Rethinking Marketing & User Interface

01

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Catalogue.

1. Offline Guerilla Marketing .

2. Online Marketing (Trend Creation).
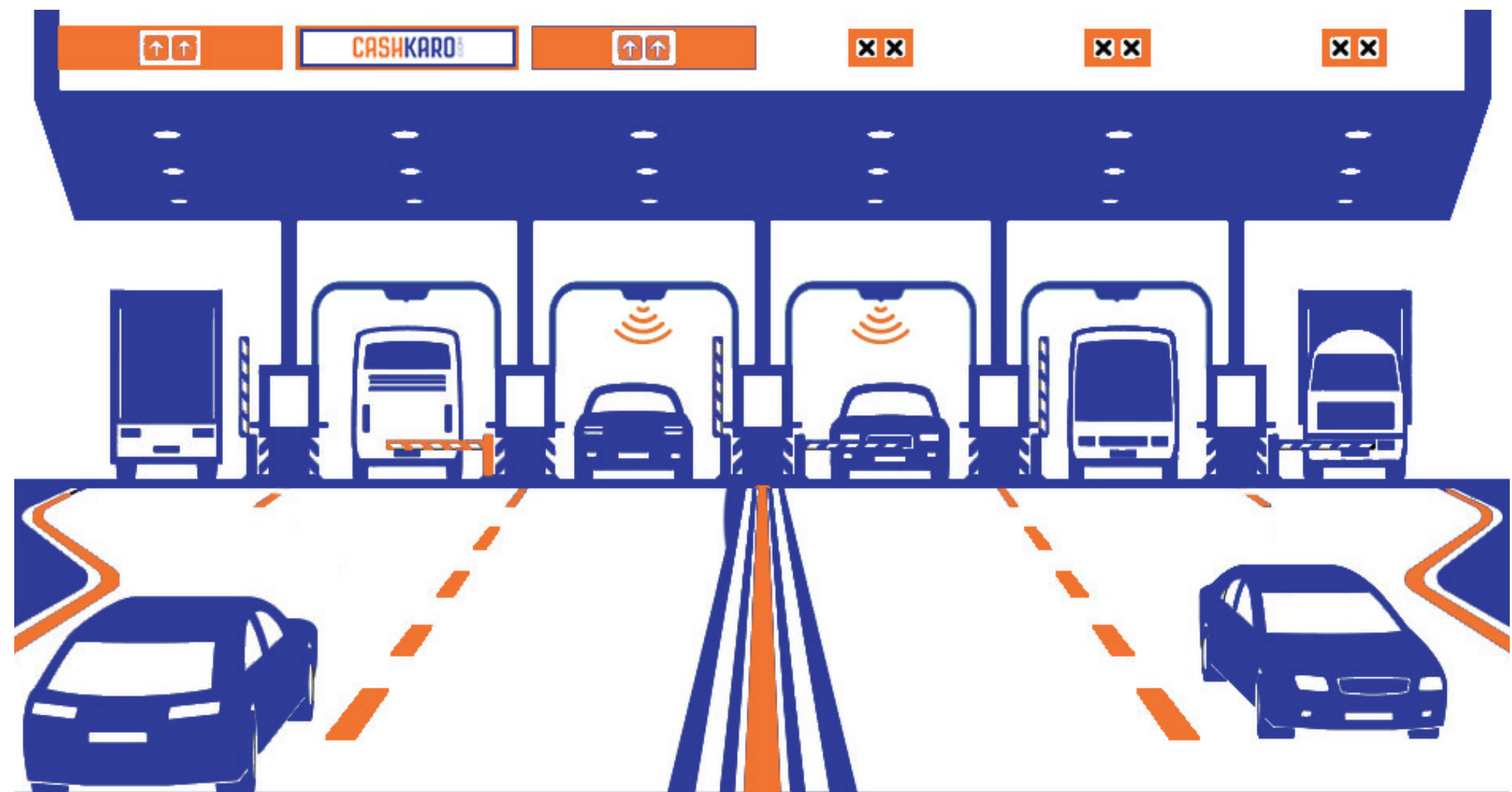
3. New Feature For Mobile App.

02

you get more

→

1. *Offline Guerilla Marketing-* CashKaro Lane

03

- We Indians have always believed in 'Bargaining' and 'Savings' ,so is the culture nourished to save on Time, Money, and Resources. and we take pride in it.
- Though a mandate, all of us have been reluctant by heart to pay for certain services and commodities.
- What if someone in the Market agrees to pay a part
- Surely, we will remember that person for a longer time!
- Does we can use this psychological hack in our Marketing Strategy.

