

Quest to Build a Creaseless Era - The Marketing Challenge



Presented by: Team Triplets



Bhavesh Geriani



Smit Patel



Shashank Navandhar

ABOVE THE LINE MARKETING

Target Channels for promotion:

- **836 Million** TV owning Individuals (98% are Single TV homes, 2% multiple TV homes)
- **Hindi Entertainment** Channels are most consumed
- **65%** of Indian Women watch TV daily, **55%** of men watch daily
- **Prime time** of Television content consumption amongst the target audience: **7 to 11 pm**
- The average MROI for TV advertising in India is around **10%**.

Radio as a medium for promotion:

- **56 Million** radio listeners
- **67%** of Audience in radio come from 25-54 age group
- The average MROI for Radio advertising in India in 2022 is estimated to be between **5 and 12** times the amount spent.

- The average MROI for print media advertising in India in 2022 was **11%**.
- A study by Nielsen found that the MROI for print magazine ads was an average of **\$7.81 for every \$1 spent**.

Leverage the outreach of television and create Advertisements

- Effortless ironing, inspired by sea waves—connect to freedom, flow, and expressiveness.
- Showcase the **360°** swivel cord in action, reaching and ironing hard-to-reach places effortlessly.
- **Seasonal and Localized Campaigns:** Develop targeted campaigns that align with specific seasons, festivals, or local events. This helps create a sense of relevance and connection with the target audience. Customize your messaging and promotions to reflect local culture, traditions, or preferences.

Television



Radio



Print Media



Marketing Strategies that can be implemented

- **Regional Radio** campaign for a fortnight during peak hours like **7am-11am** and **6pm-10pm** with a quiz or a funny story around an iron box in your house. The RJ can select 1 winner daily who will be getting the **product for free**.
- **Regional Radio campaign** will **cater to audience in regional language** helping in **penetrating the market** much **deeper**.

Marketing Strategies that can be implemented

- **Alternate week** pamphlet marathon
- Collaborate with **lifestyle and home improvement magazines** to feature IronWave in editorials, providing in-depth information about its unique selling points.
- **Call-to-Action (CTA):** Include a strong and clear CTA in the print ads, such as visiting a website, calling a phone number, or redeeming a special offer. Make it easy for readers to take action.
- Example putting a big QR scanner on front page to visit to website

ABOVE THE LINE MARKETING



Billboard strategy:

Feature a visually striking image of the iron box, emphasizing its advanced features or sleek design, along with a catchy tagline that highlights how it brings a new level of efficiency and convenience to ironing. Utilize billboards, bus shelters, and other outdoor advertising mediums in key cities to create brand visibility.

"Press Your Way to Perfection" - Show an image of a perfectly ironed shirt with crisp lines and present the iron box as the tool for achieving flawless results. Other examples: "Wrinkle-Free Zone", "Ironing Revolutionized", "Unleash the Power of Precision" etc.

According to a study by True Impact Media, the average MROI for billboard advertising in India is about **497%**. This means that for every \$1 invested in billboard advertising, businesses can expect to see a return of **\$4.97**.



Mobile billboards strategy:

Forge collaborative **partnerships with state metro railway** authorities to leverage advertising opportunities on metro pillars, metro trains, and within metro train compartments.

Establish strategic **partnerships with auto rickshaw associations** in densely populated cities to implement impactful branding initiatives on their vehicles, targeting the primary audience comprising frequent commuters in these areas.

Mobile billboard advertising can generate an MROI of up to **\$6.97** for every dollar spent.



Improvising External Facade

Partnering with Strategic retail outlets to transform retail outlets into showroom look. This creates mass visibility in the market about the brand. **Placing an embossed image of a newly launched iron box** on the outlook of the transformed façade of retail outlet will create awareness in the market about newly arrived product line from GM. This could be done in **partnership** with those **outlets** who are our **highly billed counters** in every **7-12 km** area or any other condition can also be considered.

- Retailers who invest in their store exteriors can see an increase in foot traffic of up to **25%**. This can lead to a significant increase in sales, as well as a boost in brand awareness.
- Stores with a modern facade were **1.5 times** more likely to be remembered by consumers than stores with a traditional facade.

Below The Line Marketing



Retail operations Strategy:

- Product placement plays an important role in consumer purchase process.
- We recommend **separate sample / Shelf displays** to increase visibility of the product in an outlet
- Enabling **Incentives and promotions** to the outlets to ensure competitive space in the counter



Engaging Social Media Campaigns:

- Create engaging social media campaigns highlighting the cloth iron's unique features, benefits, and ease of use.
- Run interactive contests, **influencer collabs and share valuable ironing tips and hacks**, In 2022, the influencer market in India was valued at **₹1275 crore** and is expected to grow at a **CAGR of 25% for the next five years**. Special hashtags can be used to highlight GM as a brand in this space
- For example we can run campaign on Instagram stories and other platforms to share their **unique or funny ironing experiences** and the top 3 will get some discounts or coupons.



Trade Shows and Exhibitions:

- Participate in trade shows and exhibitions, showcasing an attractive booth with live demos, interactive activities, and product displays to engage visitors, **distributing brochures and samples** to create a lasting impression and drive sales



Pop-up Ironing Stations:

- Set up pop-up ironing stations in high-traffic public areas, like **shopping malls, mid and large society** offering free ironing services to **demonstrate** GM Modular iron box's efficiency and convenience, using eye-catching branding to create a buzz and attract attention.

Innovative Unboxing Experience:

- Design an unforgettable unboxing for GM Modular's cloth iron that includes **surprise elements, personalized notes, and small accessories**. Collaborate with **popular YouTubers** to show the unboxing experience.
- Encourage customers to share their memorable unboxing moments on social media using specific hashtags or by tagging GM Modular's official accounts.

Advertisement on delivery boxes:

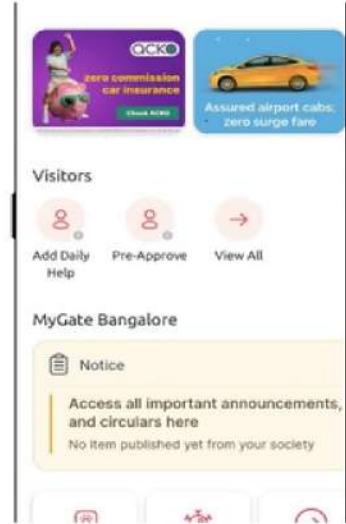
- Partnering with leading ecommerce companies to advertise GM's ironbox on their packaging box. **Packaging boxes as billboards**.
- A study by the Harvard Business Review, found that **70%** of consumers remember the packaging of a product they have purchased. This can be a very effective way to create brand awareness and drive sales.
- The pricing for ads on shipping boxes varies based on size, location, and target audience.

