

The background of the slide is a high-quality photograph of the front of a bright orange sports car. The car is positioned on the left side of the frame, facing towards the right. It features a prominent honeycomb grille, multiple round headlights, and a sleek, aerodynamic design. The lighting is dramatic, highlighting the car's curves and metallic finish against a dark background.

# CARS 24

ENVISAGING A NEW BRAND POSITIONING



# BRIEF

DEFINING OUR ROAD MAP

## THE EXPECTATION

SELLING MY CAR = CARS 24

## THE APPROACH

BY INCREASING CONSIDERATION/TRIAL FOR CARS 24

## THE AUDIENCE

- CAR OWNERS
- AGE 30 – 60
- LIVING IN METRO
- CORPORATE EMPLOYEES & BUSINESS OWNERS

## THE COMMUNICATION

- GENUINE
- HASSLE-FREE
- QUICK
- BEST PRICE

# THE TASK

## BUSINESS OBJECTIVE

10% MOM INCREASE IN FOOTFALL  
AT CARS 24 BRANCHES ACROSS 70+ CITIES

# THE CHALLENGE

WE ARE UNLIKE ANY OTHER CATEGORY

FOR US TO TRIGGER AN ACTION IS FAR MORE IMPORTANT SINCE WE DO NOT HAVE MANY OCCASIONS FOR TRIALS



# OUR TODAY

UNDERSTANDING THE CONSUMER JOURNEY





# STRATEGY

TRIANGULATING A SOLUTION



**AWARENESS TO RELIABILITY**

**CUSTOMER**

**RELIABILITY TO CONSIDERATION**

**COMPETITION**

**CONSIDERATION TO ACTION**

**CARS 24**

AWARENESS TO RELIABILITY

**CUSTOMER**

RELIABILITY TO CONSIDERATION

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**CARS 24**



# CUSTOMER

UNDERSTANDING THE MINDFRAME



geometry encompass

A smiling male mechanic in a dark workshop, holding a power tool near a car wheel. The background is dark and out of focus, showing parts of a car and workshop equipment.

# REASON

WHAT ARE THE SELLER DISPOSITIONS?

- CAR CONDITION

- FAMILY SIZE

- SOCIAL STANDING

- RELOCATION

# PERSONA

LET'S GET DEEPER

## THE AUDIENCE

- CAR OWNERS
- AGE 30 – 60
- GEOGRAPHY- DELHI/NCR, MUMBAI, PUNE, BANGALORE, HYDERABAD, GUJARAT (AHMADABAD), CHENNAI.
- OWNERSHIP- 70% OF THE CUSTOMERS ARE 1<sup>ST</sup> OWNERS.



# RAHUL

34, MARRIED WITH A KID

- CORPORATE EMPLOYEE
- LIVES IN TIER 1/2 CITY
- HOUSING SOCIETY
- INCOME: 10-12 LAKH/ ANNUM
  
- WENT TO DRIVING SCHOOL
- SAVED FROM EARNINGS TO BUY HIS FIRST CAR
- ONLY CAR IN HIS HOUSE
- HE TAKES IT TO THE OFFICE, OUTINGS & FUNCTIONS
- WEEKEND TRIPS INCLUDE GOING TO MALLS FOR MOVIES & SHOPPING
  
- VISITS PETROL PUMP ONCE A WEEK
- ITS BEEN THREE YEARS & FEELS THE NEED TO CHANGE HIS CAR
- REGULARLY DOES MAINTAINANCE OF HIS CAR
- QUATERLY VISITS INCLUDE GOING FOR SERVICING & TYRE CHECKS
- IN CONVERSATION WITH LOCAL MECHANICS
- CONSIDERING CLASSIFIEDS
- HAS CONVERSATIONS WITH PEERS
- HAS KNOWLEDGE OF ONLINE PORTALS
- WANTS THE BEST PRICE AS IT WILL HELP HIM DECIDE HIS NEXT CAR
- THINKS HE MIGHT NEED TO DO SOME TOUCH-UPS TO SELL
  