Among all the 'Hate to Spend' Category, let's target the toll plaza for now (Locality Specific).

Message   now

XX-BANKNK
Your account no. ending with 00458 is credited
with INR XX Cashback from CashKaro. Current
balance is INR x,xxx CR- Xyz Bank

Message   now

CashKaro
To get more such exciting cashback you know
where to go, CashKaro–India's Largest Cashback
Coupon Site. Find us here ww.cashkaro.com

Driving Through CashKaro Lane

Future customer drives through this lane. User must have Fastag in order to receive the cashback.

Collection of Bank Details

As the user's bank details are already linked with the fastag. The same details can be used to transfer the cashback credit.
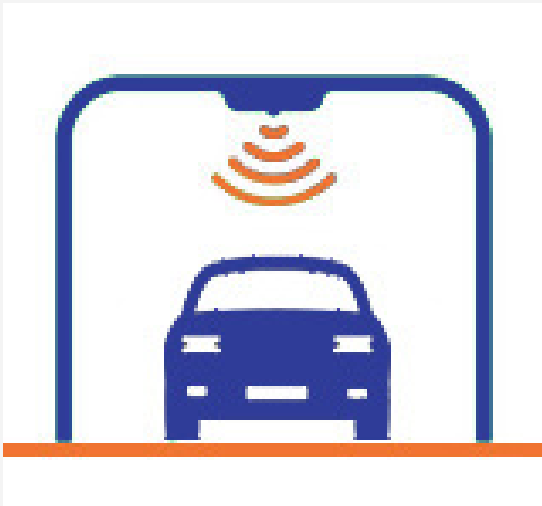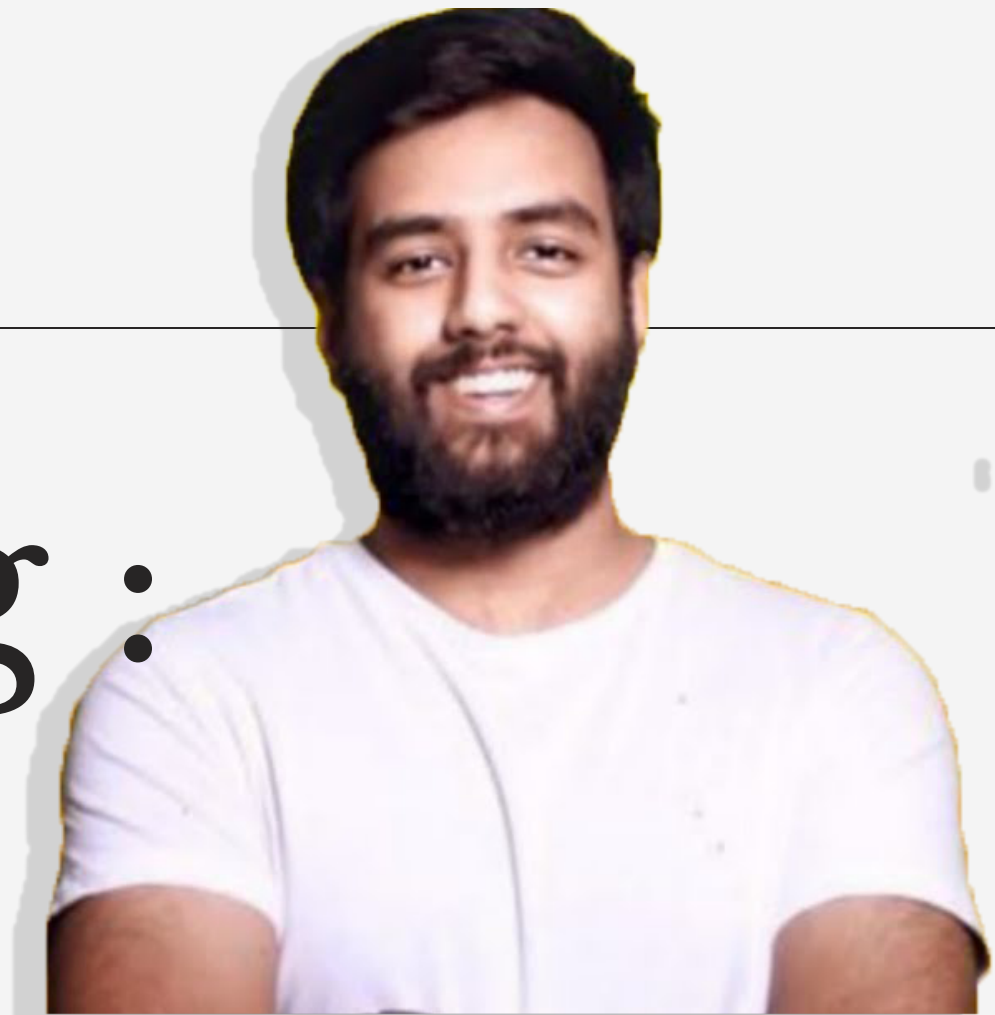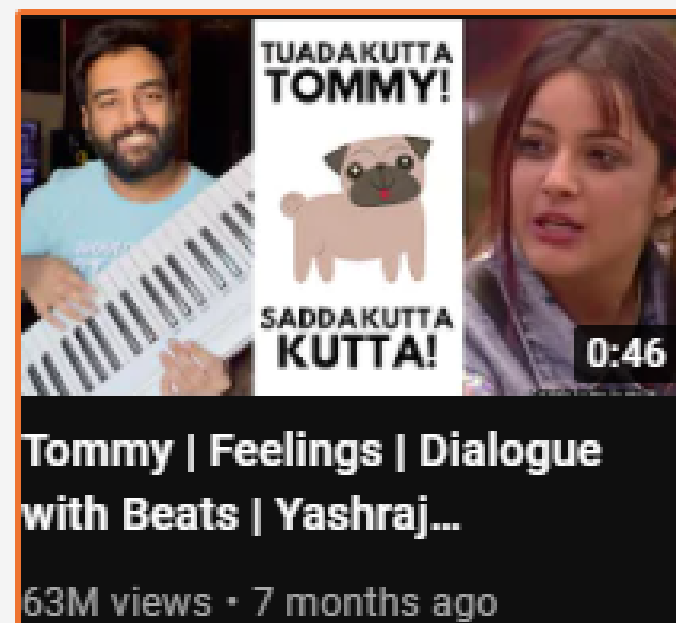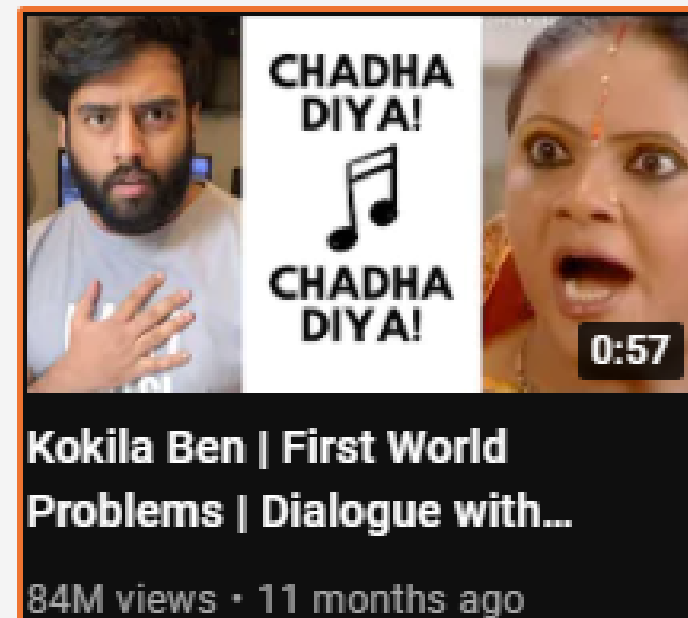
Cashback & Follow-up Text

Surprising the user with instant cashback along with well-drafted follow-up text.
According to the budget, the distribution of cashback for the number of vehicles can be pre-decided

04

2. Online Marketing :
Trend Creation

05

Pawri Hori Hai | Yashraj Mukhate | Dialogue With...
0:41
68M views • 5 months ago

Kokila Ben | First World Problems | Dialogue with...
0:57
84M views • 11 months ago

Tommy | Feelings | Dialogue with Beats | Yashraj...
0:46
63M views • 7 months ago

Creating a Viral Meme Song for CashKaro

- When it comes to making something viral, what's better than going with the trend.
- Yash Raj Mukhate is a current trend-setting example of how impactful a Meme song or Jingle can reach out to all the strata and age groups of audiences.
- A meme song will be more effective than paying influencers to promote our app in their videos.
- Here are some of his viral meme songs.

