



SUMMER CHILL CAMPAIGN

MAY-JUNE 2015



INTRODUCTION:

With a positive intent of increasing our drive inn at our outlets & to provide Customer Delight ; HPCL in collaboration with SAMMS juke box has launched a campaign at 70 retail outlets under Gurgaon Regional Office covering 7 major districts of Southern Haryana .

The campaign features assured prizes for customers buying fuel worth Rs 400/- for two wheeler segment & Rs 1500/- for four wheeler Segment. Assured gifts which are majorly sponsored are Lacto Calamine from Piramal Healthcare & Himalaya Face wash by Abott Laboratories. The sponsorship for bumper prizes has been done by whirlpool. SMS integration of every outlet with unique ID has also been done so that we can get to know about each customer participating in this Campaign.

BUSINESS MODEL :

The entire campaign has been developed on barter system wherein **the Sponsors have provided us gift items worth Rs 73 Lakhs** against hoarding spaces in 43 outlets. 70% of Hoarding Spaces are utilised by the Sponsors for their Product Promotion & 30% Space states about the Campaign. Though all these hoardings provided for display are not provided to anybody for ARB Revenue generation but the cost of the Hoarding Space comes out to be Rs 7.1 Lakh (Value of 70% of Hoarding Spaces offered at Maximum valuation without any discount). Following is the Business Model:



✓ Investment by Sponsors :

- For Instant Gratification (Lacto calamine, Himalaya Face Wash) : Rs 67.5 Lakhs
- For Lucky Draw Bumper Gifts (A/C, Refrigerator, Microwave Oven, Washing Machine, Induction Cook Top by Whirlpool) : Rs 5.5 Lakhs
- Total Investment By Sponsor's: Rs 73 Lakhs.

✓ Cost to HPCL :

- Direct Expenditure: Printing of Vinyl Skin : Rs 2.2Lakh. (20,000 Sqft)
- Perceived Valuation of Hoarding as ARB Earnings: Rs 7.1 Lakh
- Total Cost to HPCL : Rs 9.3 Lakh (Actual Cost : Rs 2.2 Lakh, Perceived Cost : Rs 7.1 Lakh)



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✓ Cost to Dealers :

- 27 Dealers selling > 70 KL MS per Month : Rs 10,000 each (Against Gift worth Rs 1.5 Lakh for Customers) : Rs 2.7 Lakh
- 43 Dealers selling < 70 KL MS per Month : Rs 5,000 each (Against gift of Rs 75,000 thousand for Customers) : Rs 2.15
- Total Cost to 70 Dealers : Rs 4.85 Lakh (This is being collected by the Agency)

✓ Agency Charges :

- The Agency Charged 7% of the Product Value supplied by the Sponsors (Rs 73 Lakhs) directly collected from the Dealers as Stated above . (Rs 10,000 from Dealers > 70 KI MS Sales & Rs 5,000 from Dealers < 70 KL MS Sales).

VALUE PROPOSITION TO CUSTOMERS:

- For every purchase of Petrol of min Rs.400 for 2 wheelers min Rs.1500 purchase of 4 Wheeler Customer gets an assured gift of Himalaya Face wash or lacto Calamine
- Chance to win Bumper prize [AC/Fridge/Cook top/Microwave] . For this , Customer has to send an SMS "HPCG<SPACE> Outlet ID<SPACE> Bill no." to 92435 24333. For this each outlet has been Allotted a Unique Outlet ID which has been integrated. The whole system operates in the Platform developed by the Agency & customers are not charged anything extra for sending SMS.

LAUNCH :

Campaign was successfully launched, in presence of various HPCL officials, dealers and sponsors. Shri K. Srinivas, Head North Zone Retail inaugurated the event along with the All India Media Head of Whirlpool Shri S.P. Singh in presence of the Chief Regional Manager-Gurgaon Shri Sandeep Maheswari & Chief Manager-Branding (NZ) Shri P.P.Ganguly. The Campaign Model has been well appreciated by the Dealers as against a small cost the give away to their Customers are just 15 Times Worth Value.