- HE IS ALSO A BIT ASPIRATIONAL
  
- KNOWS ABOUT CARS 24 BUT IS CONFUSED ABOUT THEIR EXPERTISE



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# RONIT

42, MARRIED WITH 2 KID

- BUSINESSMAN
- LIVES IN METRO
- INCOME: 30 LAKH+
  
- HAS TWO CARS IN THE HOUSE
- BOTH CARS HAVE DEFINED ROLES FUNCTIONALITY AND SOCIAL SETTINGS
- HAS A DRIVER
- WEEKEND TRIPS INCLUDE GOING TO MALLS FOR MOVIES & SHOPPING
- REGULAR AT CLUBS
- WHEN DRIVING BY HIMSELF USES VALET
  
- NOT DIRECTLY INVOLVED IN THE MAINTAINANCE OF THE CAR
- FEELS HE WILL CHANGE HIS CAR WHEN HE GETS A BETTER DEAL
- GIVEN HIS NETWORK, HAS A "GUY" – LOCAL DEALER FOR SELLING
- HAVING CONVERSATIONS WITH PEERS
- KNOWS OF ONLINE PORTALS BUT WOULD STILL GO WITH HIS GUY
- DOESN'T WANT ANY HASSLES
- FEELS THE NEED TO UPGRADE FOR STATUS
- IT MATTERS WHICH CAR HE GETS SEEN IN
- WANTS THE BEST PRICE AS IT HAS BEEN WELL MAINTAINED
  
- FAMILIAR WITH CARS 24 BUT THINKS GOING THERE WOULD BE AN EFFORT





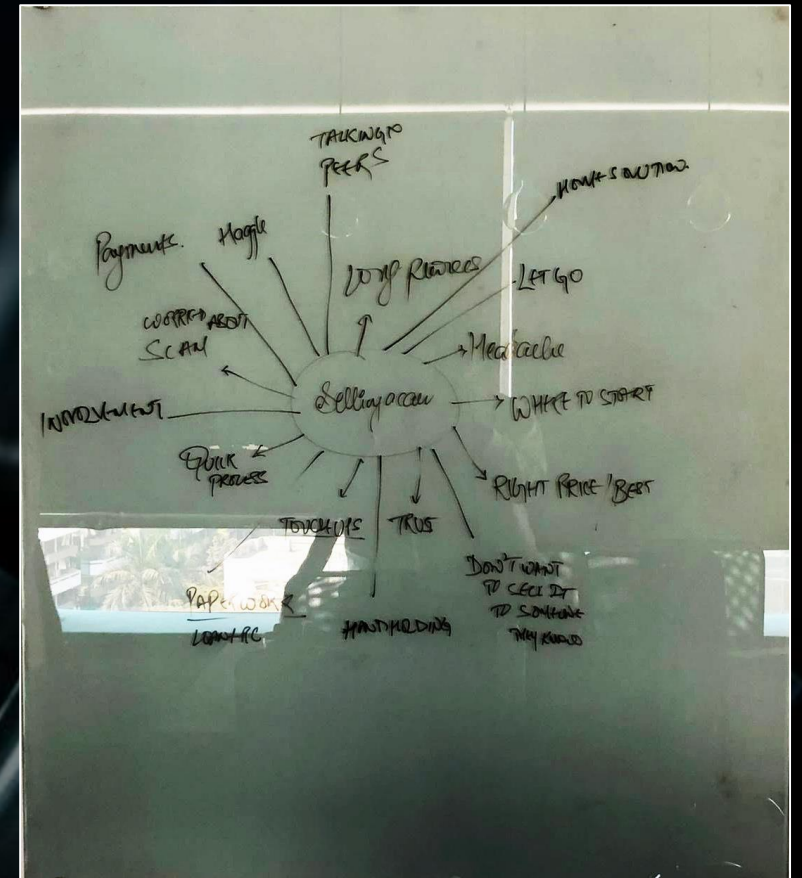
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- **FAMILIAR WITH CARS 24 BUT THINKS GOING THERE WOULD BE AN EFFORT**

# PSYCHOGRAPHICS

CONSUMER MINDSET WHILE SELLING



A large, shiny, metallic hammer is positioned vertically, with its head at the top and its handle extending downwards. The hammer's head is cracked, and the base of the handle is also cracked, suggesting a broken or damaged object. The background is black, making the metallic surface stand out.

