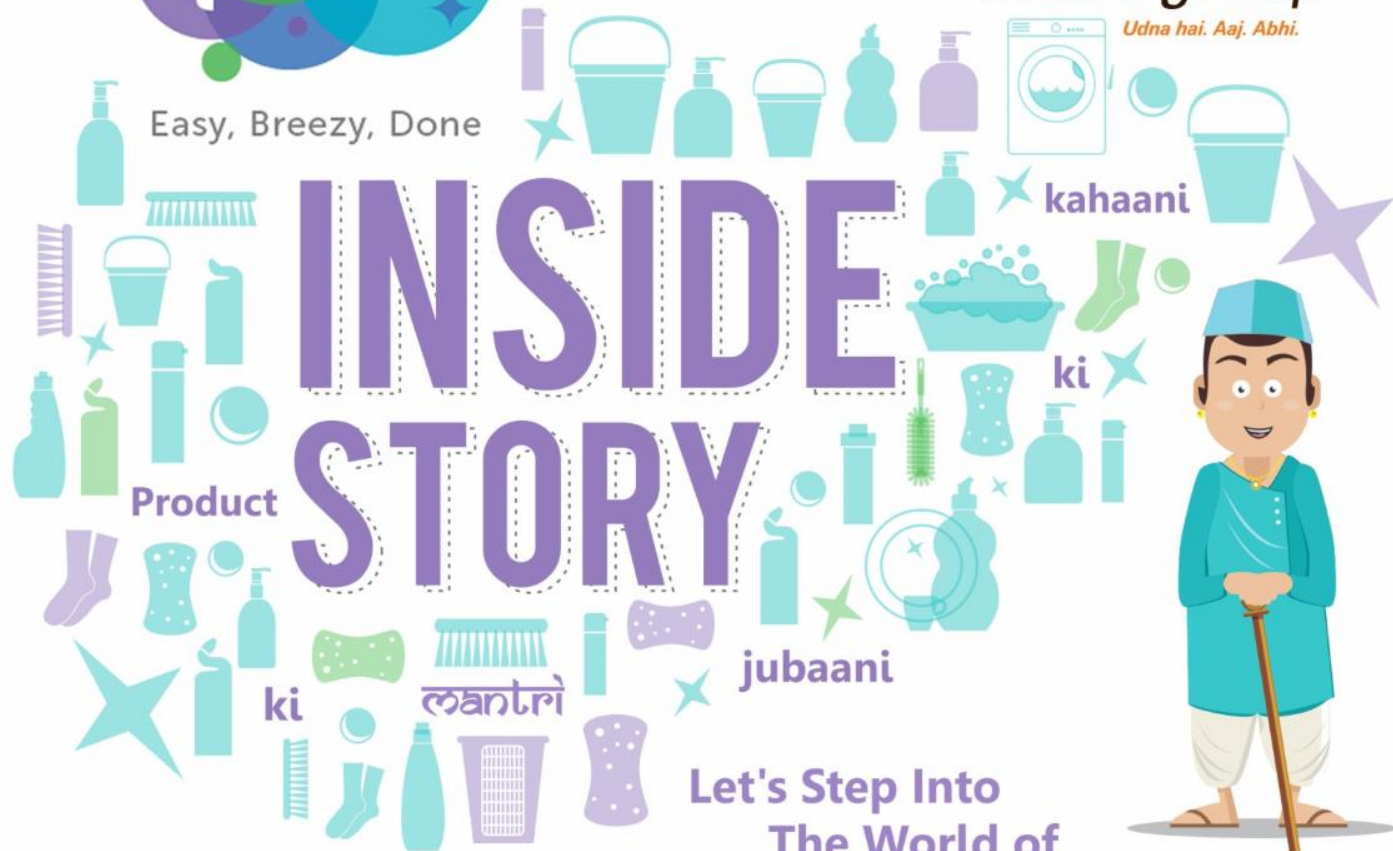




Easy, Breezy, Done

future group 

Udna hai. Aaj. Abhi.



INSIDE STORY

Product

kahaani

ki

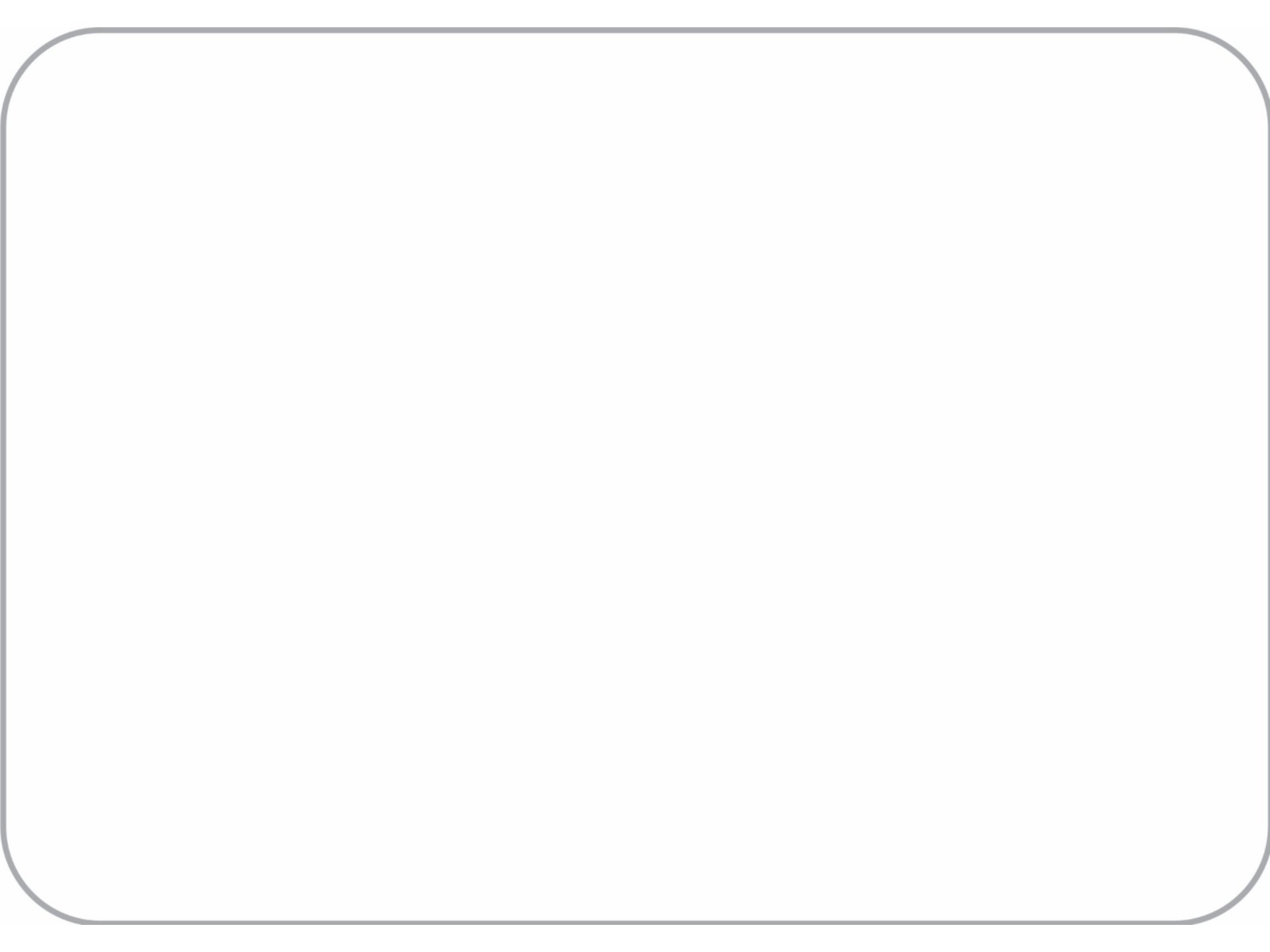
jubaani

ki

mantri

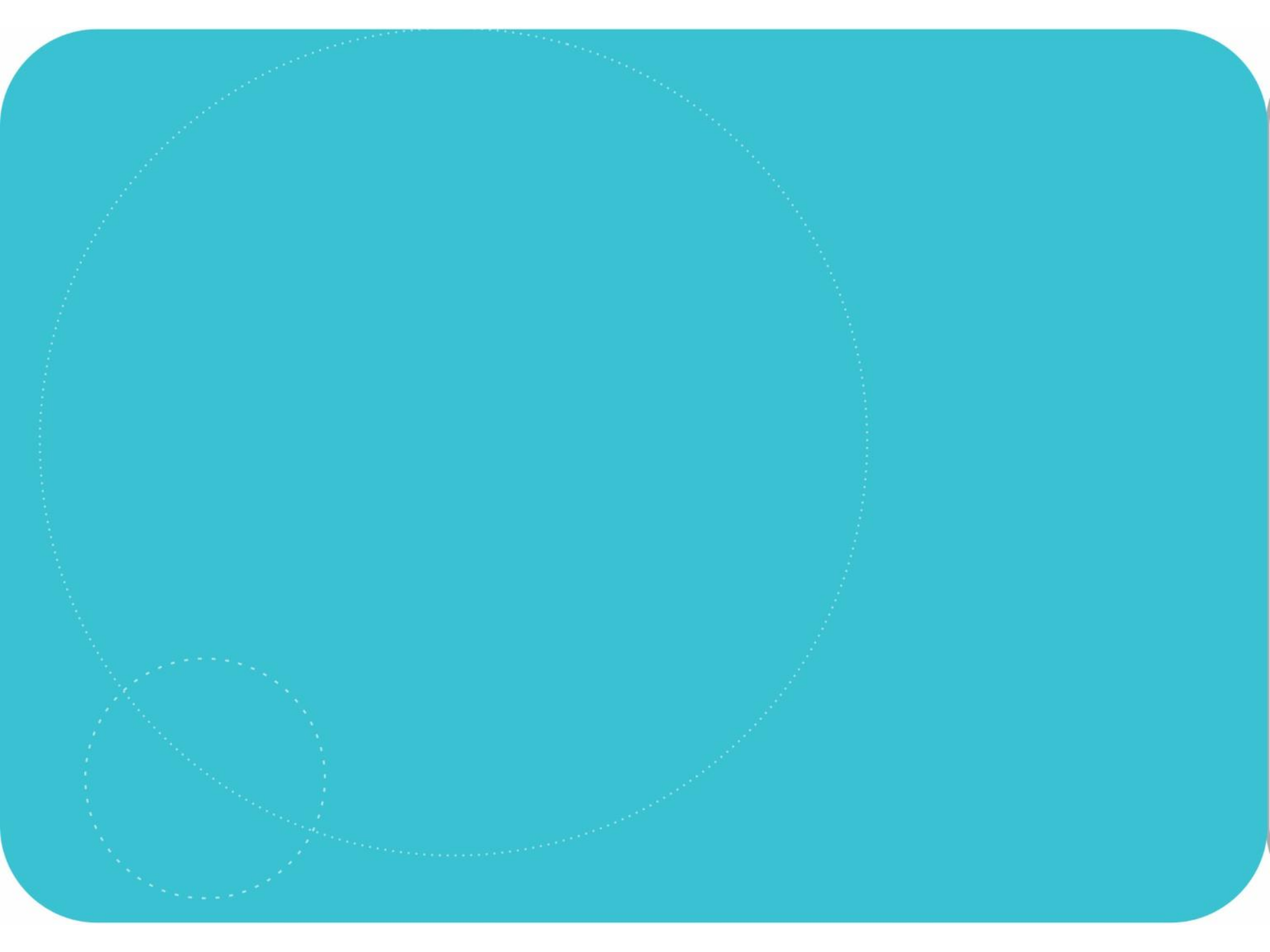


Let's Step Into
The World of
Future Group Products 



What's in the Story?

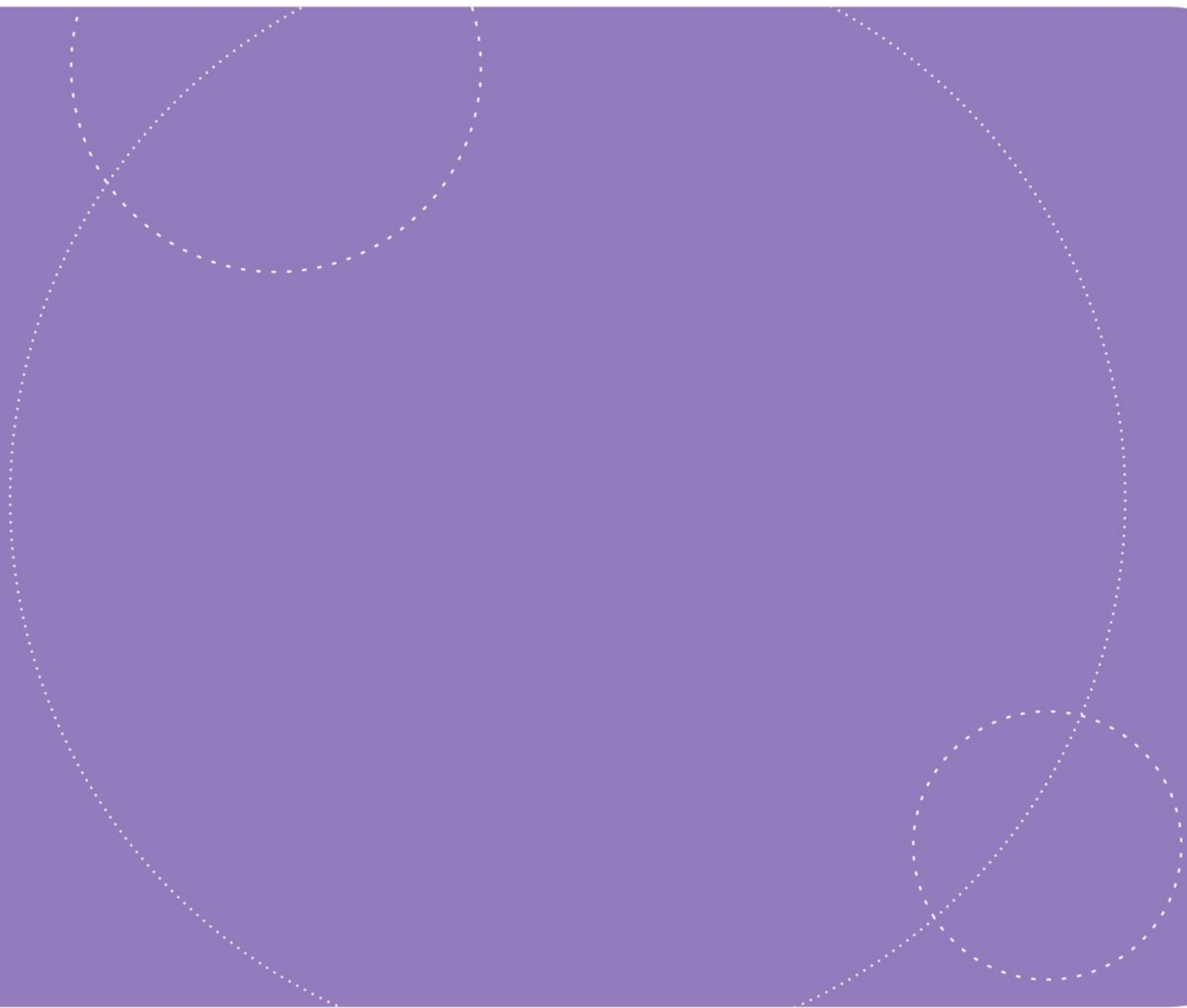
1. Mantri Ki Kahaani	7
2. Kahaani Ab Tak...- Understanding Consumer	9
a. Jano Grahak Jano	11
b. The Consumer Journey	12
3. Activation Design Manual	13
a. Brand Installation	17
b. Promoter Attire and Elements	18
4. The Inside Story - When Consumer Meets Brand	23
5. A Day In The Life of A Promoter	49
a. Recruitment, Attire, Spiel and Training	52
6. Janhit Mein Jaari	57
a. Activity plan of action	59
b. Team Training Module	69
c. Product Training	81
d. Recce Format	85
e. Reporting Format	89
f. RoI Calculator	93
g. KRAs - Supervisor,Promoter & Activity Plan	99
h. Product Report Card	105
7. Annexure	109





Mantri
KI
KAHAANI

6



ललान्तुरे ki kahaani



1 Meet ललान्तुरे, he is an experienced professional whose love for new products has helped him in achieving new heights in life.

2 Hailing from a small town of India, ललान्तुरे was famous among his peers for finding newness in small things of life.



3 For him Sun and Moon are two sides of a coin and he believe that the jhula on his backyard has the caliber to take him on to the journey of space

इलुवे कलरुतल

4 His simple imagination multiplied when he met the *STORE KARTA* of Future Group who showed him different and unique products that are ready to take the market.

5 ललान्तुरे is now a part of the Future Group family and will tell you the story of the latest product from the Future Group family

future group
Udna hai. Aaj. Abhi.





KAREGA KYA YE लान्तरी?

Janiye Product Ki Kahaani,
लान्तरी Ki Jubaani

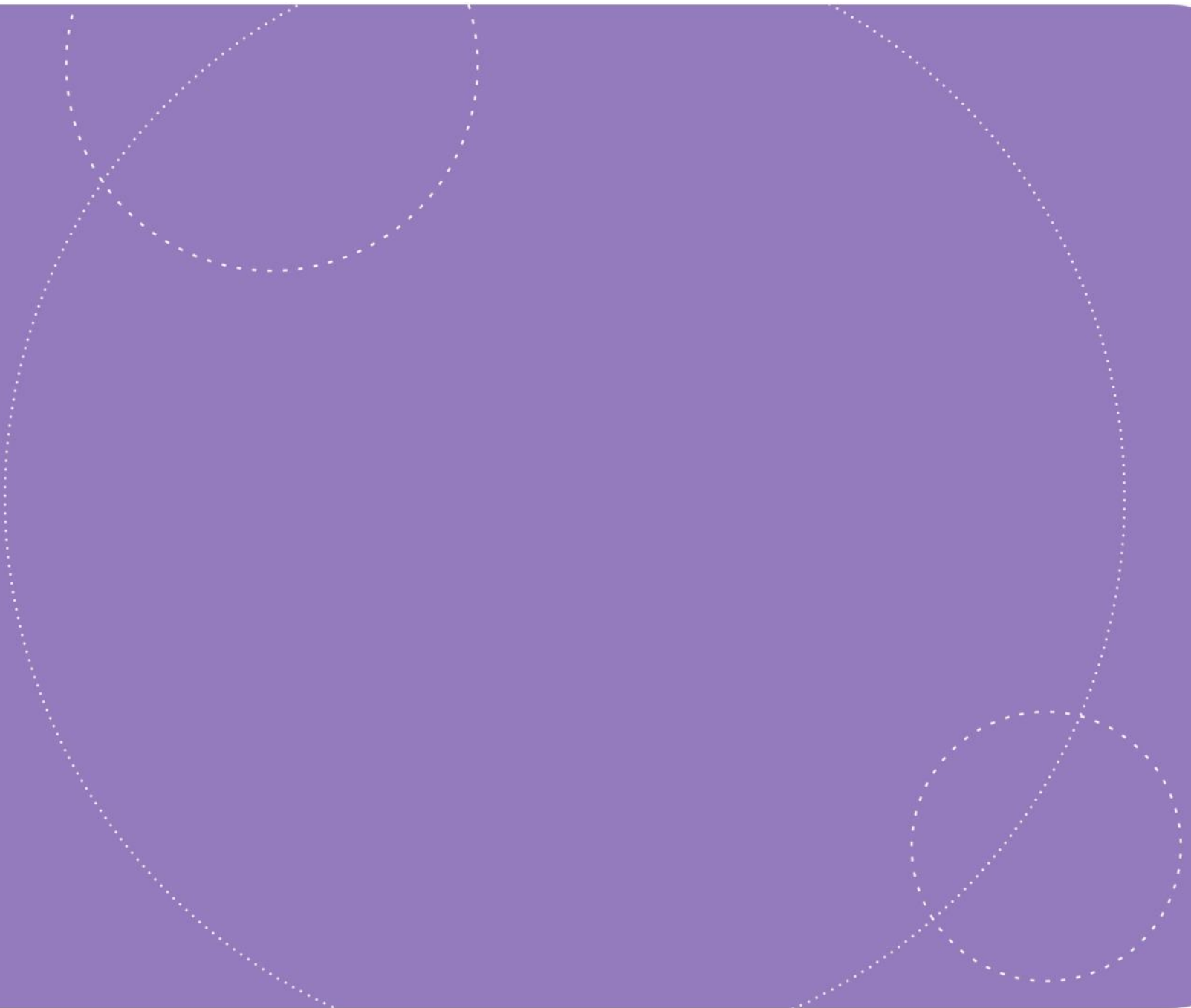
Explore लान्तरी's love for products and
important tips in लान्तरी ki vaani



KAHAANI AB TAK...