Below The Line Marketing



Spotify X GM Modular Campaign Slogan: "Press Play, Press Perfect"

Combining the power of crisp ironing with the joy of music, we aim to make ironing a more enjoyable and immersive activity. **Ironing Playlists:** GM will sponsor a series of ironing playlists on Spotify, designed to energize and motivate our audience while ironing. Buying unskippable audio ads, video ads, podcast ads, ad banners etc are some other ways of advertisement. **55% out of 55 million** users of Spotify in India are in the age range of **18 - 35 years. (29% - 24-35 years)**



Advertising in societies:

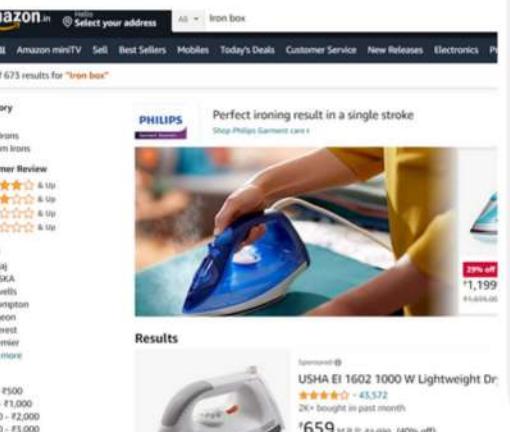
Promoting products in residential societies. Every mid and large society consisting of **400-2000** plus apartments have an app like my gate or nobroker. The product can be promoted in the app, clicking will route to the website for purchase or it can have a call to action like the number of the nearest retailer with **special discounts** like X % off on first 100 purchases.

Sponsored Display ads:

Advertising on an ecommerce platform can be a highly effective way to reach the target audience and promote the products or services.

MROI for ecommerce advertising is typically in the **range of 25-50%**.

Display ads, Native ads, Search ads, Remarketing ads, Video ads are some mediums available on emcommerce platform to advertise GM's iron box.



Loyalty Programs:

Add this product **to** the current loyalty program **GM Dhan utsav** where we can give X number of points on a purchase of more than, let's say, ₹5000 and by this we can push them to visit our store or website again & redeem points while buying products.

Advertisement in cinema & OTT:

- Cinema halls: The MROI for advertising in cinema halls in India is estimated to be around **10-15%** i.e. for every **₹100** spent, advertisers can expect to generate **₹10-15** in revenue.
- OTT platforms: The MROI for advertising on OTT platforms in India is estimated to be around **20-30%** i.e. for every **₹100** spent, advertisers can expect to generate **₹20-30** in revenue.

Oberservation: Cinema hall advertisement is generating lower & lower revenue year on year, while OTT is performing better than the previous year every year so our suggestion would be to invest more in OTT ads.

Brand partnership with clothing company:

Collaborate to give coupons on purchase of clothes for XYZ amount. McKinsey found that the average MROI of brand partnership is 25-50%.

PRE LAUNCH

Pre-Launch Marketing



	AWARENESS	INTEREST	DECISION
HOT			Email Campaign, Founder's Rate
WARM		Email Campaign, Ad	Promo Video, Founder's Rate
COLD	Social Campaign	Email Campaign	Free Trial, Ad

PRE LAUNCH PHASE

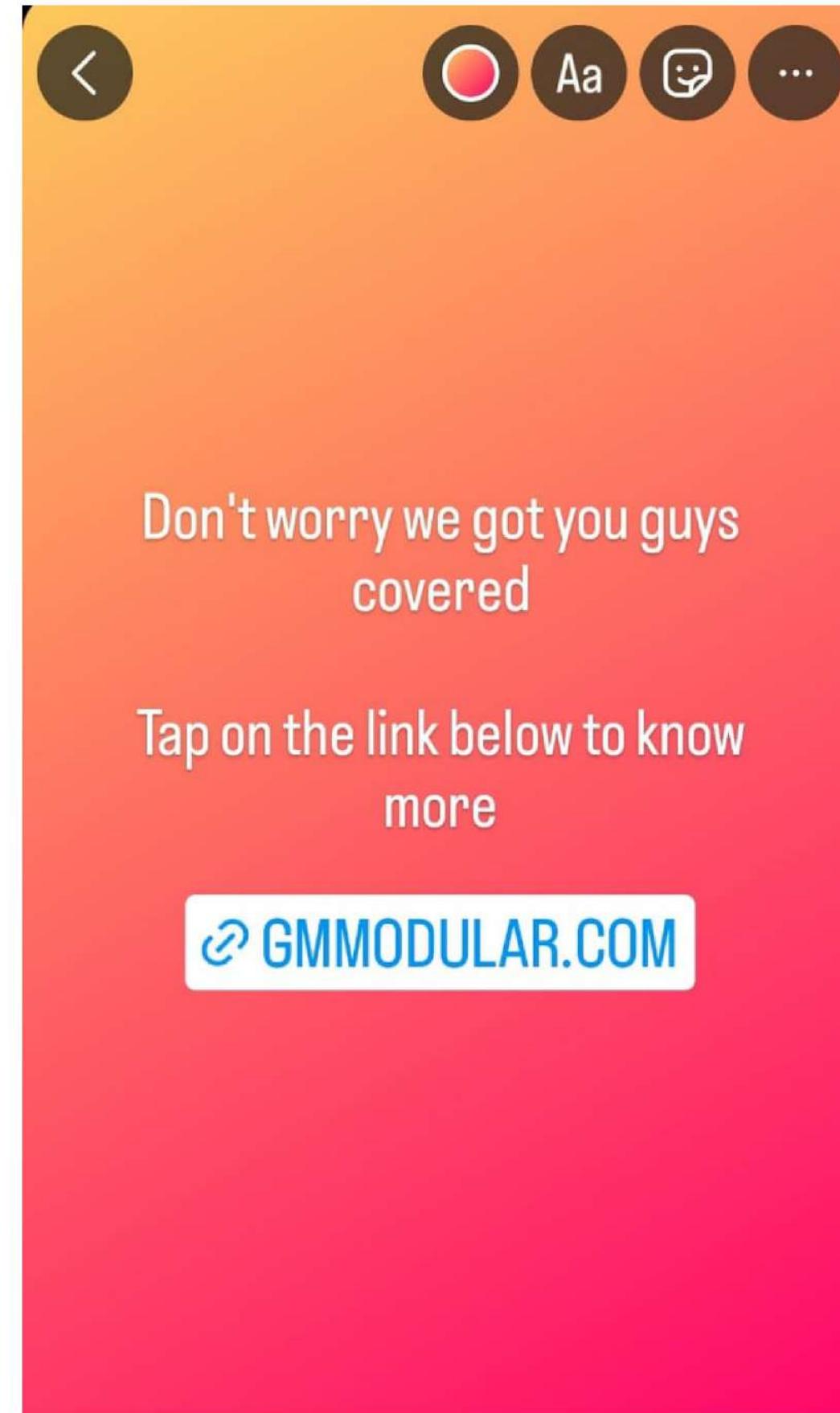


- In this phase we must focus on activities that help us in increasing brand awareness, posts should be based on common problems faced by consumers during ironing,& engage with the audience to build the curiosity around the product that will fulfill their needs!

