

**CLIENT:** Bajaj Auto Limited

**CATEGORY:** 3Wheeler

**BRAND:** RE 250

**DESCRIPTION:** Bajaj RE 250 creative product launch ideas

### **BACKGROUND:**

Over the years, TVS tricycles have built product equivalence with Bajaj, based on this parity TVS is perceived as a better tricycle option. To reverse this narrative and also to build an undisputed product differentiation, Bajaj Auto has a new product planned for launch by Q1 2020.

RE 250 is equipped with new vehicle features making it the most durable in the 3-Wheeler category.

### **THE BRIEF**

Develop a communication build-up to the formal unveiling of the RE 250 to generate awareness and talkability ahead of the launch. Agency is to share creative ideas that can be explored using the vehicle features and their benefits to ultimately influence/drive purchase.

### **KEY COMMUNICATION OBJECTIVES:**

- To establish the functionality of RE 250 using the vehicle features and its benefits as key selling points and product differentiator.
- Reinforce among target that Bajaj RE 250 is the best in the class of comfort and durability.