UNDERSTANDING CONSUMER

10



JANO GRAHAK JANO

Scripting the **PSYCHOLOGICAL** and **BEHAVIOURAL** journey of the consumer. Then **PROFILING** them according to the needs to the brand. Picking the **PLUG POINTS** that would help us in **TAPPING** the right nerve.



→ Always on the move

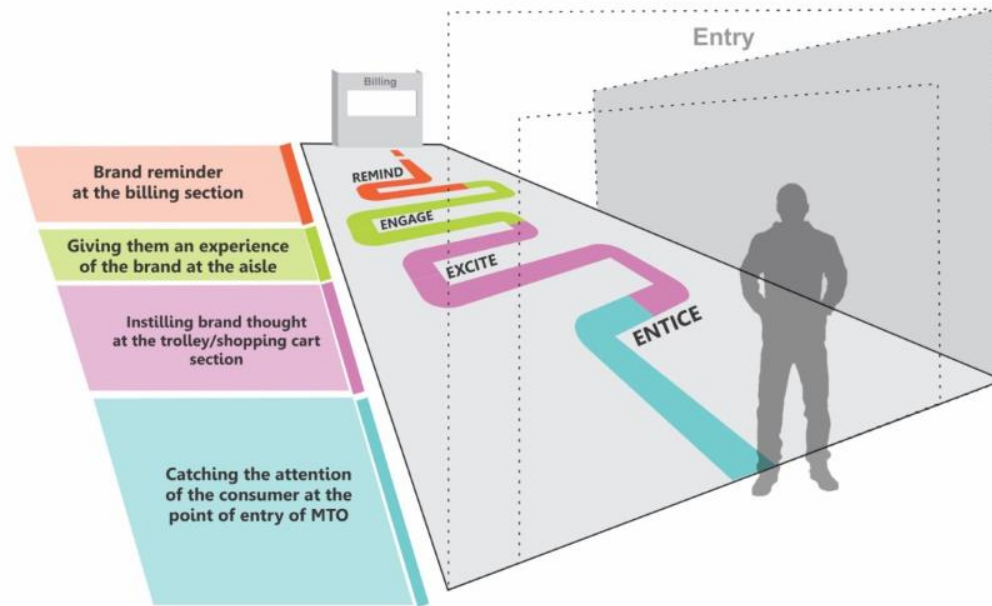
→ They know that Free time comes at premium

→ Always in hunt for smarter Solutions

→ Welcomes product that add value in their life



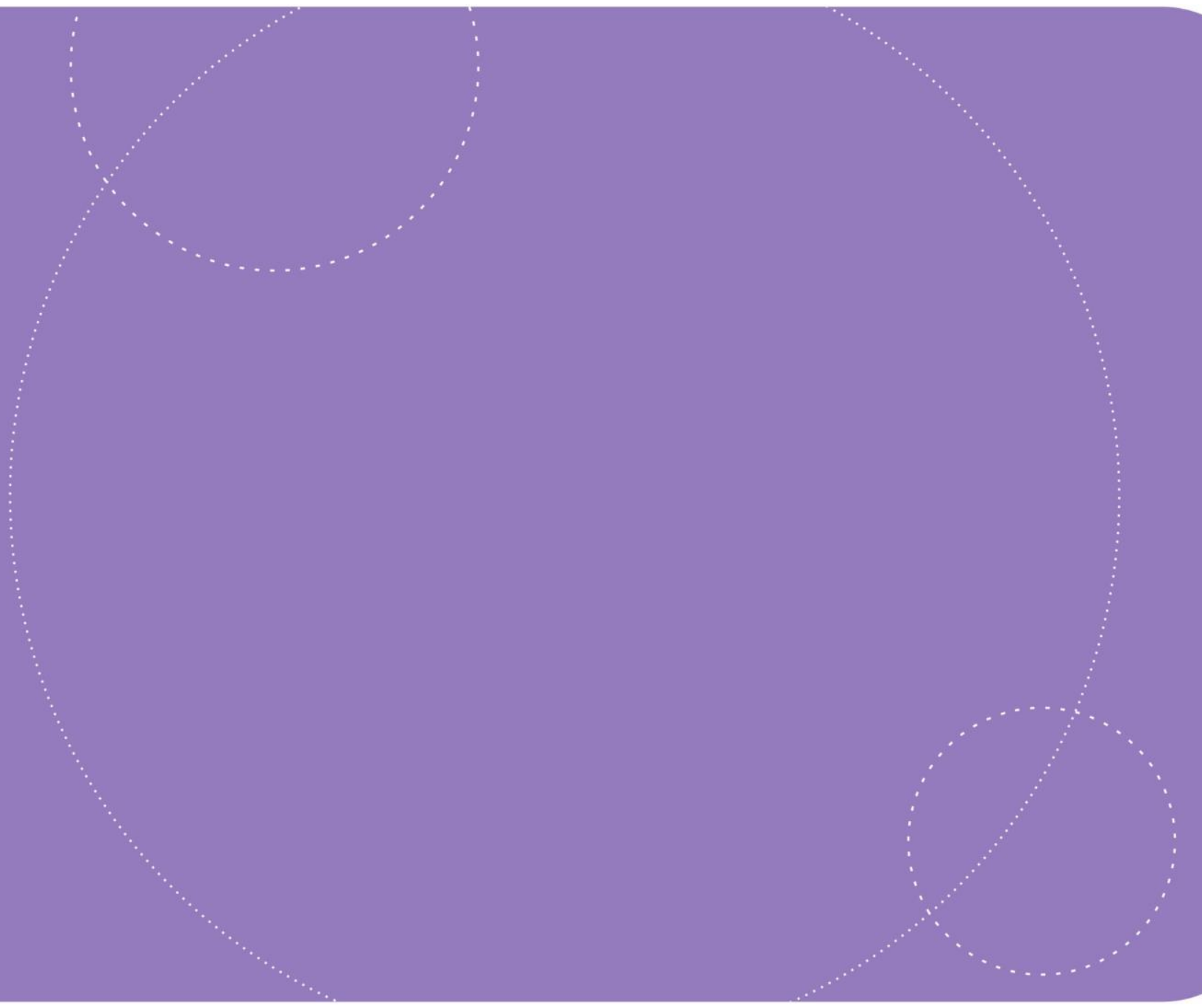
CONSUMER JOURNEY





**ACTIVATION
DESIGN
MANUAL**

14



मान्त्रि KI VAANI

•BRAND COMMUNICATION

The main brand proposition should be at the center of our design process as that is what the TG views at first place.

•PRODUCT ATTRIBUTES

The features/functioning of the product should subtly be part of our design. It should speak the language of the brand.

•DESIGN PLACEMENT

Set up placement plays a huge role in the success of design. Brand communication should be at the eye level for better visibility.

•ENGAGEMENT PROPOSITION

The thought is to give a new experience of our brand to our TG with this design idea.