# THE FINDINGS

CONSUMER MINDSET WHILE SELLING

A large, shiny, metallic hammer is the central visual element. The hammer head is at the top, and the handle extends downwards. The base of the hammer is cracked and broken, suggesting a process of breaking down or revealing something. The background is black, making the metallic surfaces stand out.

# THE FINDINGS

CONSUMER MINDSET WHILE SELLING

## CONCERNS

- BEST PRICE
- PROCESS DURATION
- PAYMENTS
- WORRIED ABOUT THE BUYER
- PAPER-WORK (LOAN + RC)
- TOUCH UPS
- HAGGLE
- TRUST
- DON'T WANT TO SELL TO SOMEONE THEY KNOW
- WHERE TO SHARE
- TALKING TO PEERS
- HEADACHE

**AWARENESS TO RELATABILITY**

**CUSTOMER**

**WE NEED TO BECOME  
A PART OF HIS  
NATURAL ECOSYSTEM &  
DEMONSTRATE CONVINIENCE**

**RELATABILITY TO CONSIDERATION**

**COMPETITION**

**CONSIDERATION TO ACTION**

**CARS 24**

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# COMPETITION

UNDERSTANDING THE ENEMY? OR ENEMIES!

# THE MARKET

MUTTIPLE OPTIONS - ONE OPPORTUNITY

LOCAL DEALERS

ONLINE PLATFORMS

(OLX, QUICKER, CARWALE, CAR DEKHO)

MULTI-BRAND SUPER STORE FORMATS

(TRUE VALUE, FIRST CHOICE, M&M'S)

MANUFACTURER SPONSORED CERTIFIED RETAILERS

(MARUTI, HYUNDAI, FORD, HONDA)

CLASSIFIEDS



# THE TREND

## SHIFT TO ALTERNATE CHANNELS

HAGGLING AND PRICE NEGOTIATION BECOMES A CHALLENGE WITH FRIENDS AND FAMILY. HENCE SELLERS HAVE NOW STARTED LOOKING AT ALTERNATE OPTIONS.

SOURCE: INDIAN BLUE BOOK

2009



2019



# THE FOCUS

WHERE SHOULD WE CONCENTRATE?

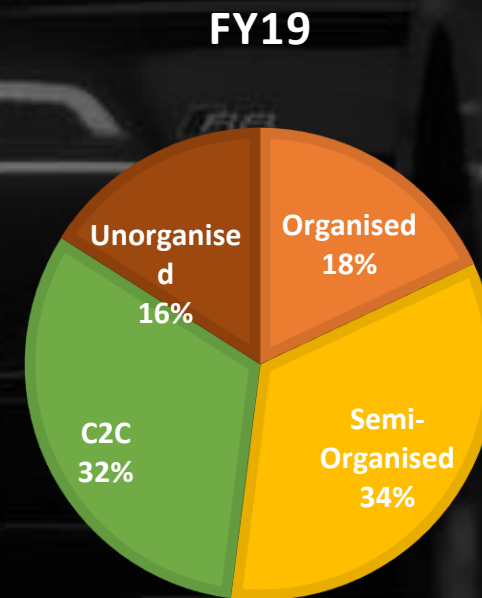
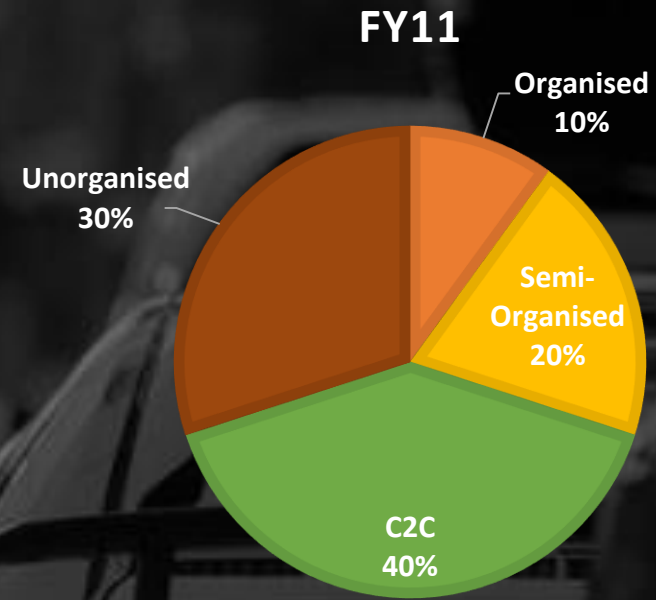
ORGANISED GAINED 8%

