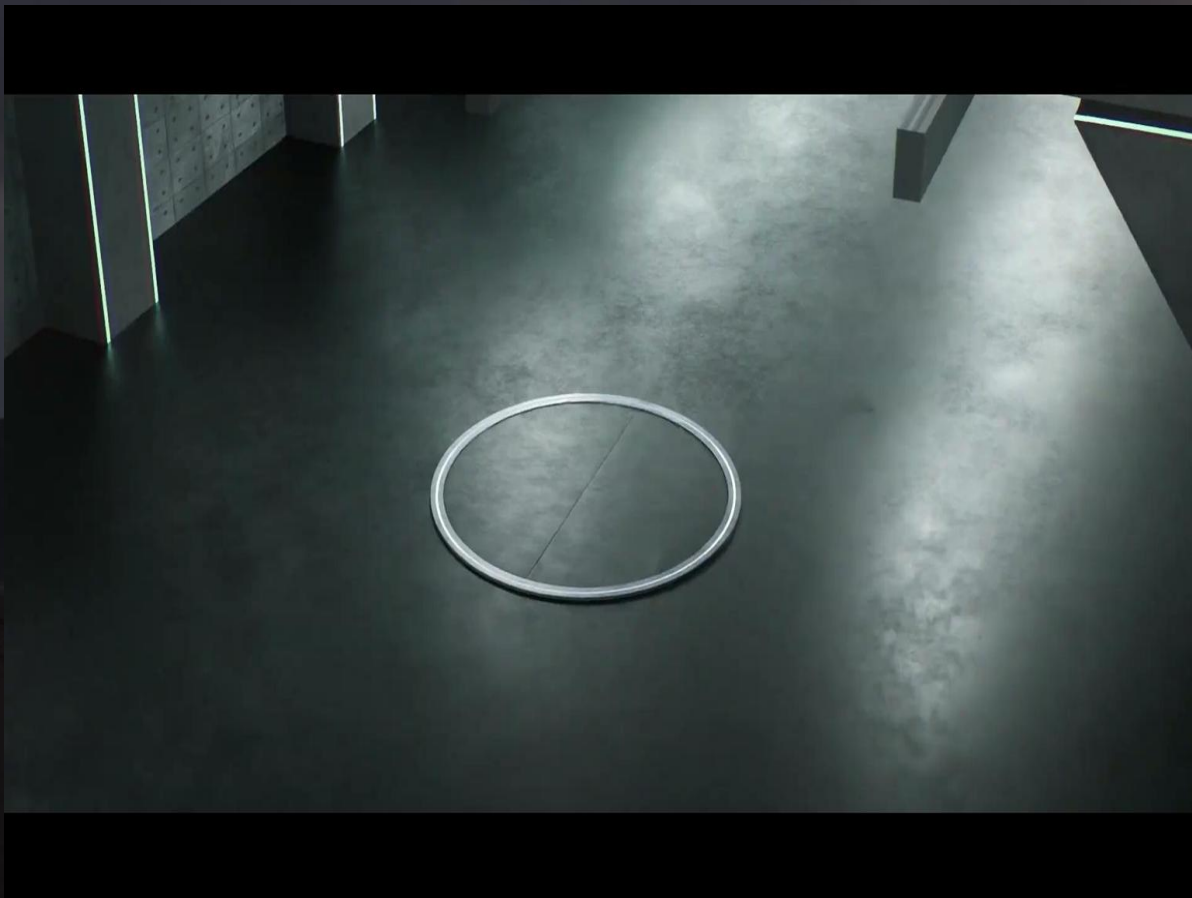
CGI can depict detailed close-ups of intricate parts, simulate driving experiences in different settings, and bring futuristic concepts to life.

This approach ensures consistently high-quality visuals, free from real-world limitations, making the car's features and design stand out compellingly on social media.

HYUNDAI



CGI for BAU



HYUNDAI

ASMR for BAU

ASMR videos provide a unique sensory experience by focusing on the subtle sounds and tactile elements of Hyundai vehicles.

This execution method highlights the calming and satisfying sounds associated with the car, such as the hum of the engine, the click of buttons, and the glide of windshield wipers.

ASMR videos create a relaxing and immersive experience, emphasizing the craftsmanship and quality of the car.