We would suggest carrying out the following activities in this phase:

- Conduct **Q&A** on GM Modular through insta story (a month before launch)
- Based on the responses we can create a **questionnaire** asking what all features would a consumer want from an Iron Box (2 weeks before launch)
- Create a **post or teaser** showing that our product has all the required features which will be launched soon (**2-3 days before launch**)
- We suggest to make **3 posts** for these phase
- Examples of the type of posts are shown in the next slide

PRE LAUNCH



We can have a series of stories posted like this on different days to create curiosity among consumers and we can also lead them to our website page where some product teaser with coming soon!! logo can be shown.

PRE LAUNCH

Coming soon!!

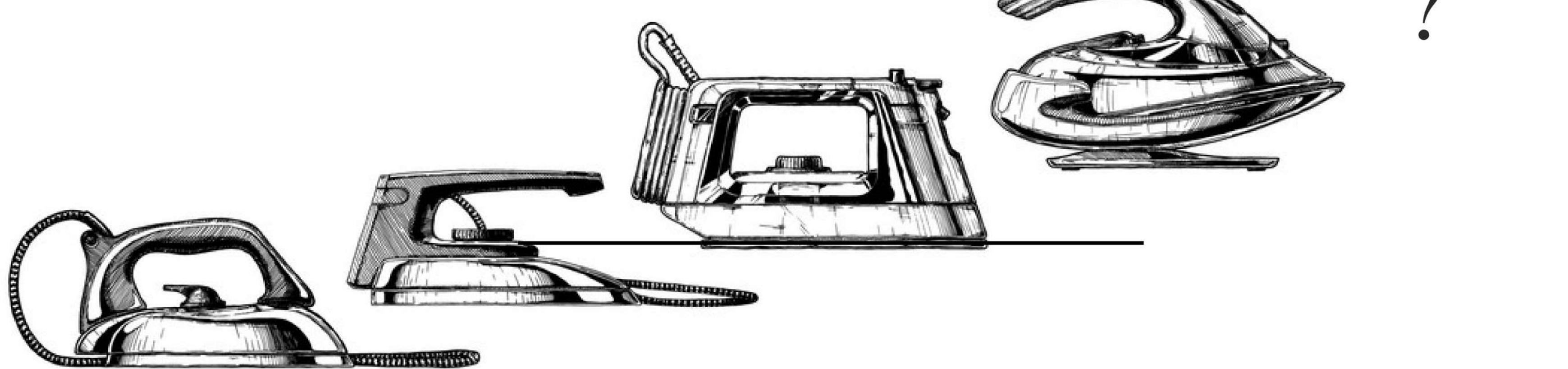


PRE LAUNCH



EVOLUTION OF CLOTHES IRON

XX-XXI centuries



1930

1940

1950

1960

1970

1980

1990

2000

2010

2020

2030

LAUNCH PHASE



03



Internal

Awareness

WHAT, HOW & WHY

- Continued Trainings
- Internal emails



Channel

Awareness & Demand Generation

- Try & Buy programs
- Customer Presentation
- Channel Presentation
- Incentive programs



Customers

Focused on Retention

- Online marketing programs
- Competitive Buyback Program
- Customer Referral
- Identify key clients
- Online Marketing programs with relevant channels
- Social Media
- New offers to customers



Prospects

Focused on Demand Gen



Promotional

Focused on Awareness/Lead Gen

- Exhibitions
- Direct mail promotion
- Trade Shows
- Conferences

LAUNCH PHASE



- In this phase our main aim would be to show what all are the **pain points** of consumers collected from insta stories that our product addresses.
- In addition to the above-mentioned point we can show some **Point Of Difference (POD)** which would help us in differentiating ourselves from our competitors.
- We can also show some important features which can be point of attraction for the target audience.
- We can also run a flash sale of the first **100-200 units** which will be sold at a discounted price as an early bird offer.
- Our suggestions for this phase:
- Start this phase as soon as the product is out in the market (**carry on till 2-3 months from the launch date**)
- We would suggest to make a dedicated post for each and every feature and have **6 posts** for this phase
- Some examples are in the slides which follow



360°
DESIGN



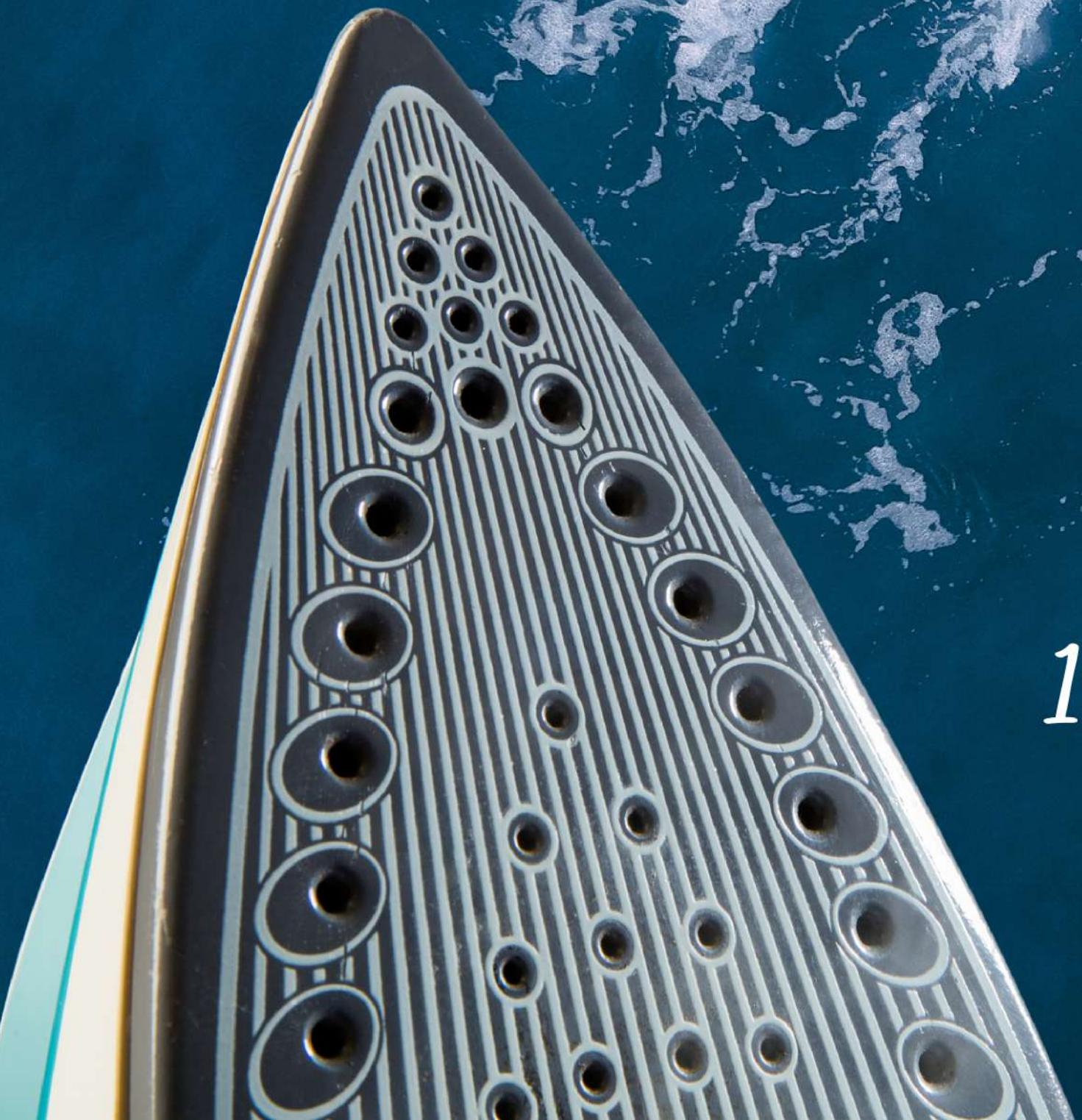
360° swivel cord which makes it easier to iron hard-to-reach places which makes ironing a more efficient and comfortable process.



