

RUNNER motorcycles



Group 5

Meet The Team



Ahnaf Allavi



Md. Golam Muktedir Asif



Rony Chowdhury



**Kazi Bahalul Jalil
Sinha**



Md. Fahad Been Ayub



Nazir Ahmed



Md Anisul Islam

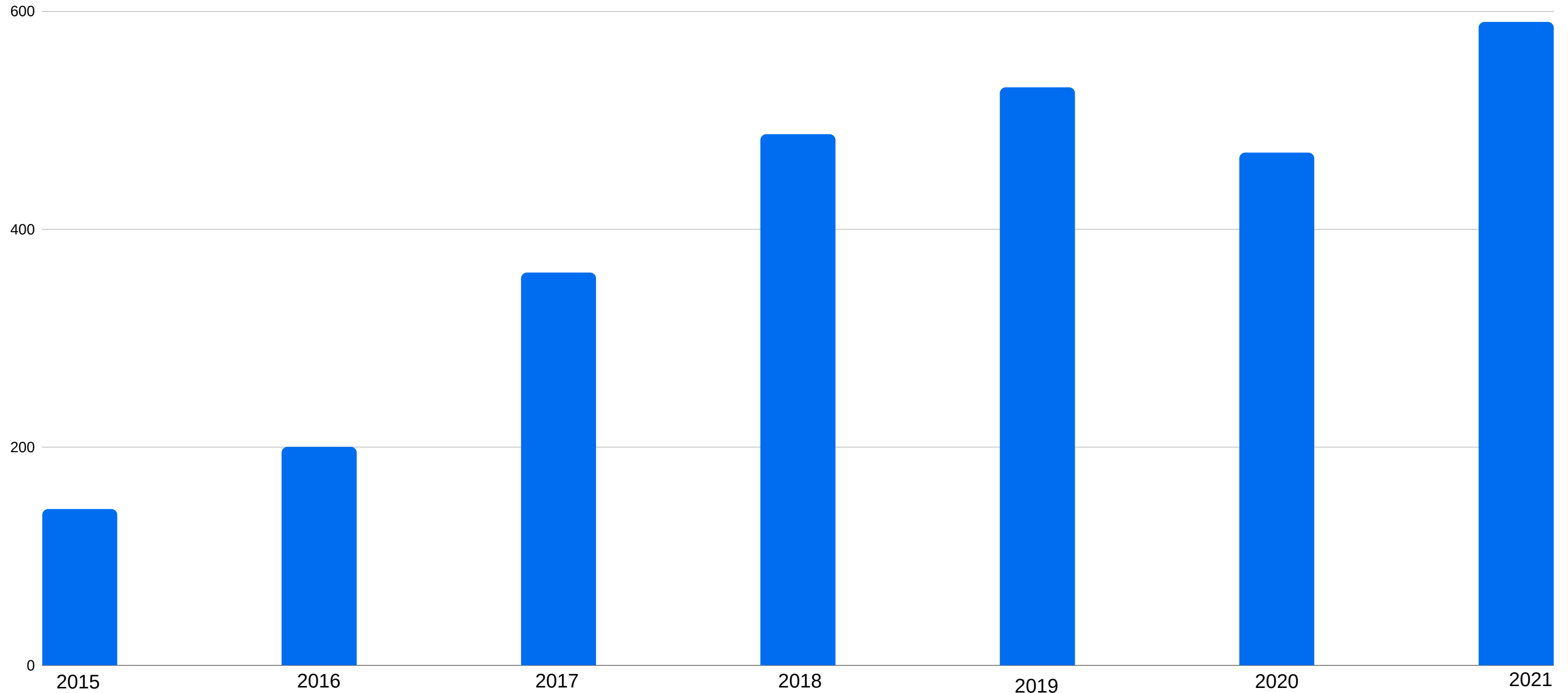
DIGITAL MARKETING

Instructor: Muhammad Risalat Siddique

SL#	TEAM MEMBERS	ROLL	BATCH
1	Ahnaf Allavi	16	63D
2	Md. Fahad Been Ayub	18	
3	Md. Golam Muktadir Asif	26	
4	Nazir Ahmed	30	
5	Rony Chowdhury	67	
6	Md Anisul Islam	17	62E
7	Kazi Bahalul Jalil Sinha	37	

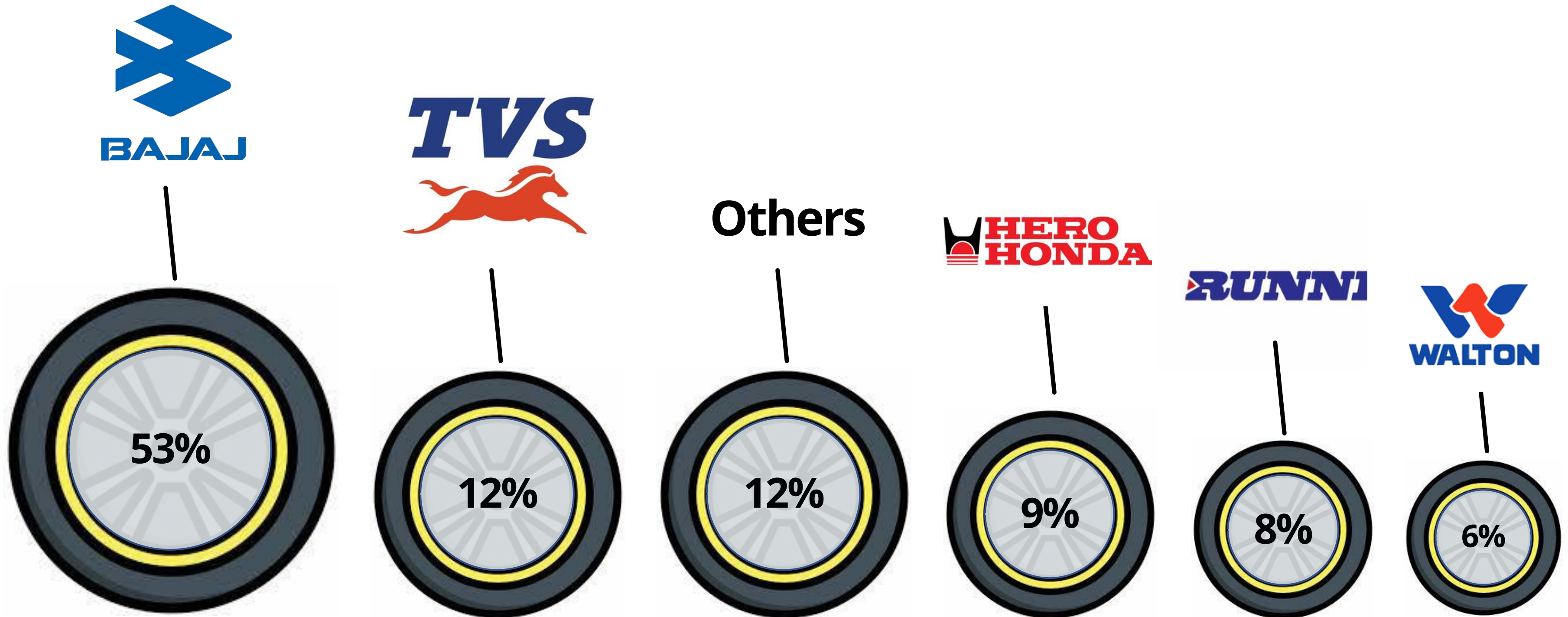
Number of bikes sold

(in thousands)



Source: (Daily Star)

Two-wheeler market share in Bangladesh



Source:.. (Lightcastle BD)

