



Music Culture & Art



TATA MOTORS

COVID-19 CARE WITH RWA ACTIVATION

PAN MAHARASTHRA



TATA MOTORS

Connecting Aspirations

#Loveatfirstdrive

About Us

Tata Motors Limited, a USD 45 billion organisation, is a leading global automobile manufacturer with a portfolio that covers a wide range of cars, SUVs, buses, trucks, pickups and defence vehicles.

Tata Motors Group (Tata Motors) is a \$45 billion organisation. It is a leading global automobile manufacturing company. Its diverse portfolio includes an extensive range of cars, sports utility vehicles, trucks, buses and defence vehicles. Tata Motors is one of India's largest OEMs offering an extensive range of integrated, smart and e-mobility solutions

Part of the USD100 billion Tata group founded by Jamsetji Tata in 1868, Tata Motors is among the world's leading manufacturers of automobiles. We believe in 'Connecting aspirations', by offering innovative mobility solutions that are in line with customers' aspirations. We are India's largest automobile manufacturer, and we continue to take the lead in shaping the Indian commercial vehicle landscape, with the introduction of leading-edge powertrains and electric solutions packaged for power performances and user comfort at the lowest life-cycle costs.

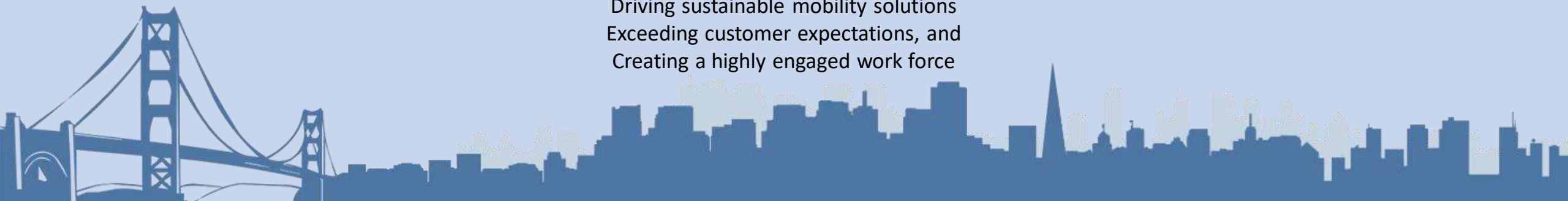
MISSION

We innovate mobility solutions with passion to enhance the quality of life

VISION

By FY 2024, we will become the most aspirational Indian auto brand, consistently winning, by

Delivering superior financial returns
Driving sustainable mobility solutions
Exceeding customer expectations, and
Creating a highly engaged work force



PLAN

IDEATION

ACTION



PLANNING ACCORDINGLY THE
SITUATION WE WOULD SUGGEST FOR
RWA ACTIVATION



TATA MOTORS
#Loveatfirstdrive

MAINTAIN SOCIAL DISTANCING
TAKING PROPER CARE
AWARENESS





DRIVE HOME A
TATA MOTORS CAR
OF YOUR CHOICE
RWA ACTIVATION





RWA Activation plays a very crucial role when any brand looks forward to connecting with its target audience in the neighborhood. Most of the times brands end up spending huge amount of money in these activation programs but do not get the desired results & reach that they wish for. As most of the RWA are about family and full of children's , any engagement which is kids driven receive good response.

Its all about loving your CAR,DRIVES & RIDES

Life is pacing too fast. we are busy. We want everything handy an easy: *AT OUR DOORSTEP*



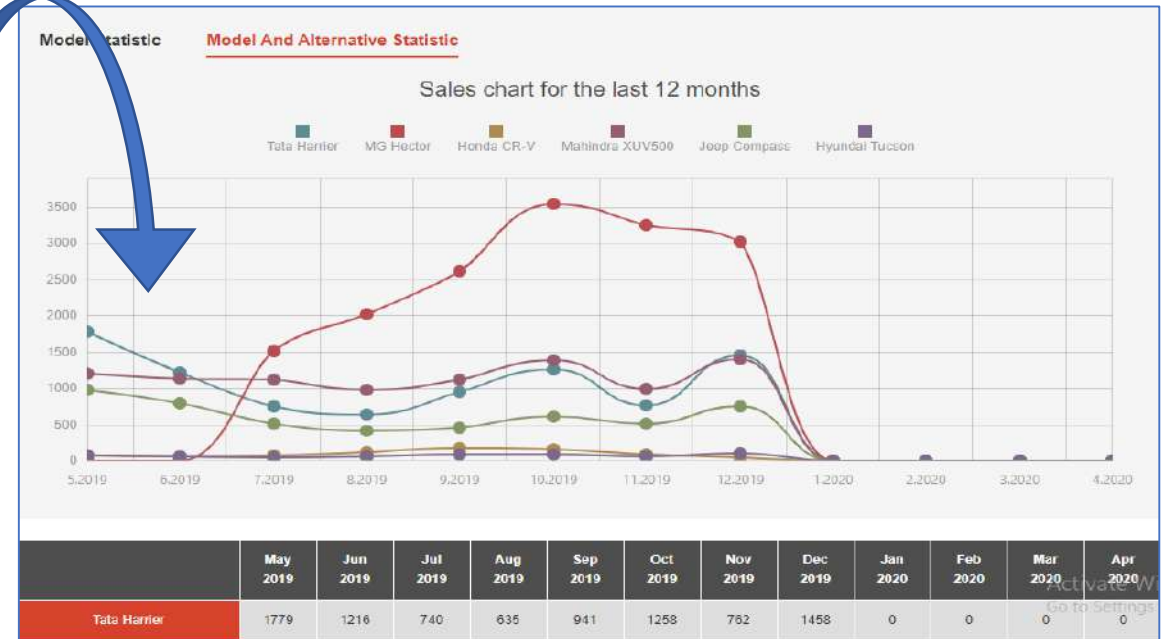
WHY RWA ?