SEMI ORGANISED GAINED 14%

THERE IS SIGNIFICANT GROWTH IN THE ORGANISED SEGMENT,

NOW IS THE TIME TO ACT!

SOURCE: INDIAN BLUE BOOK



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**WE NEED TO TAKE BOTH HEAD ON –  
LOCAL DEALERS & GROWING  
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**CARS 24**

# THE FOCUS

WHERE SHOULD WE CONCENTRATE?



# AWARENESS

## TVC

(CARS 24 VS LOCAL DEALERS, BEST DEALS, EASE OF SELLING )



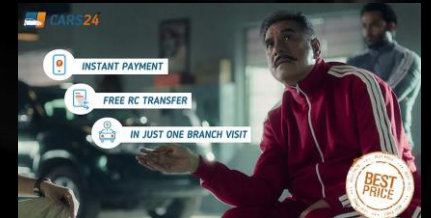
## Digital

(CARS 24 VS CLASSIFIEDS, ADVISE ON HOW TO SELL, EMOTIONS WHILE SELLING A CAR )



## OOH

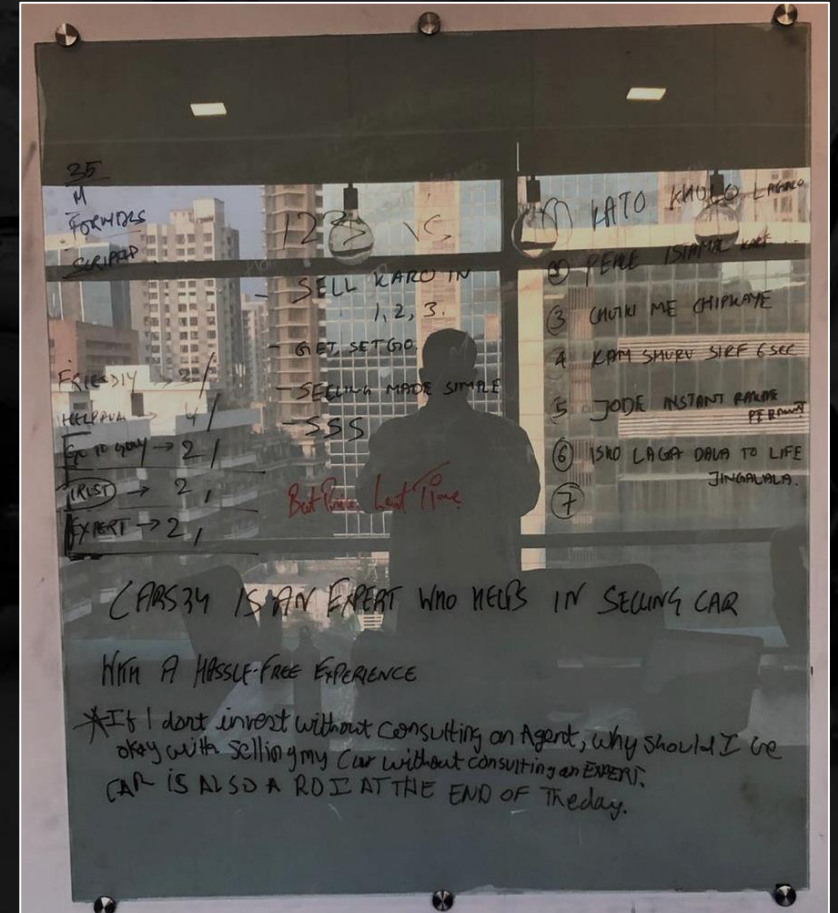
(BEST DEALS, EASE OF SELLING )