Types of Motorbikes



88% of the bike enthusiasts prefer **Classic bike**

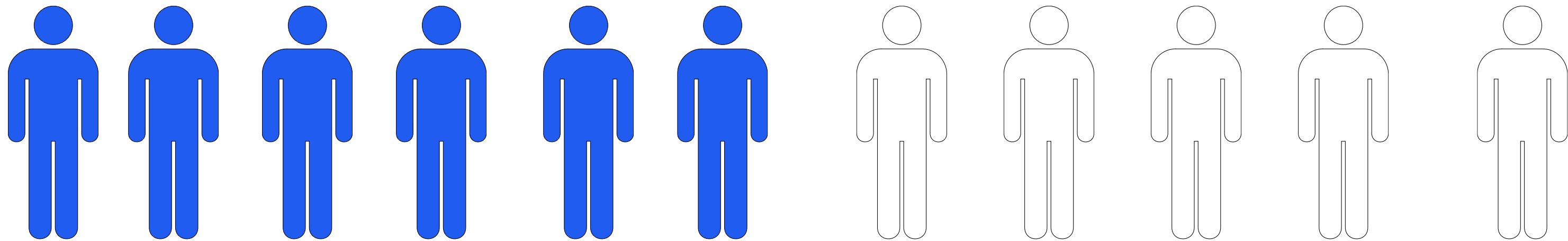


7% of the bike listings are occupied by **Scooters**



5% of the listings are made-up of **E-bikes**

**Nearly 11 millions people uses bus
transport among the 21 million people in
Dhaka**



Most are
annoyed

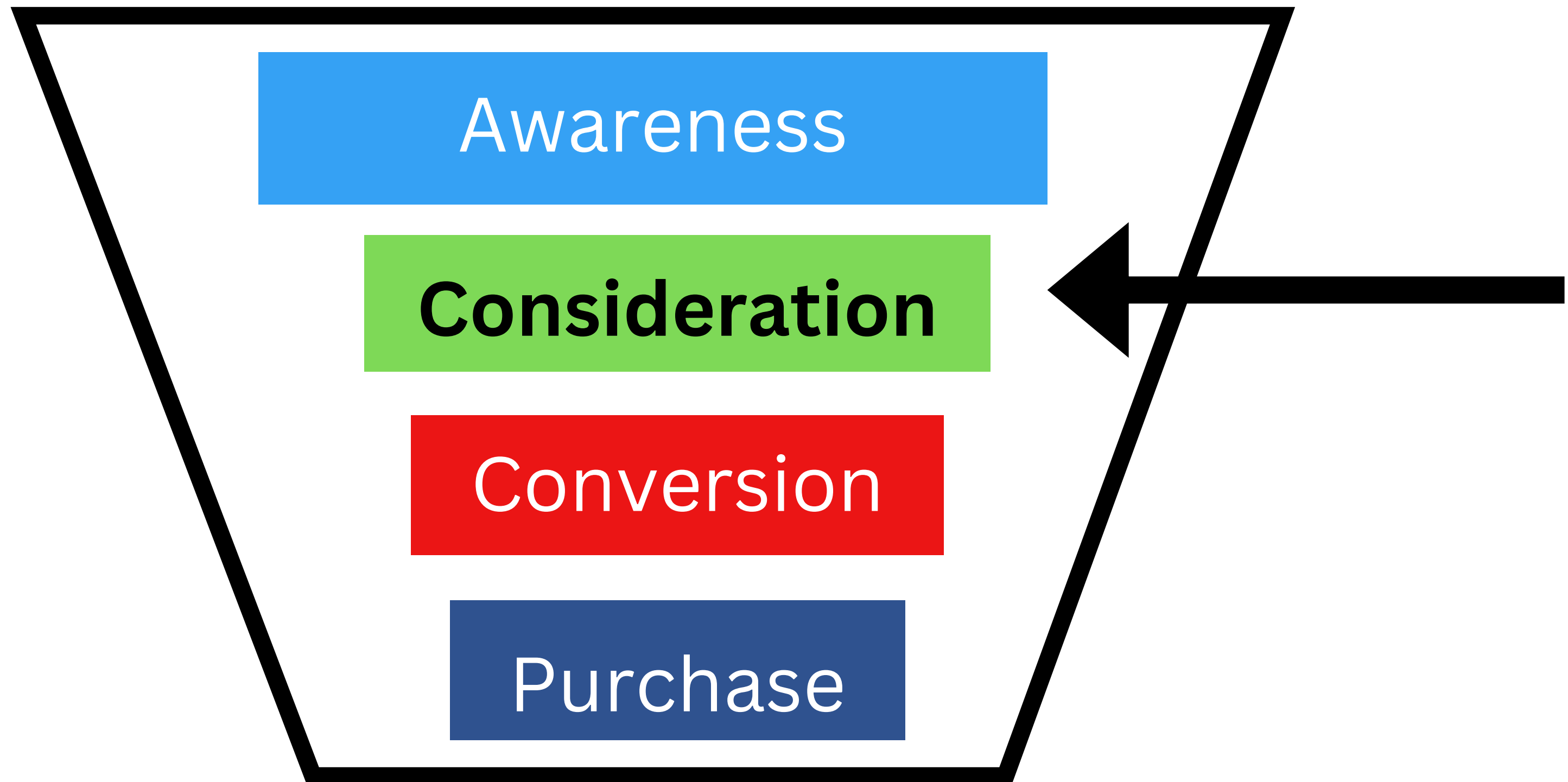
"RIDING A BUS IS NEVER AN EASY TASK IN BANGLADESH AND THIS IS EVEN HARDER FOR A WOMAN. THERE WAS NEVER A SEPARATE LINE FOR WOMEN. MOREOVER, BUSES BARELY STOP AT BUS STOPS AND MOST OF THE TIME, THEY PICK UP PASSENGERS WHILE THE WHEELS ARE STILL ROLLING. I FEAR THIS PRACTICE WILL CONTINUE THIS TIME AS WELL," SHE SAID.

Sayeeda Kamal, TBS News

"I FIND VERY LITTLE LEGSPACE, AS IN MOST OF THE LOCAL BUSES, THE SPACE BETWEEN SEATS IS NOT ENOUGH TO SIT COMFORTABLY ESPECIALLY FOR PEOPLE WHO ARE A BIT TALLER,"

Habibur Rahman, Daily Star

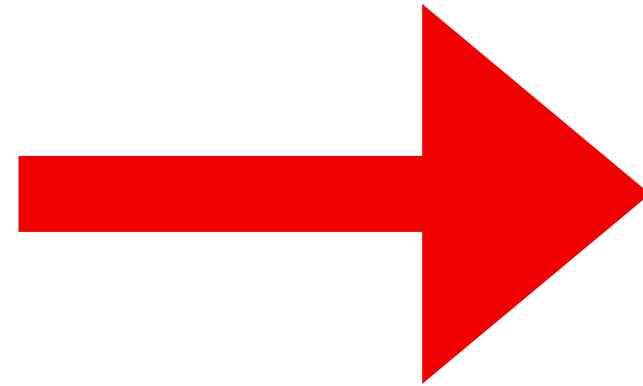
Funnel Stage



Customer Conversion Model: Current

Uses bus or other public transportation, which becomes congested at peak hour, as well as not safe for girls. Also many other problems like stealing, frequent arguments etc. Still they use public transport for not being able to afford or don't know how to drive a motorcycle.

Do

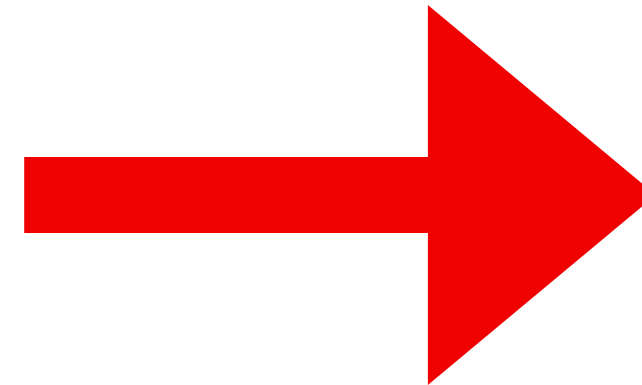


Public transport is budget friendly. Motorcycles are costly and won't be economic. Driving and maintaining motorcycle is hard. Also, affordable motorcycles are not of good quality

Think, Feel and Behave

Customer Conversion Model: Desired

By buying runner I can escape from the daily hassles of public transport and be more in control regarding my transportation. Runner is a affordable and dependable bike as many users have testified for it. Runner is budget friendly and has easy financing options. Plus Runner helps me to get started with riding bikes and maintaining it with its good after sales services.



Buys Runner Motorcycle

Think, Feel and Behave

Do

Customer Conversion Model: Triggers to Unlock

- **Runner is a quite reliable value for money bike.**
- **Runner's after sales service makes it very easy for me in riding and maintaining a bike**
- **Runner saves me from the chaos and hassles of daily public transport**

Customer Conversion Model: Barriers to Overcome

- **Doubt about the ability to ride and maintain a bike**
- **Lack of knowledge about the benefits of bike riding over public transport**
- **Lack of understanding about Runner's easy financing system and great after sales services**
- **False idea that Runner is unreliable due to being a local bike company**

Three hanging light bulbs are visible on the left side of the image. The bulb in the foreground is turned on, emitting a bright white light that creates a large, soft yellow glow. The two bulbs behind it are unlit and appear as faint, warm-toned shapes against the background.

The Big Idea

TAKE
CONTROL

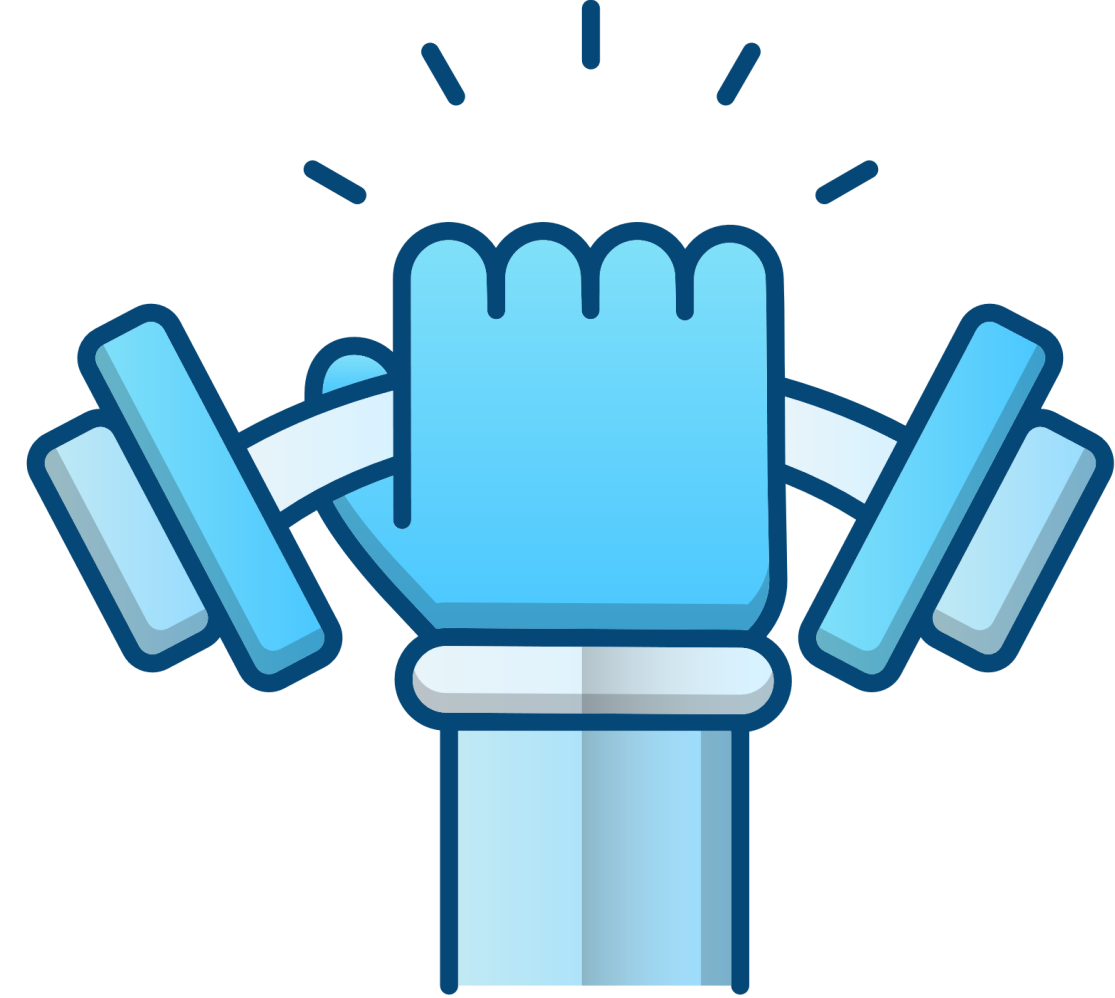
Strengthen Cognitive Linkage
of public transportation
problems with runner ads