Dreaming of a cruise?

Design inspired by sea waves
which signify freedom, flow,
openness, and expressiveness

Try GM Ironbox



*1000 watts - quick &
powerful ironing
experience*



Light Weight and
Compact Design



Overheat cut-off
Protection



Shockproof
Plastic Body



**Dual LED
Indicator**



Pillars of successful post launch strategies

1

Persuasive and timely content

2

Engagement with feedback

3

Tracking and measurement

4

Channel optimisation

5

Effective reporting



Advanced
dual
protection for
ultimate
safety



**Button Groove &
Tilt-free design
make it a fabric
and user-friendly
iron**



**One iron for all
fabric types -
Thermostat-
controlled
temperature knob
for different fabrics.**



asicsindia • Sponsored

END OF SEASON SALE

Get Upto **50%** OFF* + Additional **10%** OFF*

Use Code: **EXTRA10**

Limited Period Offer

Shop Now



**Example of
video ads on
Instagram**



Instagram (@gmmodular)

Instagram photos and videos

 instagram.com/gmmodular

Our proposed grid structure for Instagram

Post-Launch Post	Post-Launch Post	Post-Launch Post
Launch Phase Post	Launch Phase Post	Launch Phase Post
Launch Phase Post	Launch Phase Post	Launch Phase Post
Pre-Launch Post	Pre-Launch Post	Pre-Launch Post

STRATEGY FOR AMAZON, FLIPKART & E-COM'S.



- Personalized targeting: Deliver **tailored banner ads** to specific audience segments based on their interests and browsing behavior.
- **Interactive ads:** Create engaging banner ads with interactive elements like quizzes or mini-games to capture users' attention and drive higher click-through rates.
- Retargeting: Show banner ads to users who have previously shown interest in your brand or products, increasing brand recall and conversions.
- Social proof: Include **customer ratings, reviews, or testimonials** in banner ads to build trust and credibility.
- Limited-time offers: Highlight **time-sensitive deals** with countdown timers to create urgency and drive immediate action.
- Seasonal themes: Tailor banner ads to align with **holidays or seasons** to resonate with users' preferences.
- Cross-platform advertising: Extend banner ads beyond Amazon and Flipkart by leveraging their advertising networks.

GREAT INDIAN FESTIVAL
29th SEP - 4th OCT

UP TO 60% OFF
TVs & Appliances

Save 10% up to ₹10,000*
Instant Discount + Bonus Offer | SBI Debit Card | SBI card
*T&C apply

MOBILES

The BIG BILLION DAYS
29th SEP - 4th OCT

SAMSUNG S9 PLUS
₹70,900 ₹34,999 >
+ More Exciting Offers

Save 10% Up to ₹10,000*
Instant Discount

AXIS BANK Credit & Debit Cards
ICICI Bank Credit Cards



Top Deals Under 10,000

Own your First Smartphone

POCO C50
From ₹5,499 ₹8,999
Fingerprint Sensor | 5000mAh

*Incl All Offers

Infinix | Flipkart Unique

Hot 30 5G
Launching Tomorrow, 12PM
#BreakThroughBoring
6000mAh Battery | 6.78" FHD+

120Hz Glass Finish Design
18W Type-C 14 5G Bands

Just Launched
Everything You Could Ask For!

Infinix | Flipkart Unique

Infinix Hot 30 5G
Just ₹12,499*
Sale Starts 18th July, 12PM
Dimensity 6020 | 16GB* + 128GB

AXIS BANK ₹1000 Instant discount*
on Axis Bank Credit Cards, Debit Cards & ATM

*Incl. All Offers #T&C Apply

Best of Electronics

Camera Lens, Monitor, Smartwatch, Grooming Kit, Airplane

prime Get it by tomorrow, 15 July
FREE Delivery by Amazon

prime Get it by tomorrow, 15 July
FREE Delivery by Amazon

Alexa Built-in
More Buying Choices
₹2,306 (13 new offers)
Ages: 3 years and up

Sponsored Fire-Boltt Visionary 1.78" AMOLED Bluetooth Calling Smartwatch with 368 * 448...
★★★★★ 27,732
Deal of the Day
₹2,799 M.R.P: ₹46,999 (84% off)
prime Get it by Tomorrow, 15 July
FREE Delivery by Amazon

Video ad

More results

Visit the Rico Store

4.1 ★★★★★ 4,840

Rico Super Heavy Automatic Dry Iron Japanese Quick Heat Technology with Metal Cover and Shock Proof 3 yrs

