

HP SUMMER CHILL CAMPAIGN : PRIZE DISTRIBUTION

The 'HP Summer Chill campaign' of Gurgaon Region culminated in a vibrant prize distribution event on Saturday, August 1st, 2015 at Sunder Service Station, Faridabad. The campaign was flagged off on May 16th by Zonal Head (NZ) and continued till June 21st, 2015. It was unique drive as its mode of capturing entries was paperless. A Total 15,000 SMS was received from customers. Following are the details of the Campaign:



Sponsors:

- HIMALAYA WELLNESS LTD
- PIRAMAL ENTERPRISES LTD
- WHIRLPOOL OF INDIA LTD

No of Retail Outlets: 70

Campaign Channel:

- ❖ Cash less transaction – Stocks against Brand visibility i.e. Hoardings & Standees

Type of Campaign: Instant Gratification + Bumper Prizes

Mode of Operate:

- Instant Free gifts on Fuel Purchase
- Bumper Prizes on SMS Lucky Draw



Sponsor Ship Offered to HPCL: 77.5 lacs

Sponsor	Products	No of units	MRP	Value
Himalaya	Himalaya Men's Face Wash 15ml, 50ml & 100ml	35766	20/-, 70/- & 130/-	27,84,180
Piramal	Lacto calamine 10ml	201297	20/-	40,25,943
Whirlpool	Split ACs- 6, Washing Machines – 6, Fridge – 6, Micro Ovens - 76	94	5490/-, 7390/-, 15000/-, 17000/- & 32000/-	9,39,340
	Total	2,37,157		77,49,463

Brand Visibility Offered to Sponsors:

46 Hoarding & 140 Standees

Sponsor	No of Hoardings	No of Standees
Himalaya	11	70
Piramal	10	70
Whirlpool	25	0
Total	46	140

**Value (Stocks / Services) offered / Dealer**

Category of RO	No of ROs	No of Instant Gifts / RO	Value of Instant Gifts	Bumper Prizes Value	SMS Service Value	Total Value offered	Dealer Contribution (IN Rs)
High MS (>70 KL / Month)	27	4795	131105	13419	2000	146524	10000/-
Low MS (<69 KL / Month)	43	2398	61950	13419	2000	77369	5000/-

TOTAL NO. OF INSTANT GIFTS DISTRIBUTED: 2,32,579**Campaign Duration:**

- ❖ Launch: 16th May
- ❖ Ending: 20th July

Customer Gifts Distribution:**Instant Gratification:**

Category of RO	No of ROs	No of Gifts supplied / RO	No of Customers Received / RO
High MS (>70 KL / Month)	27	4795	4795
Low MS (<69 KL / Month)	43	2398	2398

Bumper Prizes: Through SMS Lucky Draw

SMS Format:

HPCG<space>Pump ID<space>Bill No
to 9243524333

No of Campaign Days: 36

Customer Data Generated: 15411

Average SMS Count / Day: 428

Average SMS Count / Day / RO: 6



SMS Count Trends:

SMS Counts	No of ROs
<10	4
11 to 50	13
51 to 100	11
101 to 250	22
251 to 500	15
501 to 1000	3
>1000	2
Total	70

Top 5 SMS Counts:

S.No	SA	Dealer	Name of Dealer/Representative	PUMP ID	Cumulative Count
1	Gurgaon	HP HIRA FUELS	Virendra Kumar	129	1151
2	Faridabad	AUTO CARE CENTRE SECTOR 16	Surinder Paul	105	1026
3	Faridabad	MS/HSD AUTO SUPPLY CO	Smt. Sashi Gangwani	102	812
4	Rewari	Adhoc HP Best	Ashok	172	669

WINNER SELECTION:

Date & Time: 8th July @ 13.00 hrs

Venue: HPCL Gurgaon Retail
Regional Office – Gurgaon

List of Attendees: HPCL Gurgaon
Retail Team, Dealers & Samms Juke
Box Team

Mode of Selection: Randomized
software enabled online link &
Automated Excel

Intimation to Winners:

- ❖ Through HPCL blog spot
- ❖ By SMS to all participants
- ❖ Customized & Personnel
SMS to all the Winners
- ❖ Telephonic Calls by Samms
Juke Box



PRIZE DISTRIBUTION :

The prize distribution ceremony was graced by **Mr. K Srinivas – Zonal Head**, **Mr. P P Ganguly – Chief Manager Branding**, **Mr. Sandeep Maheshwari – CRM, Gurgaon**.

All the Prizes were equally distributed to Customers of each Sales Area .The initiative and the event were widely appreciated by dealers and customers alike and also very well attended by them. The response that we have received from all the participants is very encouraging. The event was also covered by local press (Dainik Jagran). Here is a glimpse of coverage.