RUNNER
motorcycles

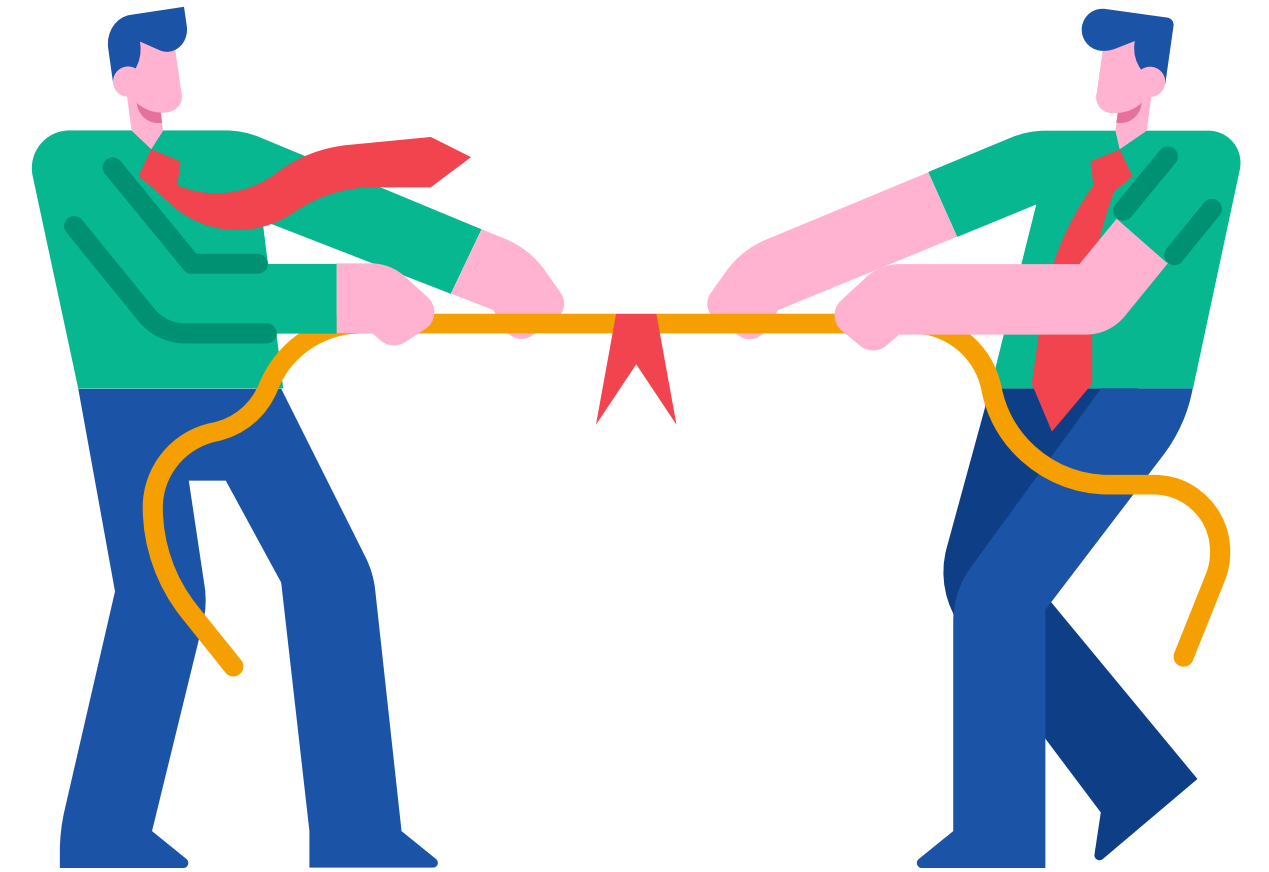
Root Strengths

- Better understanding of the local market
- Already considered a low-cost brand
- Ability to keep costs low due to being locally manufactured



Competitive Environment

- Highly premium brands like Kawasaki
- Good brands like Yamaha, Honda, Suzuki
- Many Indian Brands like Hero, Mahindra, Bajaj
- Local brands like Walton and Singer



Target Market

- People who don't have personal transports and are not wealthy enough to use services like Uber or CNG. They rely mostly on bus for daily travels. Also, they are annoyed with the current state of public buses and a little push might cause them to seek a better affordable alternative



Insight

The people of the target segment do not have much control over their lives and often follow a hectic schedule for day-to-day living. Part of this chaos is caused by their daily traveling by bus which can be stressful and requires good time management. This often causes them to feel depressed.



Benefit

Control: When a person uses a Runner bike, he feels better sense of control. He does not have to spend much of his time planning on everything around his bus schedules regularly. He does not have to struggle with dozens of other people to get in and get a seat inside of a bus. Moreover, Runner's helpful training and after-sales service make a user feel confident about his bike riding and maintaining capabilities.



Runner signifies a competent friend who is



Wise



Dependable



Conscientious



Comforting



The one friend you turn to when you are stressed out and you seek comfort and guidance

Discriminator

Runner is a brand that helps me take control of my own transportation by getting me totally set up and get comfortable with bike riding



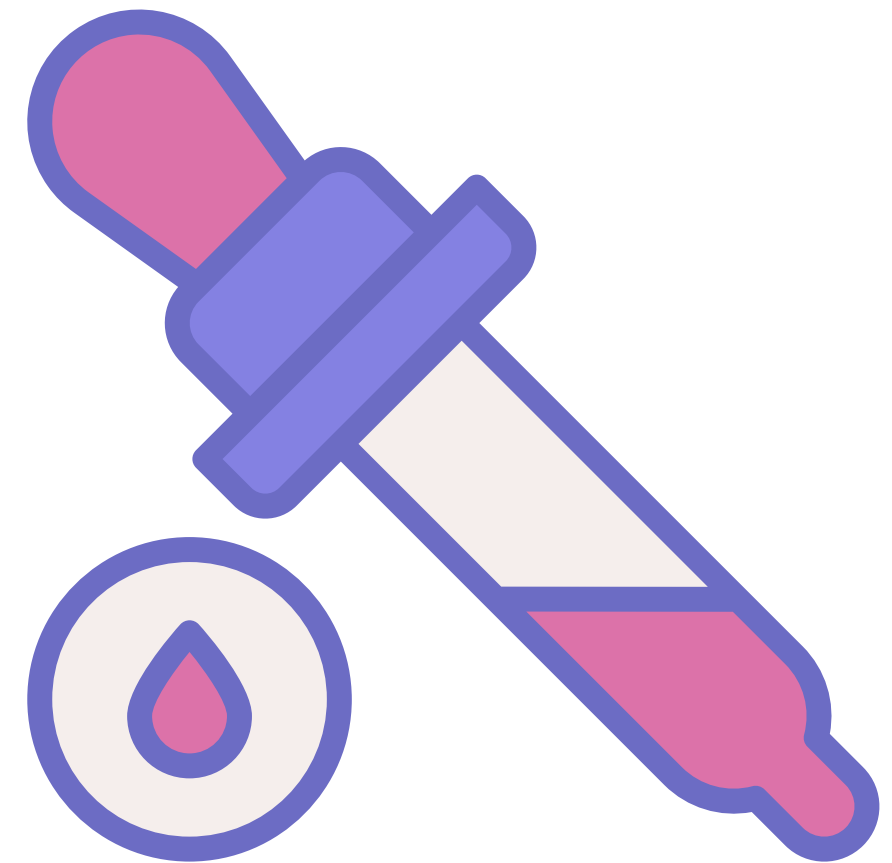
Reasons to Believe

- Runner is affordable and has easy financing options.
- Runner provides lots of support regarding training and understanding of bike maintenance.
- Runner's personnel are very helpful regarding any bike-related matters.
- Runner bikes are reliable bike as many Runner users have testified to this fact.