DEMO UNIT



***For detailed specification, refer Annexure FP02**

BRAND SPACE



***For detailed information, refer Annexure FP01**

PROMOTER ATTIRE DESIGN



***For detailed specification, refer Annexure FP03**

PROMOTER BADGE DESIGN



*For detailed specification, refer Annexure FP04

CROSS CATEGORY BRANDING

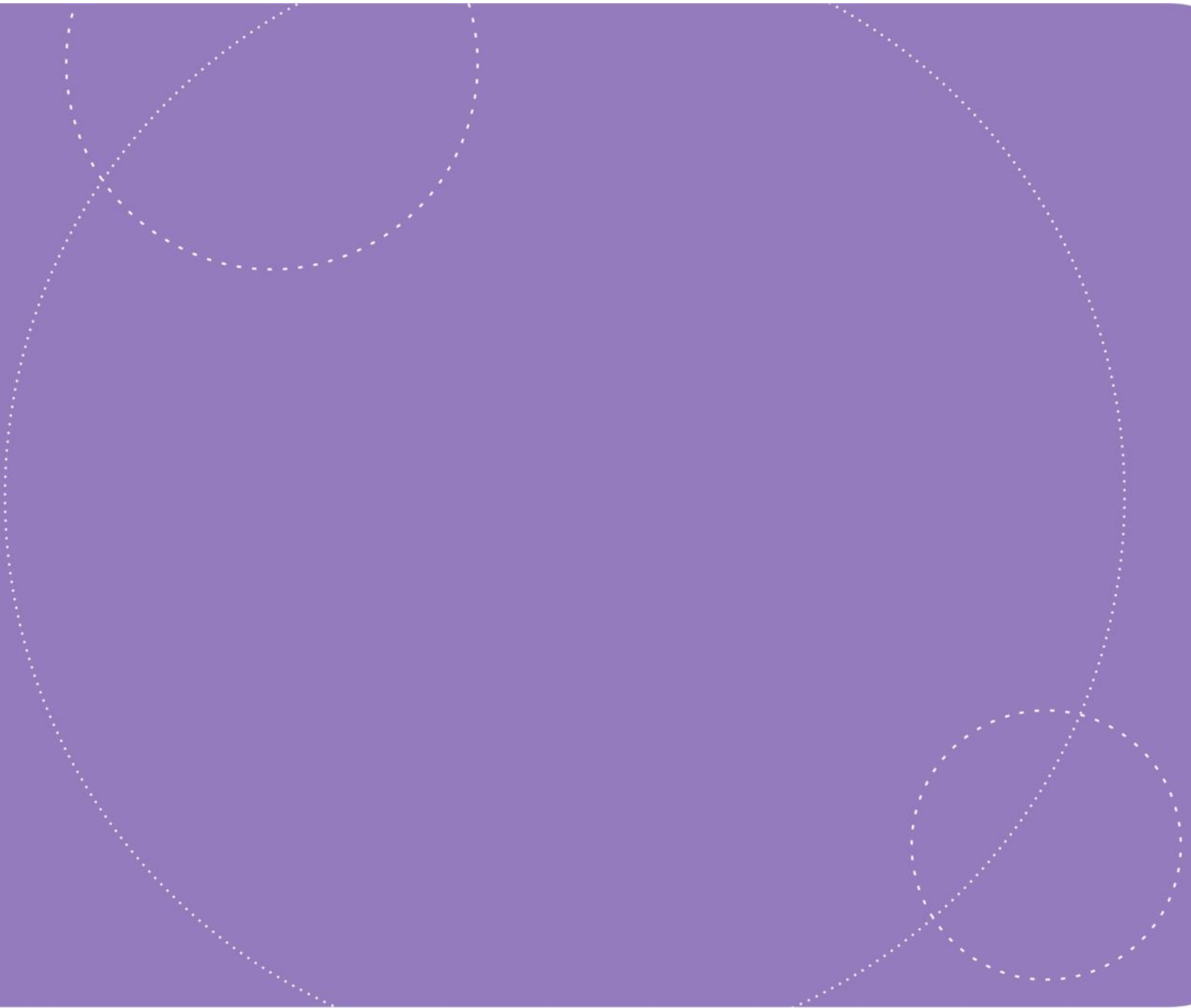


*For detailed specification, refer Annexure FP06

CROSS CATEGORY BRANDING

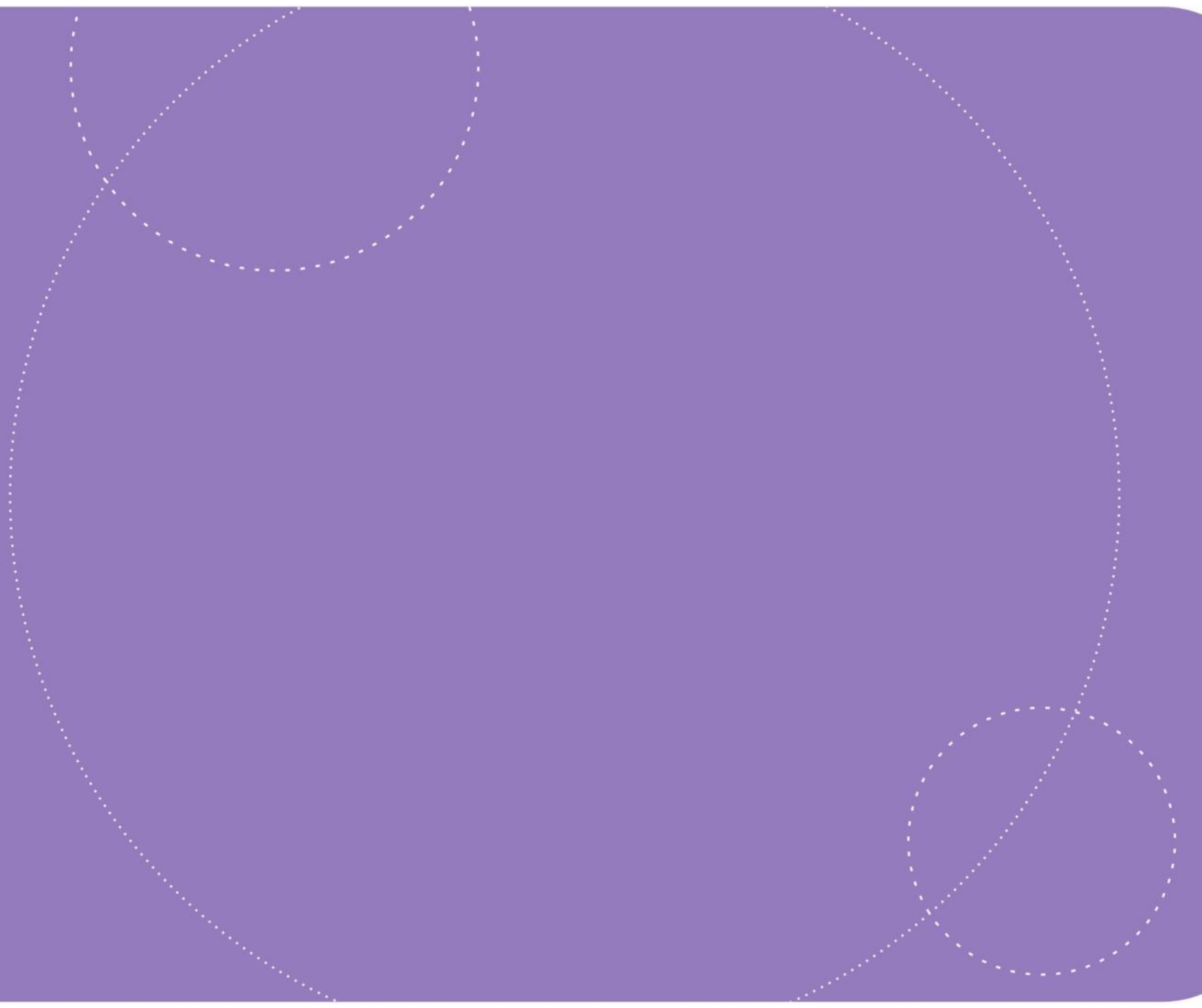


***For detailed specification, refer Annexure FP07**

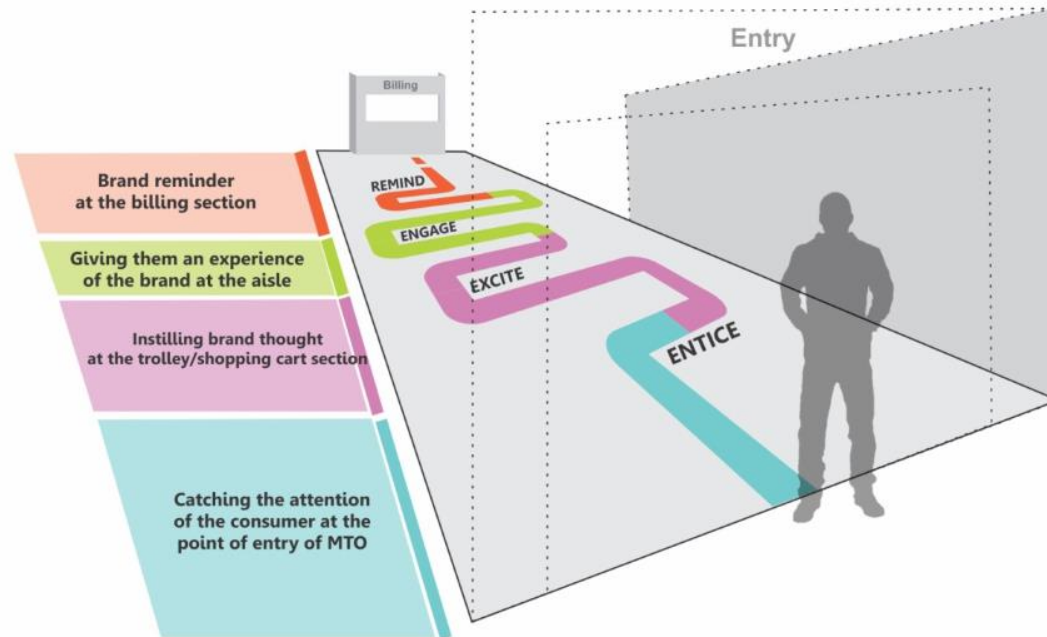


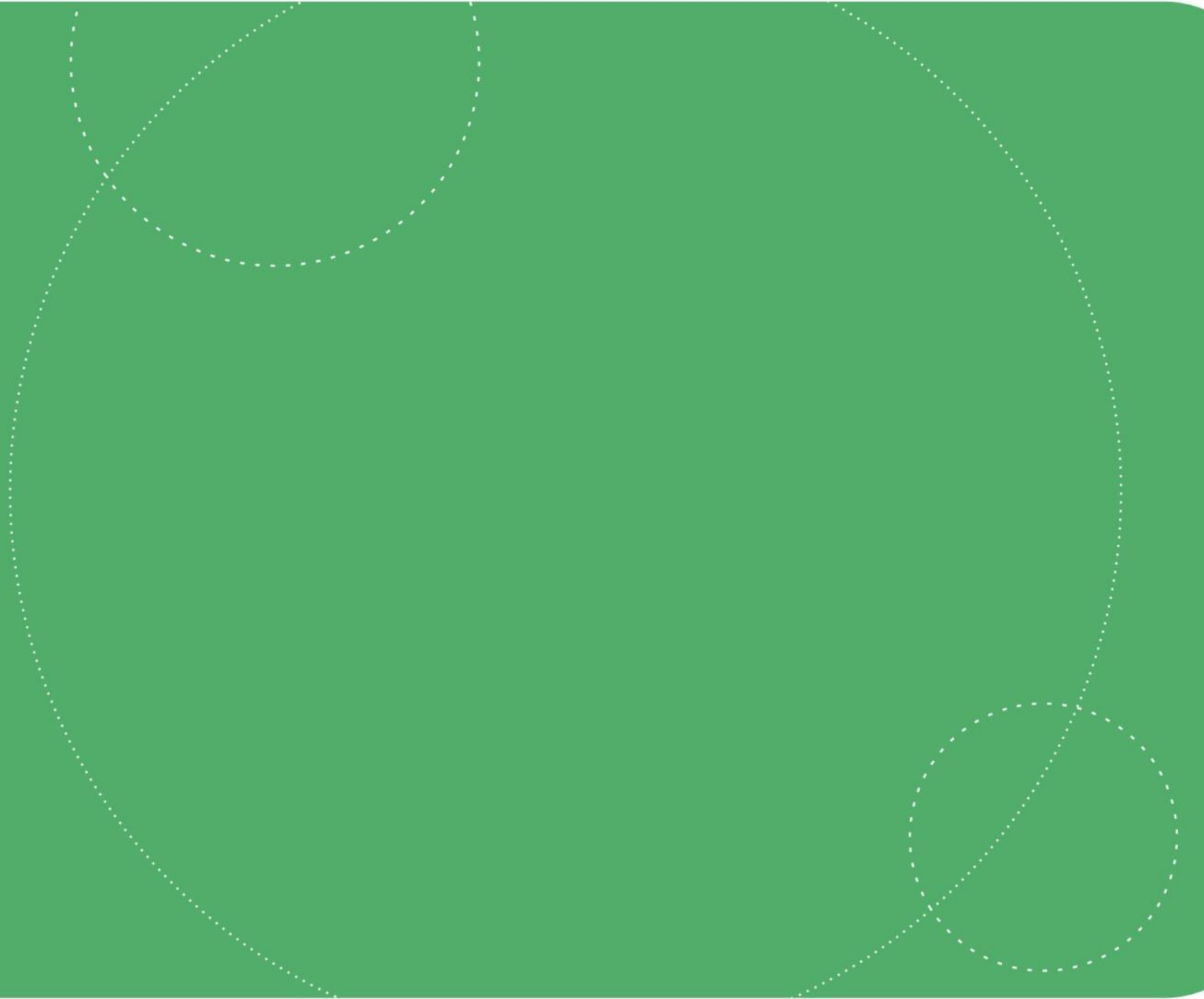


**THE
INSIDE STORY**
WHEN CONSUMER MEETS
BRAND



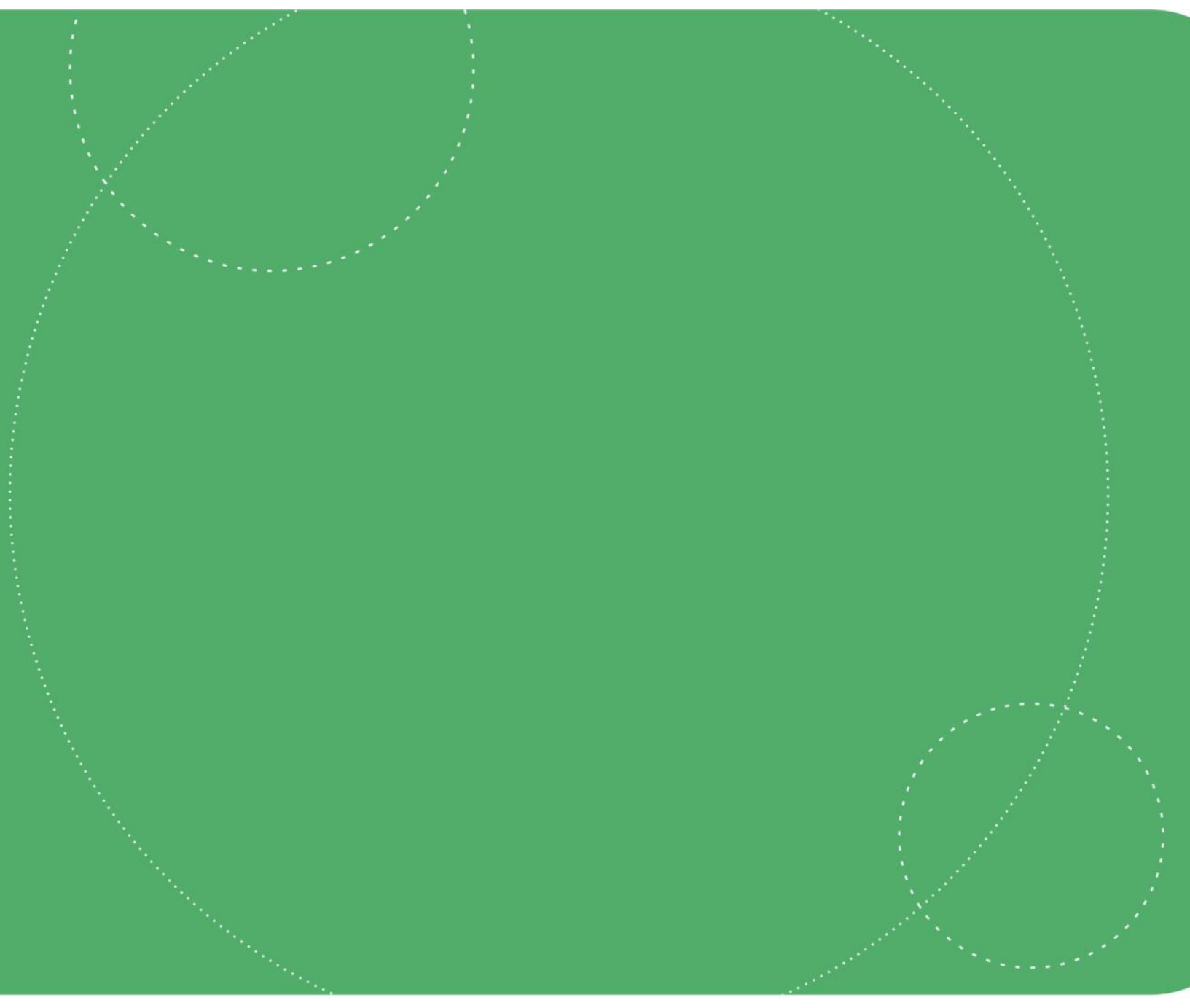
CONSUMER JOURNEY





A decorative graphic on a green background. It features a central white rectangle with a thin blue border. Inside and around this rectangle are several overlapping circles: two light green circles and two cyan circles. A large, faint dashed white line forms a large, irregular shape that encompasses most of the page's content.

ENTICE



VISUALLY ARRESTING OUR CONSUMER AT POINT OF ENTRY



HAVE YOU EVER IMAGINED
WASHING YOUR WHITE CLOTHES
WITH COLOURED ONES?

VISUALLY ARRESTING OUR CONSUMER AT POINT OF ENTRY



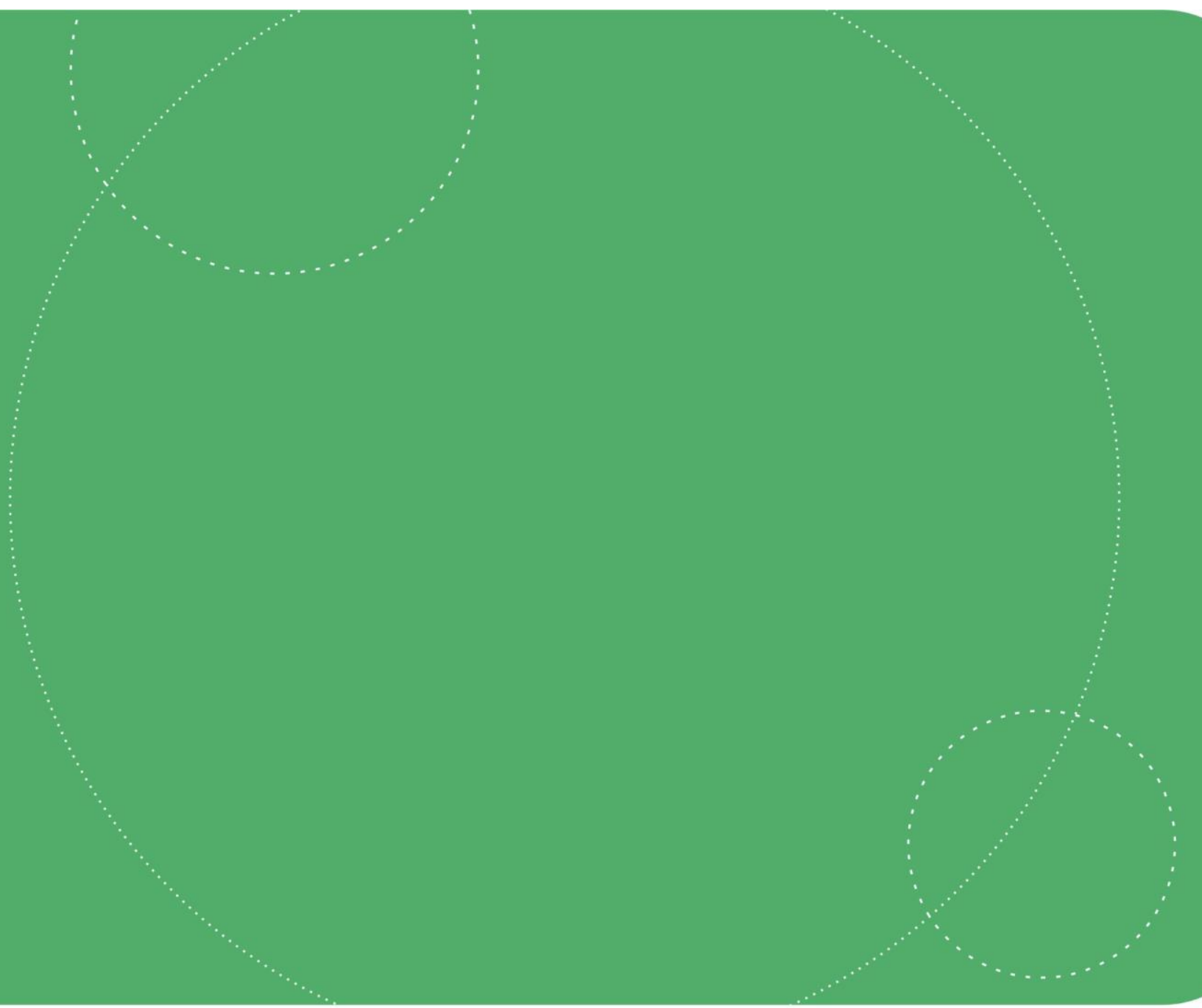
By giving the first look of the brand/product, we intend to enter the shopping list of our consumer and hence this installation will be strategically placed at point of entry



Floor decals that speaks the imagery of the brand and creates a sense of need
This installation will trigger the thought about our brand and push them towards our brand space

A decorative graphic on a green background. It features a central rectangle with a thin blue border. Inside and outside this rectangle are several overlapping circles in shades of blue and green. A large, faint dashed white line forms a large, irregular shape that encompasses most of the page's content.

EXCITE



INFLUENCING OUR TG AND PUSHING THEM TOWARDS OUR BRAND



INFLUENCING OUR TG AND PUSHING THEM TOWARDS OUR BRAND



At this point we plan to pitch the brand proposition to our TG and create a sense of need that propels them towards our product



A clutter breaking idea that will give a distinct space to our product in mela of brands
- Speaking Shirt Installation

MEET THE HERO



Every product is special, it has travelled through unknown journeys, and it has seen number of transformations before becoming the final **ONE**.

मन्त्री ki vaani

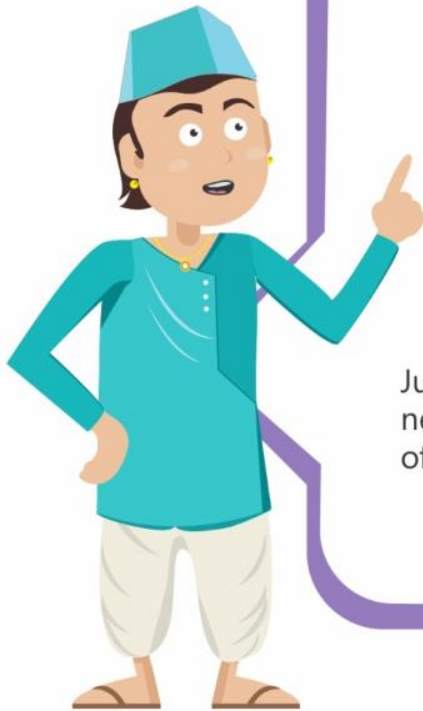
Red, Green Aur Blue Ab Rahegey White Ke Sang



DEMO UNIT



Just like you love certain features of your partner you also need to have reasons to buy the product. So, to tell the tale of our product here is the **DEMO UNIT**



KYA KARU KYA NA KARU?



Scan this QR code to watch the video.

DEMO इकलवगुरी



A White Tray



A GSK 5ml Syringe



250ml Glass



Branded Borosil 1040016 Tall Form without Spout Beaker, 100 ml



Branded glass stirrer



Tupperware small plastic bottle for keeping color solvent

MAKING THE COLOR SOLVENT

To make the color solvent



We need to take 200 ml of tap water

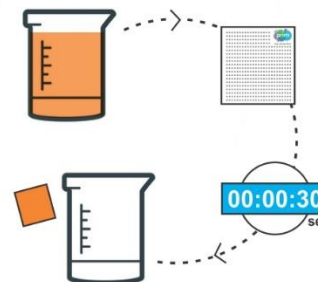


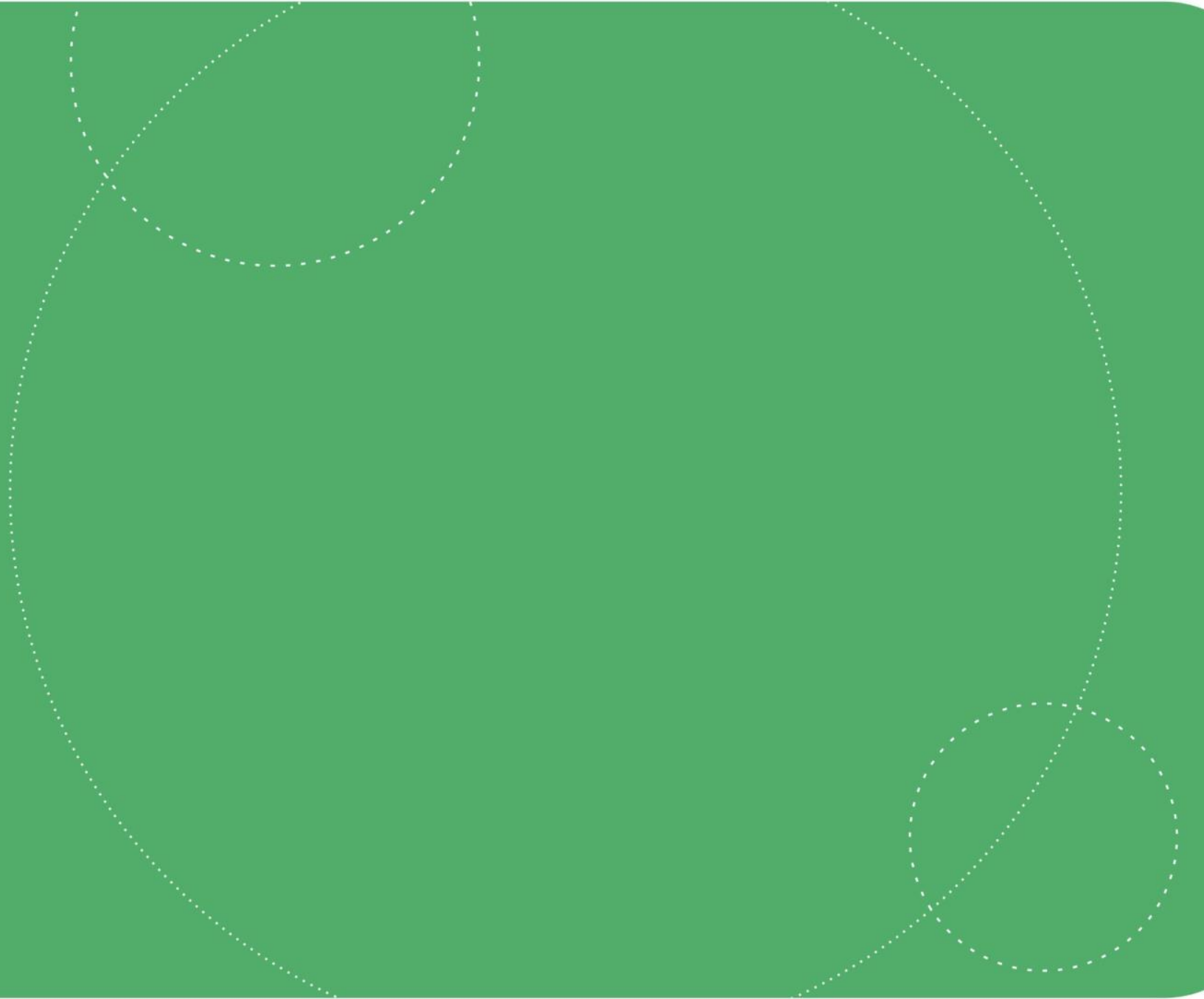
We will take 2 ml synthetic Orange food color and mix them



DEMO OF THE PRODUCT

- We need to take 100 ml of tap water
- Then we are going to mix it with 4ml of solvent in it
- We will take our product (color grabber) and cut it into half
- We then fold it twice for better results
- After that we stir it for 30 seconds
- We can see that the color is extracted

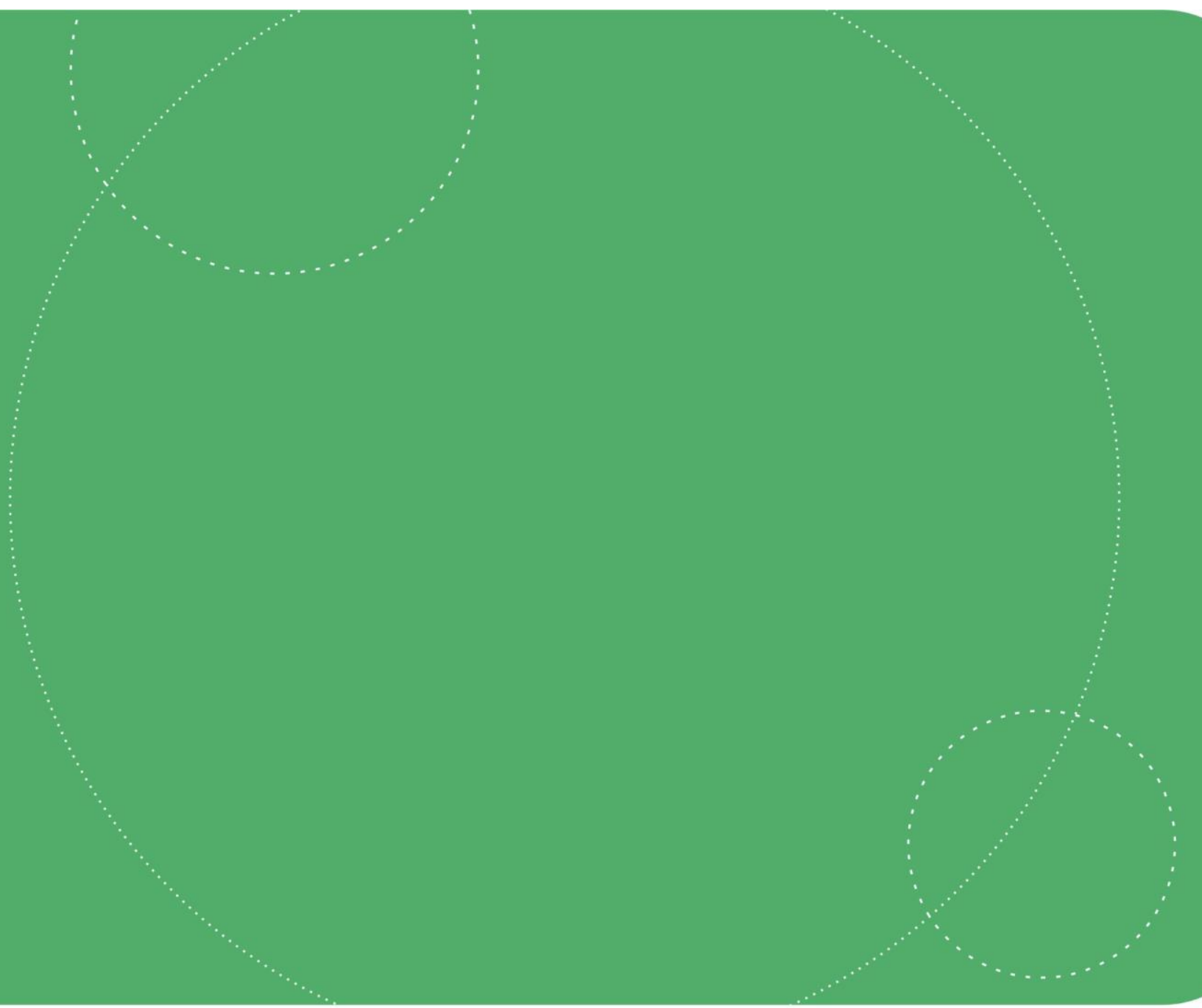




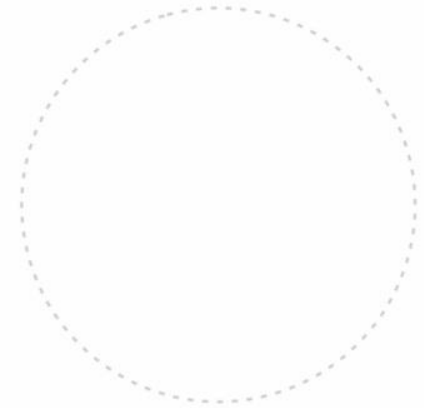
A decorative graphic on a green background. It features a central white rectangle with a thin blue border. Inside and around this rectangle are several overlapping circles in shades of blue and green. A large, faint dashed white line forms a large, irregular shape that encompasses most of the page's content.