Replacement Warranty (White, 1000 Watts, 1.5 KG) / Made in India

25% off

Features Rated by Customers

Easy to use
★★★★★ 4.3

Durability
★★★★★ 4.2

Value for money
★★★★★ 4.2

Temperature control
★★★★★ 4.2

Regulated movement
★★★★★ 4.1



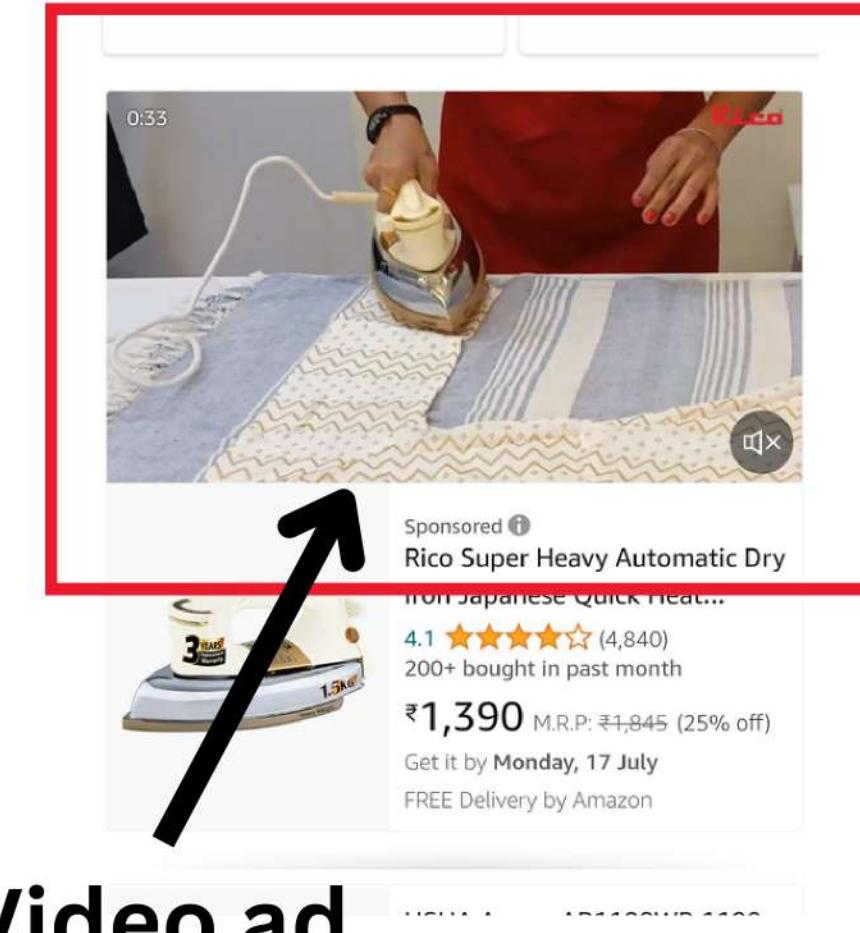
200+ bought in past month

₹755 M.R.P: ₹1,000 (25% off)
Buy 2 Get 3% off & Buy 3 Ge



Sponsored
Rico Super Heavy Automatic Dry Iron Japanese Quick Heat...
4.1 ★★★★★ (4,840)
200+ bought in past month
₹1,390 M.R.P: ₹1,845 (25% off)
Get it by Monday, 17 July
FREE Delivery by Amazon

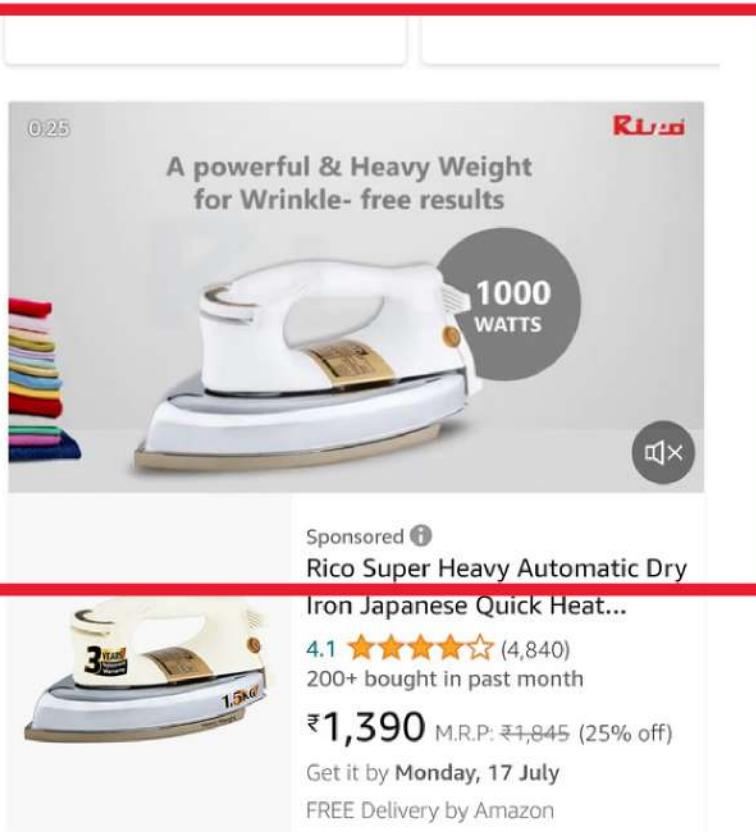
Video ad



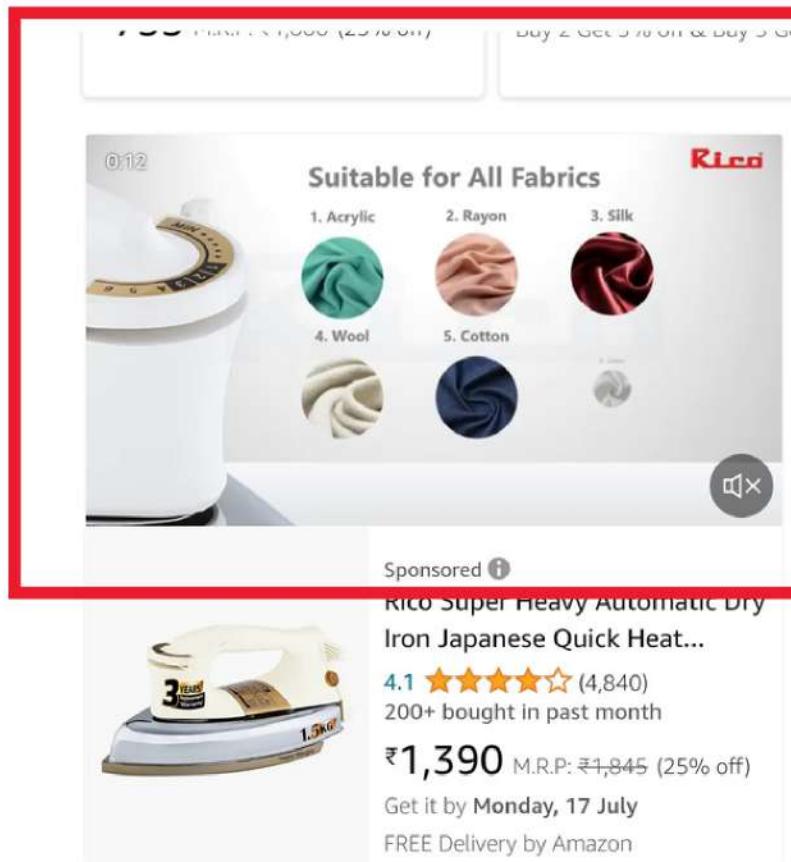
Sponsored
Rico Super Heavy Automatic Dry Iron Japanese Quick Heat...
4.1 ★★★★★ (4,840)
200+ bought in past month
₹1,390 M.R.P: ₹1,845 (25% off)
Get it by Monday, 17 July
FREE Delivery by Amazon

