

Marketing Campaign

for :

MAHINDRA XUV

800 EV

BY - ASHISH SAHOO

BATCH - JULY 15



LOGO



MAHINDRA ELECTRIC
SUVs

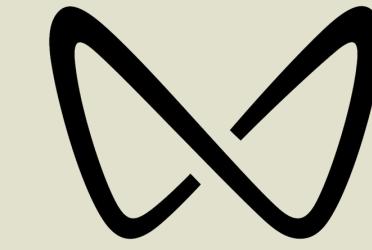


Task

STRATEGY DEVELOPMENT

MARKETING CAMPAIGN 1

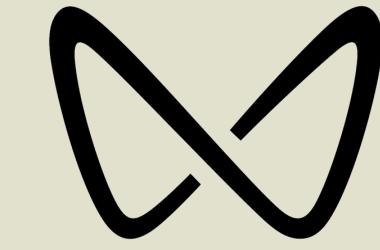
MARKETING CAMPAIGN 2



STRATEGY PLANNING

Task - 1

[BACK TO CONTENT PAGE](#)



Marketing Strategy :-

Mahindra vehicles are known for their robust build quality, durability and reliability. These vehicles are built to endure rugged terrains and difficult conditions, guaranteeing that you can depend on them for many years . First, we study the Mahindra brand marketing study to better understand what we can use in our campaign.



Mahindra's Digital Marketing overview :-

- Social Media Engagement
- Content Marketing
- Influencer Collaborations
- Customer Engagement and Reviews
- Online Advertising campaign and Search Engine Optimization (SEO)



Target Audience : Demographics

Age

20-50 yr

(Professionals and families looking for convenience and technology in one vehicle)

Location

Metro Cities

(Cities with enough infrastructure and those where driving a car without emitting pollutants is mandatory)

Income

Upper Middle Class

(Those with sufficient household income source to purchase a high-end electric SUV)

Target Audience : Psychographics



Financially Savvy

- People who are daily traveller.
- Individuals who are aware of the long-term cost savings associated with EV.

Tech Savvy

- Individuals who value staying updated with new tech.
- People who prioritize comfort as well as their lifestyle.

Environmental Safety

People who take care environment.

Target Audience : Behavioral

Environmentally Conscious

Concern for environmental impact, preference for electric and hybrid vehicles.

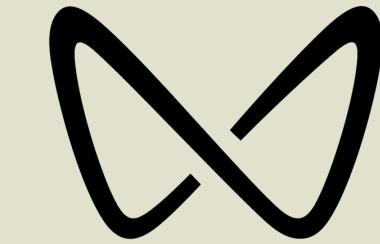
Urban Commuters

Daily commuting, school runs, weekend getaways.

Luxury Lover

People who Utilizing a vehicle those who have an interest in luxury automobiles and brands.

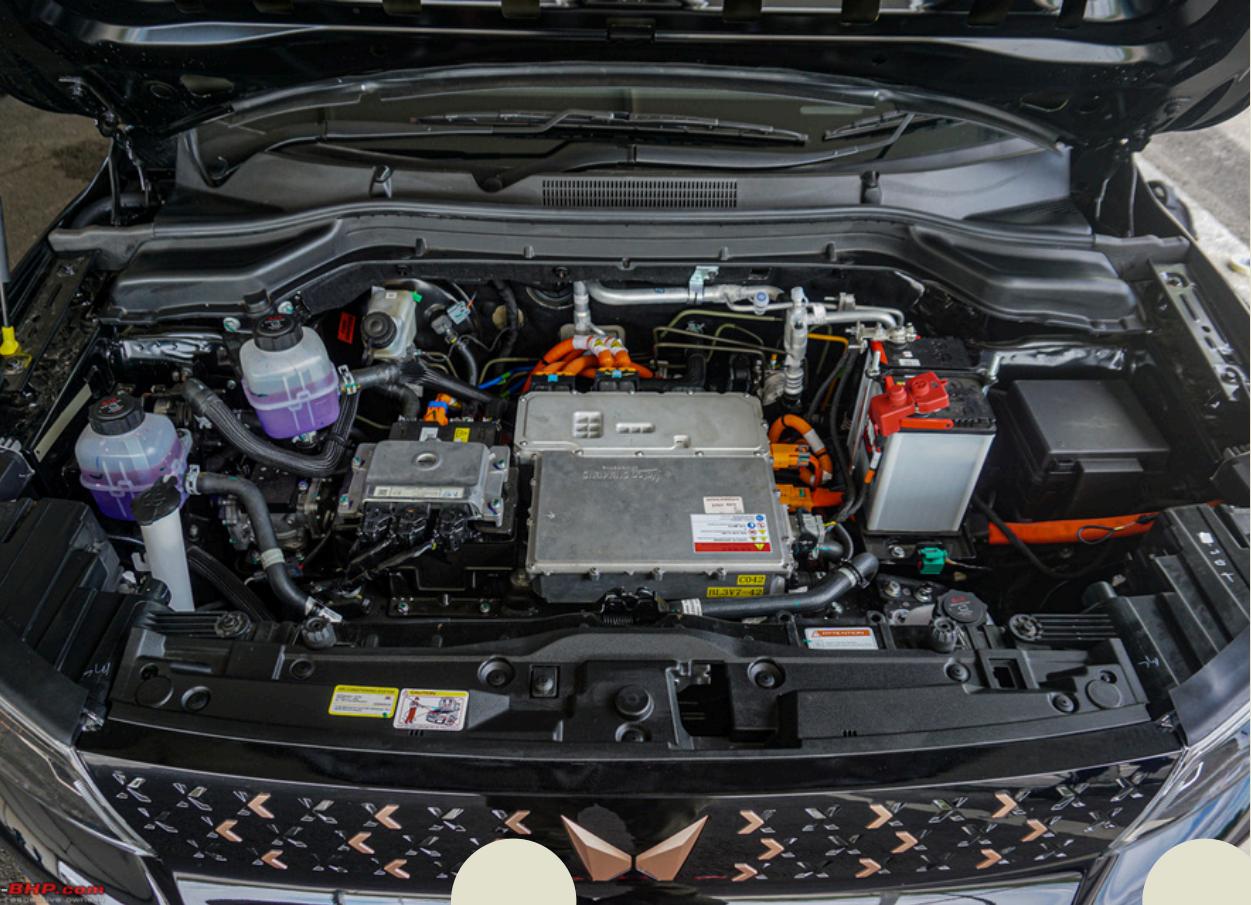




Key Selling Points :-

- 1 comes with dual electric motors powering the front & rear wheels of the vehicle & enabling its AWD capabilities.
- 2 Fast charging comes with 80kWh battery pack. it can charge the EV from 0% to 80 % in just 30 minutes.
- 3 Drive upto 500 km driving range in single charge is UPTO 500 KM
- 4 Safety Features 6 AIRBAGS ABS with EBD electronic stability control (ESC) Lane Keep Assist Smart Pilot Assist ADAS features.
- 5 3 large 10.25-inch screens Unlike the dual 10.25-inch screens in the ICE XUV700, the third screen in XUV e8 will be in front of the co-driver seat





Value Proposition :-

Performance:-

Expected to come with an 80kWh battery pack, offering a range of power from 225bhp to 345bhp.