ENGAGE

40



FLIPBOOK



*For detailed specification, refer Annexure FP05

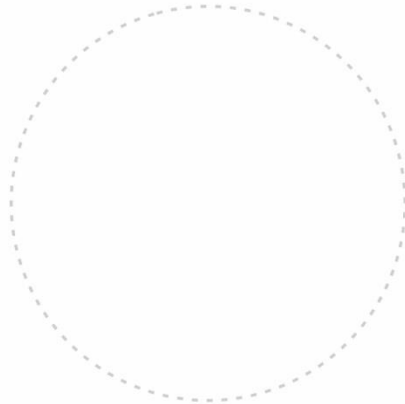
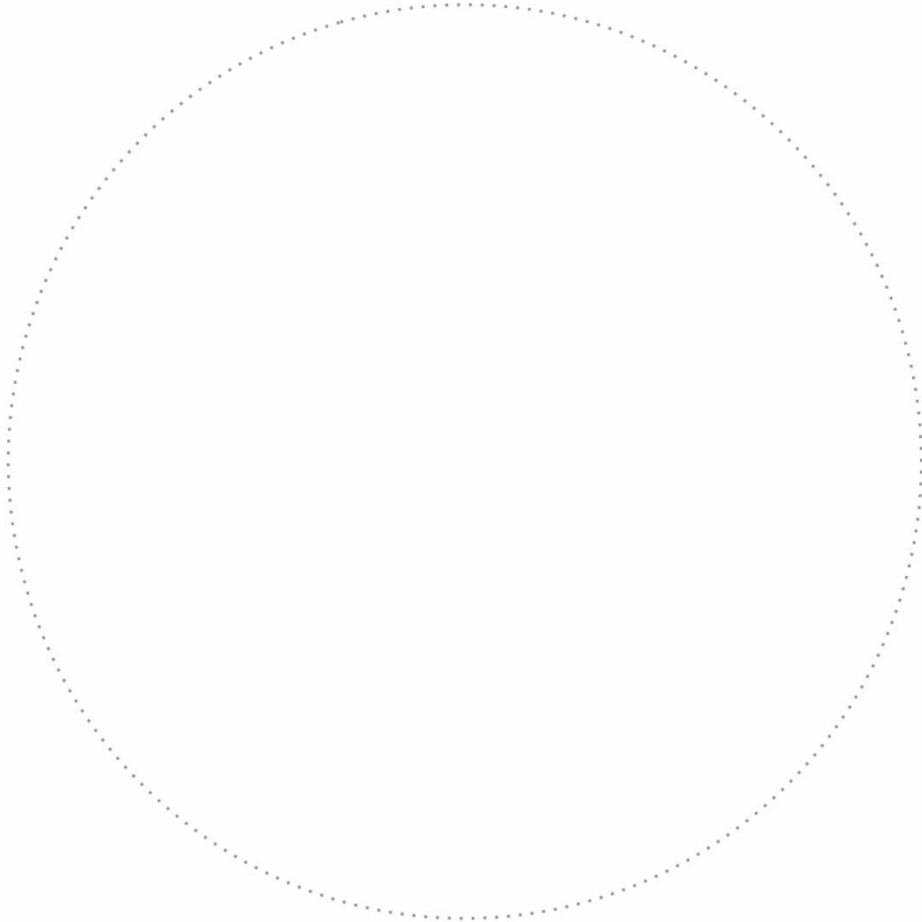
FLIPBOOK

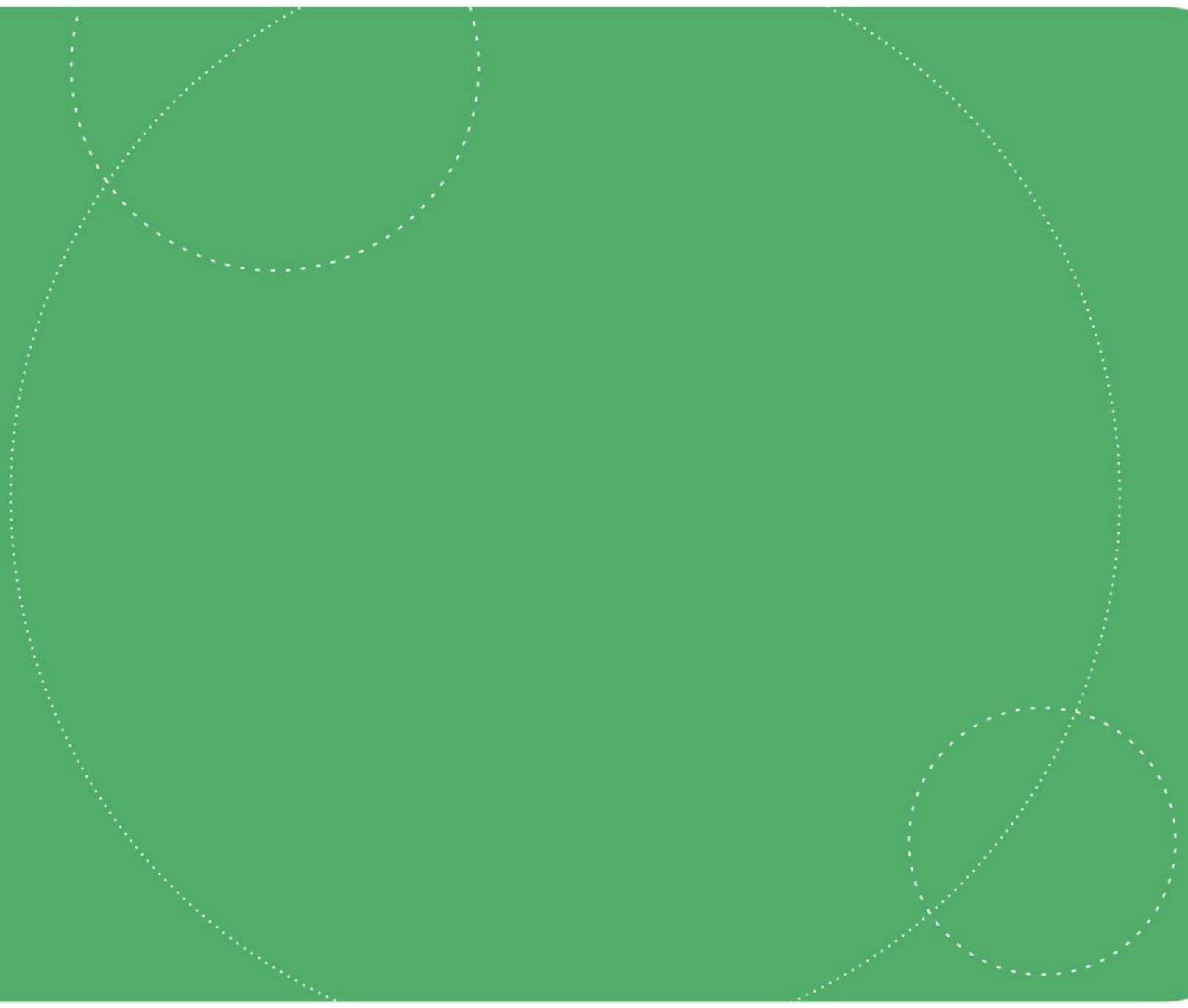


Scan this QR code
to watch the video.



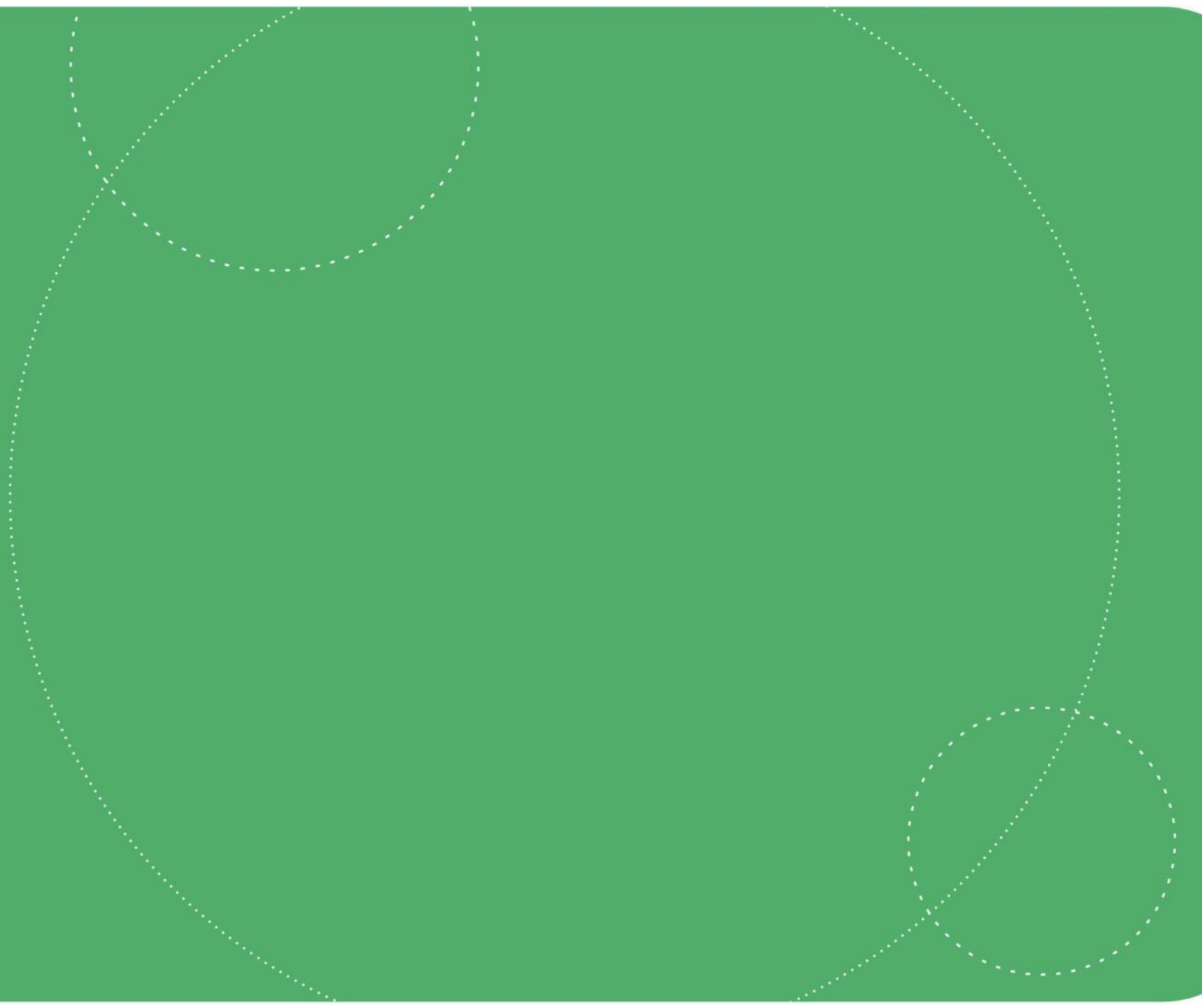
***For detailed specification, refer Annexure FP05**





A decorative graphic on a green background. It features a central white rectangle with a thin blue border. Inside the rectangle, the word "REMIND" is written in large, bold, white capital letters. To the left and right of the rectangle are two pairs of overlapping circles: a larger cyan circle and a smaller light green circle. A large, dashed white line forms a circular path around the central rectangle and circles.

REMIND





DO YOU WANT TO
KNOW WHY RED, BLUE
AND WHITE ARE
SO HAPPY?



Easy. Breezy. Done.

THE REMINDER GOODBYE



There are two types of TG that comes at the billing counter:

- 1- Who have bought our product
 - 2- Who haven't/don't know about our product
- With this installation idea we intend to target both the types of the TG .



A shirt installation that will remind our TG about the brand proposition in a quirky way

A DAY IN THE LIFE OF A PROMOTER

RECRUITMENT, ATTIRE AND TRAINING



50

The background is a solid purple color with rounded corners. It features several overlapping dashed white circles of varying sizes. One large circle is centered in the upper left, another large one is on the right side, and a smaller one is in the bottom right corner. The circles overlap each other and the corners of the page.

PROMOTER ATTIRE DESIGN



TEAM REQUIREMENT

- **1 Female Promoter**
- **1 Male Helper**
- **1 Supervisor between 2 Stores**

PROMOTER RECRUITMENT

Selection to be done from pool of promoters, helpers and supervisors. For Example: In Mumbai, we shall call for 7-8 team members to select for 3 stores activity



Selection to be done on 3 days prior to the activity day



One on one interview format with Future Group- Area Sales/ Local Sales Manager to be followed for promoter selection

HIRING CRITERIA

Promoter

- Age : 18-25 years
- Academics: Junior College/Graduate
- Proficient in vernacular language/English
- Experience: 1-2 years experience in FMCG
- Basic understanding of washing machine and fabrics
- Confident and Presentable

Helper

- Age: 18- 25 years
- Academics: Junior College/Graduate
- Proficient in vernacular language
- Experience: Fresher
- Basic understanding of washing machine and fabrics
- Confident

Supervisor

- Age: 20-27 years
- Academics: Graduate/Undergraduate
- Proficient in vernacular language/English
- 2-3 years of team handling expertise
- Should have minimum 2-3 years of Sales experience
- Should have FMCG background
- Basic knowledge of MS office/Reporting

PROMOTER SPEIL

Promoter: What is the first thought that comes in your mind when you wash white clothes with colored clothes?
So, have you ever tried it washing the white clothes with colored ones?

Good Morning/Afternoon Sir/Ma'am,
I am from Future Group, Can I have 2 minutes of your time ?

Meet The Hero

This is the new product from Future Group –Color Grabber that helps you in washing the colored clothes with white clothes without any color run.
That means, you can wash your red shirt with white shirt and your white shirt will remain white.

Surprised?
Want to know how does that happen?

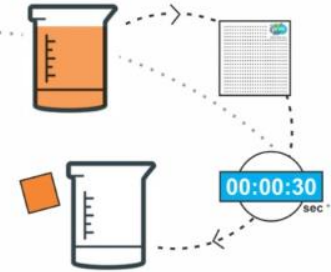


Introduction of DEMO UNIT

With this demo unit we are going to show the functionality of the product.
This is a solvent made from food synthetic color.

We will now put 3ml of this solvent in 100 ml of tap water
Now, I will show how this product works.

I will put this color grabber in this mixture and stir it for 20 seconds
As you can see the water is clear and we can't see any traits of color.
This is how this product works.

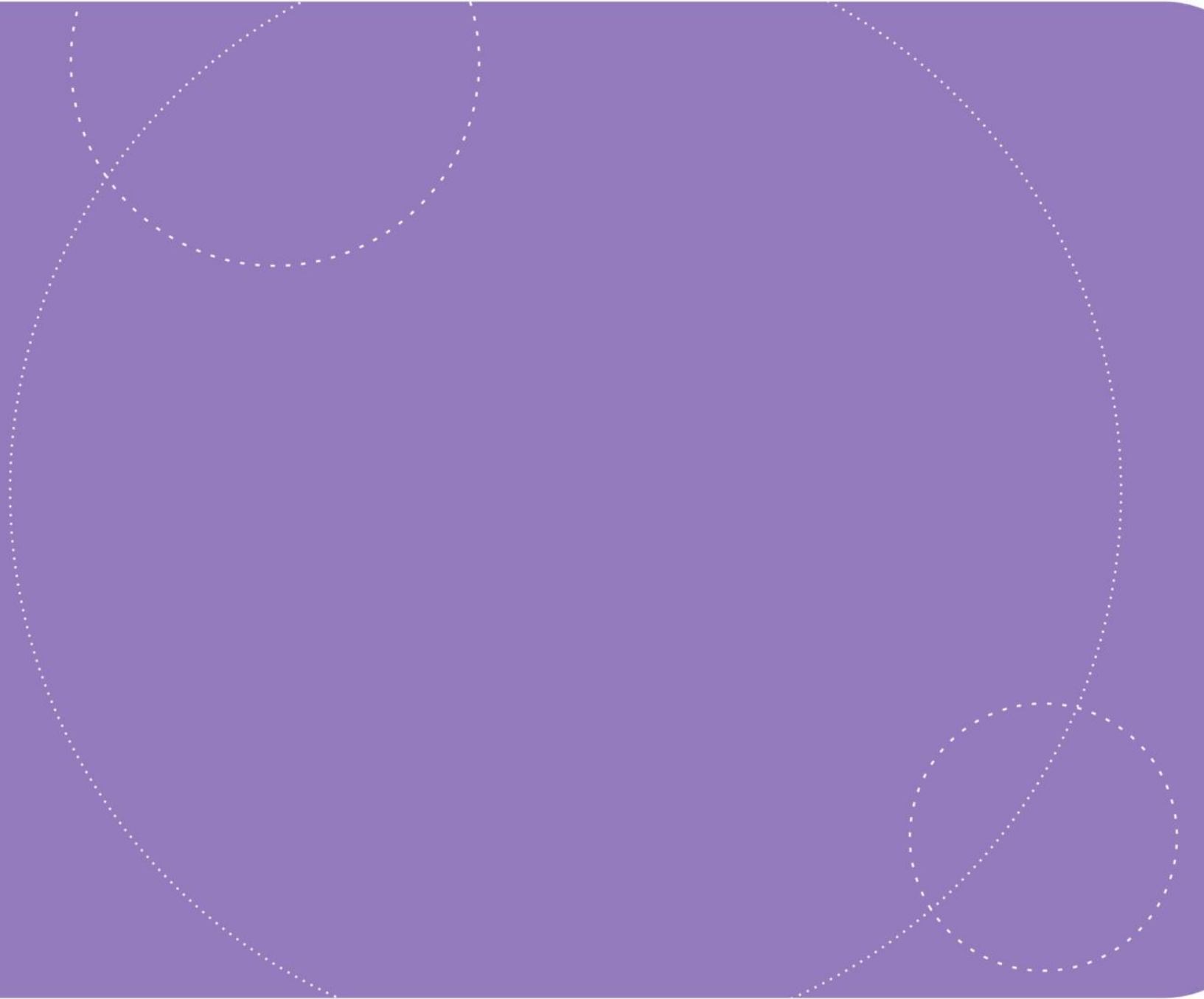
**Sampling/Gratification Process**

To give you a better product experience I would like you to play this game and stand a chance to win free sample/gratification of this product

Thanks for your precious time



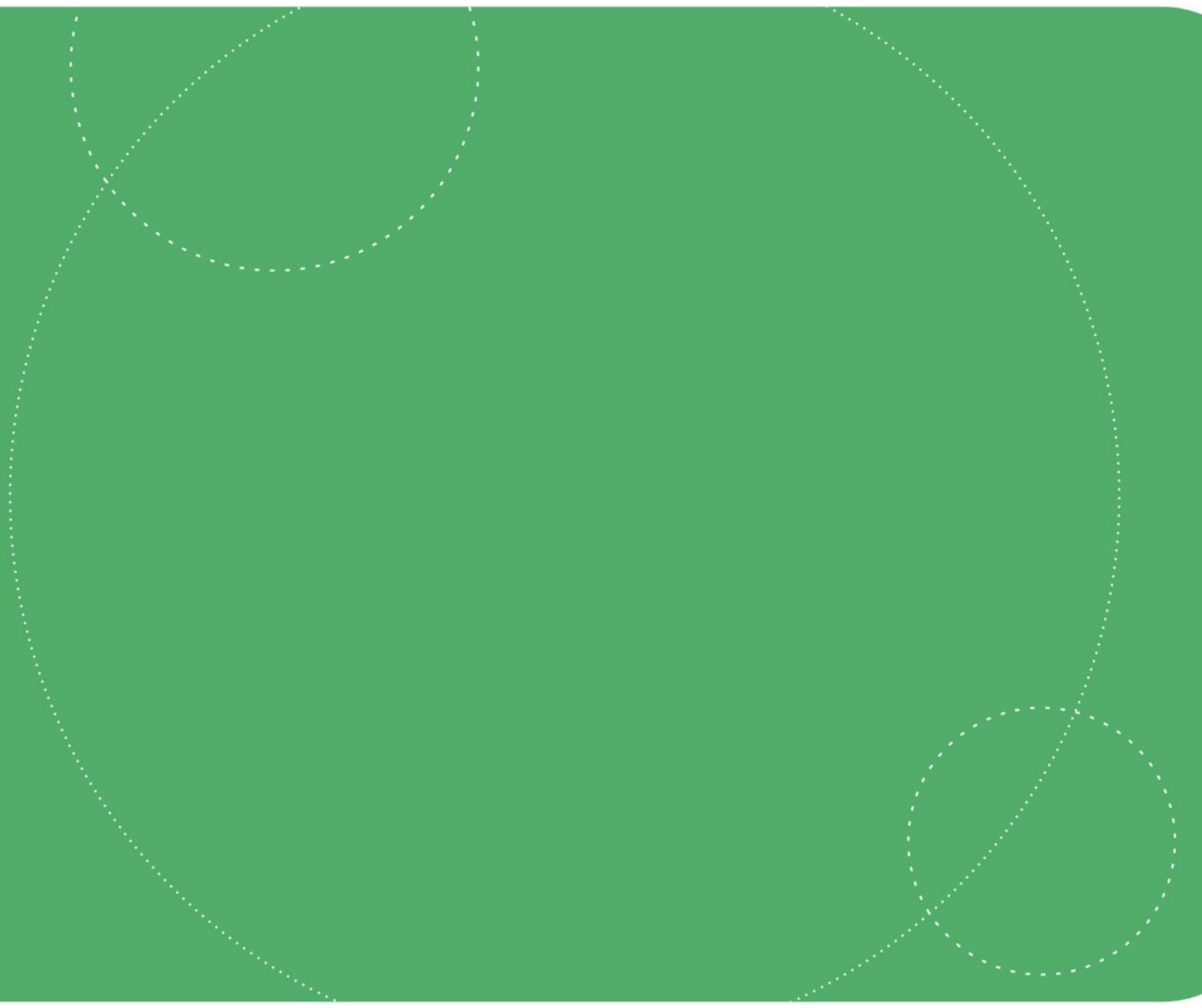
**JANHIT
MEIN JAARI**



The background is a solid green color with rounded corners. A large, faint, dashed white line forms a large circle that encompasses most of the page. In the center, there is a white rectangular box with a thin blue border. Inside this box, the text "ACTIVITY PLAN OF ACTION" is written in a bold, white, sans-serif font, arranged in three lines. To the left and right of the central box, there are two sets of overlapping circles. Each set consists of a larger light blue circle and a smaller light green circle that overlaps the top of the blue one. The overall design is clean and modern.