Video ad

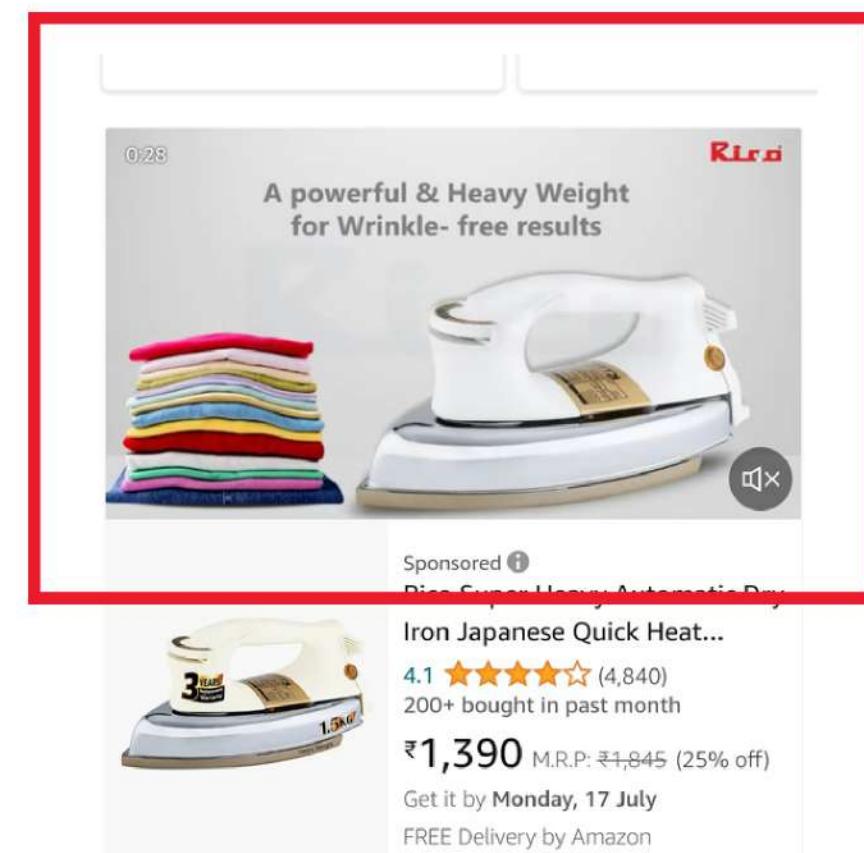
We would suggest to go on a mixed bag approach do both static & video ads on flipkart & amazon



Sponsored
Rico Super Heavy Automatic Dry Iron Japanese Quick Heat...
4.1 ★★★★★ (4,840)
200+ bought in past month
₹1,390 M.R.P: ₹1,845 (25% off)
Get it by Monday, 17 July
FREE Delivery by Amazon



Sponsored
RICO Super Heavy Automatic Dry Iron Japanese Quick Heat...
4.1 ★★★★★ (4,840)
200+ bought in past month
₹1,390 M.R.P: ₹1,845 (25% off)
Get it by Monday, 17 July
FREE Delivery by Amazon



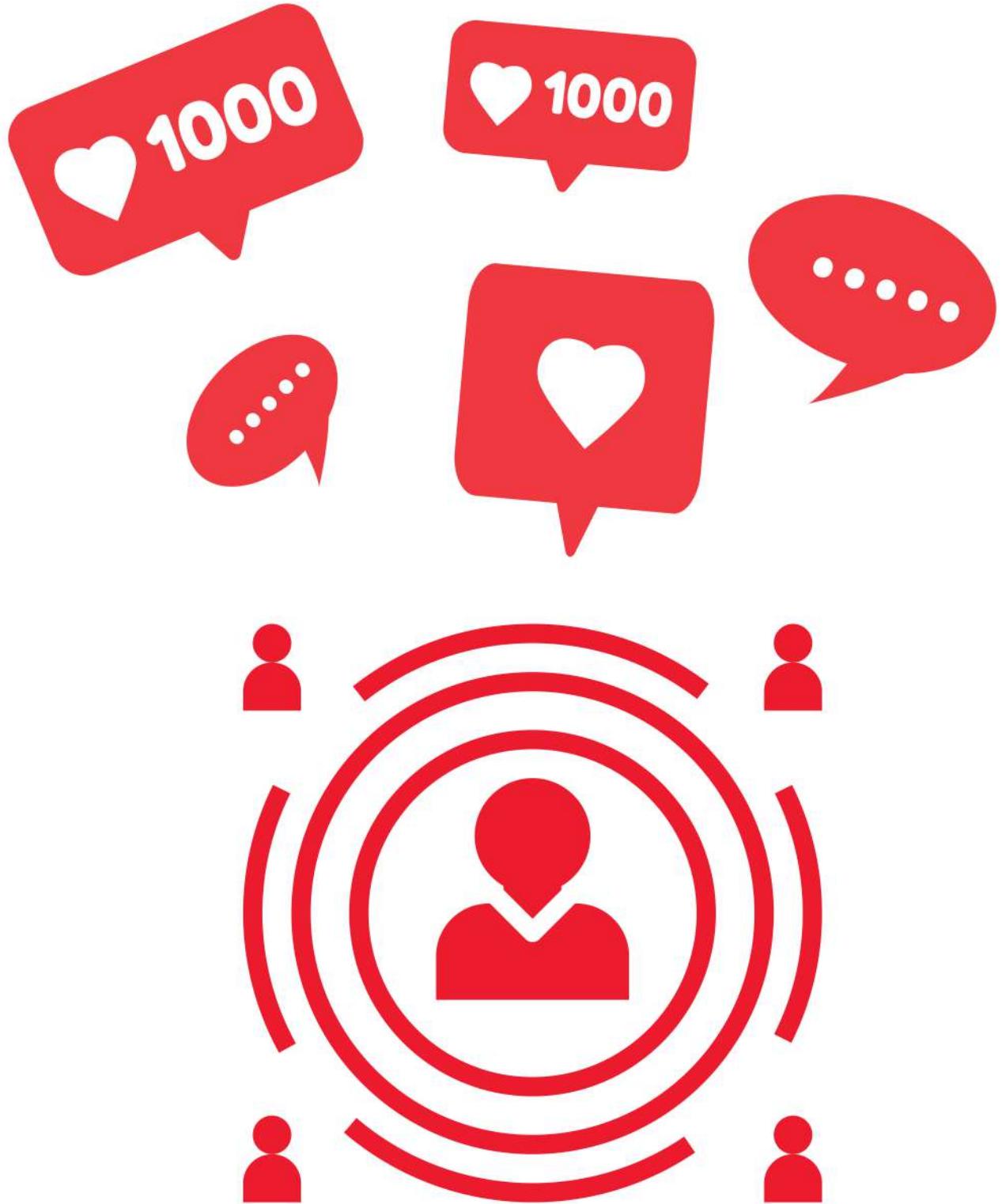
Sponsored
Rico Super Heavy Automatic Dry Iron Japanese Quick Heat...
4.1 ★★★★★ (4,840)
200+ bought in past month
₹1,390 M.R.P: ₹1,845 (25% off)
Get it by Monday, 17 July
FREE Delivery by Amazon

