ONROAD

DETAILING & ACCESSORIES STUDIO



BRAND POSITIONING, AUDIENCE, OBJECTIVE

BRAND POSITIONING

PREMIUM AUTOMOTIVE DESTINATION IN MALAPPURAM .FOR DETAILING, PROTECTION, ACCESSORIES AND CAR PERSONALISATION

MORE THAN AN ACCESSORIES SHOP — AN AUTOMOTIVE EXPERIENCE CENTRE TO EXPLORE, UPGRADE, PROTECT AND PERSONALISE YOUR CAR.

AUDIENCE

PREMIUM CAR OWNERS
CAR ENTHUSIAST
CAR DEALERS



OBJECTIVE

PRE-LAUNCH MARKETING PLAN

POST-LAUNCH MARKETING PLAN

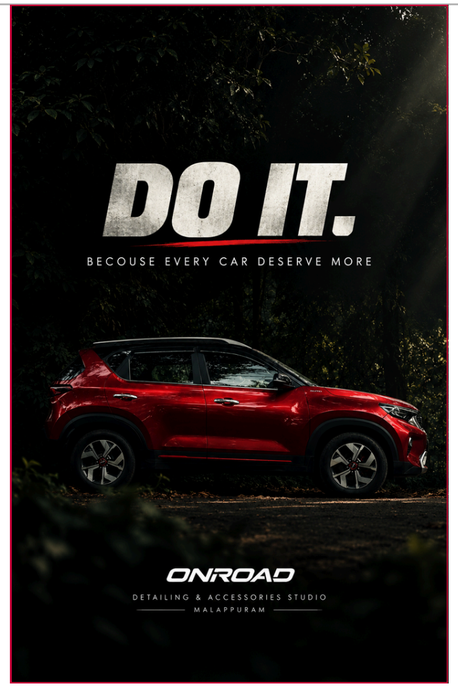
1 PRE-LAUNCH REEL

PRE-LAUNCH MARKETING PLAN

DO IT

SOCIAL MEDIA
POSTER

BECOUSE EVERY CAR
DESERVE MORE





BANNER

WARNING

FRONT OF THE SHOP

POST-LAUNCH MARKETING PLAN





01

A LINEUP OF MODIFIED CARS AT ONROAD

02

FIRST 100 CUSTOMERS — FREE CAR SHOOT

03

SET UP A “MYTH OR FACT” COUNTER AT ONROAD SHOP

04

LIVE CAR CARE SESSION