**ACTIVITY
PLAN OF
ACTION**

60



PRE-ACTIVITY ROLL OUT PLAN

10- 12 days prior to the activity day we should have the store list in place.



Promoter Briefing/Training- 5 days prior to the activity day.



Procurement & crossing checking of the activity elements - 4 days prior to activity Day.



Cross Checking of promoters attire – 3 days prior to the activity day

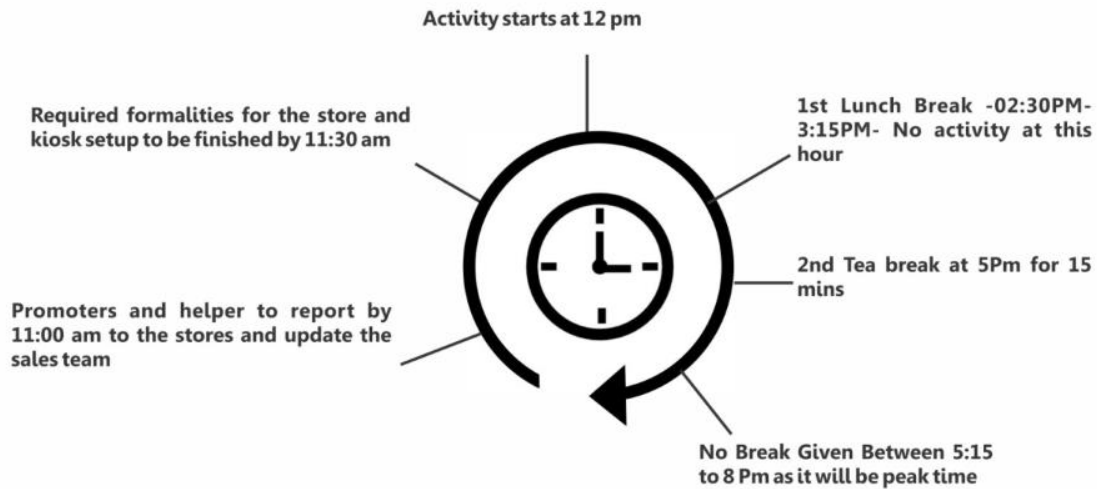


Connecting with the sales team- Permission of the stores and Location for setup to be inside stores -3 days prior to the activity day

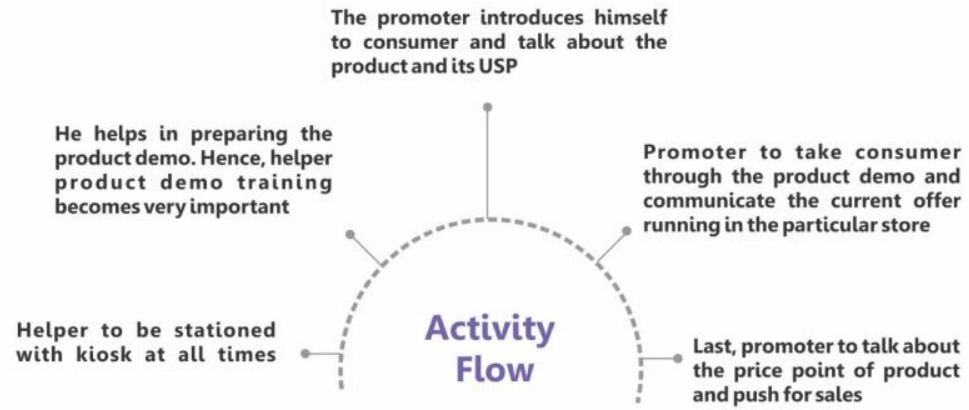


Reporting format printouts to be created and shared with promoters and supervisors 1 day prior to the activity day

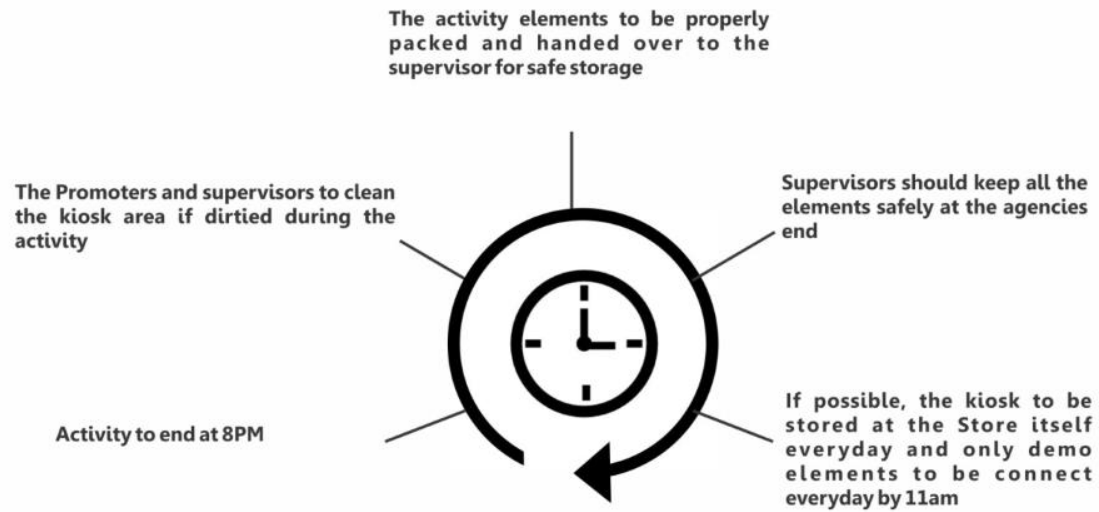
ON-ACTIVITY DAY



लान्त्रो KI VAANI



POST ACTIVITY



QUERY RESOLUTIONS & BACKUPS



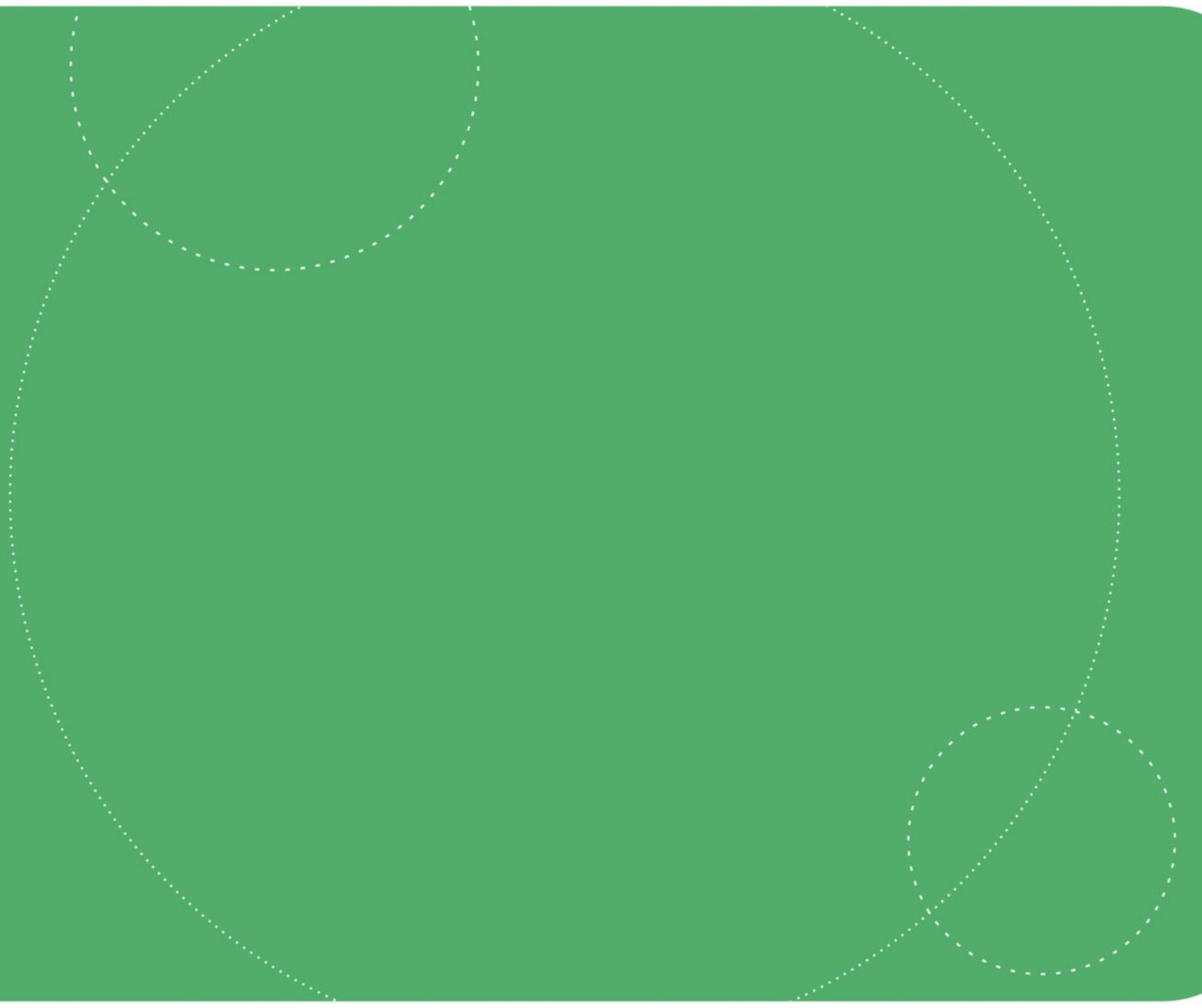
- If promoter backs out or is not well or doesn't reach on time during the activity day, helper along with supervisor will take lead on activity & carry it forward.
- The supervisor will help the helper in approaching the consumer, inform the local sales team immediately. Backup promoter to be arranged for next day activity
- If promoter not performing as per the set KPI's, he/she will be replaced for next day activity.
- If any issues with attire encountered like untidiness, stains , it will replaced immediately from the backup stock on the same day of the activity.
- If issues with kiosk or activity elements, any breakage; supervisor should get it fixed on the same day before the activity starts.
- Demo stock to be managed on daily basis by supervisor & hand over to the promoters before 11:30AM. Incase stock if stock is getting over, promoter should inform supervisor 1/2 an hour prior for refill.

PROCUREMENT TIMELINES

- In case of kiosk and activity elements- agency would require 2 days for the production after they receive the approval from client on expenses
- In case of any damage- we shall replace the same on same day once we receive approval from client or local sales team
- In case of activity elements missing or unavailable- same should be informed to client on urgent basis and provided on the same day once its approved
- In case of demo stock over- supervisor to inform the client and take the approval on additional stock pickup.

CONTROL POINT

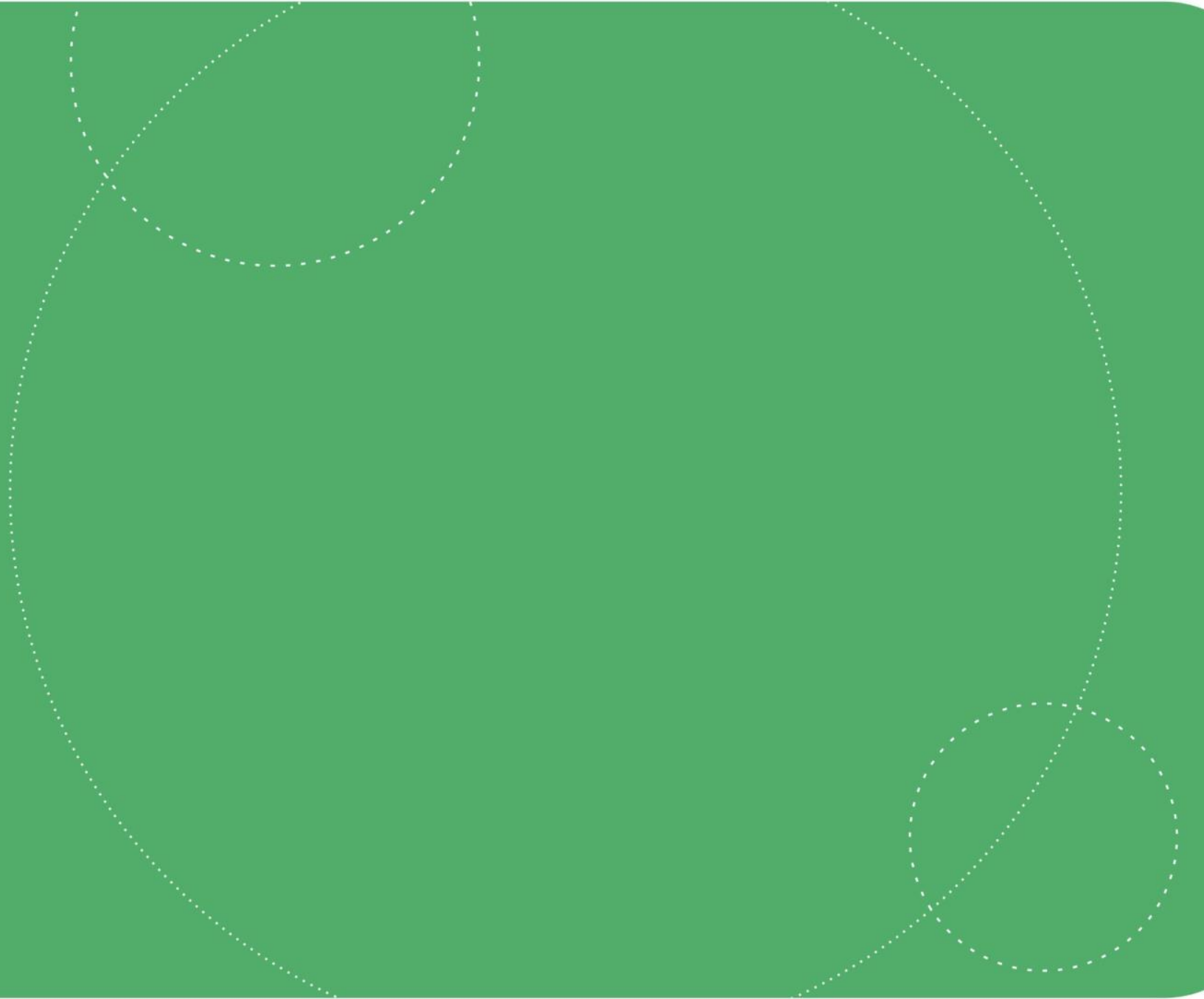
- **Supervisor to tap attendance on daily basis and ensure that promoter checks-in on time**
- **Supervisor to update the local sales team whenever he visits any store on his given route**
- **Supervisor to follow check list whenever he visits any store and also should punch in the sales data at that point of time**
- **Supervisor to brief the promoters on timely basis- regarding their appearance, promoter spiel, maintaining clean attire & hygiene during activity.**
- **Maintain the activity delivery and revert as per the agreed timelines. Reports should be sent to client as per the agreed timelines**



The background is a solid green color with rounded corners. It features several decorative elements: a large, faint dashed white circle that spans most of the page; a smaller dashed white circle in the bottom-left corner; and four overlapping circles in shades of light green and cyan. Two of these circles are on the left side, and two are on the right side, arranged symmetrically around the central text. A thin, dark blue rectangular border frames the central text area.

