

User:

i am an automobile brand with budget of 200000, looking to get high quality lead for my newly launched four wheeler vehicle Assistant:

Assistant:

Here's what I found for you! Based on your budget of ₹200,000 and the goal of generating high-quality leads for your newly launched four-wheeler vehicle, I've prioritized assets that maximize **active engagement**, **direct interaction**, and **visibility** to your target audience. These recommendations also ensure optimal budget utilization while aligning with your strategic intent.

Recommended Asset [Rank 1]: **Parked Branded Vehicle in Prime Zones**

Asset Type: Car/Bike Displays

Rate: ₹4000/day

Reach: 3500/day

Why: This asset provides a bold, visual impact by showcasing your four-wheeler in high-traffic areas like gates, clubhouses, and marketplaces. It allows potential customers to explore the vehicle up close, making it ideal for generating high-quality leads. The medium retention and strategic placement ensure your brand stays top-of-mind for decision-makers in the community. Cost-effective and scalable, this asset is perfect for automobile promotions.

Recommended Asset [Rank 2]: **Combo Bike + Kiosk Promo**

Asset Type: Car/Bike Displays

Rate: ₹6000/day

Reach: 5000/day

Why: This combination of a mobile bike display and a static kiosk offers dual touchpoints for engagement. It allows you to showcase your vehicle while interacting directly with potential buyers at the kiosk. The active engagement ensures better conversion rates, while the mobility of the bike display creates buzz and awareness across society zones. This asset is ideal for building excitement around your newly launched vehicle.

Recommended Asset [Rank 3]: **Event Sponsorship at Magarpatta Community Grounds**

Asset Type: Events

Rate: ₹12,000/once

Reach: 3000/event

Why: Sponsoring a community event allows you to connect with families and decision-makers in a highly interactive and emotional setting. Your brand will be prominently featured on banners, mics, and stage backdrops, creating trust and recall. The face-to-face interactions during the event provide an opportunity to showcase your vehicle, collect leads, and build strong relationships with potential buyers.

Recommended Asset [Rank 4]: **Kiosk in DC**

Asset Type: Kiosk

Rate: ₹4500/day

Reach: 1200/day

Why: Placing a kiosk in a high-footfall area like DC (Destination Center) ensures direct interaction with working professionals and families. This asset is highly effective for lead generation as it facilitates active inquiries, demos, and registrations. The interactive nature of kiosks makes them an excellent choice for converting interest into actionable leads. This asset complements the other recommendations by targeting a different audience segment.

Final Table:

Asset	Cost per Unit	Allocation	Slots Purchased	Duration Covered	Reach/Impressions	Quantity	Frequency
Parked Branded Vehicle in Prime Zones	₹4000/day	₹80,000	20 slots	~20 days	70,000	1	day
Combo Bike + Kiosk Promo	₹6000/day	₹90,000	15 slots	~15 days	75,000	5	day
Event Sponsorship at Magarpatta Grounds	₹12,000/once	₹12,000	1 slot	~1 day	3000	1	once
Kiosk in DC	₹4500/day	₹18,000	4 slots	~4 days	4800	1	day
Total Spent		₹200,000			152,800		

Summary:

This combination of assets ensures a **balanced mix of visibility, engagement, and lead generation**. The parked branded vehicle and combo promo create buzz and direct interaction, while the event sponsorship and kiosk provide immersive

touchpoints for high-quality lead collection. The budget is fully utilized, and the assets are strategically aligned with your campaign goals.