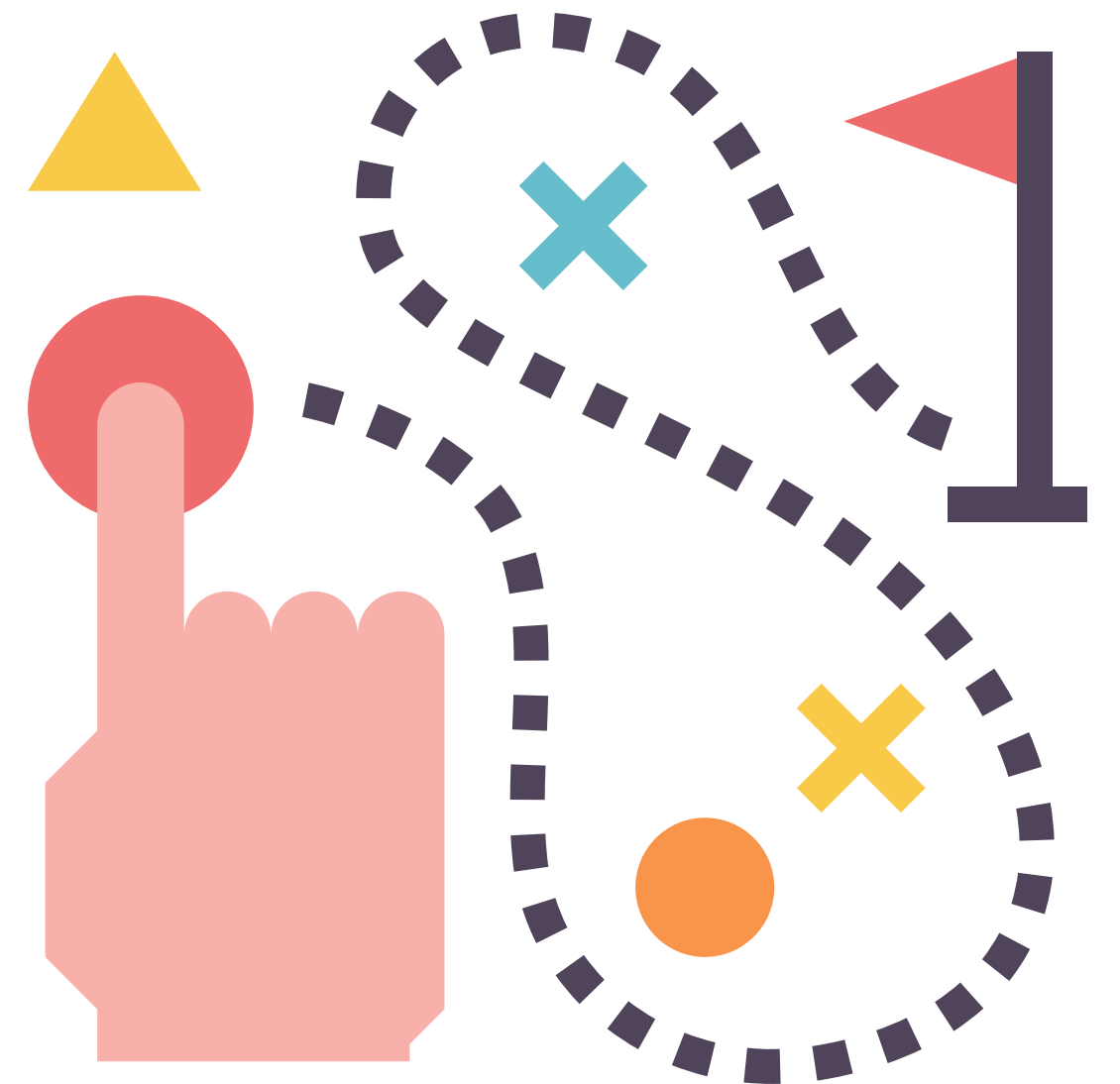
Essence: Short Run

Runner is the bike that helps you to take control of the way you travel daily.



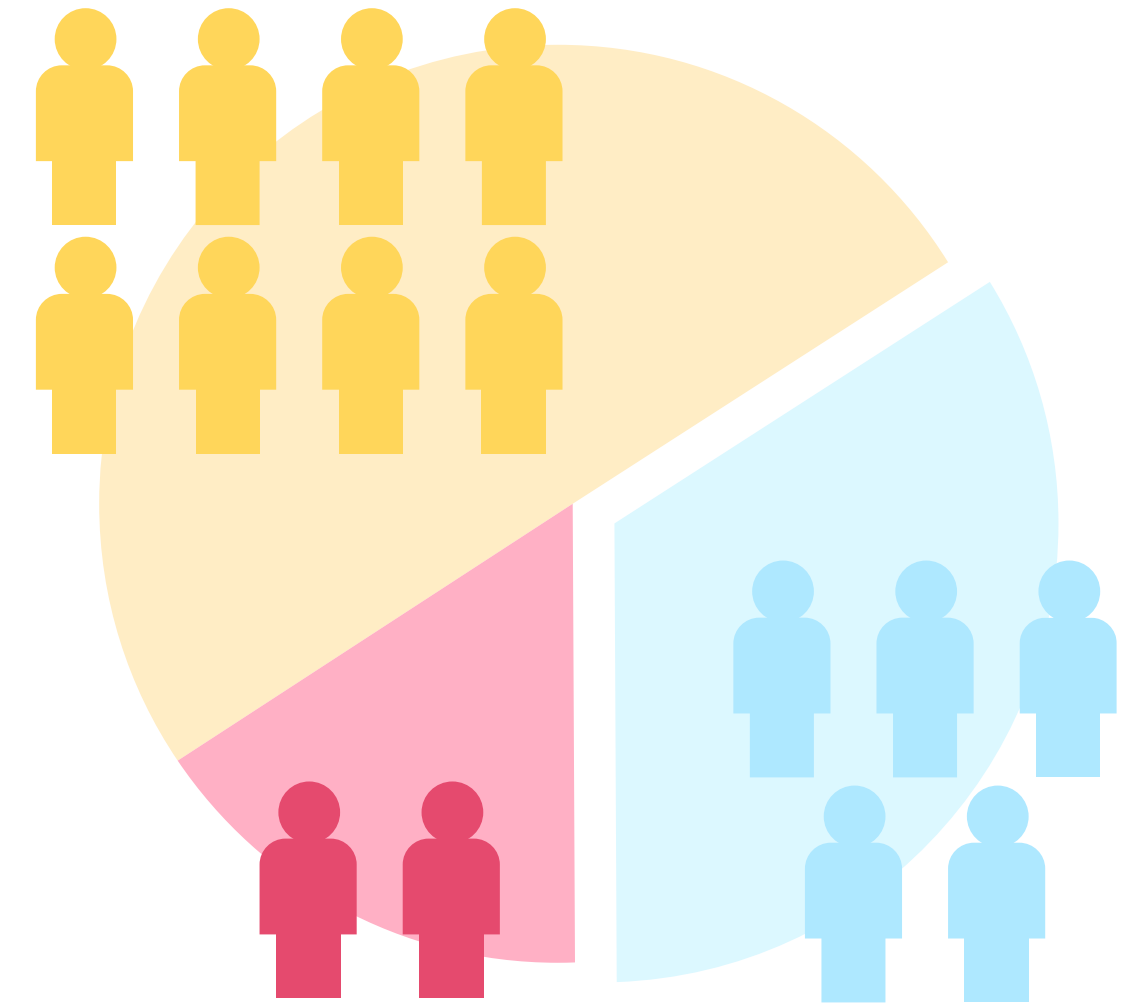
The Grand Strategy: Long Run

Eventually we want to make Runner company that is renowned for its after-sales service and support and for bikes whose parts are completely customizable and upgradeable by the customer hence allowing the customer to have total control over their bikes. Customers can buy low-cost bikes but upgrade them with parts in the long run that makes it comparable to high end bikes



Target Segment

<u>Demographic</u> <ul style="list-style-type: none"> • Age-25-45 • SEC-B • Sex-Male/Female 	<u>Geographic</u> <ul style="list-style-type: none"> • Area-Urban/Semi Urban
<u>Behavioral</u> <ul style="list-style-type: none"> • Uses buses for most travels • Spent free time playing video games, watching serials, using social media or surfing the web for important matters 	<u>Psychographic</u> <ul style="list-style-type: none"> • Sensitive, does not like to argue • Prefers autonomy over dependence • Likes to have control over things • Pragmatic person
<u>Motivational</u> <ul style="list-style-type: none"> • The target wants to eventually achieve more autonomy and control in life as the TG currently lacks here. The primary motivation is not for adventurousness, rebelliousness or idealistic reasons. The TG simply feels that gaining more autonomy and independence will give him/her for comfort and make his/her life easier. 	<u>Sources of Info:</u> <ul style="list-style-type: none"> • Social Media • Friends and family • Newspapers • Outside advertisement • Websites • Television • App advertisement



Persona 1



Name: Arif

Age: 28 years old

Occupation: Office
Executive

Location: Tejgaon

Arif has just started his career. He is doing a 9 to 5 mundane job. It is not really his dream life. He just wants to work hard enough to reach a stage where he would have more control of his life and time, so that life becomes a bit more comfortable for him.