**TEAM
TRAINING
MODULE**

70



AGENDA OF TRAINING DAY

71



INDUCTION

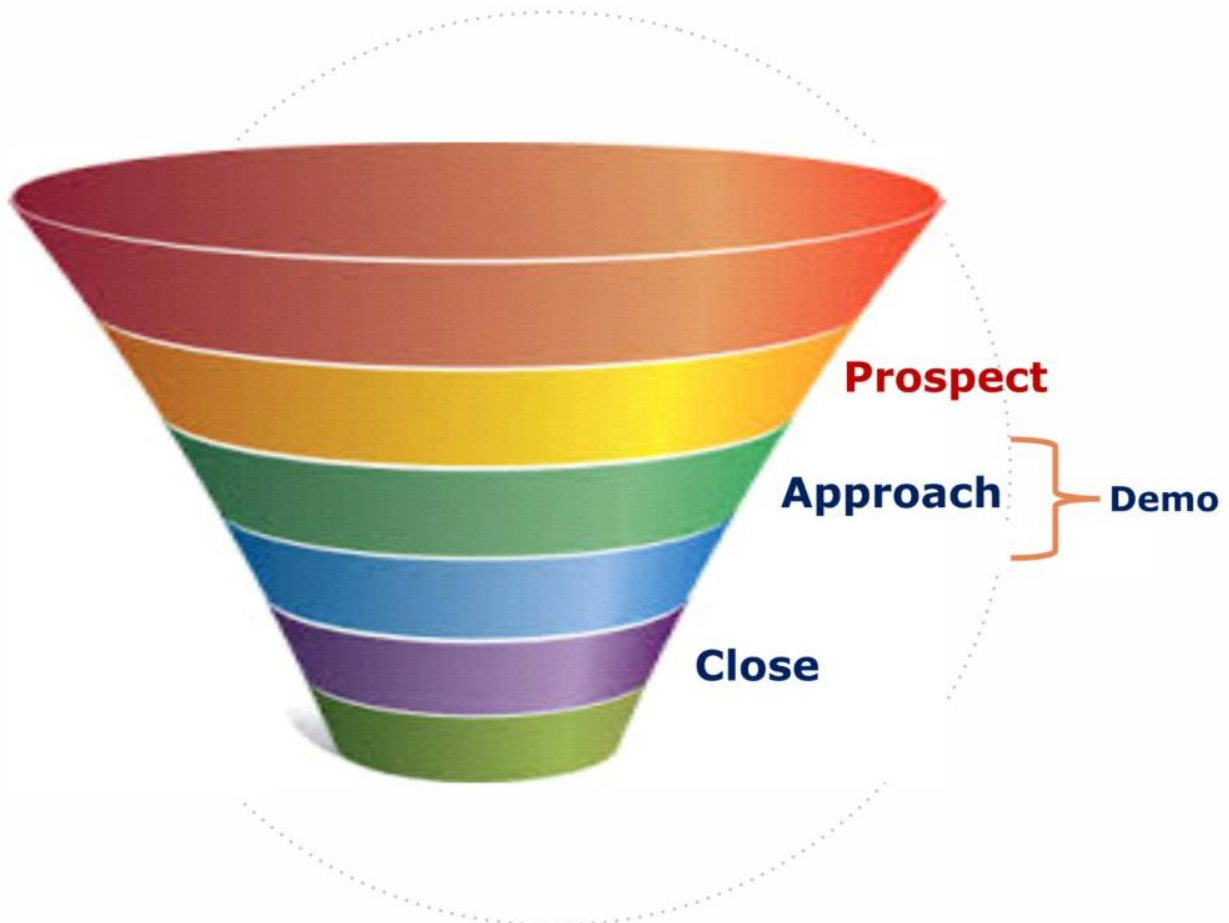
VISIBILITY @ STORE

VISIBILITY @ STORE

Key Mantras

- Ensure the maintenance of all Display Elements and POSM
- Always have the Price , Promo and Product communication displayed
- Follow the placement guidelines for all POSM and Display Elements

SALES PROCESS



SUSPECT - PROSPECT



Suspect: Someone who you think (based on some fact finding) could be your prospective customer

Prospect: A suspect that you have approached. They are the ones who understand the need of your product

Action Points for Suspect and Prospect

Meet and Greet

- Always greet with a smile
- Greet as per the time of the day
- It is ideal to approach proactively rather than wait for the suspect to come to you

Analysis

- Ask what he/she is looking for
- Analyze what he/she wants through right questioning
- Pitch the product as per the need

लान्तरो ki vaani

Effective need analysis through right questioning tremendously improves the chance of sale



Action Points of Approach

Appreciating your product



- Always greet with a smile
- Greet as per the time of the day
- It is ideal to approach proactively rather than wait for the suspect to come to you

Push but don't force



- Ask what he/she is looking for
- Analyze what he/she wants through right questioning
- Pitch the product as per the need

Action Points of Close - Order

Sell it and not only preach it



- While you close the sale make sure that the product reaches the prospect's cart.
- Make use of the limited period of the promos and offers in case the prospect hesitates to convert towards closure

Sale done is when order billed and closed



- Always guide the prospect to the nearest cash till for billing of the order
- Make sure that your display at cash till is that attractive that it itself closes its order

FABING

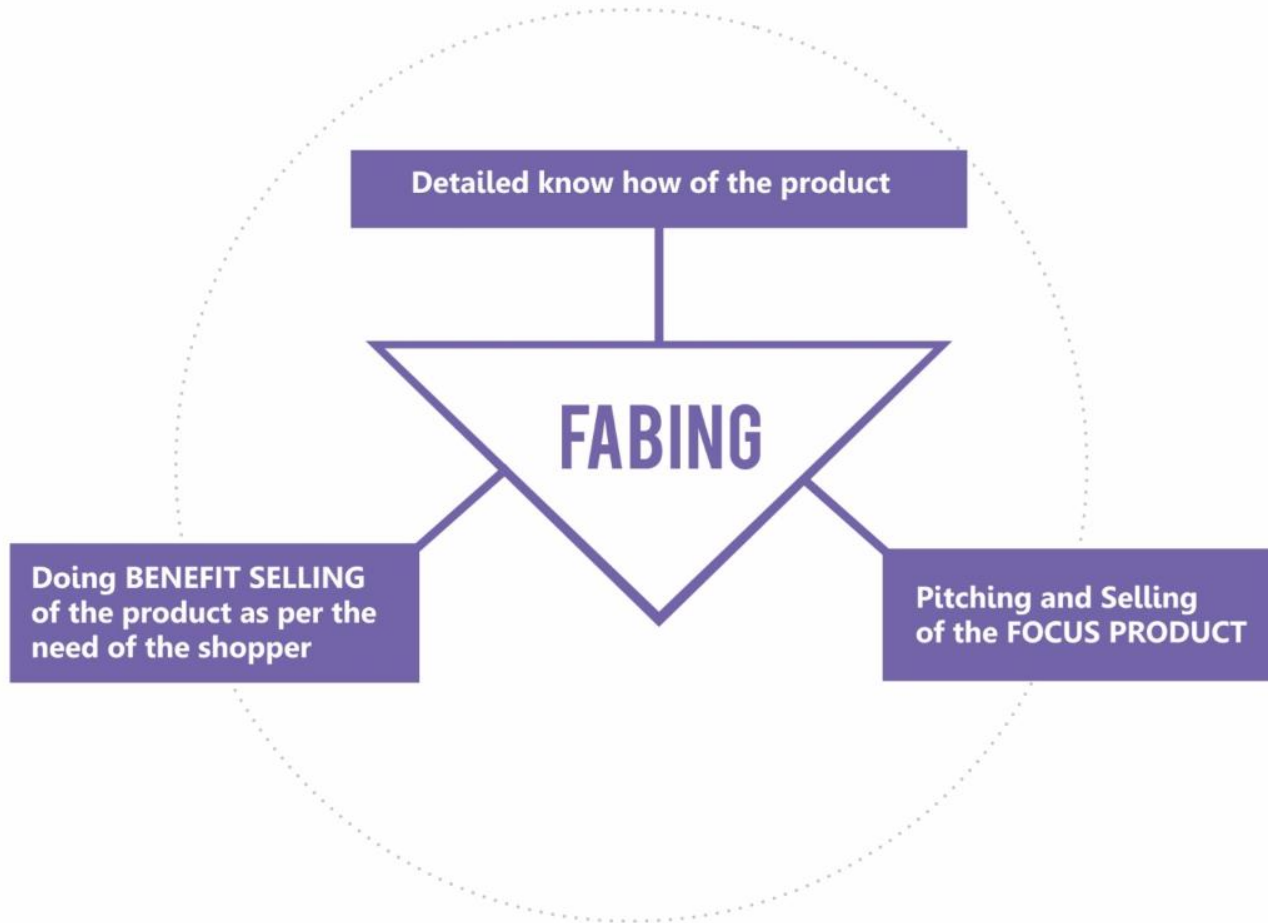
FAB stands for Features, Advantages, and Benefits. A FAB Statement is explaining the feature, what it does (the advantage), and how that benefits the prospective client.

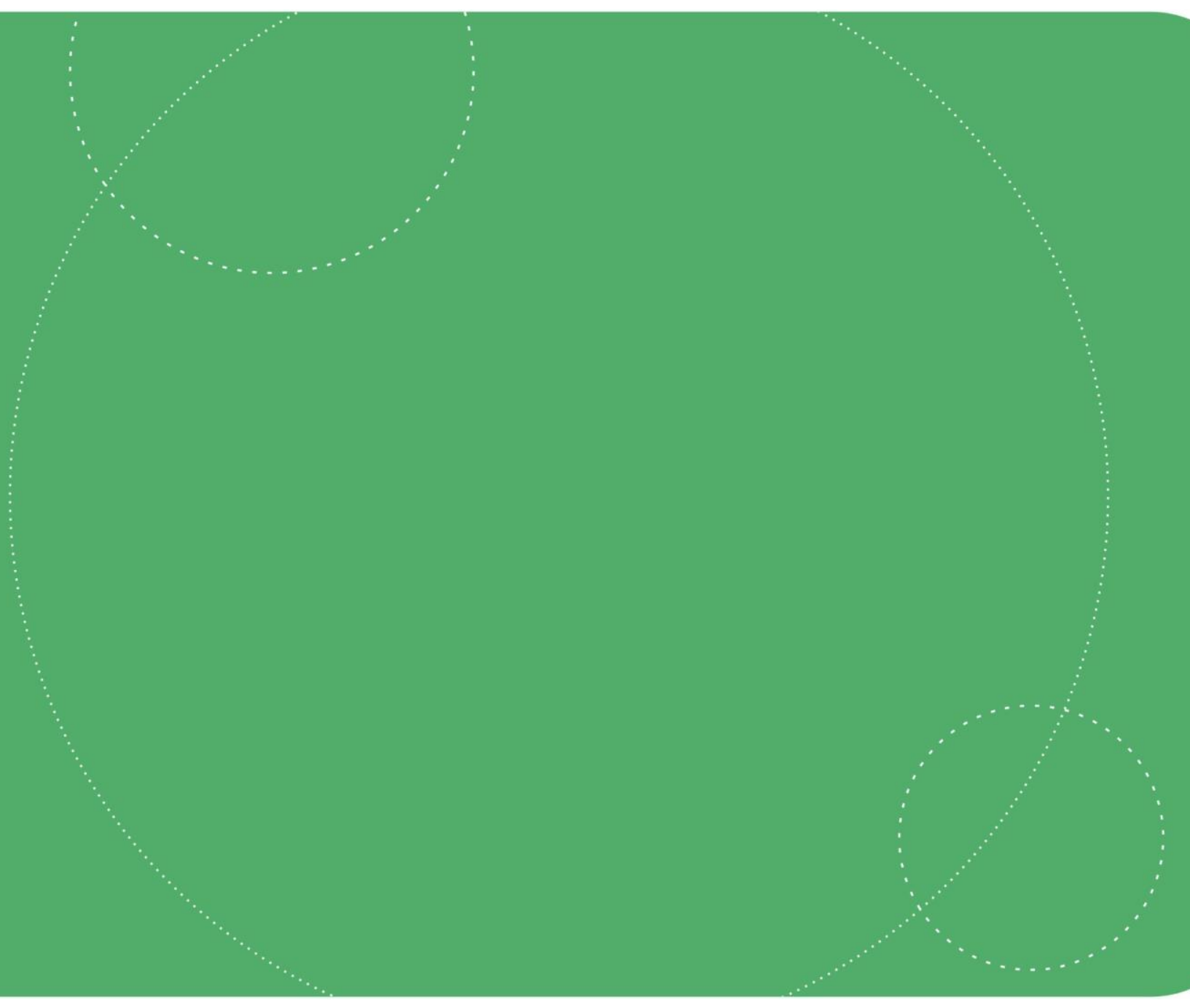
Features : Easy to identify. Facts or characteristics about your product or service.
For example, a “1 inch thickness” on a blanket is the feature. Softness is another feature

Advantages are what the features do. These tend to be factual, and can be connected to the needs of the shopper . *For example, “helps retain body heat on cold nights” .*

Benefits answer why someone should value the advantage. It connects the facts about your product to a solution for the shopper. *For example, “in winters , you’ll have a nice warm sleep at night so that when you wake up you’ll be well rested and charged up for the day*

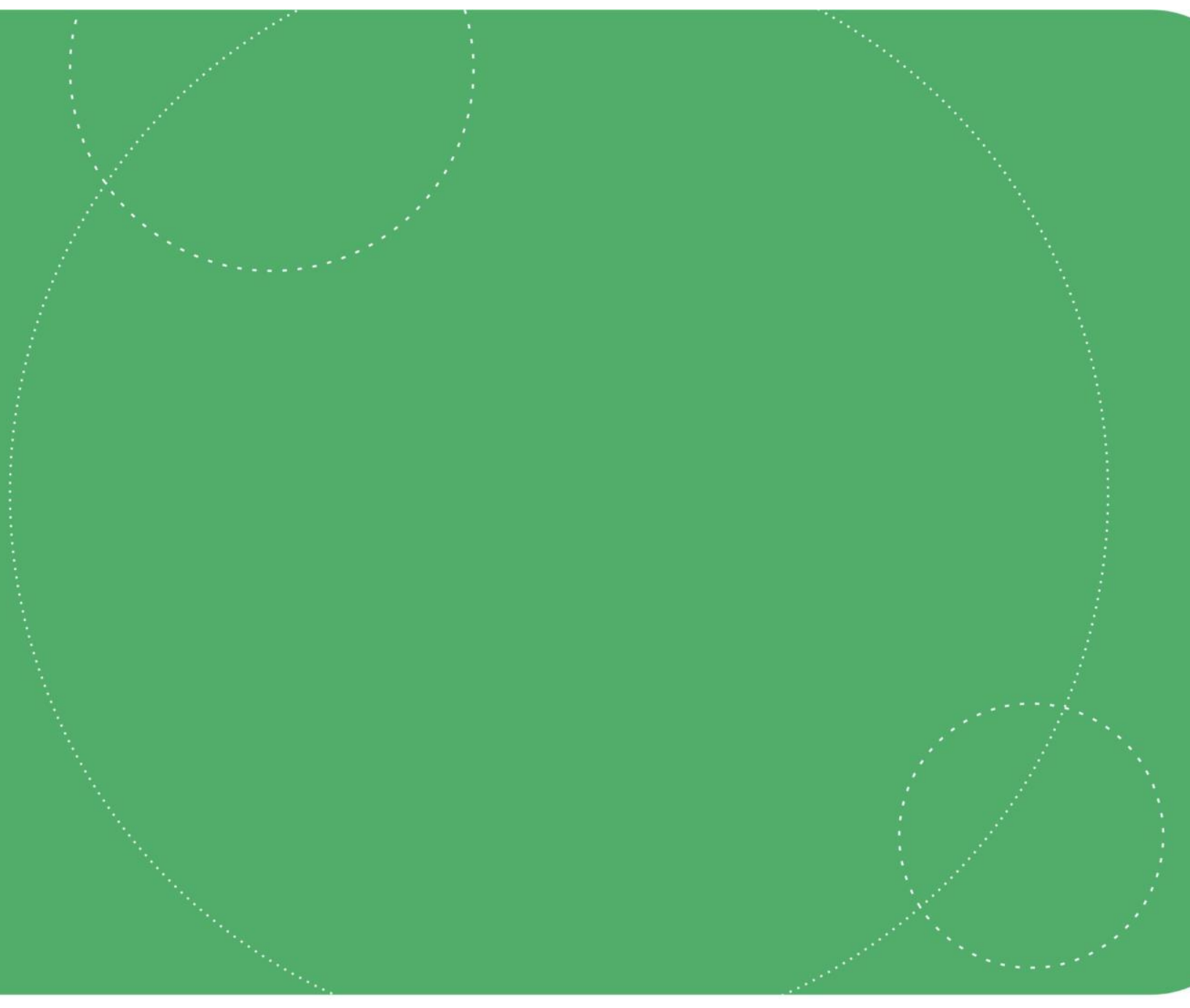
HOW WILL FABING HELP YOU ?





A decorative graphic on a green background. It features a central white dashed line forming a large, irregular shape. Overlapping this shape are several circles: a large light blue circle, a smaller light green circle, and another large light blue circle. The circles are arranged in a way that they appear to be part of a larger, abstract design.

PRODUCT TRAINING



PRODUCT TRAINING



1
Take 200ml of tap water
Take 2 ml of synthetic food color



2
Squeeze it with the help of a syringe.



3
We need to take 100ml of tap water in a glass & Mix 4ml of color solvent with the help of a syringe.



4
We will take half of our product (color grabber) and fold it twice for better results



5
Now we will put the color grabber in the glass mixture and stir it for 30 seconds to see the magic



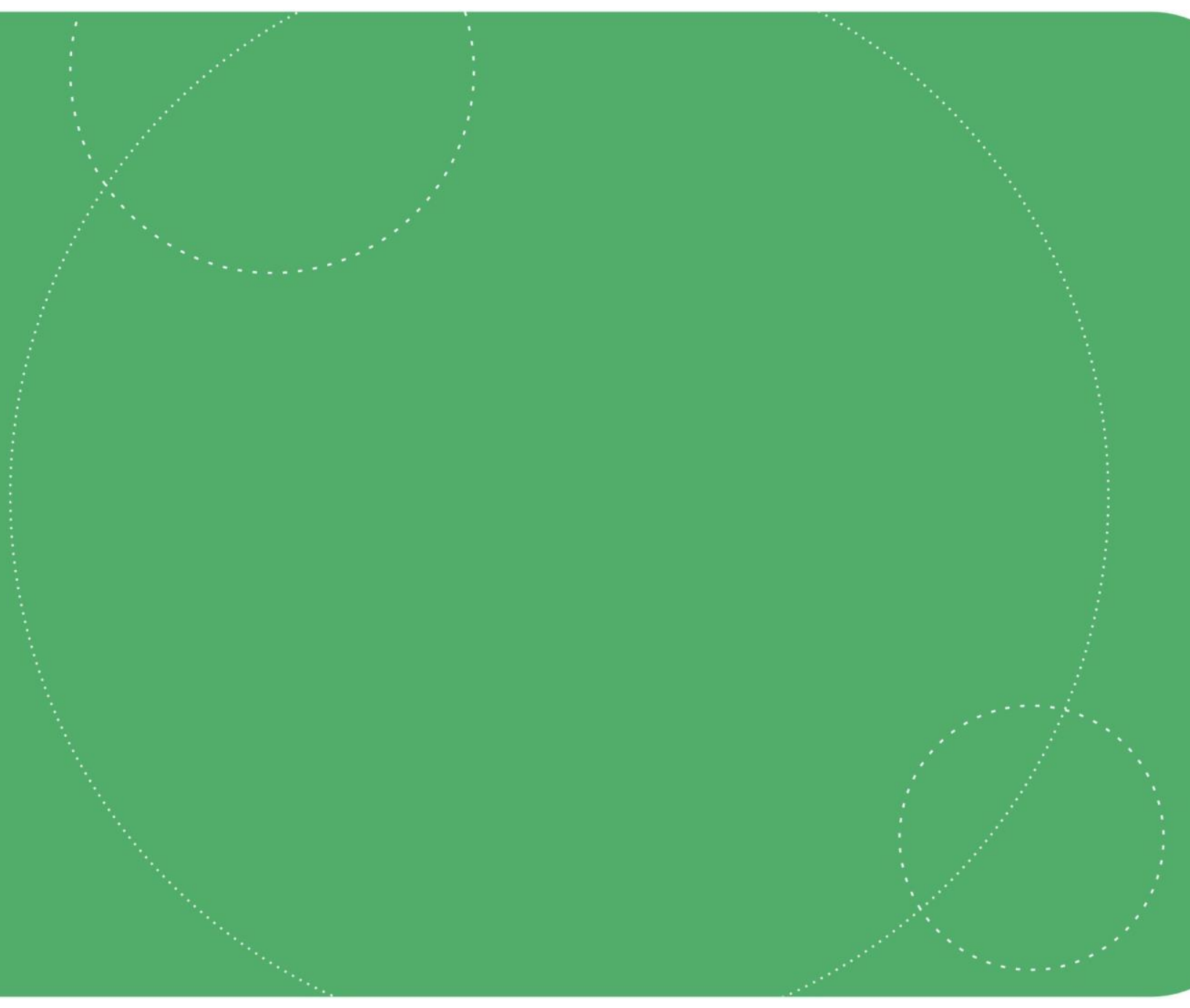
6
After 30 seconds...