## Radio

# PERCEPTION

HEAVY MEDIA HAMMERING SHOULD HAVE HELPED...





# PERSONIFICATION

THE CUSTOMERS ASSOCIATION

CARS 24

MALE, 35 YEARS OLD

WEARS FORMALS (LOSE-FITTED)

TALKS IN A SCRIPTED MANNER

FIVE PERSONALITY TRAITS

FRIENDLY

HELPFUL

GO-TO-GUY

TRUSTWORTHY

EXPERT





# PERSONIFICATION

THE CUSTOMERS ASSOCIATION

CARS 24

MALE, 35 YEARS OLD

WEARS FORMALS (LOSE-FITTED)

TALKS IN A SCRIPTED MANNER

FIVE PERSONALITY TRAITS

FRIENDLY	3
HELPFUL	4
GO-TO-GUY	2
TRUSTWORTHY	2
EXPERT	2

**AWARENESS TO RELATABILITY**

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**WE NEED TO BECOME  
THE GO-TO-GUY  
& EXHIBIT OUR EXPERTISE**

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# THE TRIANGULATION

FAMILIAR & CONVENIENT  
BETTER THAN LOCAL & ONLINE  
EXPERT & GO-TO-GUY

# THE ARTICULATION

DRIVING IT WAS A DREAM,  
SELLING IT SHOULD'NT BE A NIGHTMARE,

SOME DENTS, SOME LEAKS,  
NO WORRIES, FOR YOU WE CARE,

WE KNOW YOU WANT A DEAL,  
NOT A GAME OF TRUTH & DARE,

NO YOU WON'T HAVE TO HAGGLE,  
JUST AN HOUR YOU NEED TO SPARE,

WE ARE CLOSER THAN YOU THINK,  
AND EASIER THAN YOU KNOW,

WE ARE HERE FOR YOU,  
WE ARE YOUR GUY TO GO...

WE ARE YOUR...

# THE ARTICULATION

DRIVING IT WAS A DREAM,  
SELLING IT SHOULDN'T BE A NIGHTMARE,  
**FAMILIAR**

SOME DENTS, SOME LEAKS,  
NO WORRIES, FOR YOU WE CARE,  
**CONVENIENT**

WE KNOW YOU WANT A DEAL,  
NOT A GAME OF TRUTH & DARE,  
**ORGANIZED**

NO YOU WON'T HAVE TO HAGGLE,  
JUST AN HOUR YOU NEED TO SPARE,  
**BETTER THAN LOCAL**

WE ARE CLOSER THAN YOU THINK,  
AND EASIER THAN YOU KNOW,  
**GO-TO-GUY**

WE ARE HERE FOR YOU,  
WE ARE YOUR ONE GUY TO GO...  
**EXPERT**

WE ARE YOUR...



WE ARE YOUR...

# NEIGHBOURHOOD EXPERTS



WE ARE YOUR...