Charging:-

Fast charging capabilities, allowing the battery to charge from 0% to 80% in just 30 minutes.

Safety:-

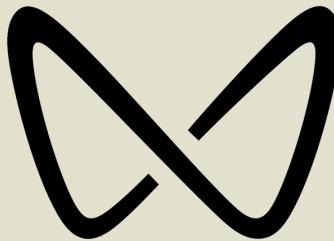
Equipped with advanced safety features to ensure a secure driving experience.

Infotainment:-

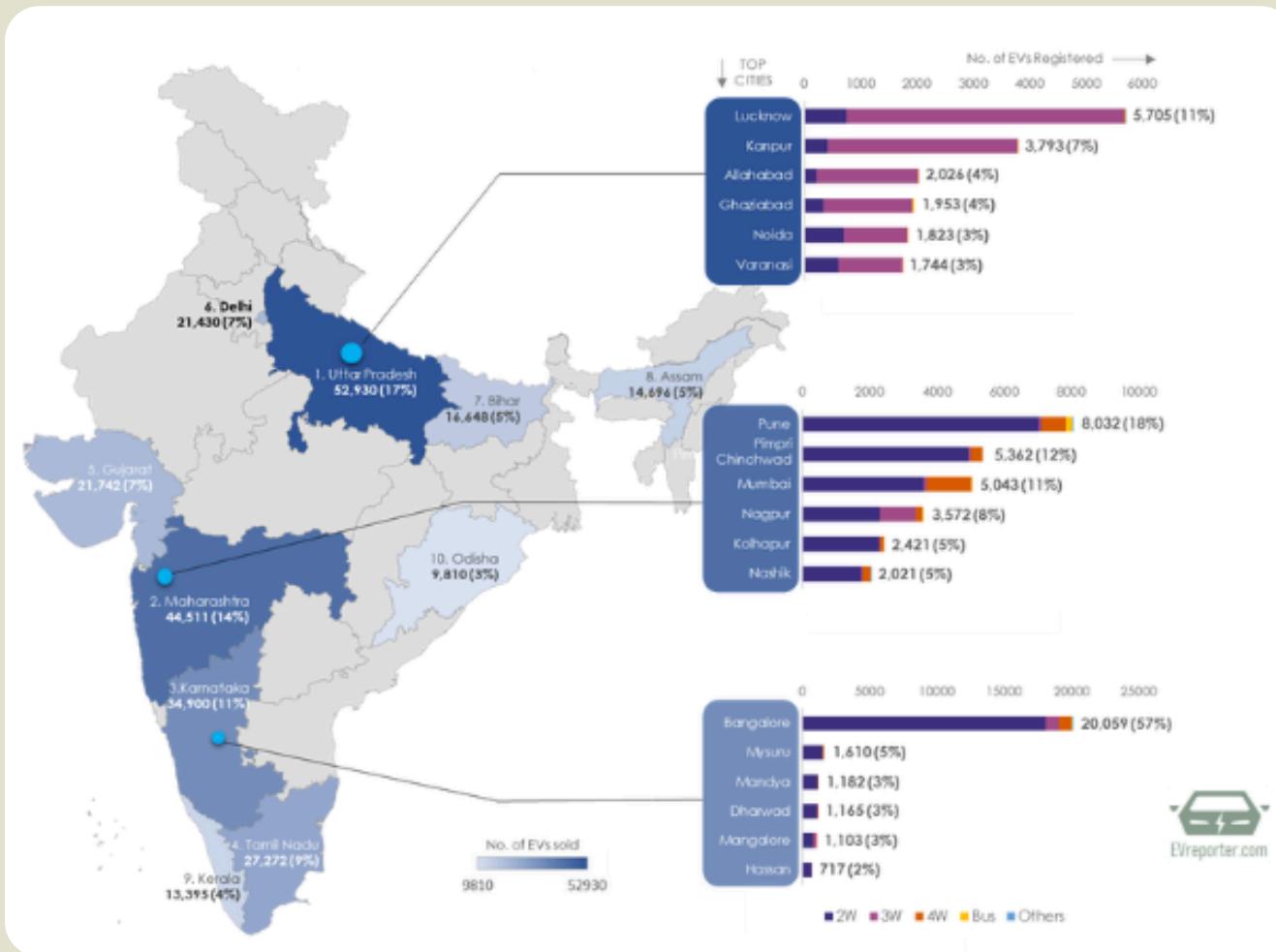
A large infotainment system with three horizontally laid-out 12.3-inch screens.

Interior:-

Spacious and luxurious with new trim and color changes to match the electric theme.