Persona 2



Name: Lamia

Age: 26 years old

Occupation: Front Desk
Executive

Location: Mohammadpur

Lamia is the girl who has entered the job field and doing a white collar job. She believes that woman should not depend on others as this can get her into dangers. She seeks independence and control not for idealistic reasons or being a rebel but because she feels she needs it for her own safety and to make her life more comfortable.

Persona 3



Name: Shariful

Age: 26 years old

Occupation: Looking for a job

Location: Badda

Shariful is a recent graduate who is looking for a job. In the highly competitive job market getting office jobs are hard to get. He is thinking of alternative jobs like being a pathao rider etc. He wants to take control of his own financial situation and not depend on others

AV 1

- The AV shows a young woman who works at an office taking the bus to work
- Along the way she faces many troubles like having to struggle with men to get on the bus, harassment, having to stand, shoving and pushing, etc
- Voice over talks about taking control over your own transport and getting an affordable runner bike
- The woman is seen smiling as she rides away on her new bike



Target: Persona 2

AV 2

- The AV shows a man who works at an office taking the bus to work.
- Due to heavy traffic, he always reaches late at his office. Sometimes misses important meetings. His boss yells at him for being late
- Voice over talks about taking control over your own transport and getting an affordable runner bike
- The man is seen smiling as he rides away on his new bike



Target: Persona 1, 2

AV 3

- The man needs money for his education and family expense
- He wants to buy a bike but he does not have money his mother wants to sell her ornament he refuses and he comes across easy financing of runner
- He buys runner motorcycle and begins to offer rides for money
- In the end, he has paid the loan and is now doing a well-paid jobs
- He thanks runner for giving him the strength to take control of his life



Target: Persona 3

TESTIMONIAL ADS

- Runner user is narrating about his life before and after buying Runner. He /she explains that Runner is a dependable and reliable bike and it has definitely made his/her life better



Target: All Personas

E-Books

The eBook is spread through social media, email, SMS and website. People can download it for free in exchange for some info related to them, which is later used for targeting them.

RUNNER

THE COMPLETE GUIDE TO MOTORCYCLES

***FROM PURCHASE TO
MAINTENANCE***

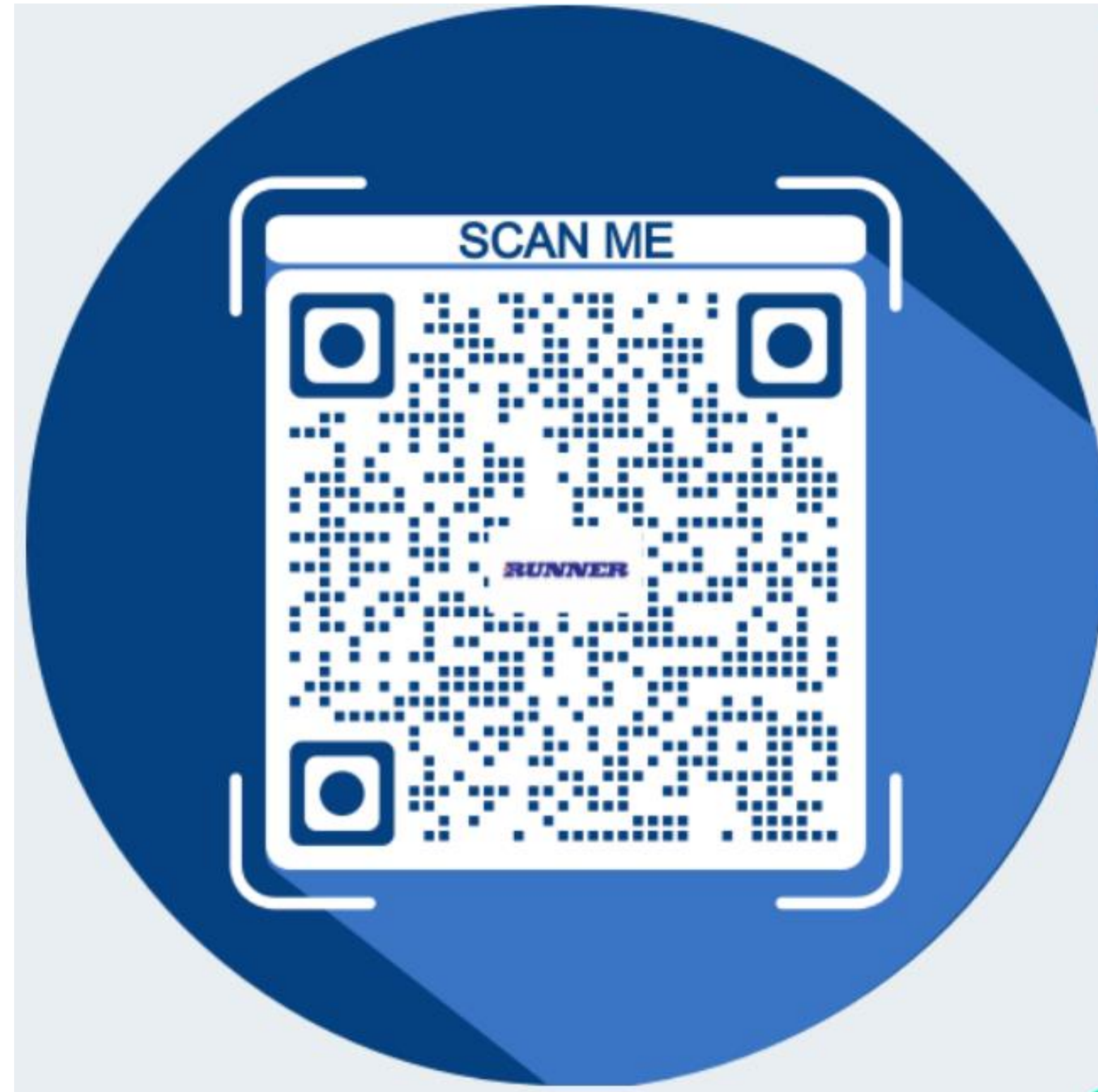


Download Now

Flyers and Posters

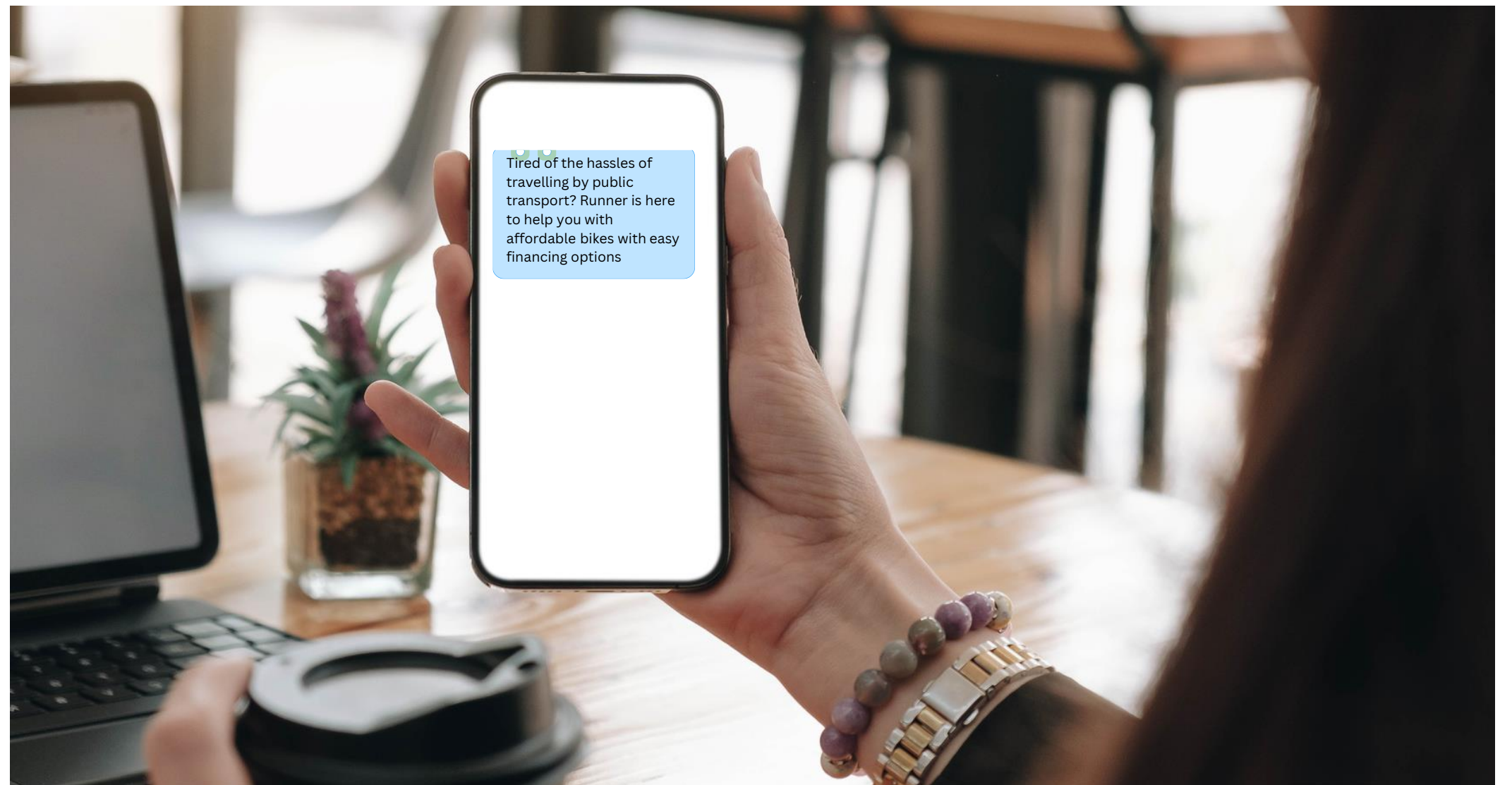
- These ads are attached near bus stands and on buses.
- Also displayed digitally on social media and several websites.
- Have QR codes which can be scanned and which takes the user to the Runner Website.
- They are tracked.