- As we know because of COVID-19 people are not gathering maintaining social distancing keeping in this mind we planned accordingly
- Filtered TG for the marketers to reach out to (Category of the RWA defines the category of the TG resides in)
- Variety of prospective buyers at one platform
- Convenience of free movement
- Accessibility of family decision
- VISITOR REACH AND PROFIT
- Top END-MID Segment RWA's

Most Recent car by Tata Motors
“ Tata Harrier- a five-seater compact SUV”

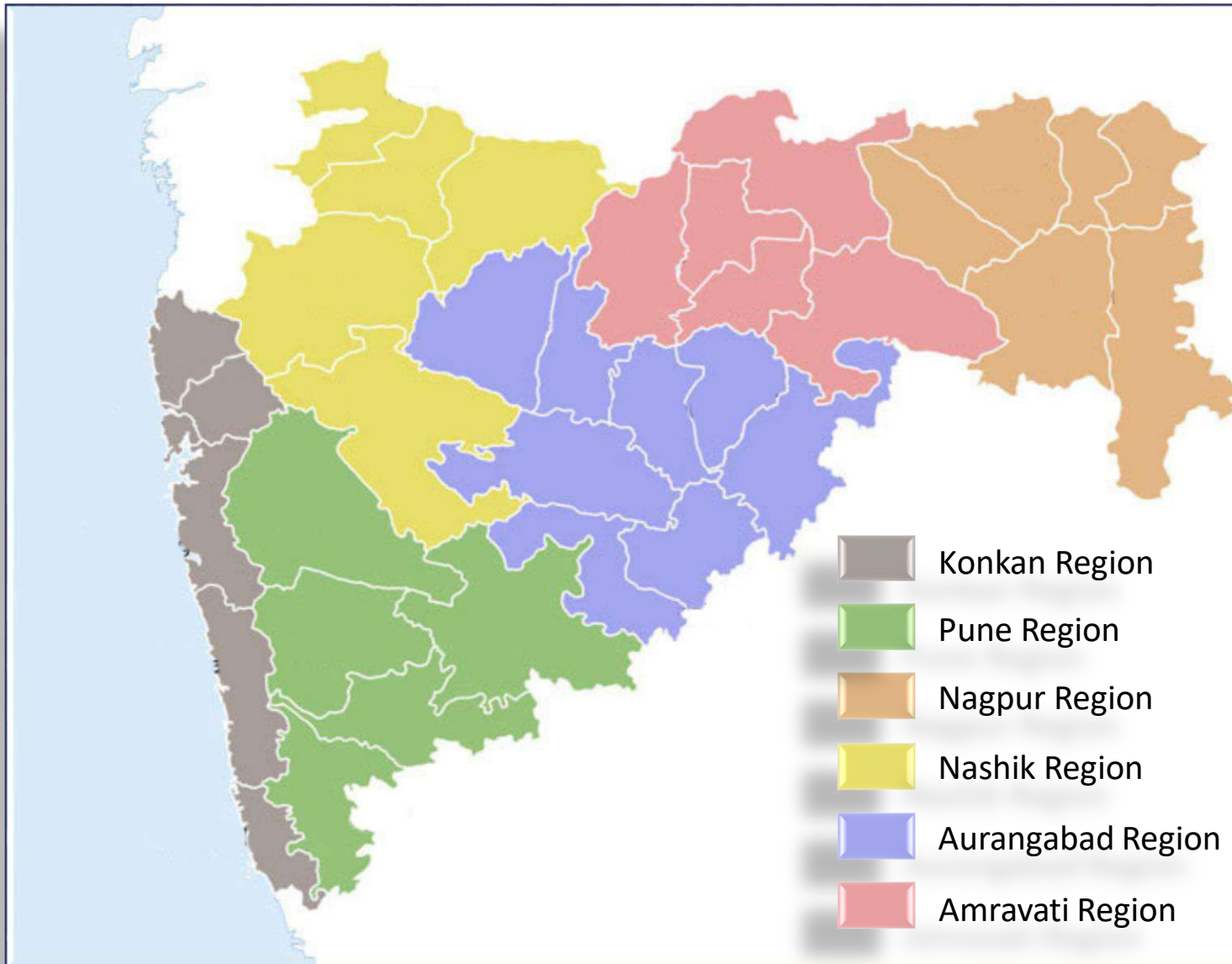
Starting the activity from 3-4th week of June onwards till September