USHA Armor AR1100WB 1100

USHA Armor AR1100WB 1100

USHA Armor AR1100WB 1100
W Dry Iron with Black
Weilburger Soleplate (Purple)

RECOMMENDED INFLUENCER BIFURGATION & STRATEGY



We have bifurgated influencers based on the number of subscribers & engagement rate:

- Class D (1K - 10K)
- Class C (10K-50K)
- Class B (50K - 100K)
- Class A (100K+)
- We would suggest to use a mix bag type of approach:
 - PRE-LAUNCH: 1(Class A), 2 (Class C) & 2 (Class D)
 - LAUNCH PHASE: 3 (Class A), 2 (Class B), 1 (Class C) & 4 (Class D)
 - POST LAUNCH: 1(Class A), 3 (Class B), 3 (Class C) & 3 (Class D)

RECOMMENDED YOUTUBE INFLUENCER



LIKE



SUBSCRIBE

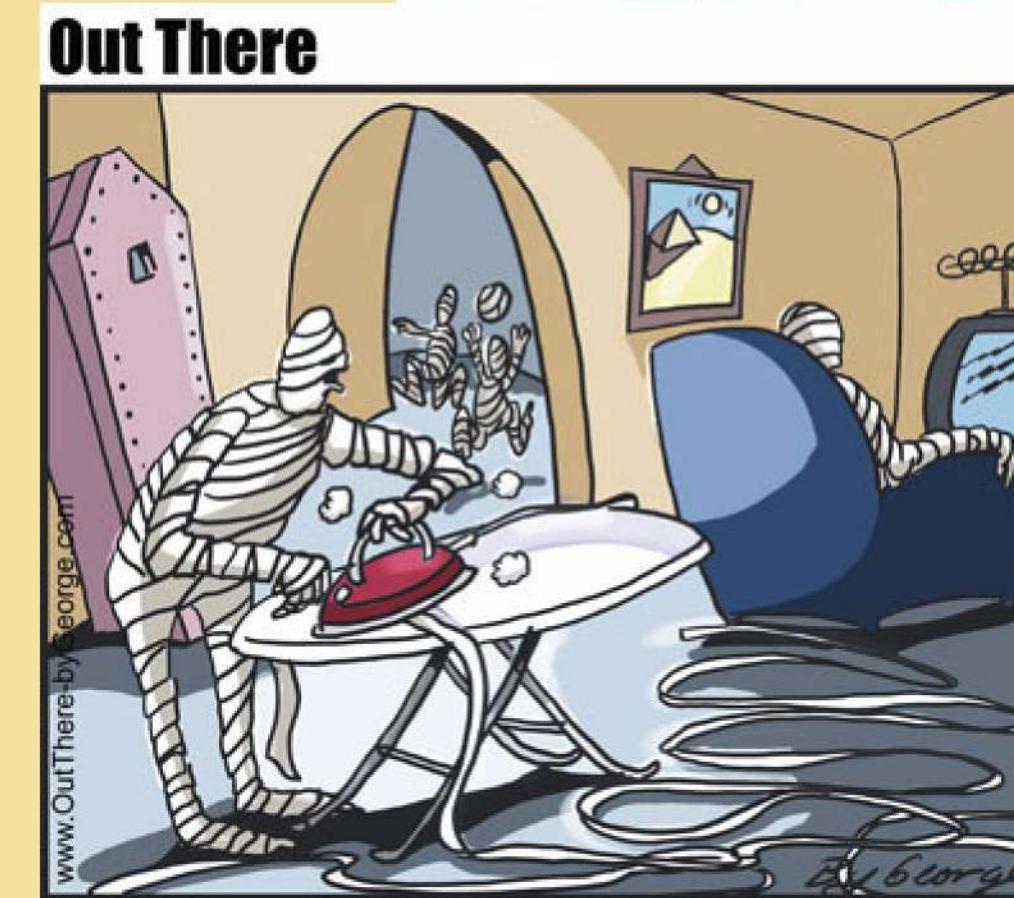
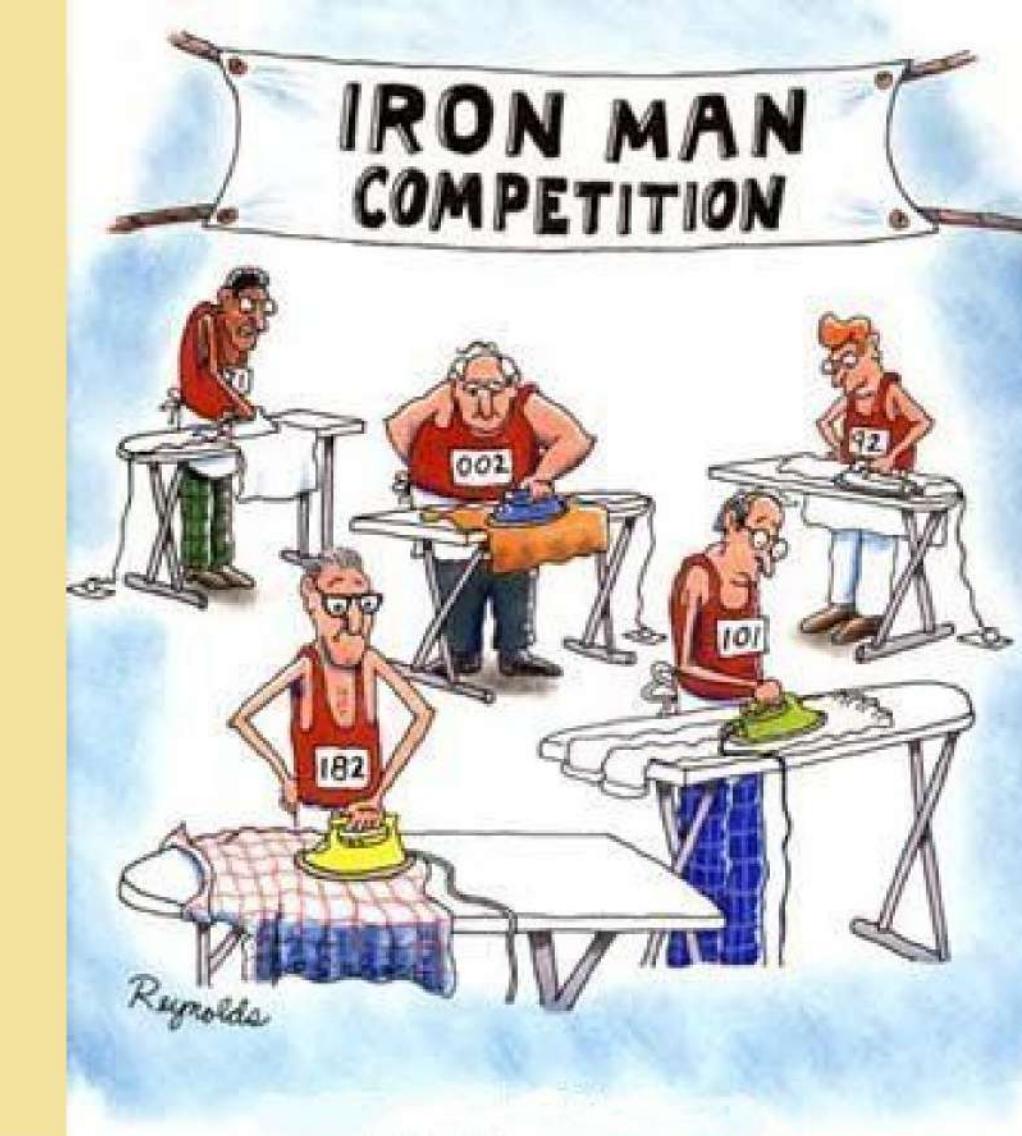
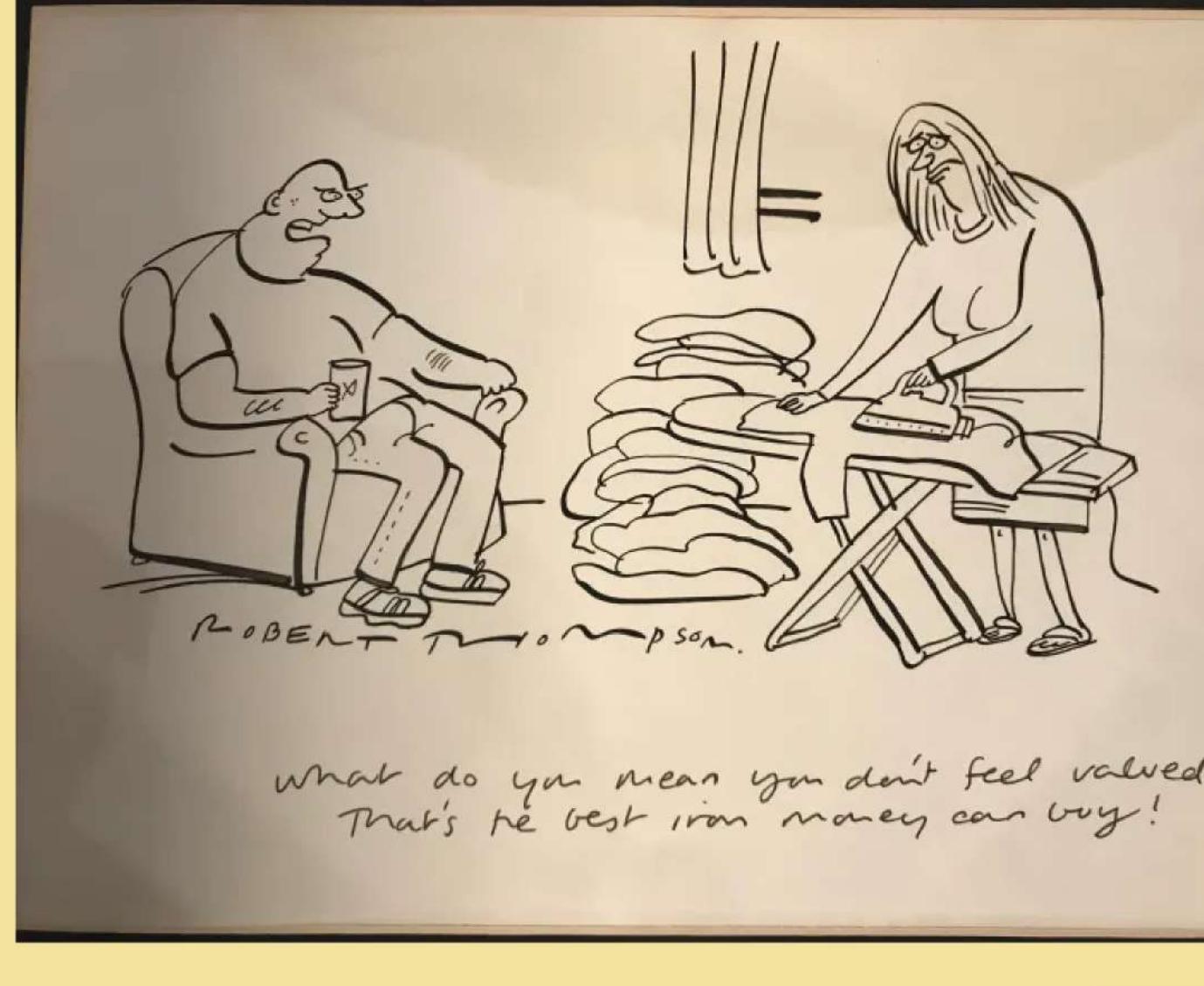
- **SimpleGhar Hindi:** 209K subscribers 235 videos, Electronic gadgets. Available in other regional languages like Tamil too
- **Shopping Guru India:** 87.9K subscribers. Hindi channel for Electronic gadget reviews
- **ETetra Hub:** 43.9K subscribers 152 videos. Videos like top 5 iron boxes, top 5 headphones. People generally review such channels before purchase decisions.
- **Tecno care:** 17.4K subscribers 517 video: Review Videos
- **Review with jk:** 5.77K subscribers 303 videos, Small channel, Review videos of electronic gadgets