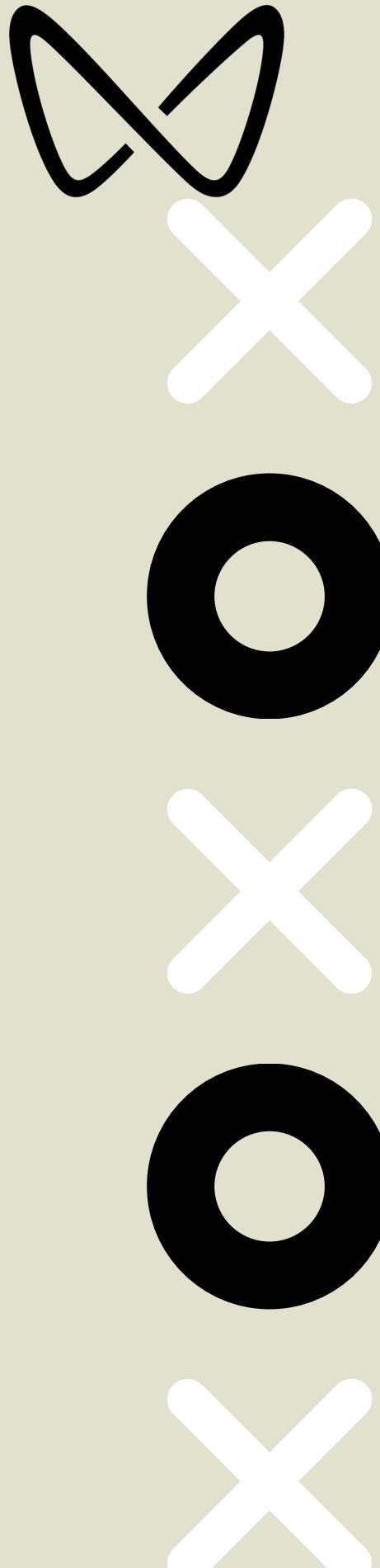
Target Region :-



According to the report by the government of India these are the top states with the most no. of ev

vehicles sales:

1. UP
2. Maharashtra
3. Karnataka
4. Gujrat
5. Tamil Nadu
6. Bihar
7. Assam
8. Kerala
9. Odisha



My target Cities are:

Target Cities

- —
-

1. **Delhi** - It is the most polluted city in India. The Delhi government is offering attractive purchase incentives for vehicle segments aimed at making the cost of owning and operating electric vehicles affordable. (Sales- 10,836 units)
2. **Bangalore** - The Bengaluru urban region has the highest number of public charging stations at 4,281, accounting for 85% of the state's charging infrastructure. It is the center of the country's technology industry. (Sales- 10,231 units)
3. **Mumbai** - Mumbai, the financial capital of India, is another important metropolis with a large and wealthy population. The city is also investing heavily in electric vehicle infrastructure. (Sales- 8,673 units)
4. **Hyderabad** - Hyderabad, the capital of Telangana, is a major hub for the IT industry. The city is also investing heavily in electric vehicle



Demographics

SEX: M

Age: 30

Location: 24, Vittal Mallya

Rd, KG Halli, Shanthala

Nagar, Bengaluru, Karnataka

Gender: Male

Education: Masters in
business.

Buyers Persona

Vijay Mallya

Working man looking for
high-tech car for day-to-
day transportation

Gains/Expectations

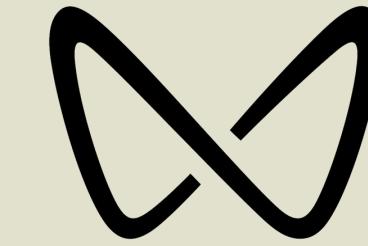
- Trusted brand in the market.
 - Provides sustainable solutions and alternative to gas vehicles.

Pain Points

- Daily life problem to transport in metro city.
- Problems in attending off-field jobs.
- Also eco-lover individual, that want sustainable products.

Objective

Switching to EV with an option of having luxury and effectiveness.



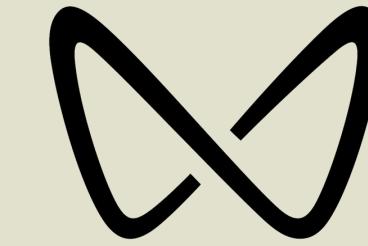
My Ad Campaigns :-

Search Ad :

Search ads are great for reaching a large audience that is already searching online for an electric car or SUV like the Mahindra XUV800 Electric using search ads. By choosing keywords related to electric vehicles, SUVs and Mahindra XUV800 Electric, we can target our ads to interested parties. These ads highlight the impressive features of the Mahindra XUV800 Electric like its eco-friendliness, luxurious interior and versatile design.

Display Ad :

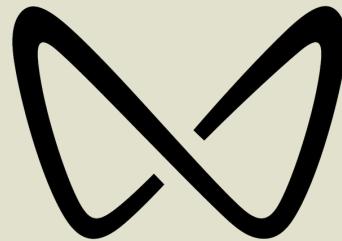
Display ads complement search ads by targeting people who may still be interested in the Mahindra XUV800 Electric even if they are not actively looking for it. These ads appear on various blogs and websites related to SUVs, electric vehicles and green living. With attractive images and catchy phrases, they grab attention and tell people about the Mahindra XUV800 Electric.



CAMPAIN 1 SEARCH AD

Task - 2

[BACK TO CONTENT PAGE](#)



Your ads are all set! They'll have a higher chance of performing well.



Ad strength
Excellent



- Add headlines [View ideas](#)
- Include popular keywords [View idea](#)
- Make headlines unique [View ideas](#)
- Make descriptions unique [View idea](#)

Budget Allocation :-

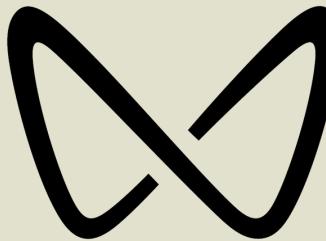
Search Ad:-

Budget - ₹6 lakhs

Daily Budget - ₹10,000 (₹6 LAKHS/60 DAYS)

Duration - 60 days

Objective to be Achieved: Conversions & Lead generation.



Select a campaign type

 Search
Get in front of high-intent customers at the right time on Google Search

 Performance Max
Reach audiences across all of Google with a single campaign. [See how it works](#)

 Demand Gen
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads

 Display
Reach customers across 3 million sites and apps with engaging creative

 Shopping
Showcase your products to shoppers as they explore what to buy

 Video
Reach viewers on YouTube and get conversions

Select the ways you'd like to reach your goal [?](#)

Website visits

 <https://auto.mahindra.com/>

Phone calls

Store visits

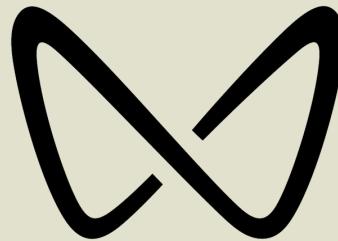
Lead form submissions

Campaign name

Leads-Search-Mahindra XUV 800

Now we have to select our campaign type as search as per our brand objective.