SALES STATISTIC



No. of house each RWA	No of houses each RWA	Total People	Expected Footfall
100 to 200	Avg No. of People each house 4	1000	100 - 150

CITY COVER



- Will we be covering *PAN MAHARSTHRA* Society Activation campaign.
- ***Pan Maharashtra targeting HNI societies and A1 areas. As it's a costly car.***
- As due to social distancing, maximum people are going to be at home and through this we can spread the awareness amongst all the age groups and variety of prospective buyers all together
- Covid-19 care is an RWA(Residential Welfare Association) activity with Tata Motors
- This activity is going to focus on educating and distributing people the protection gears and different preventive equipment of



- To create a campaign which brings together and maintain social distancing various automobile brand from different section and also other accessories partners on a single platform
- To get the Target group under one roof.
- A campaign that has its reach to the core of the TG.
- Thus, a campaign which creates a strong brand recall and give sales benefits (ROI) though RWA Activation
- Brand recall by the floor stickers of Tata Motors for maintaining social distance
- This plan will not only create a brand recall but will also give sales benefits due to the novel Covid-19 safety kept into consideration.



PLANNING

Weekend Camp in RWA (Saturday and Sunday)
Pre-Hype with Free service camp personalized invitation
Service + Entertainment on one platter
Engagement Activities
Product Demo, Experience Zone, Test Drives, On the Spot Sales enquiries
Database Generation - Direct and indirect both
Light Music Entertainment

Pre-Hype with Free service camp invitation

- Poster on the community notice board from 3 days prior to the activity.
- Paper insertion.
- Door to Door Tagging.

COMMUNICATION

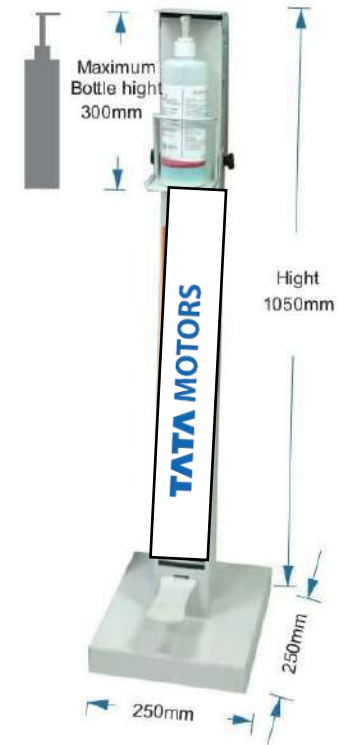
Introducing to the main activity to create hype
Lucky draw registration details
Free vehicle service

PRE ACTIVITY

- Human being in mascot at the main gates distributing mask with brand logo & Leaflets.
- Direction Signage's
- Car hang or tag "I LOVE MY CAR" with brand logo at back
- Key Chains with brand logo
- Small Sanitizer bottle with brand logo

ON GROUND

TATA MOTORS
Connecting Aspirations



ELEMENTS

- Society Permission form
- Stationery
- Backdrop
- Carpet
- Help desk
- Banner
- Leaflets
- Standees
- LED Lights
- Barricade
- Sound system
- Manpower
- Female Hostess
- T-shirt with Brand Logo
- Umbrella with brand logo
- On actual Travelling cost
- Sanitizer Stand with Brand Logo
- Floor Sticker to follow social distancing
- Brand logo on face mask for everyone who visit at activity



FUN ENGAGEMENT ACTIVITY

Various audience engagement activities will be conducted:

- Family drawing competitions
- Covid-19 journey speech or write up contest
- Puzzle games
- Remote car racing
- Covid-19 warrior photo booth
- Dart board
- Karaoke
- Lucky draw
- Demo quiz

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taking selfie and tagging brand on FB, Instagram or Such engagement activity they would like some sort activity that will provide their kids an opportunity to learn and explore new things nowadays parents have become more smart.