This content stands out by evoking a deeper emotional connection with viewers, making the sensory details of Hyundai vehicles memorable and engaging on social media.

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ASMR for BAU



Shot at Hyundai Showroom



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INFLUENCERS



HYUNDAI

Objective

- To increase engagement and brand awareness
- Leverage influencers for brand promotion & to create unique brand content and buzz Pan India.
- Build recall + increase brand loyalty



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Strategies

Leverage communities across Pan India to discuss innovation, covering a broad spectrum and highlighting its key benefits. Hyundai cars have become an experience, not just a mode of transport, showcasing how they stand out from other models.

Premium influencers will talk about the luxury aspect of the Ioniq car model, explaining how it adds a touch of luxury and why they prefer it, from technology to sustainability.

Macro influencers will discuss the usage and importance of the Creta car model, focusing on its stellar looks and top-notch experience.

Onboard Gen Z influencers will share why they believe in the sustainability and services that Hyundai offers, emphasizing the innovation and best price from an investment perspective.

IONIQ 5

Suggested Communities

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BTS Band X Hyundai

Series with BTS band and popular host Sakshma Srivastav, where we will integrate discussions about Hyundai cars and their top picks. They will talk about (USPs) of the cars and highlight the brand.

The series will include a small tour, presented by Hyundai



Activity 2- Carpool Karaoke

Collaborate with communities like Mashable India or Curly Tales to integrate and build engaging content with internet's fav influencers in a Carpool Karaoke series. This series will feature influencers from various categories, including actors and content creators, who will enjoy informal and casual jam sessions while driving in Hyundai Cars.

The product + brand integrations will be subtle yet powerful.

References - https://youtu.be/AFxCO_DyzYM

<https://youtu.be/5aLQgRkkaus>



HYUNDAI

SUGGESTED COMMUNITIES

CURLY TALES + KAMIYA JANI

1M + 680K

INSTAGRAM FOLLOWERS

4.67%

ENGAGEMENT RATE

INSTAGRAM LINK-

<https://www.instagram.com/curly.tales/>

https://www.instagram.com/kamiya_jani/



Activity 3 - Youtube review videos

Improve YT search through content seedings

Elevate influencers into powerful advocates by collaborating with them to produce exclusive review videos. These videos will center on Group Landmark's car dealership, showcasing their latest car releases, the local surroundings, and seamlessly incorporating the brand.



HYUNDAI

INDIA'S #1 AUTO CHANNEL

3.5 MILLION



Aapka Auto Expert!

8779952811

NOW DRIVING CAR BUYING DECISIONS OF 35 LAKH INDIANS



MotorOctane

@motoroctane 3.59M subscribers 2.8K videos

MotorOctane is a page for serious Indian car buyers. We cater you with the... >

motoroctane.com and 4 more links

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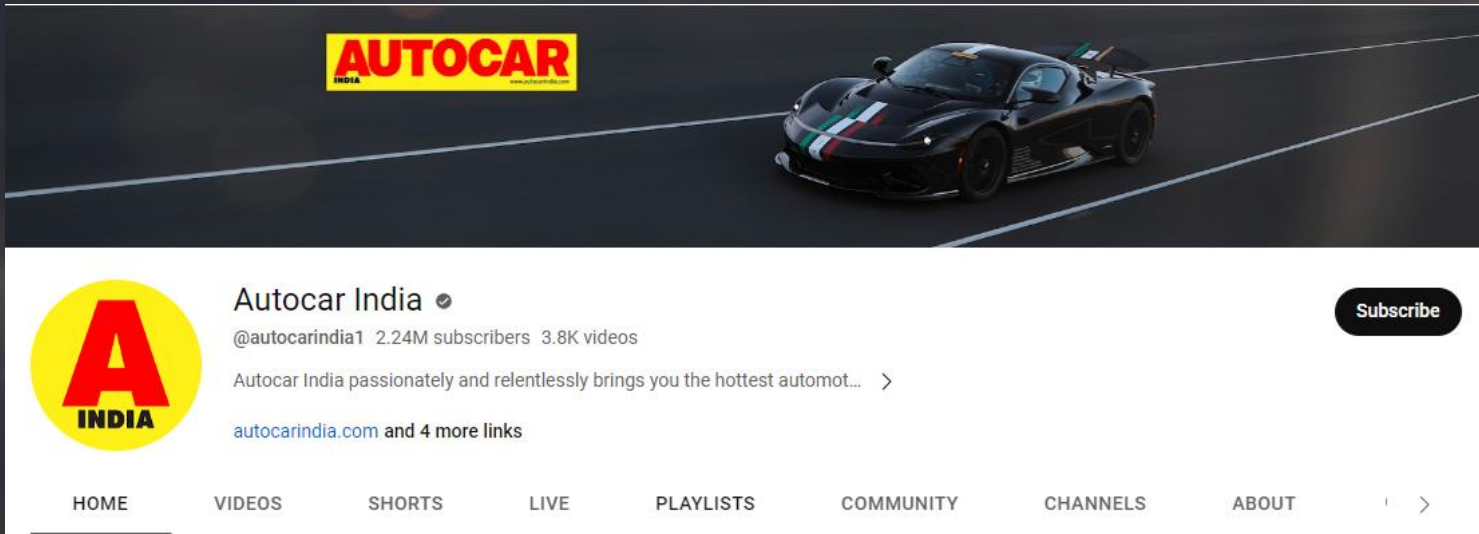