How this can be impactful ?

- The main motive of this strategy is to imprint the brand name to the conscious and subconscious minds of the audience.
- Just the way we use Maggie for noodles, Bisleri for water bottles, and Fevicol for glue in the same manner 'Cashkaro' should always strike first into the mind when someone spells 'Cashback'.

Selection of Meme

First Meme:
"Cash" word from Cash Movie Title Song
https://youtu.be/hx8gGDBuhec

Second Meme (Substitute available) :
"Karo" word from Kejriwal Sir's meme
https://youtu.be/HXQHlzOLMxQ

Letting the audience to Decide

Song going viral and creating max reach on Instagram and Youtube is ultimately in the hands of audience. Hoping this strategy gives desired results.


Cash Movie Title Song

Kejriwal Sir's meme

3. New Feature For Mobile App - Floating App

Prototype B

07

Why there's an need for these new features :

This feature will act as a follow-up or reminder tool if so ever user opens the Parent Retailer App instead of CashKaro.
The whole interaction increases the probability of user ultimately ending up ordering from CashKaro
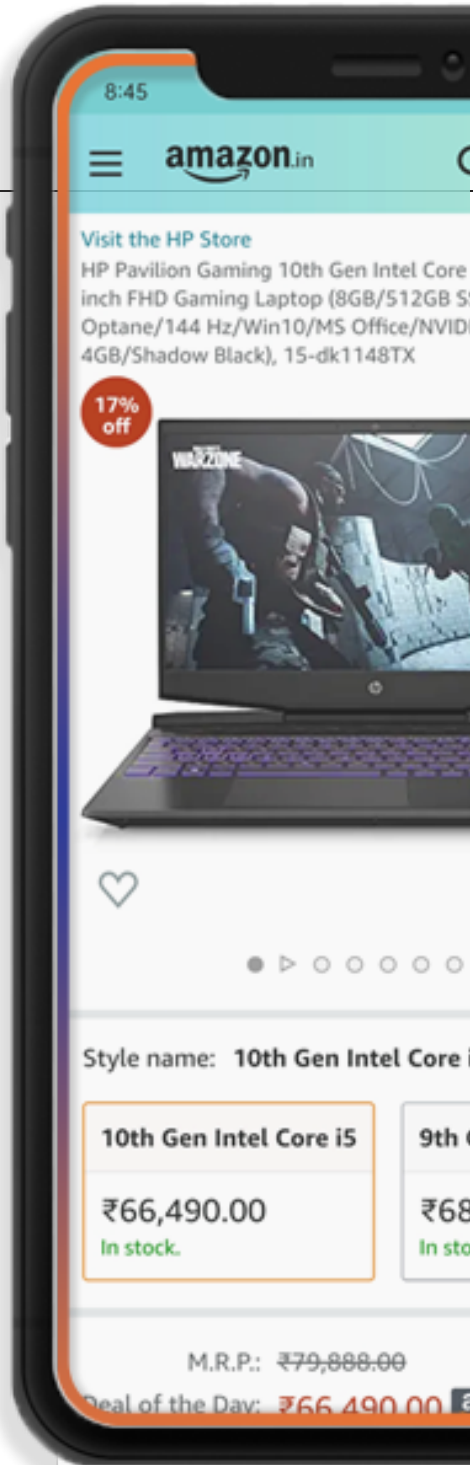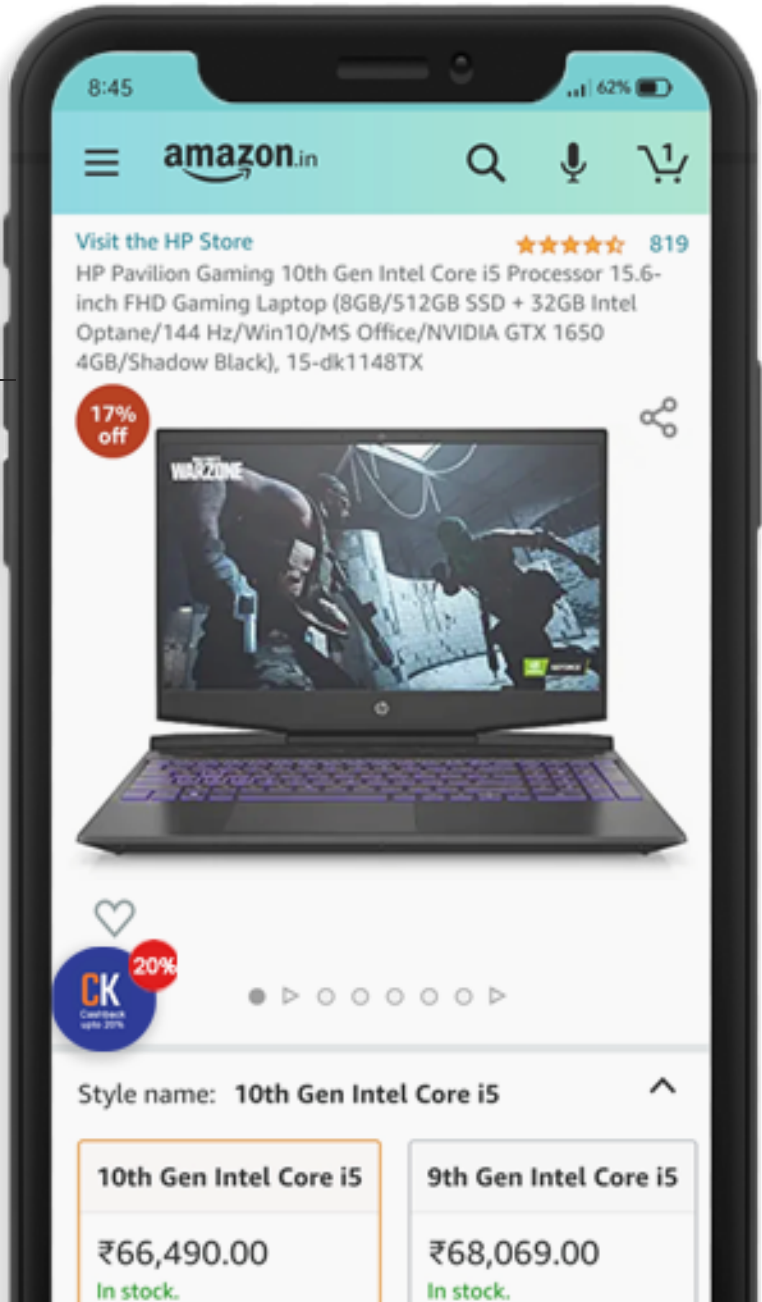
Prototype A
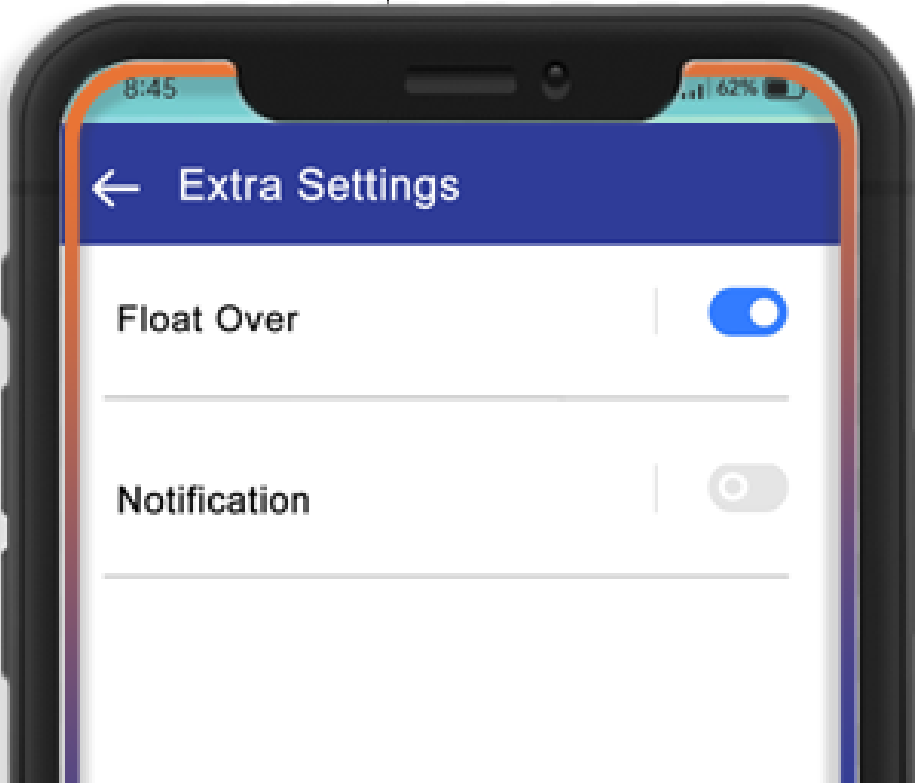
Prototype :