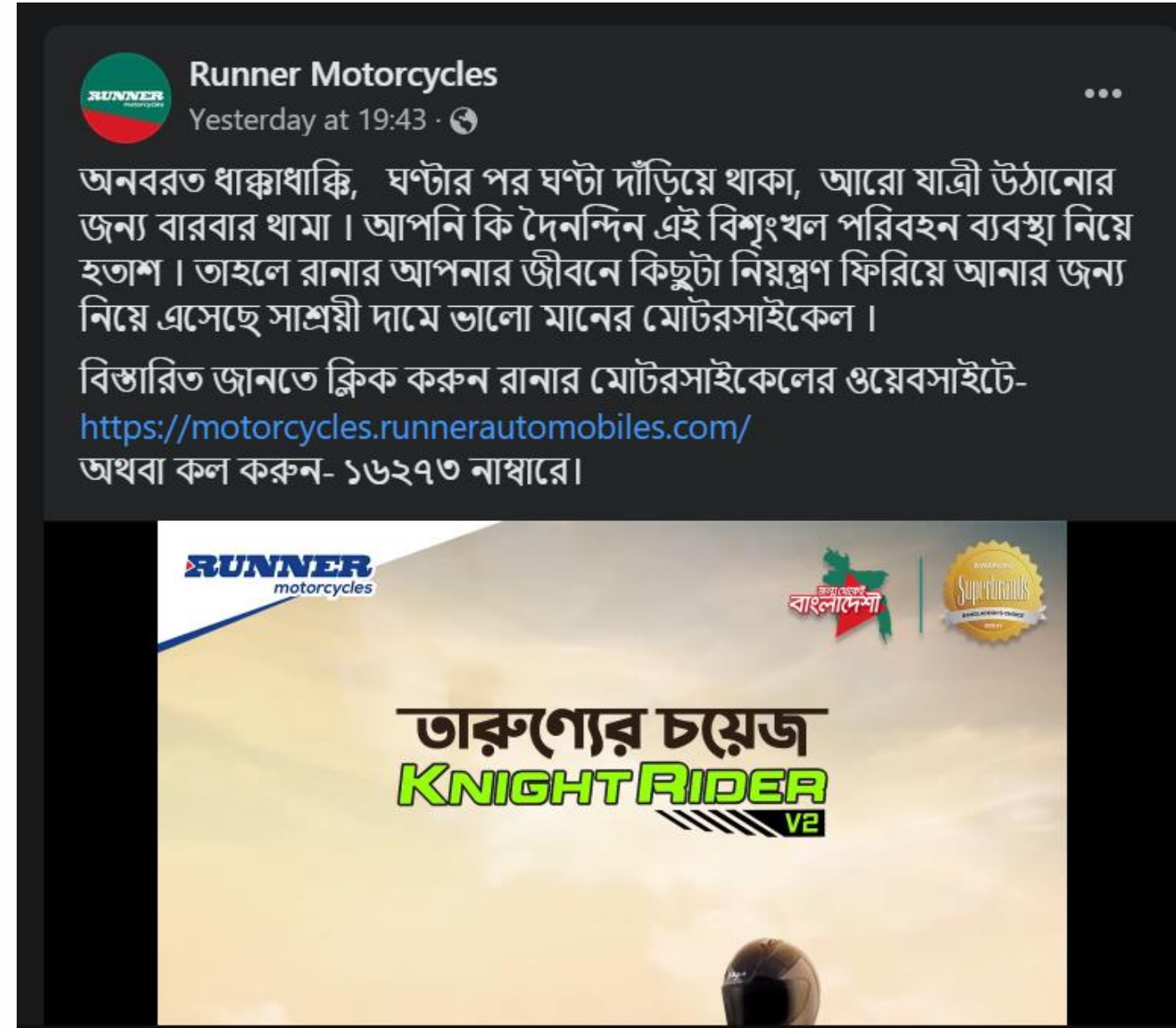
SMS Marketing

Target Market is sent SMS with Runner's advertising highlighting its value propositions and financing options



Social Media Ads and Banners

- This ads are displayed on mobile app ads, website popup ads and on social media
- Highlight Runner's value proposition .
- Also contains testimonies



আপনি কি
অপছন্দ করেন ?



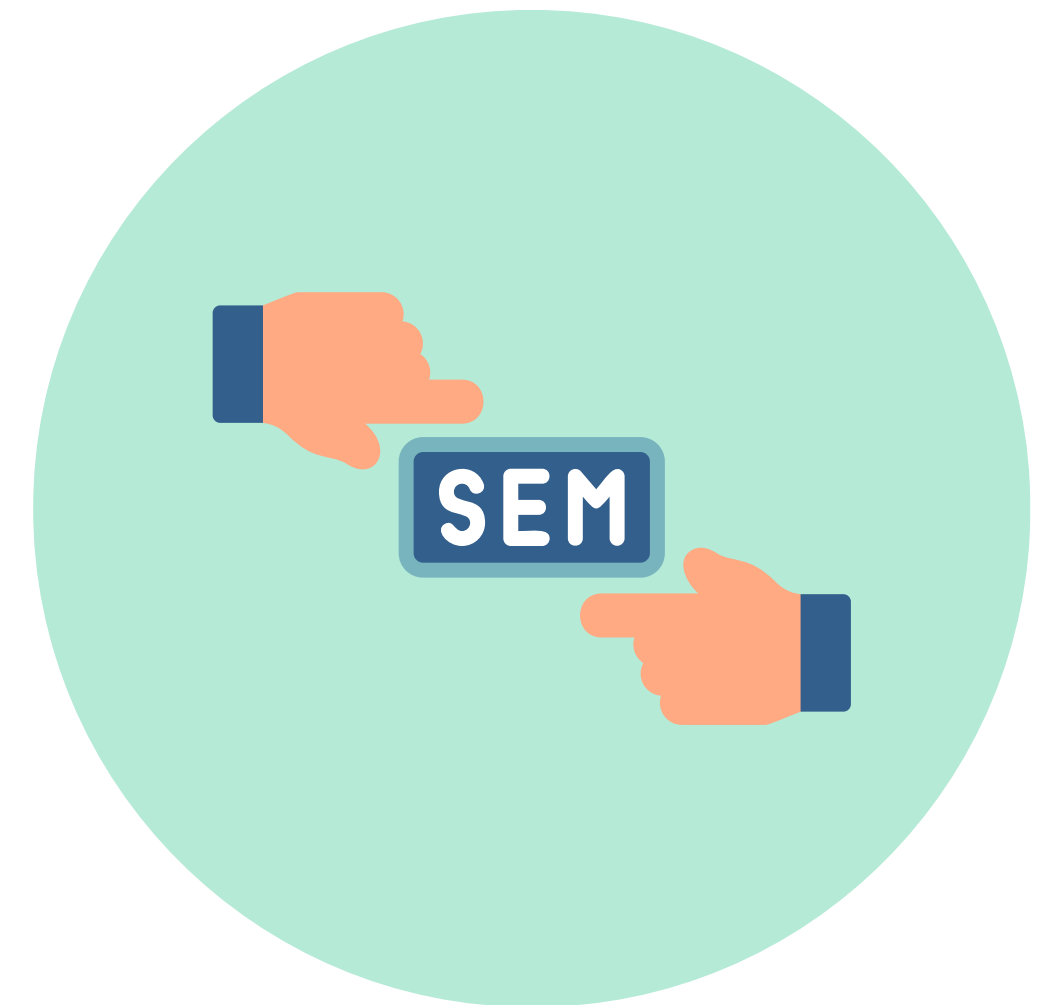
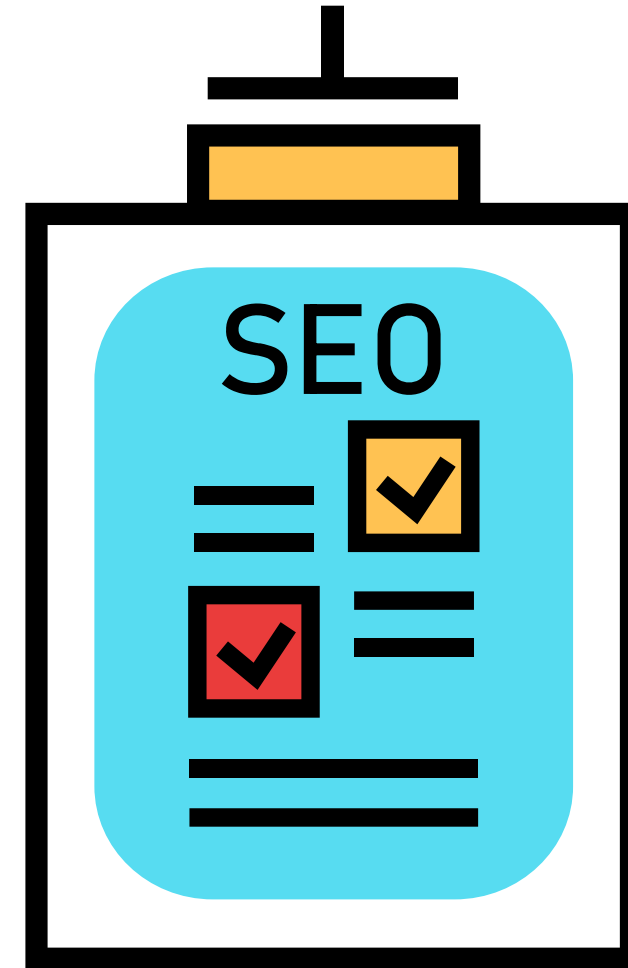
তাহলে নিয়ে নিন একটি রানার
মোটরসাইকেল