MOTOR OCTANE

4.19M - YOUTUBE SUBSCRIBERS

URL - <https://www.youtube.com/@motoroctane>

IONIQ 5



AUTOCAR INDIA

2.34M - YOUTUBE SUBSCRIBERS

URL - <https://www.youtube.com/@autocarindia1>

HYUNDAI
IONIQ 5



Rajni Chaudhary

@RajniChaudhary 1.38M subscribers 1.5K videos

Hey, I am Rajni Chaudhary. >

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HYUNDAI

Hyundai EXPLORERS



An aerial, high-angle photograph of a large parking lot. The lot is filled with hundreds of cars, mostly sedans, parked in neat, diagonal rows. The perspective creates a strong sense of depth and repetition. The cars are in various shades of gray, and the parking lines are clearly visible. The overall tone is monochromatic and professional.

Competition Analysis



Conquerors of impossible terrains *Explore the Impossible*

Brand: We've made humanity's innate desire to Rise our driving purpose. We challenge conventional thinking and innovatively use our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise.

Hero Solutions: Pure adventure 4x4 vehicles

Mahindra Adventure: Mahindra Adventure aims to help the community perfect the art of getting lost in the wilderness.

Approach: They have bifurcated their community activities into Expeditions, Club Events, Off-road academies and Challenges.

People: Mahindra Adventure members are into extreme off-roading and aspire to conquer the most challenging terrains, seeking the ultimate thrill of pushing themselves and their vehicles to their limits amidst the untamed wilderness.



ROYAL ENFIELD

Follow the pursuit of exploration

Brand: The need to explore is a stubborn itch that can't be scratched away. Our mission is to get more & more people to discover the joy of riding & follow their pursuit of exploration. We have cultivated & nurtured a riding culture that invites the riders to soak in & enjoy the journey itself.

Hero Solutions: Cruise bikes

Royal Enfield Tribe: The RE Tribe is all about exploration, comradery, and joy made possible through cruising / overlanding. While overlanding is at the heart of RE, lately the Tribe also appeals to off-roading enthusiasts through RE Himalayan.

Approach: They have tapped into cultural anchors like Music, Art, Dance, Food etc. that blends well with exploration.

People: They aspire to embark on epic journeys, traversing diverse landscapes and remote regions aboard their bikes, seeking the thrill of exploration and the freedom of the open road.



Expedition to Nature's Finest *Where Explorers Meet*

Brand: Our moto of being “New Forever” encapsulates our commitment to continuous innovation, modernization and development. It is all about creating new experiences with utmost safety. We strive for happy drives and beautiful journeys, bringing freshness in every drive and breathing new life into mundane routines.

Hero Solutions: Safari and Harrier

TATA Soul: For adventurers who are explorers-at-heart. It aims to elevate their spirit, enabling them to conquer challenging roads leading them to the nature's finest and helping them reach new heights through these journeys.

Approach: Primarily two types of expeditions (short weekend retreats and 2-4 days long expeditions)

People: Explorers at heart, SOUL members are thrill-seekers driven by a thirst for adventure and discovery. United by their passion for exploring nature, they are undeterred by any road that lies ahead.