# NEIGHBOURHOOD EXPERTS

FAMILIAR EXPERTS THAT HELP YOU SELL YOUR CAR WITHOUT HASSLES

geometry encompass

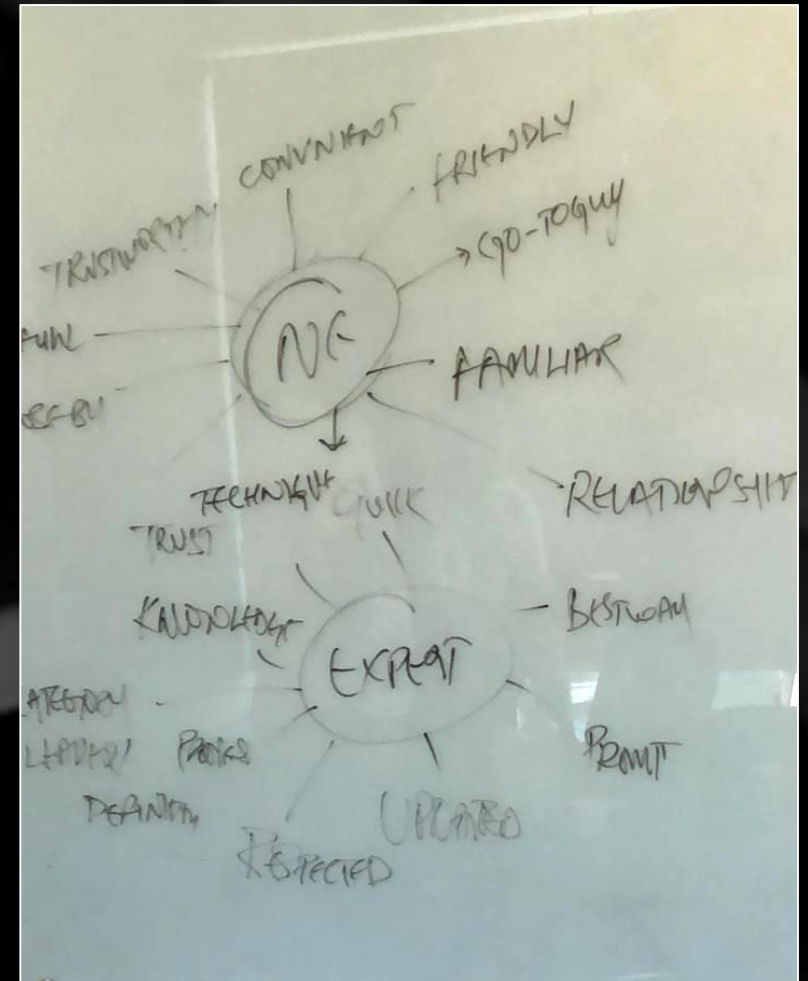


# BRAND KEY



# IMPERATIVES

OWNING "NEIGHBOURHOOD EXPERT"



# IMPERATIVES

## REDEFINING THE CATEGORY

SHARE KNOWLEDGE  
KEEP CONSUMERS UPDATED TALK  
ABOUT TECHNIQUES

## SUBSTANTIATE

TRUSTWORTHY, DEMO,  
CONFIDENCE BUILDING, PROOFS,  
TRIED AND TESTED

## WELCOMING

RESPECTED, RELATIONSHIP,  
FAMILIAR, GO-TO-GUY,  
HELPFUL, CLOSE-BY,  
APPROACHABLE

## FREE FLOWING

QUICK, EASY, CONVENIENT

# TAKING NEIGHBOURHOOD EXPERT ON GROUND

IDEAS

# 1 CAR QUOTIENT

# CAR QUOTIENT

CATEGORY REDEFINING | SUBSTANTIATE | WELCOMING | FREE FLOWING

## OBSERVATION

"THE BEST TIME TO SELL A CAR WAS ALWAYS A YEAR BACK."

## WHAT IF THERE WAS A WAY TO KNOW THE BEST TIME TO SELL?

## IDEA

CREATING A UNIQUE ENGAGEMENT OPPORTUNITY TO REACH OUT TO POTENTIAL SELLERS AND DRIVE FOOTFALLS.