RUNNER
motorcycles

SEO and SEM

Keywords are optimized and bought to divert traffic to Runner Website, blogs and Ebook download Page



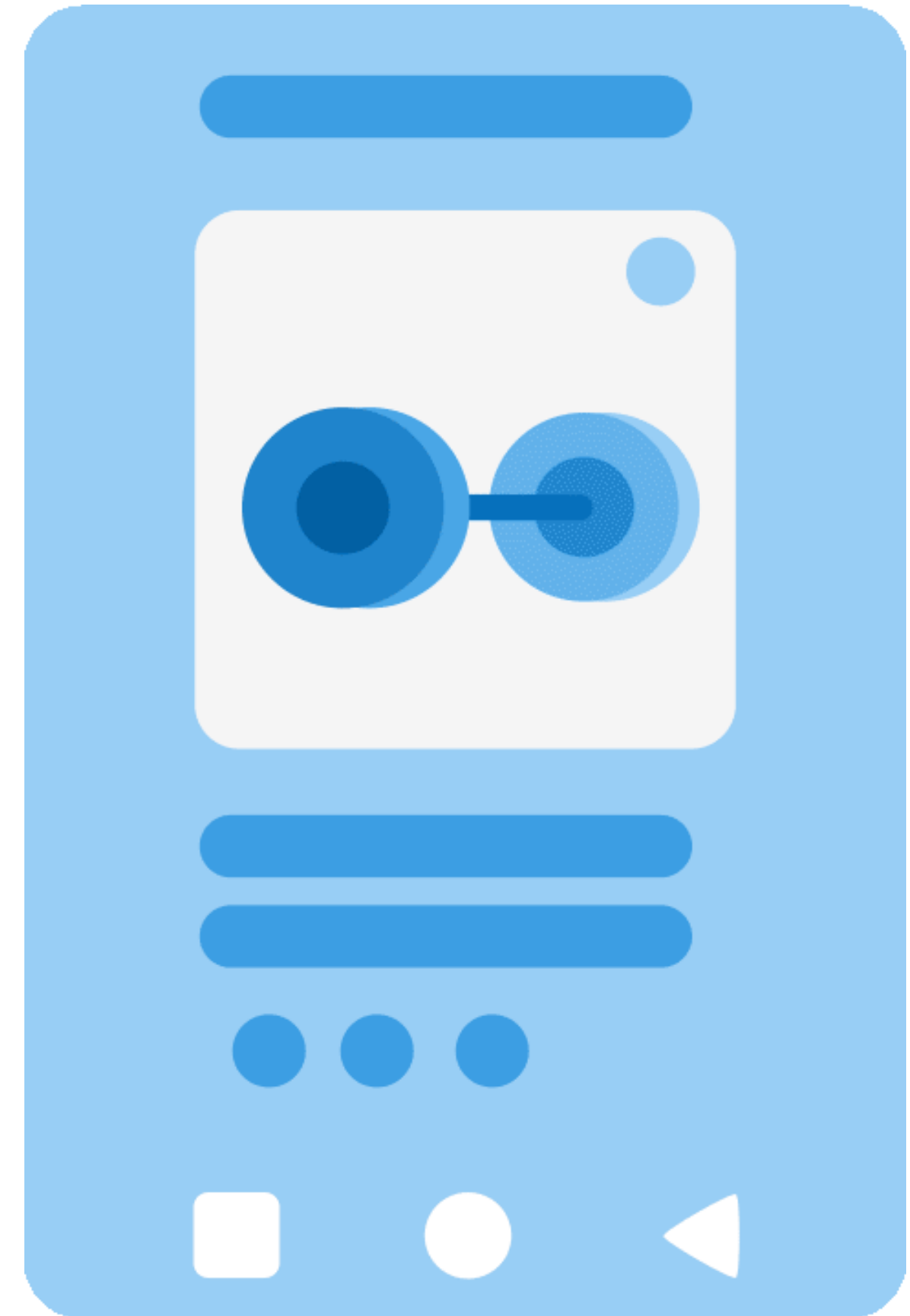
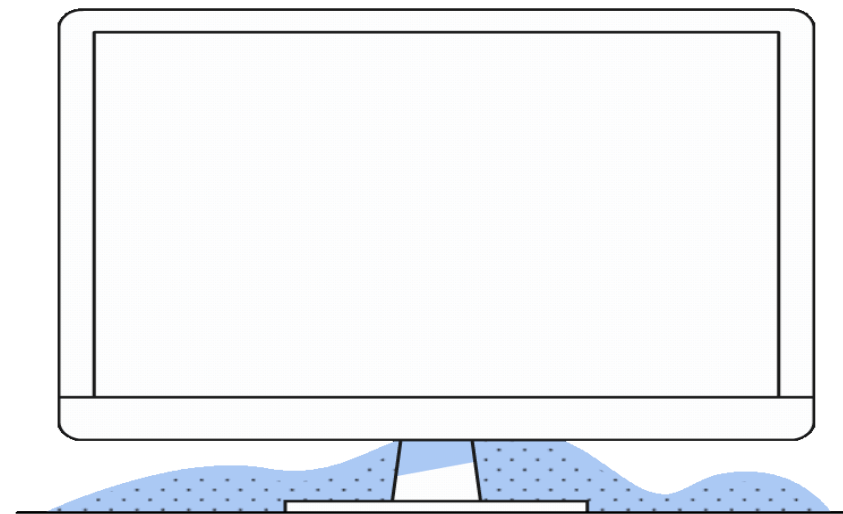
Blog Posts

- Regular blog posts will be published on Facebook and Runner website
- Not only will they promote Runner they will also give helpful tips regarding everything related to bikes



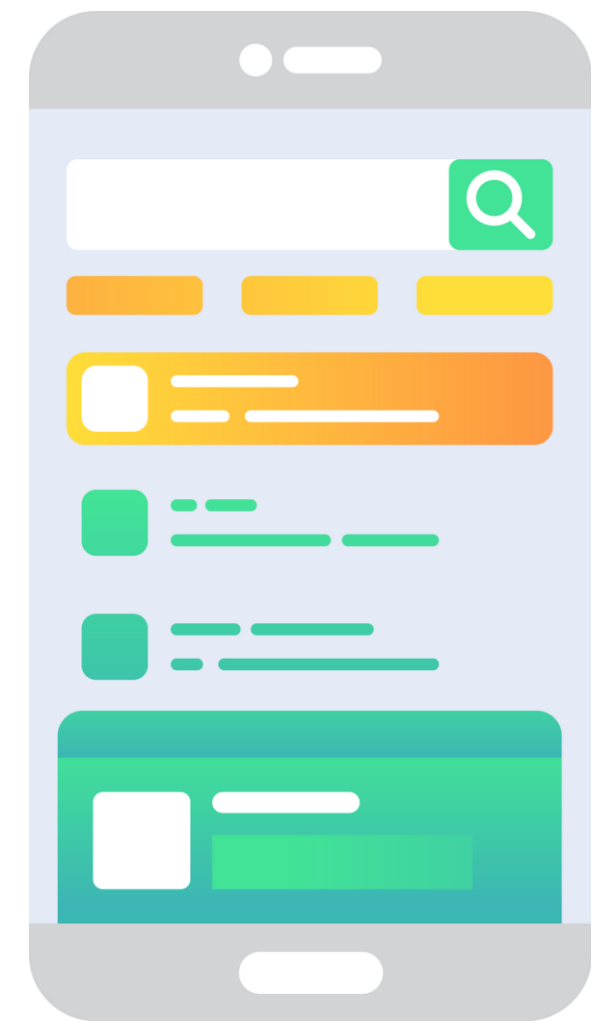
Runner Helper App and Website

- Has all sorts of bike-related information
- Video tutorials regarding bike riding and maintenance for Runner users only
- Quick contact option in case of help
- Another source of tracking
- Also contains testimonial ads



Website and Mobile App Ads

- **Job Sites:** Banner ads are used for job seekers
- **Motorcycle Sites:** Carousel and banner ads are used for those researching motorcycles
- **Mobile Apps:** Popular video games and other apps are targeted with Runner's shorten AV, banner and carousel ad