Passion for Classic *Steeped in tradition*

Brand: Rooted in over century's legacy the brand is committed to crafting unforgettable experiences of through innovation. MG Motors stands as a beacon of modernity and excellence with a mission is to seamlessly blend cutting-edge technology & timeless design, ensuring every journey is a harmonious blend of style, comfort, and performance.

Hero Solutions: MG Hector, MG Astor, MG ZS EV

MG Car Club: The MG Car Club is a vibrant community of enthusiasts dedicated to the legacy, history, and preservation of MG cars. It unites people to share their knowledge and appreciation for every MG model, from the earliest classics to the latest innovations.

Approach: Vintage Car Shows, Magazine, Expos and Gatherings

People: They share extensive knowledge and a deep appreciation for all MG models and hope that the MG marque continues to thrive and be celebrated for generations to come.



MG & TRIUMPH 100

PHOTO GALLERIES ONLINE NOW!



www.mgtriumph100.co.uk

Thank you for coming!

**Aligning with the brand image and people,
Automotive brands largely try to own the spaces of...**



**Heritage &
Legacy**



**Extreme
Off-roading**



**Cruising /
Overlanding**

...through which they speak to three different customer cohorts

Automotive Historians



They find **delight in the craftsmanship and performance of automobiles**, from classic gems to modern marvels. They **dive deep into engine mechanics, design aesthetics, and driving dynamics**, continuously refining their appreciation of automotive excellence.

Off-road Fanatics



They relish adventurous experiences in nature, **thriving on the excitement and satisfaction of conquering challenging terrain**, often enhancing their vehicles for better performance in off-road conditions.

Overland Wanderers



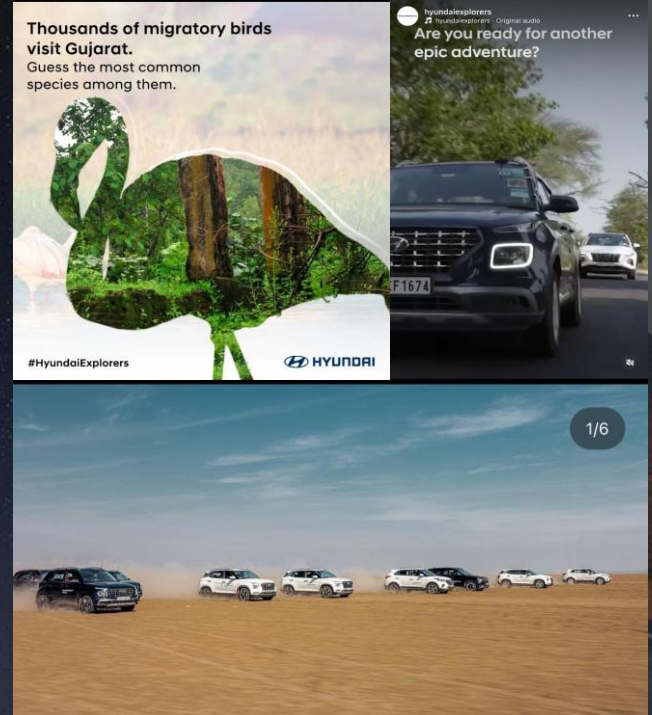
Overland Wanderers embark on extended exploration journeys in specialized vehicles, **finding satisfaction in discoveries and connecting with nature and community**. They cherish the **freedom of open roads**.