1

Family drawing competitions

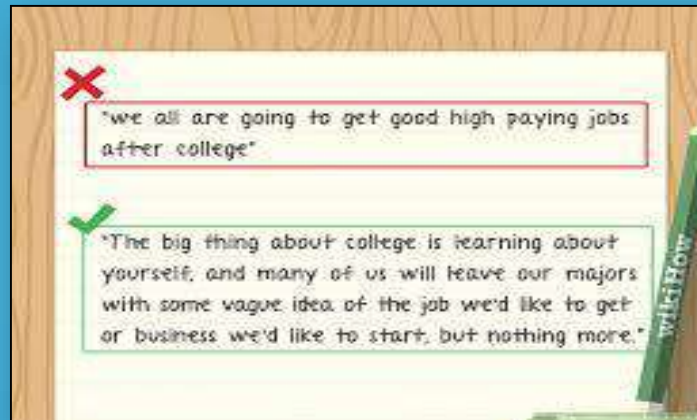
Indoor Family Drawing competition to keep engage and bring family together



2

Covid-19 journey speech or write up contest

Here participants will have to share their experience and what this pandemic has taught them



3

Puzzle Games

Following the process mentioned in previous slides, participants will have to identify the name of the disease by solving the puzzle game. Whoever finds the maximum and less time wins the game.



4

Remote car racing

This will be for kids, which will bring their parents as well to the stalls and participate in the other games



5

Covid-19 Warrior photo booth

This will be a photo booth for all the participants who maintained social distancing and have to post about it on their social media pages



6

Dart Board

It will have different symptoms and home remedies, targeting and getting the dart on the correct one is going to be the task in this game



7

Karaoke

Karaoke is a type of dining interactive entertainment and to keep engage family



8

Lucky draw

Lucky draw will be removed once in a day. So for two days there are going to be 2 lucky draws in each society



9

Demo Quiz

Test your smarts with these fun quizzes
Question related to Brand and Covid19
Awareness.



- **Feedback form - Online registration way better (TAB)**
- **Experience Pictures - Daily Report**
- **Media coverage and Bytes**
- **Social media**
 1. Facebook Page
 2. Twitter
 3. Instagram
- **Give Away - Health kit COVID-19**



MERCHANDISE

PPE KIT WITH BRAND LOGO (TATA MOTORS)

- Hand sanitizers sachets
- Alcohol wipes
- Masks
- Gloves
- Protective glass
- Disposable bag
- Hazmat suit
- Kit bag

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**PROTECT YOURSELF.
PROTECT YOUR FAMILY.**

MERCHANDISE



Face Shield



Pen



T-Shirts



Bags



Bottle



Card Pendrive



Mug

LED Light With Pen
And Carabiner



Batch with Brand
Logo and Quote

FEEDBACK FORM & LEAD GENERATION

TATA Harrier

FEEDBACK FORM 2020

REGISTRATION FORM

Name : _____

Age : _____ City of Residence: _____

E-Mail: _____

Contact No: _____

Present Car: _____

Are you planning to buy a new car: Yes ☐ No ☐

When are you planning to buy?

1 Month ☐ 1-3 Months ☐ 3-6 Months ☐ Later ☐

Would you like to take the test drive of **Harrier**

Yes ☐ No ☐

☐ Looking to exchange/sell used car.

☐ Need a Car Loan.

Remarks: _____

☐ I agree that by checking this, I am explicitly soliciting a call from Tata Motors or its associates on my contact number to assist me in purchasing Tata Vehicles.

Signature _____

MANDATORY IN FEEDBACK FORM

- Full Name
- Age
- City
- Email
- Contact Detail
- Test Drive Experience
- Sales Behavior
- Interest In buying
- Present any vehicle : 2 wheeler or 4 wheeler



About Us

Founded in 2011, MCA Worldwide (Music Culture & Art) is a PR & Marketing firm that does Brand-Tie ups, ATL & BTL, Brand Activations with events at a PAN India level. The team focuses on delivering tailored ideas as per brand prerequisite. We ensure cost-effective service, accountability and flexibility in all your requirements. Whatever your budget may be, we have solutions you will not find elsewhere.

Our Services

Our team focuses on careful planning and flawless execution to ensure the quality of each event we manage & exceed expectations.

Brand Tie-ups

We help integration of Brands with events on the basis of geographical locations, age demographic, brand requirement, etc. This in turn will help the brand create more awareness about their product/services.

ATL & BTL

We help brands instrument ATL & BTL advertising that can help reach a wider audience in order to inform customers about the product, focus on target group of consumers, direct mail marketing drafted according to the needs of each brand, sponsorships and tailor-made marketing strategies.

Brand Activation

We assist brands with on-ground activation ideas that drive consumer action through brand interaction and experience which aims to get consumers to act and to bring brands to life.



TATA MOTORS

THANK YOU

#Loveatfirstdrive



Regards,

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