7
As you can see the water is shining crystal and clear and the whole color is grabbed by the product

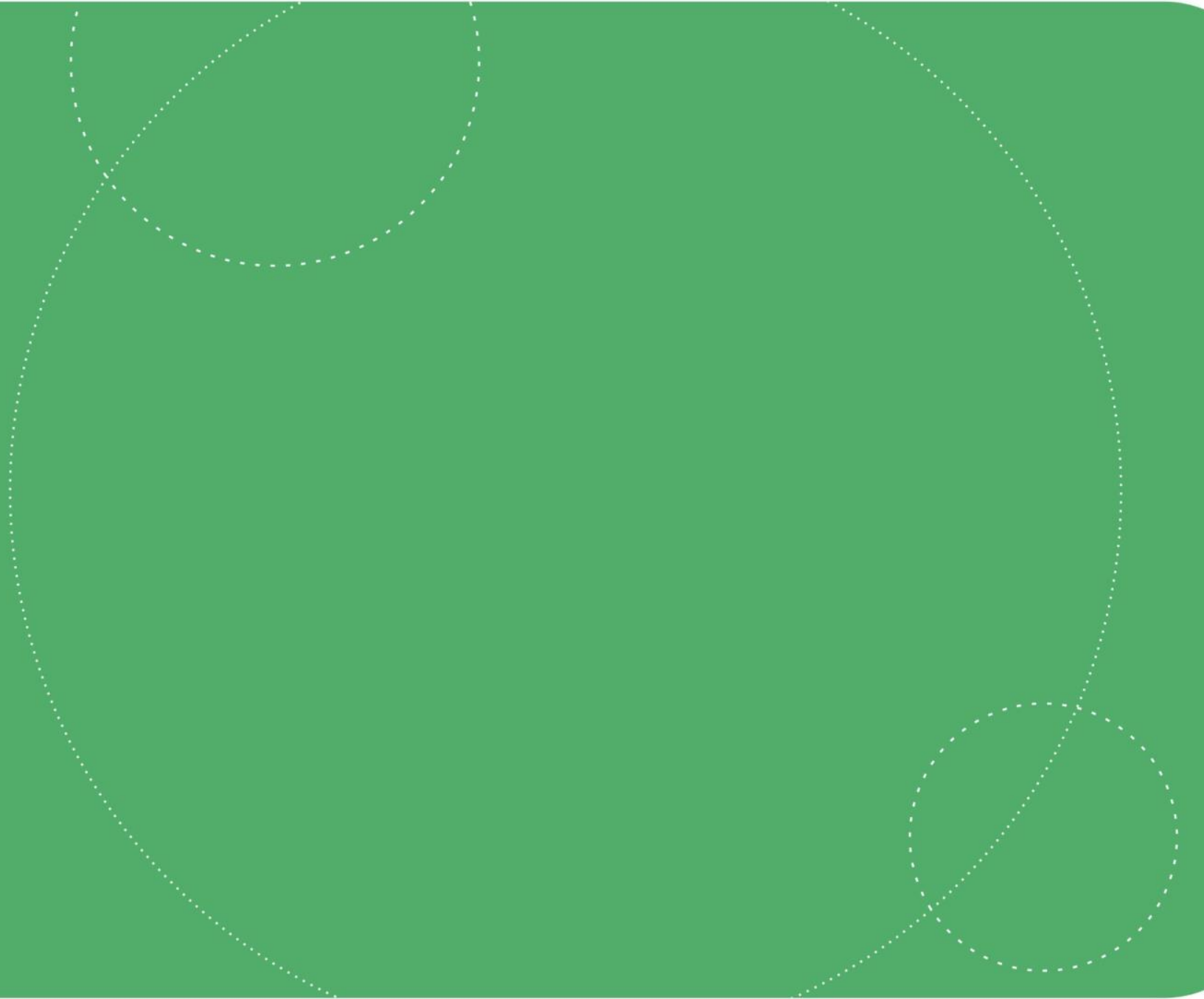


Scan this QR code to watch the video.



A decorative graphic on a green background. It features a large, light green dashed circle that encompasses most of the page. Inside this circle, there are two pairs of overlapping circles: one pair in the lower-left and one pair in the upper-right. Each pair consists of a larger cyan circle and a smaller, lighter green circle. A dark green rectangular frame is centered on the page, containing the text.

RECCE FORMAT



RECCE TO BE DONE BY RECCE SUPERVISOR

A recce will be conducted at each of the stores 3 days prior to the activity to check following parameters in each store

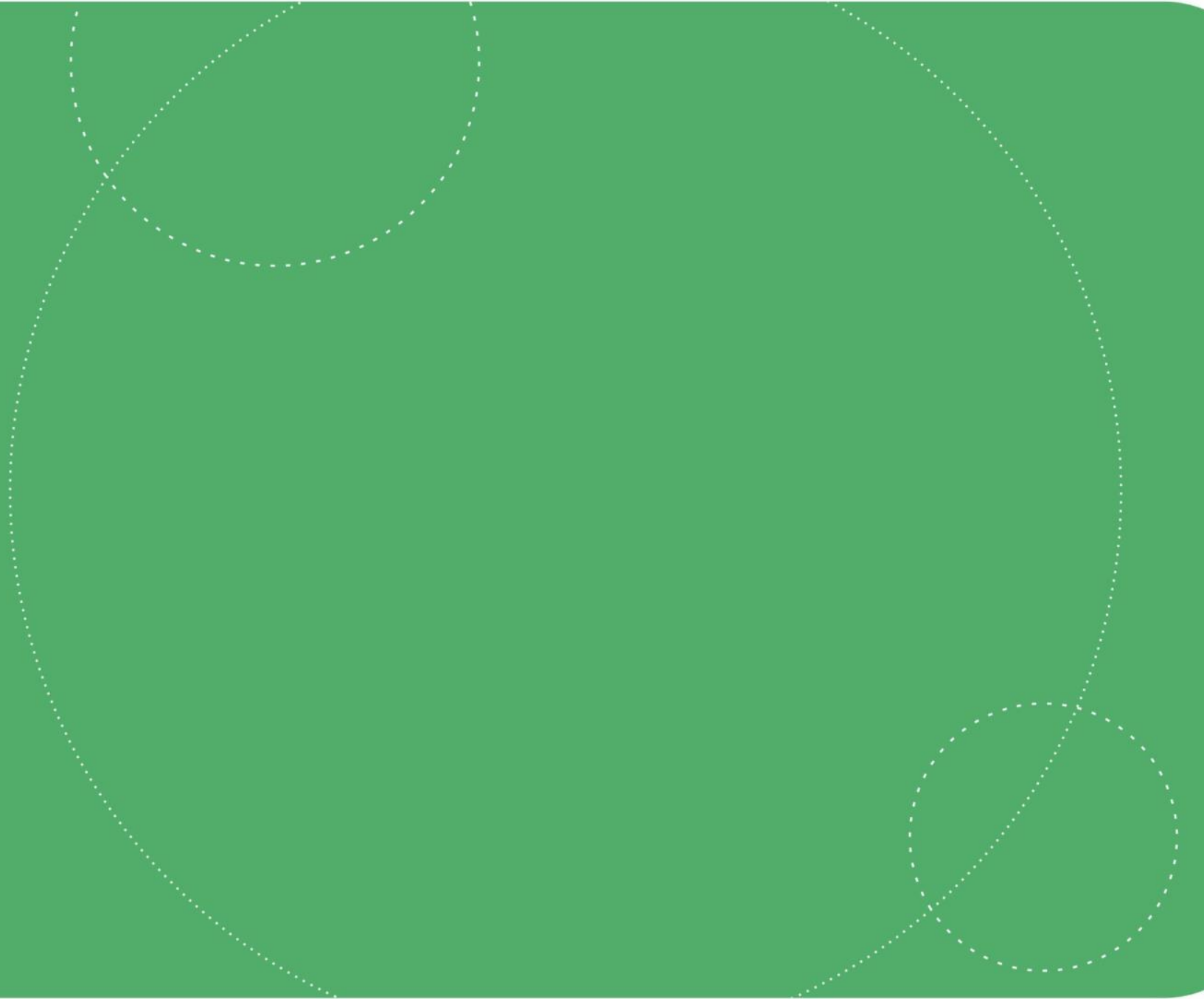
- Permission to conduct the activity to be confirmed by store manager
- Permission to click activity pictures
- Permission to place kiosk and same to be captured in image
- Permission for promoter to roam around and approach consumers
- Stock availability inside stores
- Supervisor to check if there is any offer running on the product

लान्त्री ki vaani

While doing the recce supervisor needs to ensure that they captures store name, exact store location, store managers' name and number



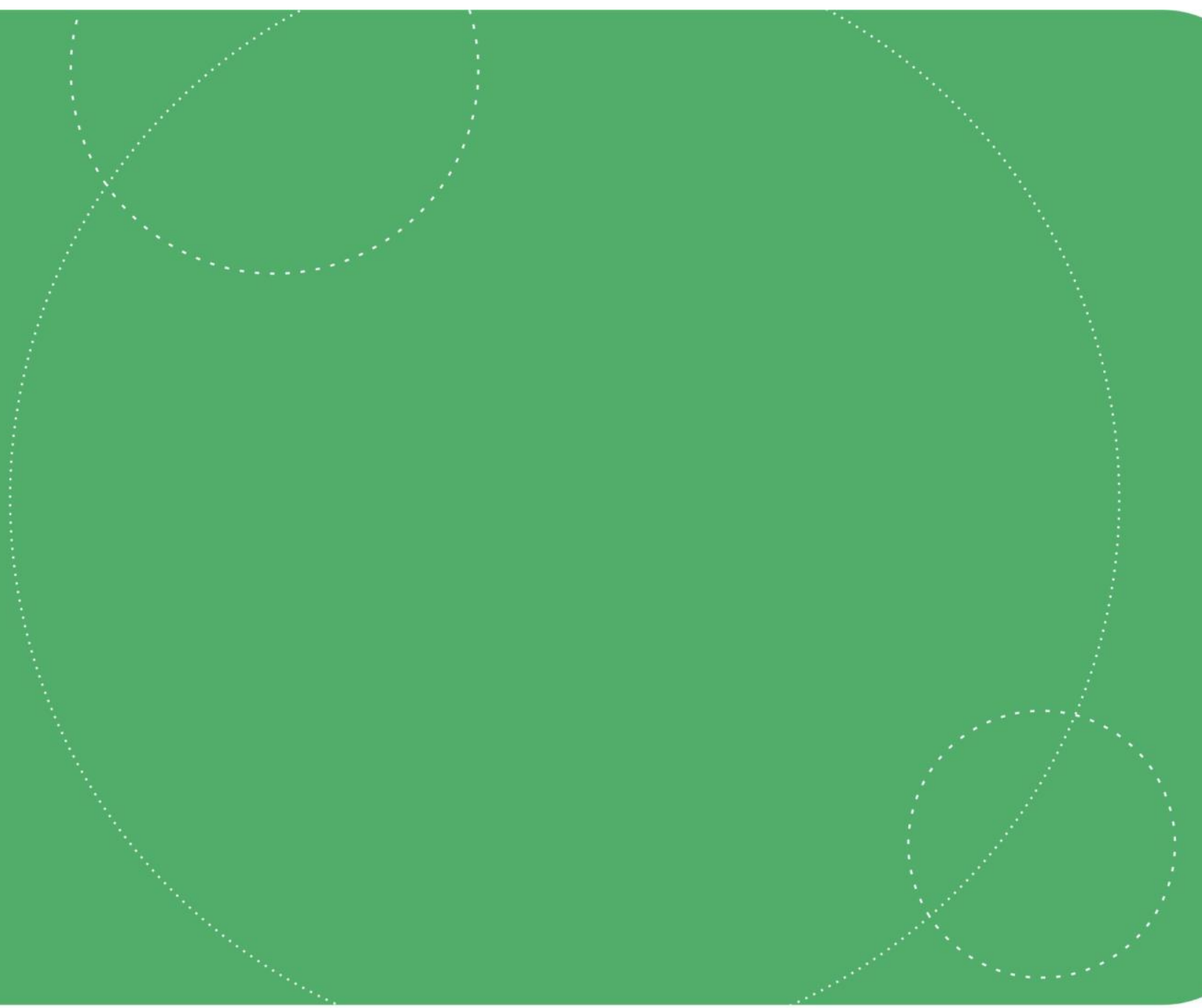
***For detailed format, refer Annexure FP08**



A decorative graphic on a green background. It features a large, faint dashed white circle that encompasses most of the slide. In the center, there is a dark blue rectangular frame. To the left and right of this frame are two sets of overlapping circles: a smaller light green circle on top of a larger cyan circle. The text 'REPORTING FORMAT' is centered within the dark blue frame in a bold, white, sans-serif font.

REPORTING FORMAT

90



REPORTS TO BE CAPTURED BY PROMOTER

Following are the parameters that need to be captured in report at each outlet;

- Activity Date, City, Store Name and Exact Location
- Checkin and Checkout Timings
- Opening and Closing Stock of Sales Product
- Number of People Approached
- Number of People given product demo
- Number of Product Sold
- Total Sales Amount
- Conversion%
- Remarks (if any)

***For detailed format, refer Annexure FP09**

REPORTS TO BE CAPTURED BY PROMOTER



Please note that supervisor need to cross check the sales data with store and also ensure that he captures activity pictures from time to time.



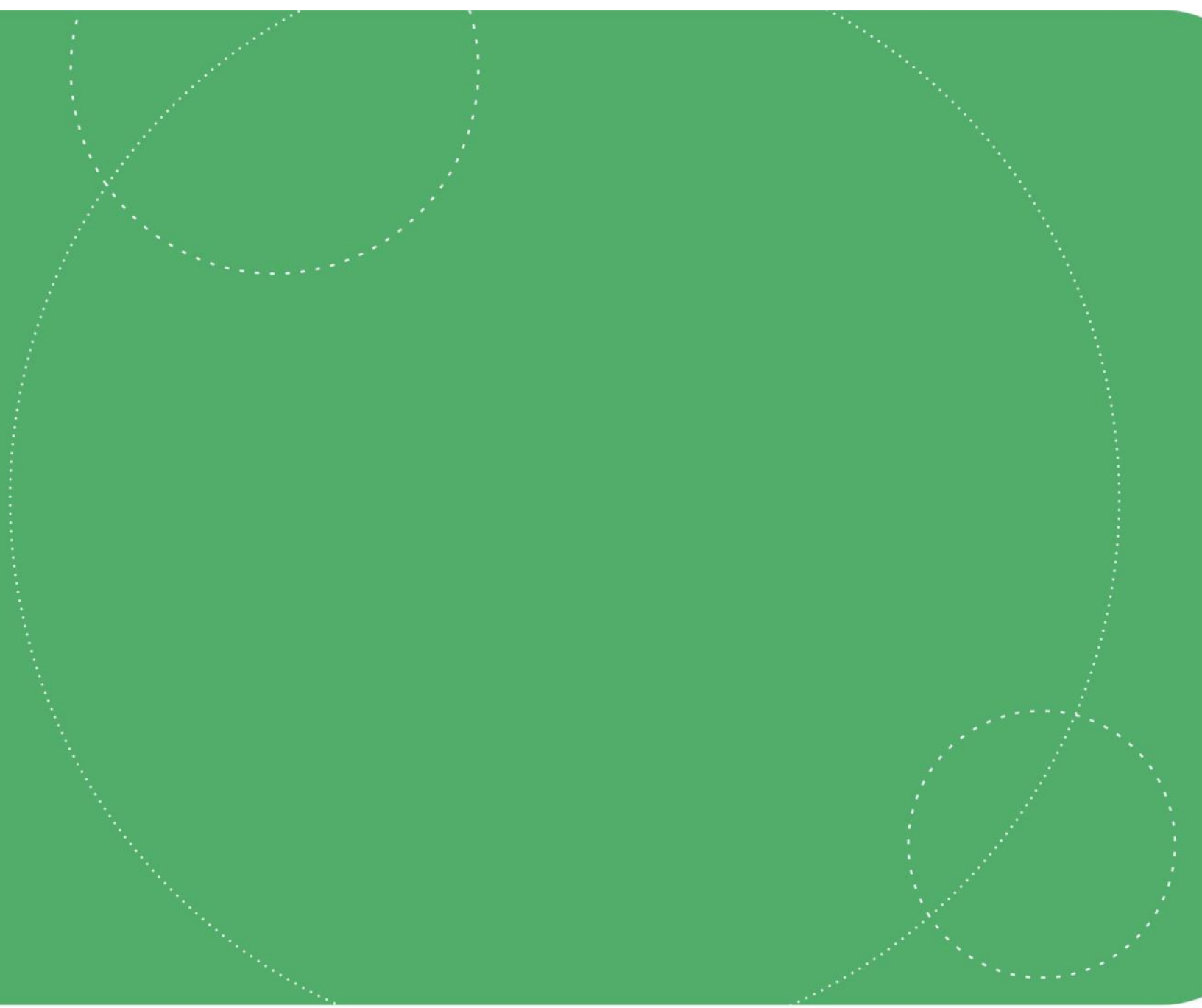
Report data to be captured in Excel format and pictures to be put in PPT format and share with client on very next day of the activity.



Also in PPT all pictures should have black border and should capture all the possible aspects of the activity like promoter approaching consumers, promoter giving product demo, promoter pushing sales to consumer and promoter taking feedback from consumers.

A central graphic featuring the text "ROI CALCULATOR" in white, bold, sans-serif font. The text is enclosed within a thin, dark blue rectangular border. To the left and right of the text are two overlapping circles: a larger light blue circle and a smaller light green circle. The background is a solid green color with faint, white dashed lines forming large, abstract circular patterns.

ROI CALCULATOR



Sales Conversion Formula

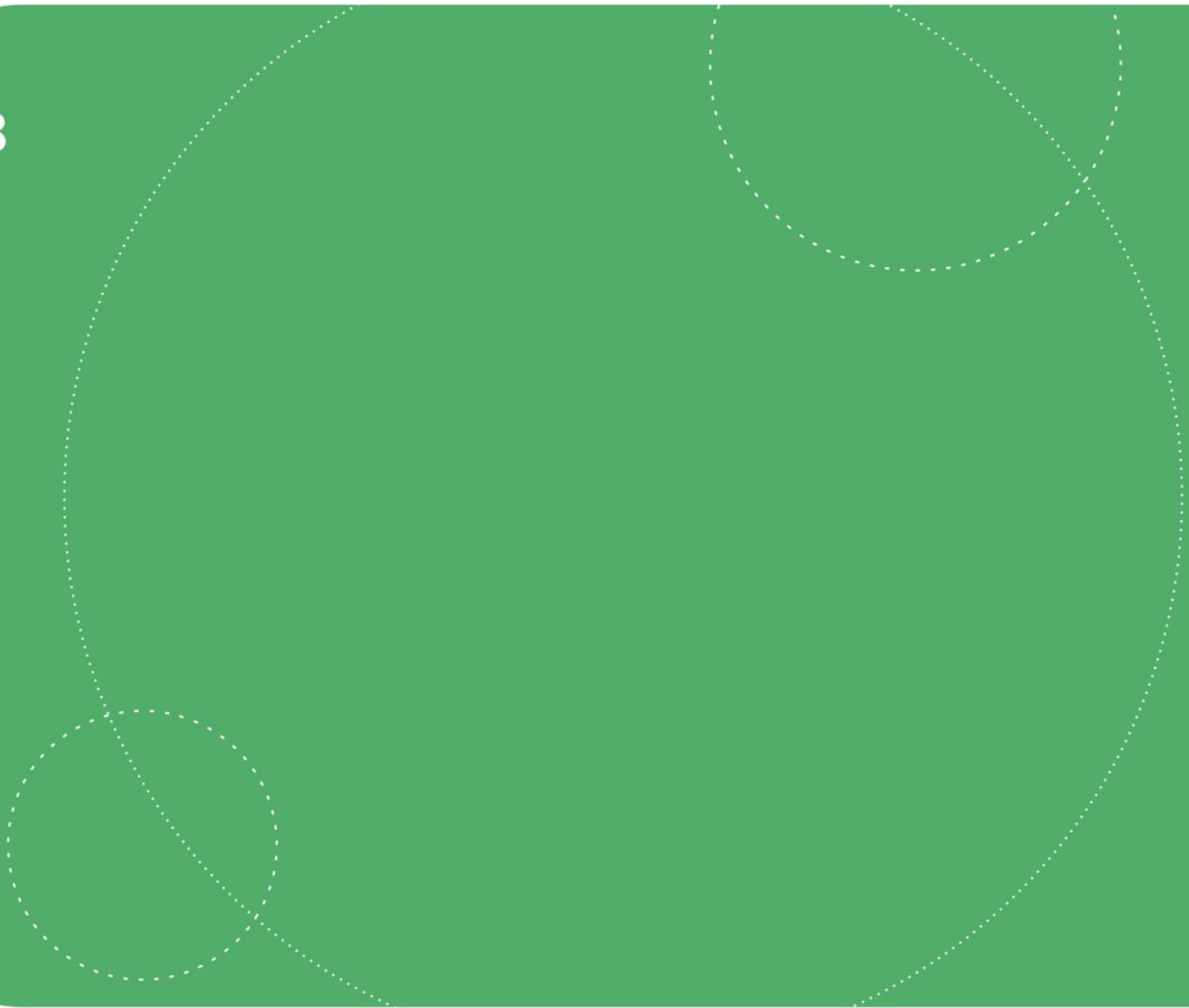
$$\text{Conversion \%} = \frac{\text{Total number of packs sold}}{\text{Total number of people given demo}}$$

Demo Conversion Formula

$$\text{Conversion \%} = \frac{\text{Total number of demos given}}{\text{Total number of people approached}}$$

Approached Conversion Formula

$$\text{Conversion \%} = \frac{\text{Total number of people approached}}{\text{Total number of store footfall}}$$



KRAS'

SUPERVISOR, PROMOTER
& ACTIVITY PLAN



100

The image features a solid green background with rounded corners. A large, white dashed circle is centered on the page. A smaller white dashed circle is positioned in the lower-left quadrant, overlapping the bottom edge of the larger circle.