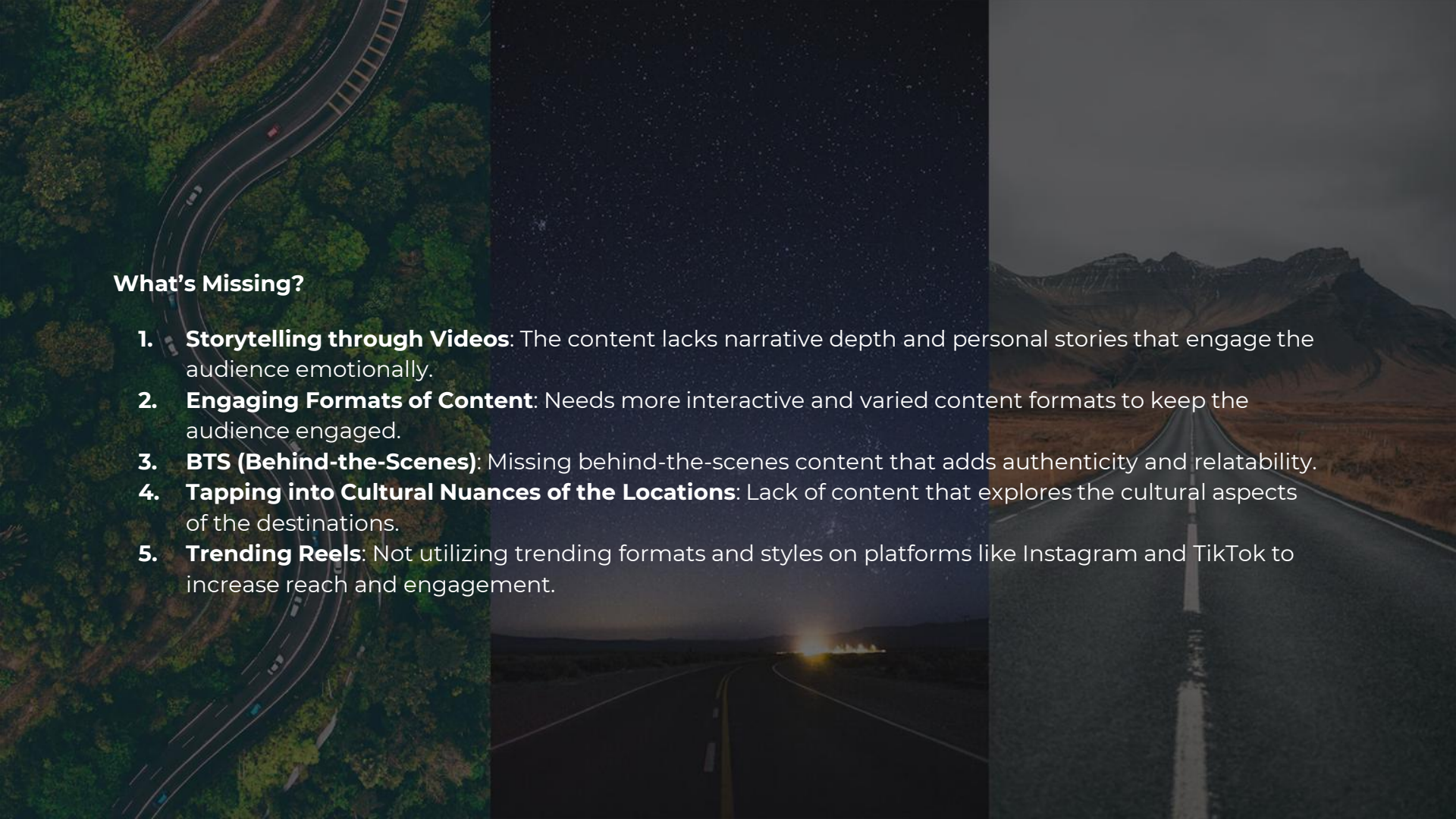
Where do
we stand?



Current Content:

1. **High Quality Footages:** Professional, well-shot videos and photos showcasing scenic drives and beautiful locations.
2. **Access to Amazing Locations:** Featuring breathtaking and diverse locations that appeal to travel enthusiasts.
3. **Access to Explorers:** Collaboration with explorers who bring their unique perspectives and experiences to the content.





What's Missing?

1. **Storytelling through Videos:** The content lacks narrative depth and personal stories that engage the audience emotionally.
2. **Engaging Formats of Content:** Needs more interactive and varied content formats to keep the audience engaged.
3. **BTS (Behind-the-Scenes):** Missing behind-the-scenes content that adds authenticity and relatability.
4. **Tapping into Cultural Nuances of the Locations:** Lack of content that explores the cultural aspects of the destinations.
5. **Trending Reels:** Not utilizing trending formats and styles on platforms like Instagram and TikTok to increase reach and engagement.

A wide-angle landscape photograph showing a dirt road that splits into two paths, leading from the foreground into a vast green valley. In the distance, a range of mountains is visible under a sky filled with white and grey clouds. The overall tone is bright and airy, with a mix of green, brown, and blue hues.

The New Strategy

Take an Influencer First Approach

Narrative to the Entire Trip:

Influencers can provide a continuous storyline, making the content more engaging by sharing their personal experiences and perspectives.