## HOW?

A PREDICTIVE MECHANISM THAT EVALUATES CARS CONDITION ON EVERY PARAMETER & SUGGESTS THE RIGHT TIME TO SELL IT.

DRIVEN BY FREE CHECK UPS.

## DRIVING A SENSE OF URGENCY & CREATING A PULL BACK

# 2 OLD CAR REVIEWS

# OLD CAR REVIEWS

CATEGORY REDEFINING | SUBSTANTIATE | WELCOMING | FREE FLOWING

OVERDRIVE, NDTV, TEAM-BHP-THESE CHANNELS ARE FAMOUS FOR CAR REVIEWS -CUSTOMERS REFER TO THEM WHEN THEY HAVE TO BUY NEW CARS.

**BUT WHAT ABOUT OLD CARS?**

IN ONE OF A KIND MOVE, FIRST OF THE INDUSTRY WE WILL INTRODUCE OLD CAR REVIEW WHERE WE ARE GOING TO COLLABORATE WITH CAR REVIEW CHANNELS AND REVIEW OLD CARS AND GIVE A GENUINE REPORT OF THE CAR IN THE REVIEW SO THAT BUYERS CAN DECIDE THEY WANT TO BUY OR NOT AND SELLERS CAN GET THE BEST PRICE FOR THEIR CARS.



# 3 SPOT THE PROBLEM

# SPOT THE PROBLEM

CATEGORY REDEFINING | SUBSTANTIATE | WELCOMING | FREE FLOWING

## ACTIVATION IDEA

AT CARS 24 WE SAY THAT WE ARE THE BEST JUDGE OF YOUR CAR, WE EVALUATE IT ON THE PARAMETERS THAT ARE BEST SUITED FOR YOUR CAR.

TO PROVE THE SAME, WE ARE GOING TO ORGANIZE AN EVENT IN A MALL WHERE PARTICIPANTS WILL BE ASKED TO FIND OUT AS MANY PROBLEMS AS THEY CAN IN A GIVEN FRAME OF TIME.

THE ONE WHO IDENTIFIES MAXIMUM FAULTS WILL WIN.

# 4 FOR THE LOVE OF CARS

# FOR THE LOVE OF CARS

CATEGORY REDEFINING | SUBSTANTIATE | WELCOMING | FREE FLOWING

A SOCIAL EXPERIMENT VIDEO WHERE WE WILL SHOW A PARI GUY WHO OWNS A VINTAGE CAR VISITS CARS24 TO SELL HIS CAR.

WHEN HE COMES TO THE STORE, WE WILL ASK THE AUDIENCE TO GUESS THE PRICE OF THE CAR BRINGING ALIVE THE MULTIPLE AUCTION FEATURE OF CARS24 WHICH NOT MANY PEOPLE KNOW ABOUT.

THE BIDDING WILL BE TELECASTED LIVE ON SOCIAL MEDIA PLATFORMS TO CREATE DIGITAL TRACTION.

THE PERSON WHO BIDS THE CLOSEST TO THE SELLING PRICE WILL WIN THE BID AND GET THE VINTAGE CAR.

# 5 TOUCH POINT

# TOUCH POINT & ADVOCACY

CATEGORY REDEFINING | SUBSTANTIATE | WELCOMING | FREE FLOWING

## INFLUENCERS TO DRIVE ADVOCACY

- MECHANICS
- DRIVING SCHOOL INSTRUCTORS
- MOVERS & PACKERS
- CORPORATE TIE-UPS

A high-angle, front-facing view of a bright orange sports car, likely a McLaren, is the central focus of the image. The car's aggressive design features a large, black honeycomb grille, multiple round headlights, and a prominent front splitter. The car is set against a dark, almost black background, with dramatic lighting that highlights its curves and metallic finish. The overall mood is sleek and high-tech.

# CARS 24

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