



Peugeot 308 in Russia

डेड-लाइन: 14.01.2008 23:59 GMT

ब्रांड: Peugeot Russia
क्षेत्र: कारें, वीकलज़, एक्सेस्सरीज़
देश:

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स्थिति: बंद हो गया
Solution की भाषा: अँग्रेज़ी, फ़्रान्सीसी, रूसी

1 Step Builder

[BootB Creator के लिए कौन BootB Brief लिख रहा है?]

PEUGEOT in Russia

2 Step परियोजना उद्देश्य / Brief

[Builder क्या हासिल करना चाहता है?]

For the launch of the New Peugeot 308 in Russia (March- April 2008), we need to organize BTL activities. By BTL activities we mean any activity which excludes traditional Media (like TV, billboards or print). In case of a GREAT umbrella concept, we are open to preempt the launch actions with a teaser (in February). We need to make the new Peugeot 308 noticed, known and sold. We have big ambitions in terms of volumes of sales, this model must become a GREAT success in terms of sales in the whole Russia!

3 Step लक्ष्य समूह

[Builder किसे प्रभावित करना चाहता है?]

Active people, average-high income. Single / couple / 1 child. Male or female. Living in Moscow or Russian regions. Peugeot wants to touch people coming from all social classes (especially the rising middle classes).

4 Step प्रस्ताव

[Builder अपने लक्ष्य समूह तक क्या पहुंचाना चाहता है / उसे क्या समझाना चाहता है / उससे क्या करवाना चाहता है?]

Peugeot 308 is THE new car of Peugeot , THE new car on the market that combines TOP quality, TOP reliability & "French style"!

5 Step समर्थन

[Builder के प्रस्ताव पर लक्ष्य समूह को क्यों विश्वास करना चाहिए?]

Peugeot 308 is efficient by nature, an extremely qualitative car, with objective technical advantages. Peugeot 308 has, as every Peugeot, a design to make you fall in love with it. The New Peugeot 308 highlights are as follow:

- Reliability and perceived quality: Excellent quality of materials and finitions; strong quality controls, highest standards
- Road handling: The New Peugeot 308 handles the road like a sport car
- Exterior design: Modern and stylish design, Peugeot style, elegant and a bit aggressive
- Spacious interior: Semi-high architecture, impressive interior space, largest glass roof
- Acoustic comfort: Quality of materials contribute to the interior's acoustic comfort
- Environment friendly: Best standards for environment and low fuel consumption

6 Step चरित्र

[Builder के ब्रांड के चरित्र को कौन -सी बातें बेहतर रूप से परिभाषित करती हैं?]

Peugeot = Innovation, Design, Safety, Dynamism, Reliability

7 Step मीडिया प्लान / प्लेसमेंट

[यह कार्य कहां दिखाई देगा?]

The activities should be developed for Moscow, with adaptation to other biggest towns in Russia (>1 Million of inhabitants) : St Petersburg, Novosibirsk, Nizhniy-Novgorod, Yekaterinburg, Samara, Omsk, Kazan, Chelyabinsk, Rostov-on-Don, Ufa, Volgograd, Perm. Please note that the Federation of Russia is very extended from the West side to the East side, there are 7 hours difference between Moscow and Vladivostok!

8 Step अतिरिक्त निष्पादनीय तत्व

[BootB रचनात्मक Solution उपलब्ध कराने के लिए और क्या-क्या बातें आपके लिए जानना आवश्यक है ?]

We prefer multiple events / actions for large audience (mass) than one single big event. This BTL launch must generate a 'word of mouth' able to be spread everywhere, so that people owner of a car or willing to buy one, can understand how GREAT it would be to drive the New Peugeot 308, the car combining TOP quality & French style!

संलग्नक

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