- **Bhavana's Chatter Box:** 1.44K subscribers 139 videos. Very detailed reviews of electronic equipments like Iron boxes, Mixers etc, Can help us reach our target audience.

ADDITIONAL SUGGESTION FROM OUR END



Advantages of meme marketing are as follows:

- **Viral potential:** Memes spread rapidly, generating massive online engagement and increasing brand exposure.
- **Brand awareness:** Memes establish a unique and relatable brand identity, making the brand more memorable and recognizable.
- **Enhanced engagement:** Memes encourage likes, comments, and shares, boosting interaction and fostering a sense of community.
- **Cost-effective:** Meme marketing is affordable, requiring minimal financial investment compared to traditional advertising.
- **Audience connection:** Memes tap into popular culture, trends, and humor, allowing brands to connect with their target audience on a personal level.
- **Increased following:** Memes attract new social media followers, who engage with entertaining and engaging content.
- **Memorable messaging:** Memes convey key messages concisely, reinforcing brand values and selling points.
- **Competitive advantage:** Meme marketing showcases adaptability and connects with a younger, tech-savvy audience, giving brands an edge over competitors.
- **Global reach:** Memes can go viral worldwide, expanding brand reach beyond geographical boundaries





GM Iron Box

The Ultimate Fusion of Grace and Might!!!!