Known Faces with Established Communities:

Influencers bring their own audience, increasing the reach and credibility of the content. Their followers are more likely to engage with the content due to the influencer's established trust and rapport.

Trending Formats: Influencers are up-to-date with the latest trends and can incorporate these into their content, ensuring that Hyundai Explorers stays relevant and visible on social media platforms.

Engaging Forms of Content:

Influencers are adept at creating content that resonates with their audience, including interactive formats, challenges, and live sessions that can boost engagement.

Two-Way Conversation: With influencers, the content becomes more interactive and engaging. Instead of just talking to the camera, influencers can create dialogues, respond to comments, and make the audience feel more involved in the journey.

The Narratives

- **Providing platforms to the audience** where they can **share their experiences, vlogs, short format videos**. Ultimately acting as a **canvas of authentic consumer story** and meaningful moments
- Crafting **immersive and relatable narratives**, both **verbally and visually**, that enable the audience to vividly **imagine themselves in the experience**, igniting their deep desire to escape and fully **immerse themselves in the escapades**.
- Brands are **bridging communities with diverse affinities** like food, art, dance, and music to appeal to a broader audience. This approach **fosters deeper connections with younger audiences** by turning communities into a vibrant **camaraderie of shared passions**.

What will the Influencers do?

Behind-the-Scenes
Footage

Travel Diaries

Destination Highlights

User-Generated
Content

Travel Tips and Guides

Live Streams and Q&A Sessions

Cultural and Culinary
Experiences

Vehicle Features in Action

Travel Challenges and
Campaigns

A dirt road winds through a dense forest of tall evergreen trees. The road is reddish-brown and leads into the distance, flanked by thick green foliage and tall pine trees. The scene is dimly lit, suggesting a forest interior.

Who are the Influencers?

The Categories

- **Car enthusiasts** - Talk about Hyundai's performance, engineering, and innovative features appeals to those passionate about automotive details.
- **Travellers** - Subtle integrations through vlogs documenting their journeys, engaging with communities and how exciting it is being part of the explorer community
- **Travel aspirer:** Travel aspirers with busy work lives who vlog about exploring in their free time value Hyundai's blend of comfort and practicality, making every journey a seamless escape from their daily routine.

Suggested Car Enthusiasts:



Name: [Karan Sehgal](#)

Followers: 259,000

ER: 10.5%



Name: [Gagan](#)

Followers: 436,000

ER: 4.6%



Name: [Mahak](#)

Followers: 906,000

ER: 9.4%

Suggested Car Enthusiasts:



Name: [Mehreen Gandhi](#)

Followers: 813,000

ER: 4.10%



Name: [Ankit Sharma](#)

Followers: 561,000

ER: 3.7%



Name: [Faisal Khan](#)

Followers: 966,000

ER: 2.70%

Suggested Travelers



Name: [Shenaz Treasury](#)

Followers: 1,200,000

ER: 2.70%



Name: [Tanya Khanijow](#)

Followers: 1,000,000

ER: 3.4%



Name: [Richi Shah](#)

Followers: 1,300,000

ER: 2.20%

Suggested Travelers



Name: [Krishangi Saikia](#)

Followers: 85,400

ER: 22.70%



Name: [Jinali Sutaria](#)

Followers: 227,200

ER: 4.30%



Name: [Prabhjot](#)

Followers: 2,100,000

ER: 10%

Suggested Traveler Aspirees



Name: [Ranveer Allahbadia](#)

Followers: 400,0000

ER: 4.20%



Name: [Sharan Hegde](#)

Followers: 260,0000

ER: 5.6%



Name: [Nikhil Kamath](#)

Followers: 746,000

ER: 8.5%

BTS as Explorers

We Invite BTS who show their journey as explorers.. Experiences like them engaging with locals, eating local food

The series will include a small tour in the cars, presented by Hyundai.

Name: Sakshma Shrivastav

Followers: 963,200

ER: 4.80%



Hyundai Explorer Pre-Event



HYUNDAI

Hyundai Explorer Post-Event



HYUNDAI

A dirt road winding through a forest of tall evergreen trees. The road is reddish-brown and curves gently to the right in the distance. The trees are dark green and dense, lining both sides of the road. The sky is a pale, overcast grey.

THANK YOU