A. A.User can Enable or Disable additional 'Settings' option from the Cashkaro app by their own will.
B. Floating Icon showing cashback percentage will popup when the same product on retailer's app is also listed in CashKaro.
C. On Clicking the floating icon, the CashKaro app is loaded with the same product. To differentiate, this interface will have gradient line animation along the border.

Prototype C

3. New Feature For Mobile App - Notification

Why there's an need for these new features :

Same as mentioned in the earlier slide. The only difference with this option is that the user will receive the offer notification in form of a notification
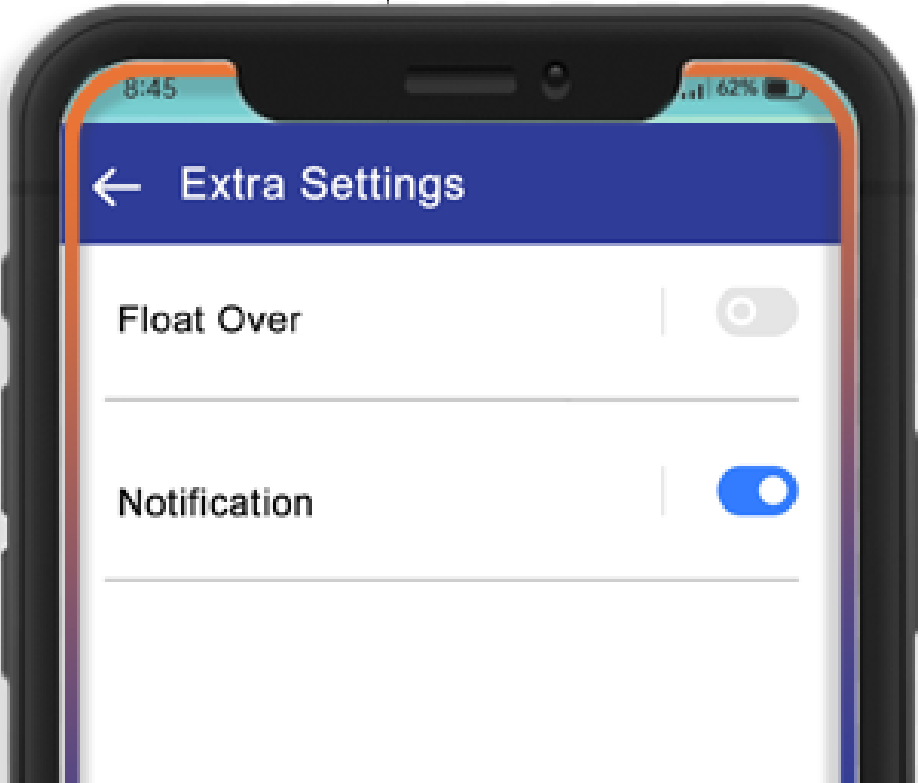
Prototype B

Prototype A

Prototype :

A. Extra setting option in CashKaro app which user enable and disable by their own will.

B. Notification showing cashback percentage will popup when the same product on retailer's app is also listed in CashKaro.

C. On Clicking the notification, the CashKaro app is loaded with the same product. To differentiate, this interface will have gradient line animation along the border.

Prototype C

Thank You