

# Bajaj Boxer – Stronger with Boxer Campaign Brief

## **BACKGROUND:**

Bajaj Boxer is leading in the two-wheeler category in Nigeria and is known for its functional benefits (strength, durability and power). The brand has over the years helped changed and improved the lives of Okada riders and by extension the lives of their family and community.

Hence the need to run an emotional campaign which is the “celebration of the strength and resilience of the Okada Rider” The campaign was to recognize the hardships/struggles and challenges that the Okada faced and how owning a Boxer has helped bring about them doing more for the family and being a hero in their community.

## **COMMUNICATION OBJECTIVES:**

Create an emotional connection with TA  
Further, create awareness for the Boxer brand

## **MEDIUM:**

Radio