For this, we chose a website visit from where the lead form will appear. We can also choose the lead form submission here. The website link is only for reference here.



Bidding

What do you want to focus on? [?](#)

Clicks ▾

Set a maximum cost per click bid [limit](#)

As per our objective we have to choose (click) bidding type for getting max clicks.

Networks

Search Network



Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

Include Google search partners [?](#)

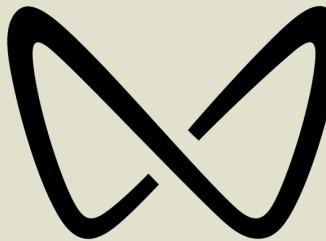
Display Network



Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

Include Google Display Network [?](#)

We have to select both networks because we want to show this ad in both places.



Locations

Select locations for this campaign [?](#)

- All countries and territories
- India
- Enter another location

Locations (4)

Bengaluru, Karnataka, India city
Delhi, Delhi, India city
Hyderabad, Telangana, India city
Mumbai, Maharashtra, India city

Reach [?](#) [X](#)

32,400,000 [X](#)
31,500,000 [X](#)
34,400,000 [X](#)
20,600,000 [X](#)

Enter a location to include or exclude

[Advanced search](#)

For example, a country, city, region, or postal code

Location options

Include [?](#)

- Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)
- Presence: People in or regularly in your included locations

Languages

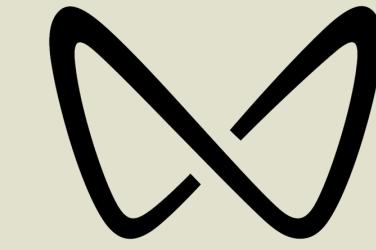
Select the languages your customers speak. [?](#)

Start typing or select a language

[English X](#) [Hindi X](#) [Marathi X](#) [Kannada X](#) [Telugu X](#)

My Target Locations are:
Delhi, Bengaluru, Hyderabad &
Mumbai

My Target Languages are:
English, Hindi, Marathi, Kannada &
Telugu



list

Segment type Customer list Edit

Segment name CAR

Customer type Add customer types (optional) ?
Customer type helps you define customer groups that you can use for new customer acquisitions and other goals. [Learn more about Customer types](#)

High-value customers X Loyalty sign ups X Purchasers X Select customer type

i This segment will be added to your account-level new customer acquisition and new customer acquisition (high-value) goals.

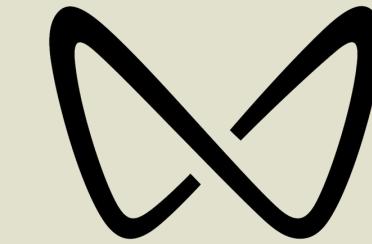
Membership duration No expiration ▼

Description Enter details about this segment ^

Age group - 25-60yr
Income - more than 50kh
Intent - Looking for a new car

Your data segments must comply with the [Personalized advertising policy](#) and the [Google EU user consent policy](#).

Here we added an additional segment for targeting more specific audience for our campaign.



Ad group 1



Keywords

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL

<https://auto.mahindra.com/>

Add products or services to advertise

electric cars X mahindra ev cars X ev cars in india X
electric vehicles X luxury ev cars X

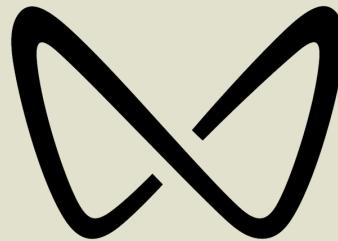
[Update keyword suggestions](#)

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

mahindra ev cars
ev cars in india
luxury ev cars
electric cars
electric vehicles
mahindra xuv 800
xuv 800 price
~~mahindra electric car~~
~~mahindra xuv800 price~~
~~mahindra ev~~

Here we added some additional keywords for our campaign.



X Add callouts to your campaign

Campaign-level callouts

Add callouts to this campaign. Any callouts added here can be used across campaigns.

Search		3 selected	Clear all
<input checked="" type="checkbox"/> 3 callout assets			
<input checked="" type="checkbox"/> BOOK NOW!			
<input checked="" type="checkbox"/> Get a Test Drive			
<input checked="" type="checkbox"/> Exciting Launch Offers!			

Preview

Mobile Preview: Sponsored ad for Mahindra XUV800 - XUV800 EV: To the NewGen. Ad text: Mahindra Auto: We offer a wide range of vehicles for all your needs. Car Enthusiast? Drive our new XUV 800 EV! Exciting Launch Offers!. Get a Test Drive. BOOK NOW!. URL: https://auto.mahindra.com/

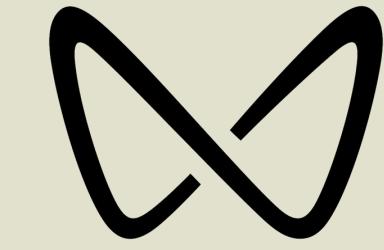
Desktop Preview: Not shown

Highlight callout

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

New callout

These are some callout that we have added.