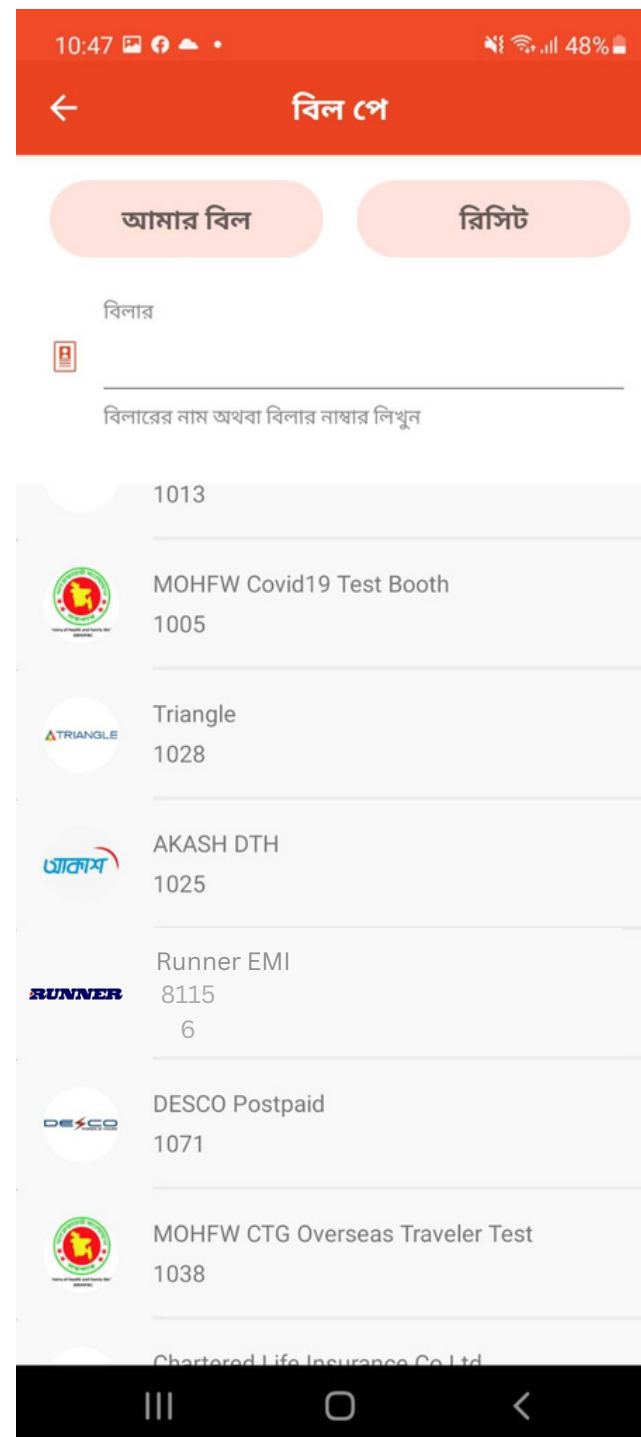
Carousel

- Ads with the tagline Take Control displaying various affordable Runner bikes with free training and installment options mentioned



Strategic Alliance with Nagad

- Enter alliance with Nagad to make Runner EMI payments easier
- Advertise about Runner and its financing system on Nagad

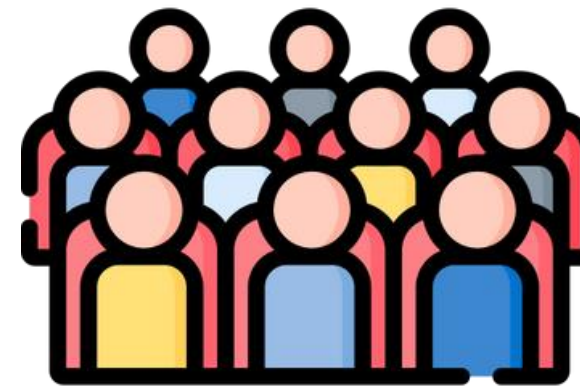


Influencer Ads



Goal

Communicate the core message of the campaign of Runner motorcycle
Influence people to buy Runner motorcycle
Increase sales of Runner motorcycle



Audience

People who considering buying affordable and dependable motorcycle that may help them to 'take control' in their lives

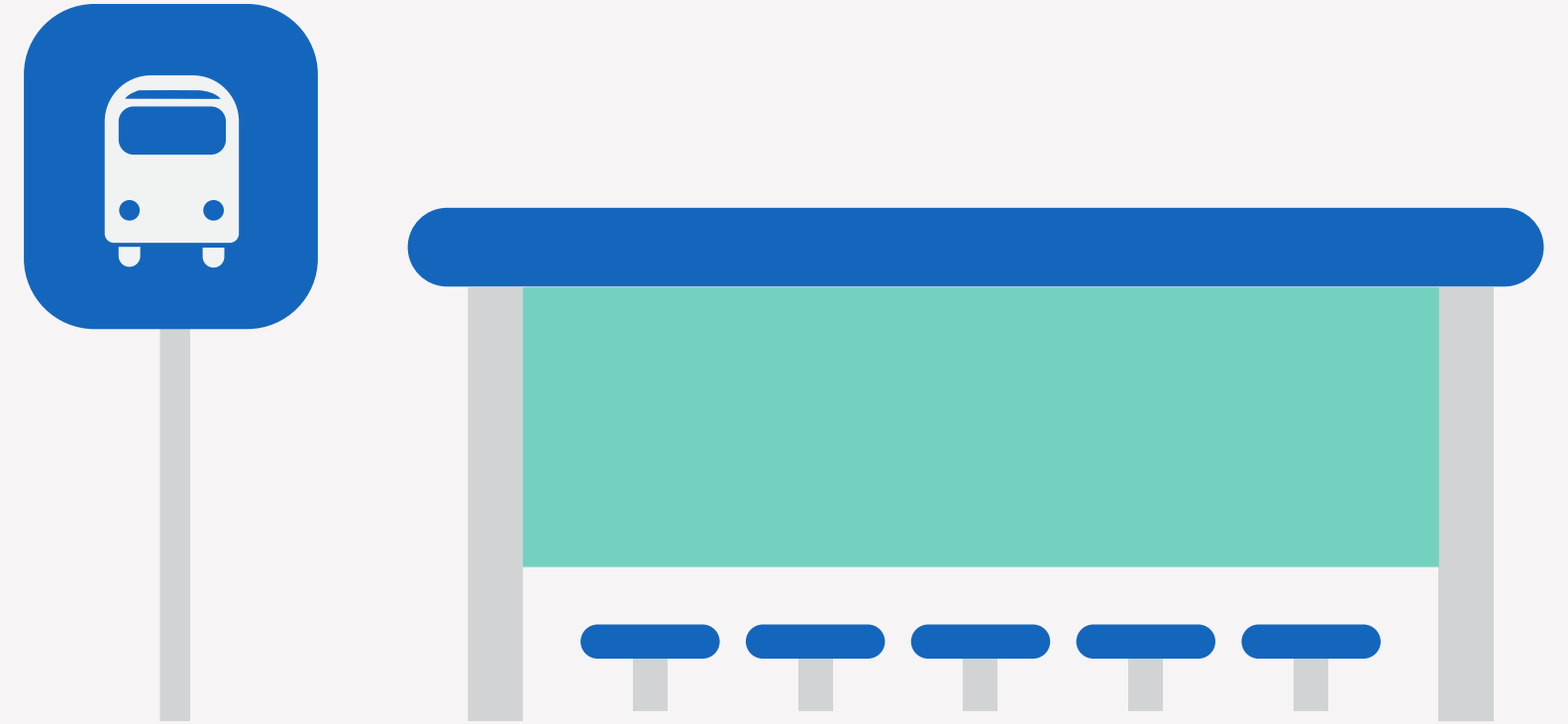


Theme

Situations/ narratives using motorcycle that revolve around the 'take control' message.

Bus Stand and Buses

- Bus stand area will have runner posters. Signs warning and advising people will also have Runner posters.
- Behind the seats of Bus Runner posters will be attached.
- All posters will have QR codes



ACTION ITEMS

FACEBOOK

- Blog Post
- AV 1, 2 and 3
- Banner Ads
- Carousel Ads
- Influencer Marketing
- Post Ads
- Messenger Ads
- eBook download

KPIs: Impressions, engagement rate, click through rate, cost per click and cost per thousand, share of voice.

YOUTUBE

- AV 1, 2 and 3
- Banner Ads
- Influencer Marketing
- Post Ads

KPIs: Watch time, traffic source, unique views, engagements, shares, click through rates

LINKEDIN

- Post Ads
- eBook Download

KPIs: Engagement rate, Click Through Rate

COMPANY WEBSITE

- eBook Download
- Banner Ads
- Carousel Ads
- Blog

KPIs: Page Views, Average time of page

ACTION ITEMS

MOBILE APPS

- AV 1, 2 and 3
- Banner Ads
- Carousel Ads

KPIs: Watch time, unique views, click through rates

MOTORCYCLE SITES

- Banner Ads
- Carousel Ads
- Ebook download

KPIs: Watch time, click through rates, engagement, downloads

JOB SITES

- Banner Ads
- Carousel Ads

KPIs: Watch time, click through rates, engagement

NAGAD APP

- Banner Ads

KPIs: Click through rates

ACTION ITEMS

SEARCH ENGINE

- SEO
- SEM

KPIs: Ranking

OUTDOOR

- Flyers behind bus seats
- Poster on sign posts
- Directly handing out flyers

KPIs: How many used the QR code and unique link to enter Runner's site

EMAIL

- Marketing Messages
- Banner Ads

KPIs: Click through rate, email growth rate, email forward rate

SMS

- Marketing messages

KPIs: Click through rate

Marketing Budget		
Company	Project	
Runner motorcycles	Digital Marketing	
Sales	100%	
Marketing Expense	10%	
AV		25%
Social Media Ads and Banners		20%
Website and Mobile App Ads		15%
Influencer Ads		10%
SEO and SEM		5%
E-Books		5%
Blog Posts		5%
Carousel		5%
SMS Marketing		5%
Flyers and Posters		5%
Total		100%

