# **HP SUMMER CHILL CAMPAIGN: PRIZE DISTRIBUTION**

The 'HP Summer Chill campaign' of Gurgaon Region culminated in a vibrant prize distribution event on Saturday,



August 1<sup>st</sup>, 2015 at Sunder Service Station, Faridabad. The campaign was flagged off on May 16<sup>th</sup> by Zonal Head (NZ) and continued till June 21<sup>st</sup>, 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 ENTERPISES LTD
- WHIRLPOOL OF INDIA LTD

No of Retail Outlets: 70

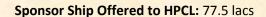
#### **Campaign Channel:**

 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	Products	No of units	MRP	Value
Himalaya	laya Himalaya Men's Face Wash		20/-, 70/- & 130/-	27,84,180
	15ml, 50ml & 100ml			
Piraml	raml Lacto calamine 10ml		20/-	40,25,943
Whirlpool	Split ACs- 6, Washing	94	5490/-, 7390/-,	9,39,340
100 F	Machines – 6, Fridge – 6,		15000/-, 17000/- &	
	Micro Ovens - 76	14	32000/-	
	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: 16<sup>th</sup> May
 Ending: 20<sup>th</sup> July

## **Customer Gifts Distribution:**

## **Instant Gratification:**

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

**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		
.40			
<10	4		
11 to 50	13		
51 to 100	11		
101 to 250	22		
101 to 250			
251 to 500	15		
501 to 1000	3		
>1000	2		
Total	70		

## **Top 5 SMS Counts:**

S.No SA		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.