Final URL ⓘ

Final URL

<https://auto.mahindra.com/>

This will be used to suggest headlines
and descriptions

Display path ⓘ

auto.mahindra.com

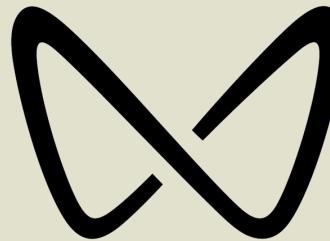
/ Mahindra

/ XUV800

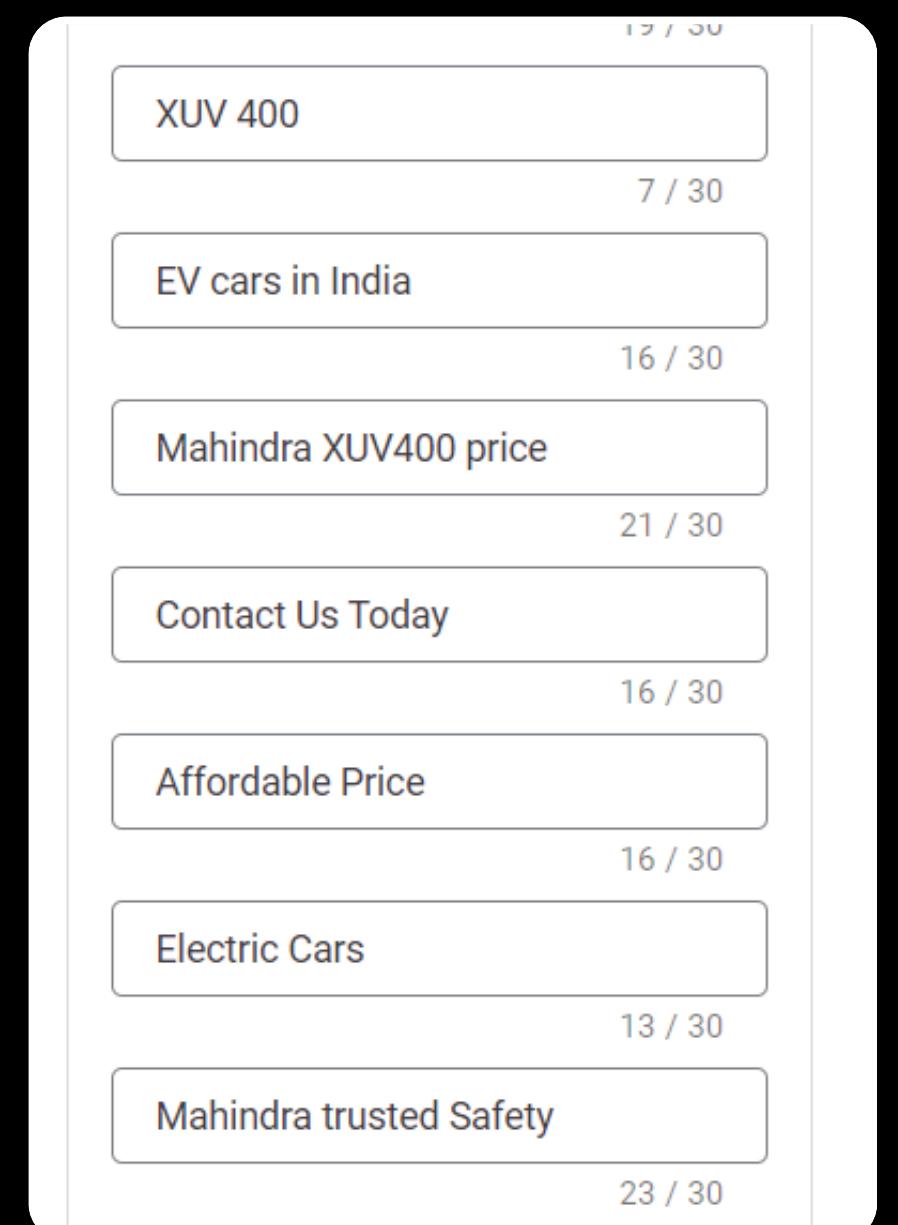
8 / 15

6 / 15

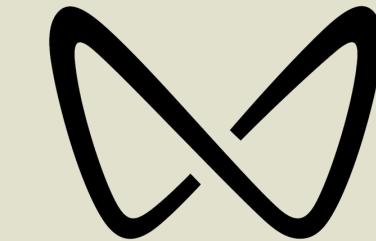
Final URL & Display Path



These are
the
headlines
we added
to the
campaign.



Mahindra XUV800	Required	15 / 30
XUV800 EV: To the NewGen	Required	24 / 30
Step to Future: XUV 800EV	Required	25 / 30
Mahindra XUV	Required	12 / 30
Mahindra XUV Price	Required	18 / 30
Luxury cars	Required	11 / 30
Explore Our Wide Range	Required	22 / 30
Mahindra Automotive	Required	19 / 30



IT 4/4



ideas

Mahindra Auto: We offer a wide range of vehicles for all your needs.

Required

68 / 90

Car Enthusiast? Drive our new XUV 800 EV!

Required

41 / 90

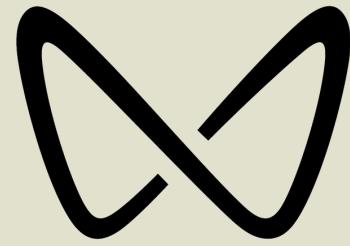
GO GREEN! Switch to EV with the trust of Mahindra