SUPERVISOR

1 Morning Plan Call (9:30 a.m.-10:00 a.m.)



- Publishing attendance
- Discussing plan for the day
- Performance update
- Issue/ On Ground challenges
- Updating AM post meeting

2 Field Movement

Accompanied Visit-
Follow PJP to ensure on
ground execution and
identify any gaps.

Independent Visit-
Visit to stores to
understand the response
and opportunities.

3 Data Compilation/ Reporting



- Ensuring data connectivity from the ground
- Validating the sanity of the data
- Identifying stress area and discussing the same with AM on a daily basis

4 Evening call with Team



- PJP deviations and reason
- Daily reporting review
- Store issue analysis/way forward
- Operational issue/support

1

**Morning Update with Sup
(10:30 a.m.-11:30 a.m.)**



- PJP deviation and way forward
- Previous day's report analysis
- Operational challenges and resolution

2

Reporting



- Previous day's report with insight/recommendation sent to NPM on a daily basis

3

Micromanagement



- Manpower management /Hiring/Training etc
- MTD achievement and projection
- Initiative planning
- Team engagement (minimum once/month)

4

**Evening call
with NPM**



- Overall regional update
- Issue resolution
- Innovative ideation for operational excellence

TEAM KPI

Promoter



- Demo Vs Sales Conversion
Approached Vs Demo Conversion
Footfall Vs Approached Conversion

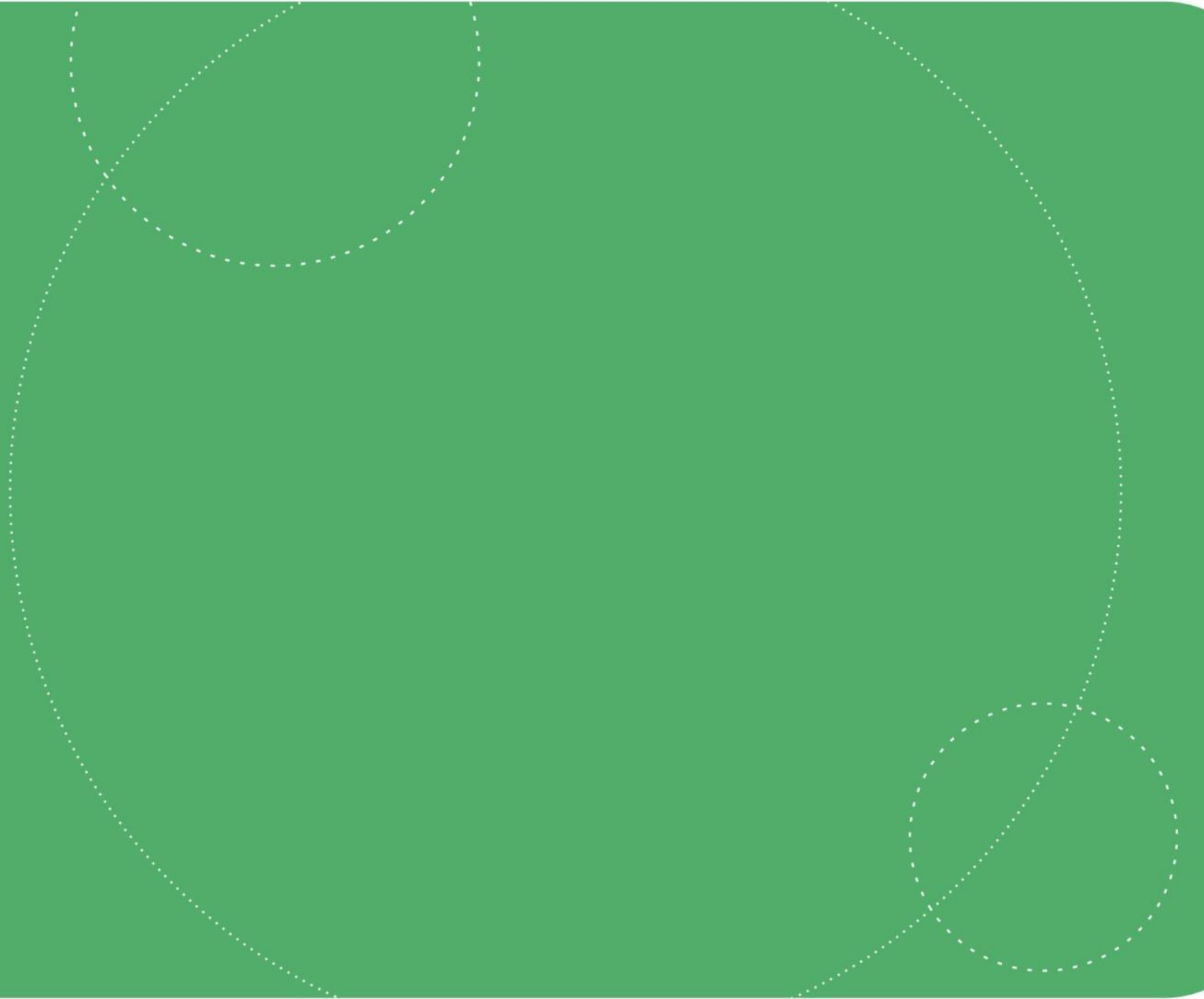
Supervisor



- Collate sales data from the Promoter, cross check with the store where ever permissible and share reports with Regional Team
Store Level Crisis Management

A decorative graphic on a green background. It features a large, light green dashed circle that encompasses most of the page. Inside this circle, there are two overlapping circles on the left and two overlapping circles on the right. The left pair consists of a smaller light green circle overlapping a larger cyan circle. The right pair consists of a smaller light green circle overlapping a larger cyan circle. A thin, dark blue rectangular border is positioned in the center of the page, framing the text. The text 'PRODUCT REPORT CARD' is written in white, bold, uppercase letters within this border.

**PRODUCT
REPORT CARD**



PRODUCT REPORT CARD

Name:

Mobile Number:

Email id:

1. Did you know about such product before?

Yes No

2. What you liked most about the product?

Ease of use Ability to grab the color Economical proposition

3. Was the demo clear to you?

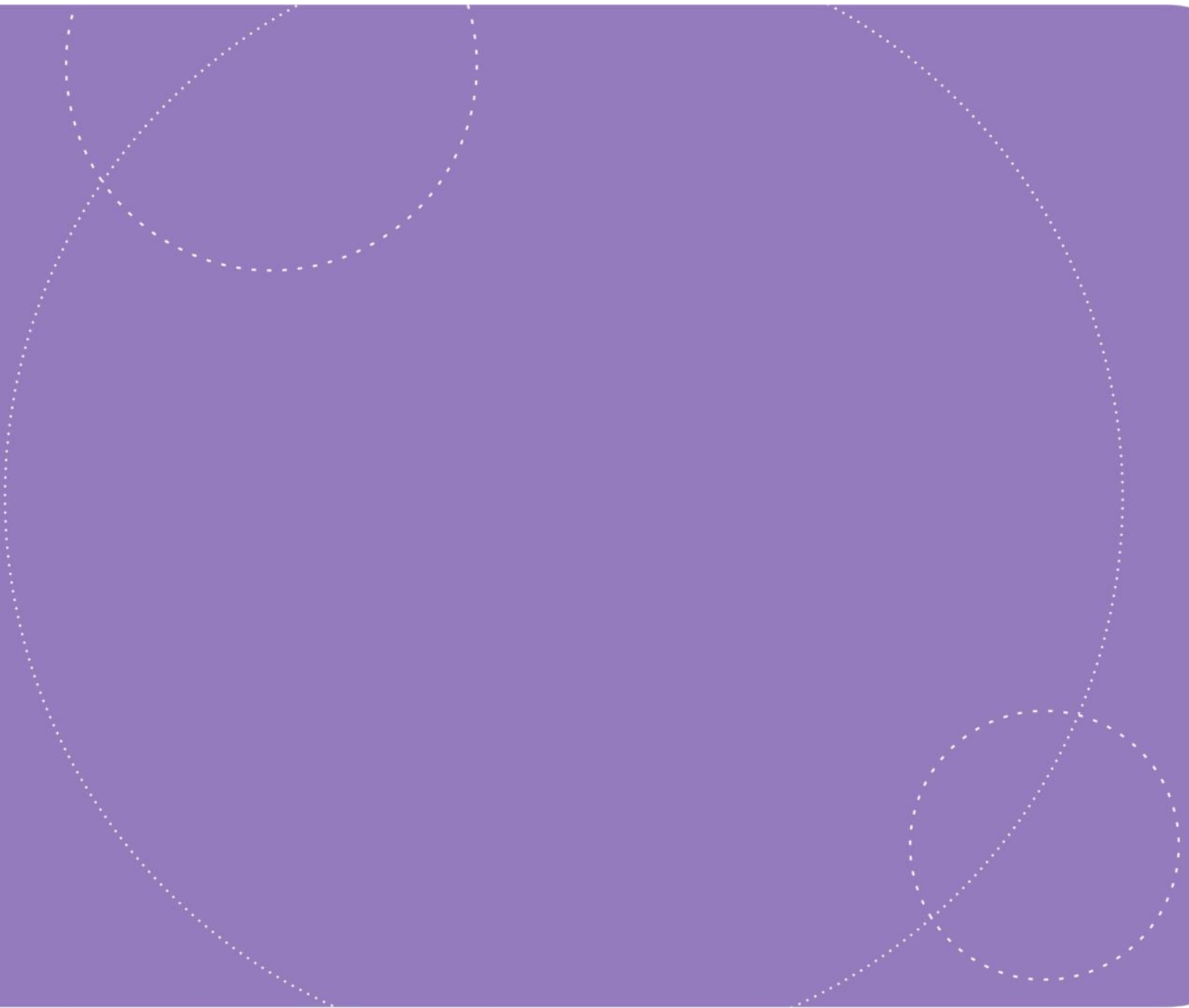
Yes No

4. Are you going to buy this product?

Yes No Maybe

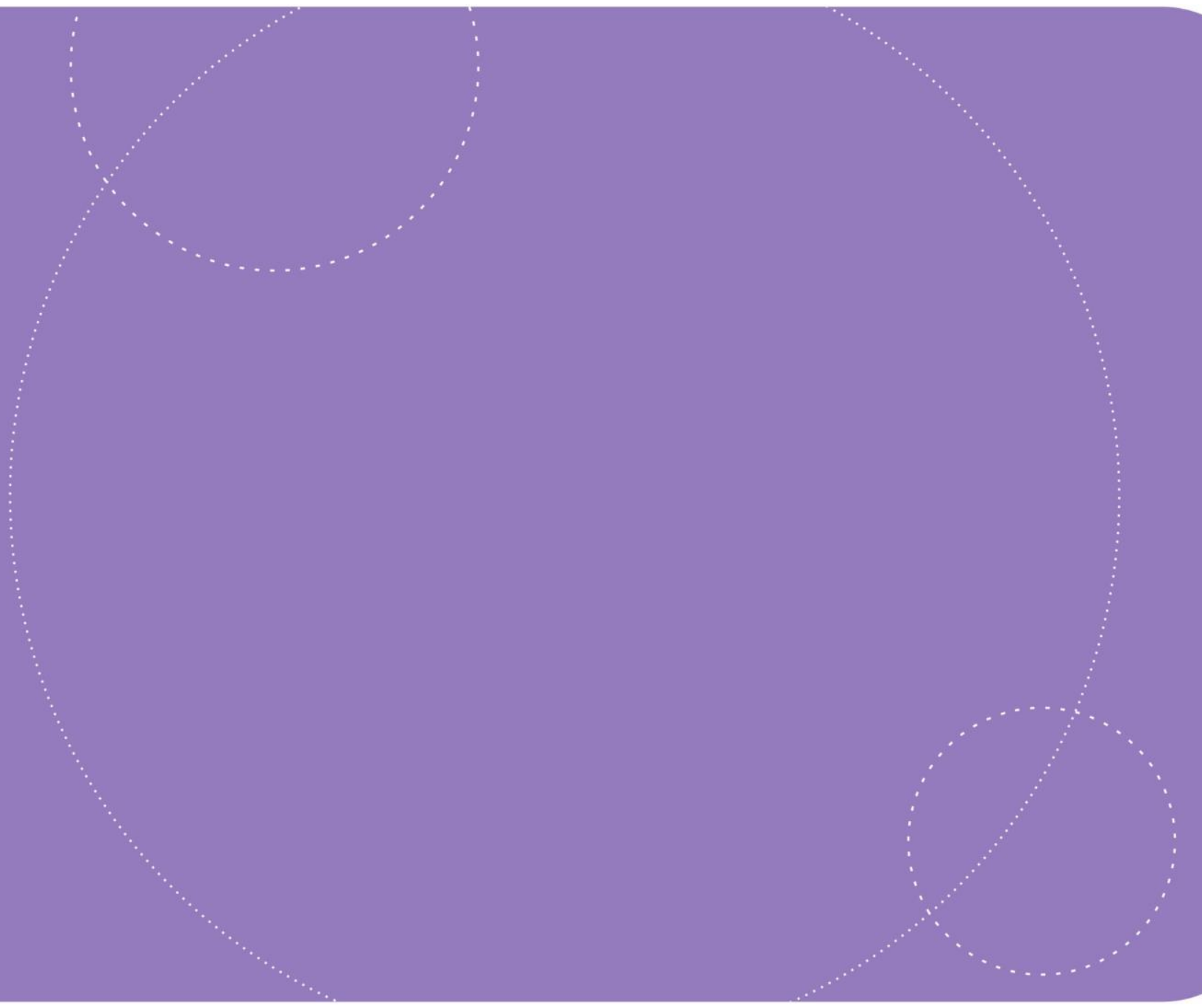
5. Would you recommend this product to your friends/families?

Yes No

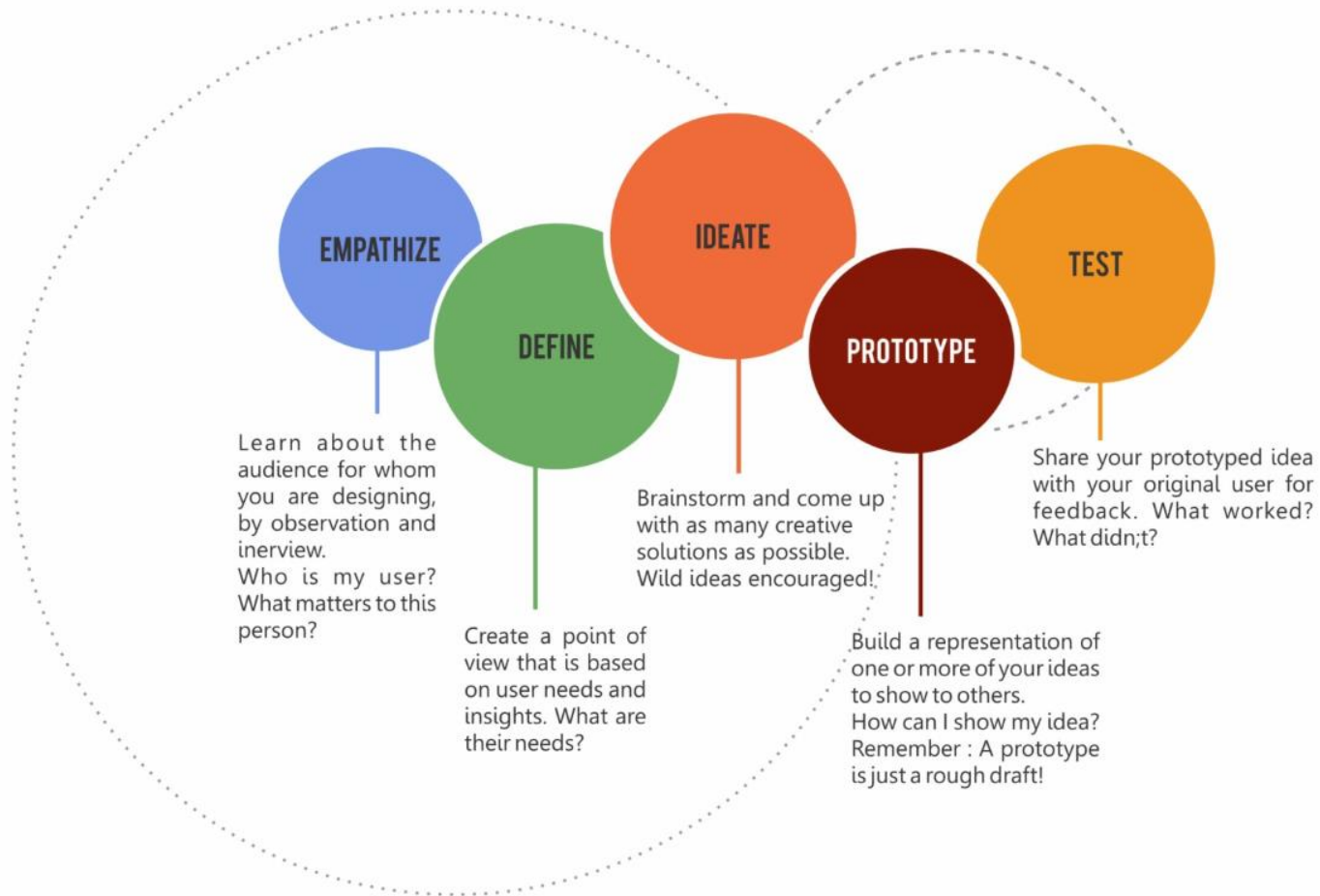




ANNEXURE



DECODING DESIGN



DEMO UNIT SPECIFICATION

Glass Stirrer branding 8X3 cm



Beaker and Bottle Sticker 9X5 cm



A White Tray



A GSK 5ml Syringe



250ml Glass



Branded glass stirrer



Branded Borosil 1040016 Tall Form without Spout Beaker, 100 ml



Tupperware small plastic bottle for keeping color solvent

ATTIRE CREATIVE

113

T shirt Front logo
3X3.2 inch

future group 
Udha hai. Aaj, Abhi.



Easy, Breezy, Done

T shirt Back logo
6.5X 6.3inch



Easy, Breezy, Done

Colour code for collar and sleeves



CMYK
67 0 18 0

PROMOTER BADGE CREATIVE

Badge 1
2.5 inch Dia



Badge 2
2.5 inch Dia



4X4 inch



4X4 inch



4X4 inch

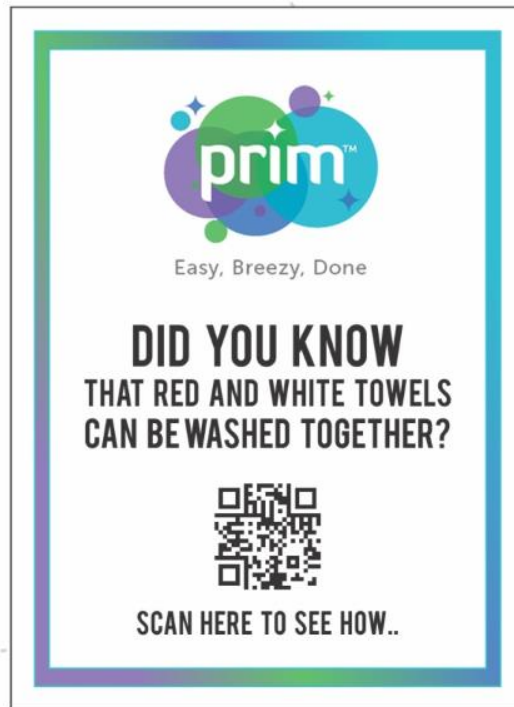


4X4 inch



CROSS CATEGORY BRANDING

Tent Card A5 size



CROSS CATEGORY BRANDING

5 inch



RECCE FORMAT

PRIM RECCE FORMAT

Zone	City	Account	Outlet Name	Date(DD/MM/YY)	Store Manager Name	Store Manager Number

Permission to Click Pictures	Promoter Placement	Setup Placement	Permission for promoter to roam around and approach consumer	Stock Availability	Any offer on product	Remarks

Activity Reporting Format

PRIM REPORTING FORMAT

Zone	City	Account	Outlet Name	Date(DD/MM/YY)	Checkin Time	Checkout time	Total Number of Footfall

Prim Activity Report Format

Total Number of People Approached	Total Number of Demo Given	Opening Stock Count	Closing Stock Count	Total Number of Packs Sold	Total Sales Amount