49 / 90

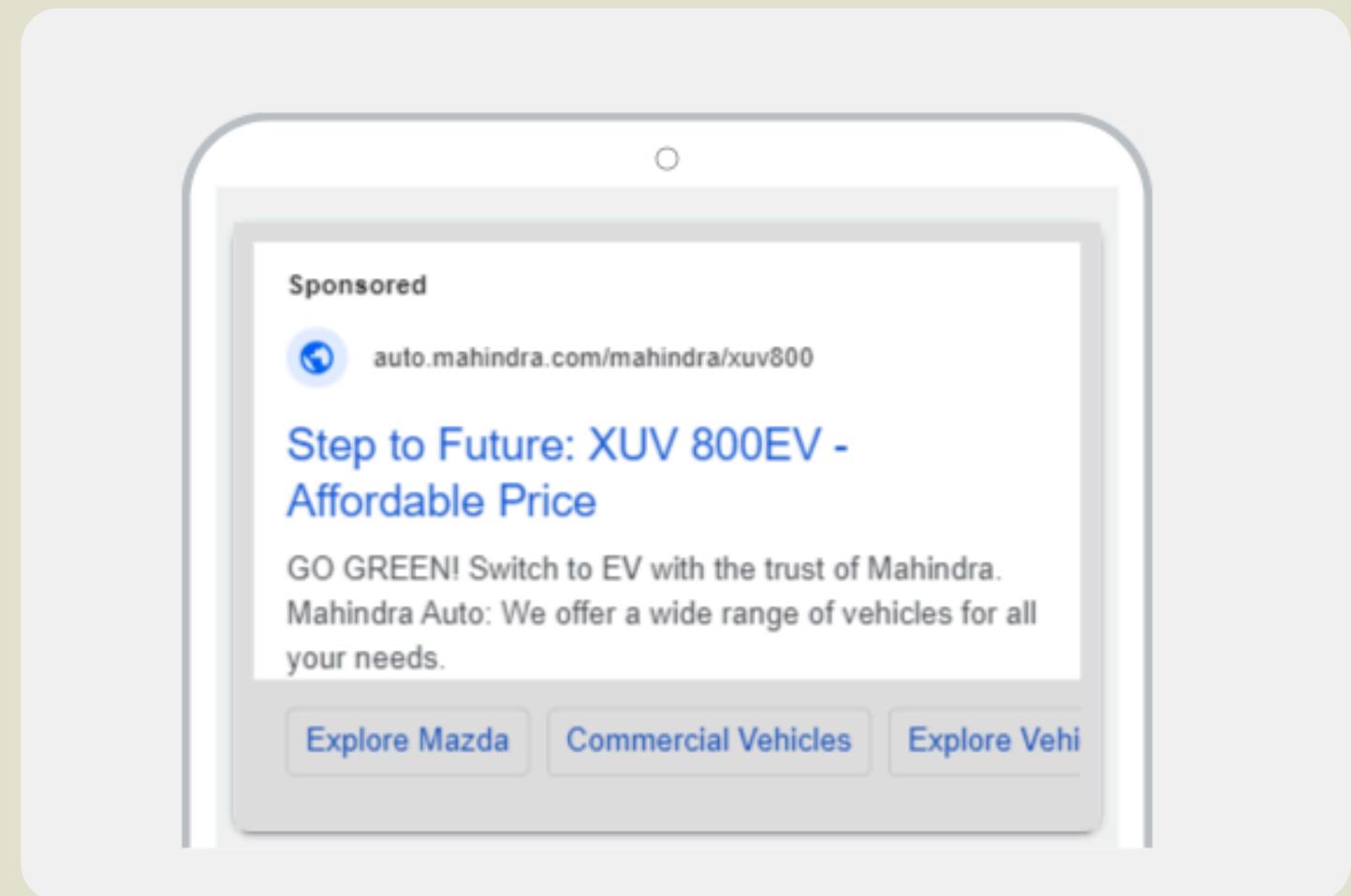
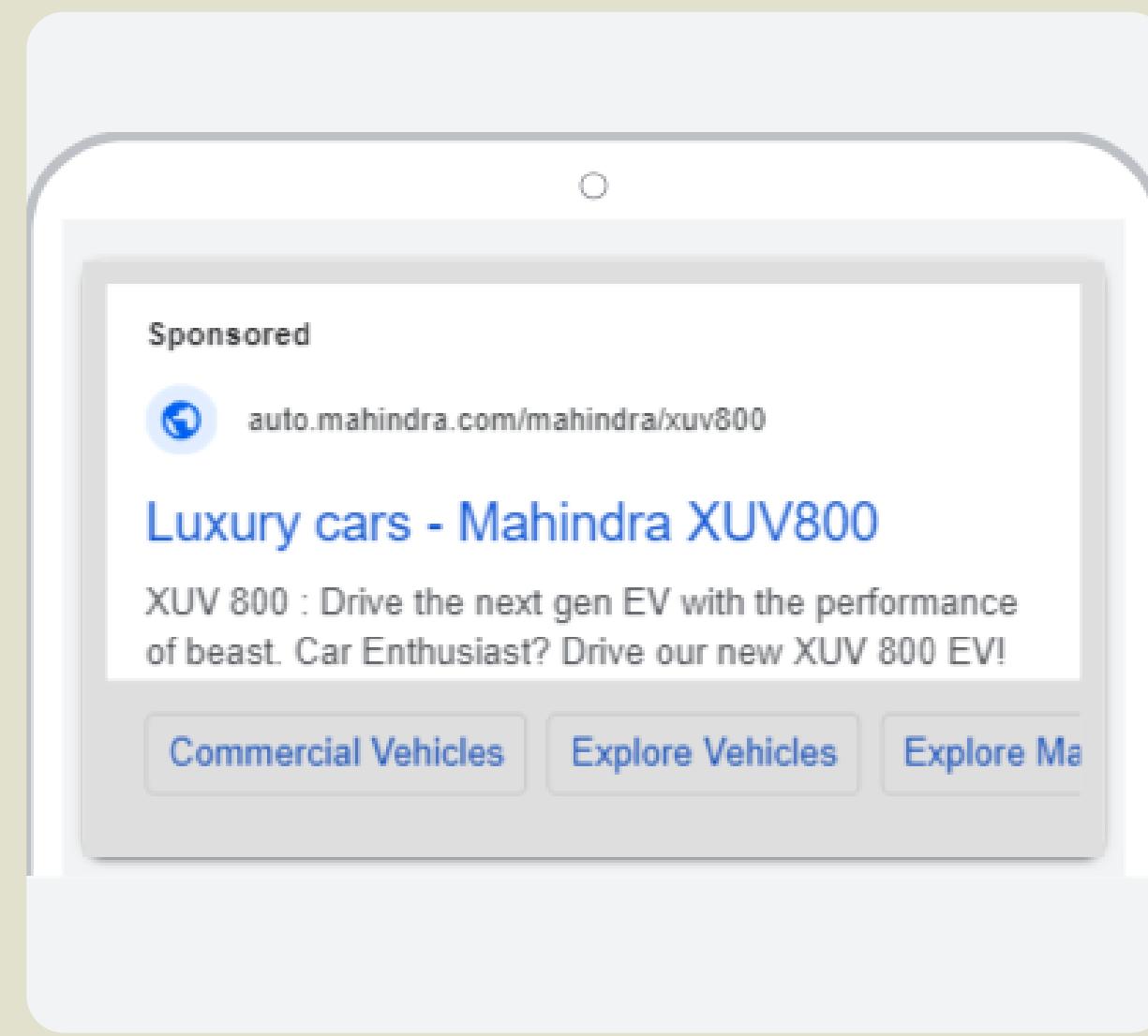
XUV 800 : Drive the next gen EV with the performance of beast.

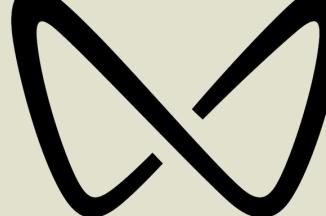
63 / 90

Descriptions of our campaign



These are some examples of how our headlines & description will be displayed.





These are the sitelink we have added to our campaign.

Edit your sitelink

Sitelink text: Mahindra Official Website (25 / 25)

Description line 1 (recommended): Mahindra & Mahindra is the flagship (35 / 35)

Description line 2 (recommended): company of the Mahindra Group which (35 / 35)

Final URL: https://www.bing.com/ck/a?&&p=1ea11e8df4ba76! (25 / 25)

Preview

Highlight sitelink

Sponsored

https://auto.mahindra.com/

Mahindra XUV800 - XUV800 EV: To the NewGen

Mahindra Auto: We offer a wide range of vehicles for all your needs. Car Enthusiast? Drive our new XUV 800 EV!

[Mahindra Official Website](#) [Sitelink text](#)

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Edit your sitelink

Sitelink text: Explore all XUV (15 / 25)

Description line 1 (recommended): Looking for an SUV? (19 / 35)

Description line 2 (recommended): Check out Mahindra's complete range (35 / 35)

Final URL: https://www.bing.com/ck/a?&&p=e0deb4c450266! (25 / 25)

Preview

Highlight sitelink

Sponsored

https://auto.mahindra.com/

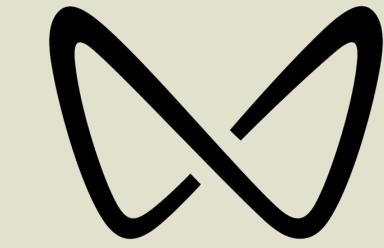
Mahindra XUV800 - XUV800 EV: To the NewGen

Mahindra Auto: We offer a wide range of vehicles for all your needs. Car Enthusiast? Drive our new XUV 800 EV!

[Explore all XUV](#) [Sitelink text](#)

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

These sitelinks will make our ad more effective by allowing to add more specific content about the ad.



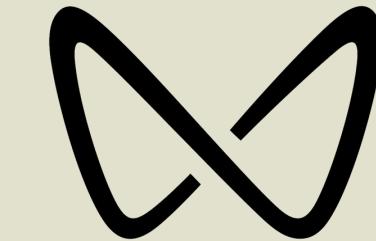
Set custom budget

Set your average daily budget for this campaign

₹10,000

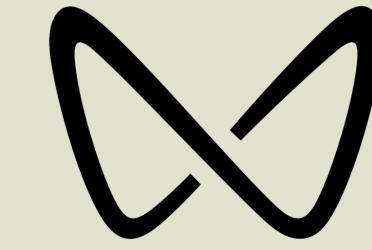
Weekly conv. Cost / Conv. Weekly cost
23.2 ₹3,017.24 ₹70,000.00

This is the daily budget for our search ad campaign.



X Settings		
Campaign name	XUV 800	▼
Conversion goals	Account-default	▼
Customer acquisition	Bid equally for new and existing customers	▼
Marketing Objective	Leads	▼
Campaign status	● Paused	▼
Networks	Google Search Network, Search partners, Display Network	▼
Locations	Bengaluru, Karnataka, India (city) + 3 more	▼
Languages	English, Hindi and 3 more	▼
Budget	₹ 10000/day	▼
Bidding	Maximize clicks	▼
Start and end dates	Start date: September 14, 2024	End date: Not set
Broad match keywords	Off: Use keyword match types	▼

Final
Overview
of our
search ad
campaign



CAMPAGN 2 DISPLAY AD

Task - 3

[BACK TO CONTENT PAGE](#)

Your ads are all set! They'll have a higher chance of performing well.

Ad strength Excellent

- Images
- Headlines
- Videos
- Descriptions

Google Ads

Budget Allocation :-

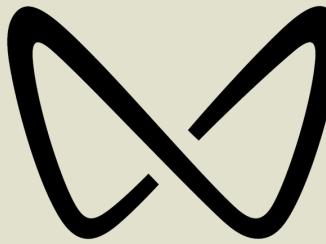
Display Ad:-

Budget - ₹4 lakhs

Daily Budget - ₹6,666 (₹4 LAKHS/60 DAYS)

Duration - 60 days

Objective to be Achieved - Maximize Clicks



For this campaign we are going with awareness & consideration.

Choose your objective

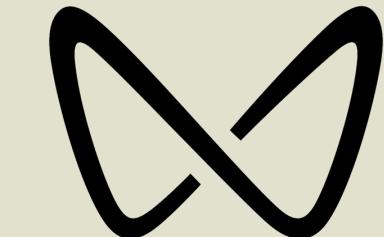
Select an objective to tailor your experience to the goals and settings that will work best for your campaign

- Sales
Drive sales online, in app, by phone, or in store
- Leads
Get leads and other conversions by encouraging customers to take action
- Website traffic
Get the right people to visit your website
- App promotion
Get more installs, engagement and pre-registration for your app

- Awareness and consideration
Reach a broad audience and build interest in your products or brand
- Local store visits and promotions
Drive visits to local stores, including restaurants and dealerships.
- Create a campaign without a goal's guidance
Choose a campaign type first, without a recommendation based on your objective.

Select a campaign type

- Demand Gen
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads
- Display
Reach customers across 3 million sites and apps with engaging creative
- Video
Reach viewers on YouTube and get conversions



Locations

Select locations for this campaign ⓘ

- All countries and territories
- India
- Enter another location

Locations (4)

- Bengaluru, Karnataka, India city
- Delhi, India union territory
- Hyderabad, Telangana, India city
- Mumbai, Maharashtra, India city

✖✖✖✖✖

🔍 Enter a location to include or exclude

Advanced search

▼ [Location options](#)

Here we are considering to display our ad in Bengaluru, Delhi, Hyderabad & Mumbai.

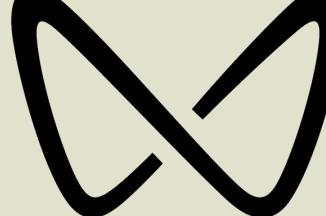
Languages

Select the languages your customers speak. ⓘ

🔍 Start typing or select a language

English ×Hindi ×Telugu ×Kannada ×Marathi ×

These are the languages selected according to our target cities.



Budget

Set your average daily budget for this campaign

₹ 6,666.00

This is the daily budget we are setting for our ad campaign.

Bidding

Back to previous bidding options

Select your bid strategy ?

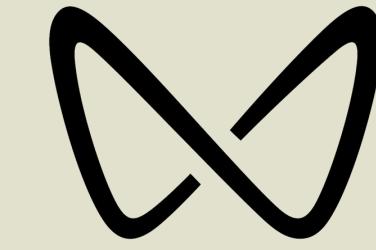
Maximize clicks

Set a maximum cost per click bid limit

Maximum CPC bid limit ?

₹20

We are going for maximize clicks with max CPC bid of ₹20.



We are running
our campaign for
a time spam of
60 days .

Start and end dates



Start date

Sep 19, 2024



End date

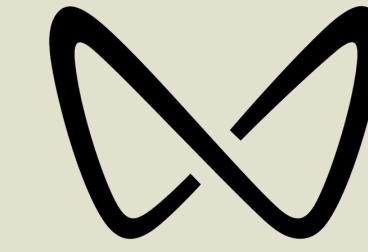
None



Nov 20, 2024



Your ads will continue to run unless
you specify an end date.



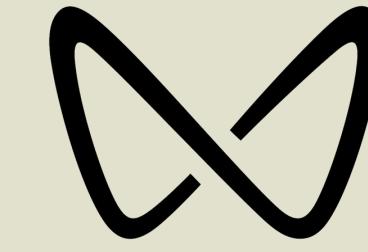
Audience Segmentation : Demographics

Demographics ^

Suggest people based on age, gender, parental status, or household income ⓘ

Edit targeted demographics Done

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64		<input type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown ⓘ		<input checked="" type="checkbox"/> Unknown ⓘ



Audience Segmentation : Target Segment

Edit targeted segments Done

Search Browse

Try "auto enthusiasts"

Show: Recent and ideas

Select all (27)

Motor Vehicles (New) ⓘ

SUVs (New)
Based on advertisers like you

Autos & Vehicles
Based on advertisers like you

SUVs
Based on advertisers like you

Hybrid & Alternative Vehicles (New)
Based on advertisers like you

4 selected Clear all

Affinity

Technology ×

Vehicles & Transportation ×

Auto Enthusiasts ×

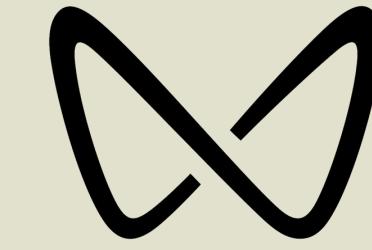
In-market: other

Mahindra Vehicles ×

In-market

Autos & Vehicles > Motor Vehicles ×

Motor Vehicles (New) ×



Audience Segmentation : Keywords

Edit targeted keywords

Done

Mahindra
Electric cars
Electric vehicles
Mahindra cars
Mahindra Electric
New electric cars
Electric cars in India
EV cars in India
Mahindra XUV 800 EV
Mahindra EV cars
New EV cars
Mahindra electric SUV

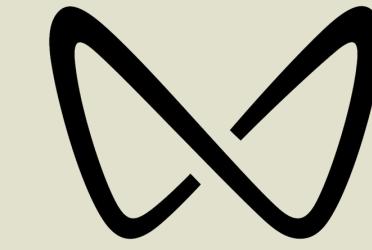
Get keyword ideas

🔗 <https://auto.mahindra.com/>

nEnter your product or service

Keywords	Relevance
+ xuv 700 price on road	99
+ mahindra scorpio	94
+ mahindra suv price	89
+ mahindra new suv	84
- mahindra latest	80

Add all ideas



Final URL [?](#)

<https://auto.mahindra.com/>

Business name [?](#)

Mahindra XUV 800 EV

19 / 25

Images [?](#)

Add up to 15 images [Learn more](#)

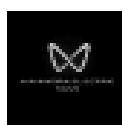


+2

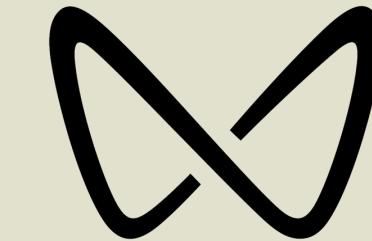


Logos [?](#)

Add up to 5 logos



These are some images and logos that we have added in our ad campaign.



Headlines

Videos

Optional (portrait and landscape around 30 seconds work best)



Edit

Headlines ?

Add up to 5 headlines

Suggested headlines

[More ideas](#)

You have entered the maximum number of headlines.

[Learn More About XUV 800 EV](#)

27 / 30

[Explore wide range of EV cars](#)

29 / 30

[XUV 800EV , LAUNCHED!](#)

21 / 30

[Switch To Electric with XUV800](#)

30 / 30

[STEP TO FUTURE!](#)

15 / 30

Long Headline & Description

Long headline ?

Ride of the NEXT GEN : XUV800 EV - Book your ~~Tst~~ Drive NOW

58 / 90

Descriptions ?

Add up to 5 descriptions

Suggested descriptions

[More ideas](#)

You have entered the maximum number of descriptions.

[Drive the future with new XUV800 EV: sleek design, impres](#)

84 / 90

[Step into the future with XUV800 EV: sleek style, robust pe](#)

87 / 90

[Future of driving: The XUV800 EV combines cutting-edge t](#)

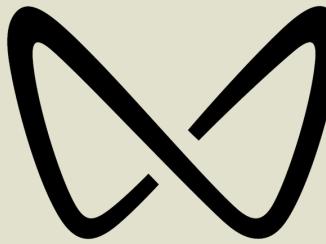
89 / 90

[The electric SUV you've been waiting for is finally here: Sig](#)

80 / 90

[The XUV800 EV delivers the power, versatility, and ruggedr](#)

83 / 90



Final Review:-

Campaign Review

[Publish campaign](#)

Campaign name Awareness and consideration-Display-2

Campaign type Display

Objective Awareness and consideration

Final URL <https://auto.mahindra.com/>

Campaign settings

Locations Bengaluru, Delhi, Hyderabad, Mumbai

Languages English, Hindi and 3 more

Budget and bidding

Budget ₹6,666.00/day

Bidding Maximize clicks

Ad group 1

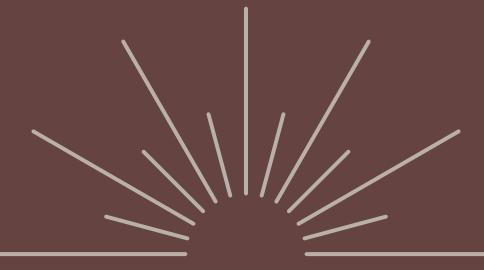
Targeting

Audiences Technology + 3 more

Demographics Age (25 - 34 + 3 more), Household income (Unknown + 4 more)

Keywords Mahindra + 11 more

Optimized targeting On



Thank You