



TATA INDIGO MANZA



TATA INDIGO MANZA - MALL ACTIVATION

Tata Motors launched a major Mall Activation Campaign in different parts of the country for its New generation Sedan Tata Indigo Manza. TDI did the planning & execution for their Brand Activation.



SpaceandPeople became the venue partner and took the onus to book 11 Malls across cities –

Mumbai, NCR, Kolkata, Bangalore, Chennai, Jaipur, Cochin, Chandigarh, Ludhiana, Ahmedabad and Pune.

Objective : To communicate the elegance and style of the sedan by showcasing the interiors of the car on large formats. Customers would get a chance to learn about the product , go for a test ride & give on spot feedbacks.

Mission : To reiterate the positioning of the car and to showcase its beauty, new body and new interiors, making a bold styling statement.

Target Audience: Age Group 25 & above .Well Educated & Auto Savvy

Execution : The client displayed TATA MANZA Car within the mall with a backdrop & reception desk. 3 consultants were available on site at all times to interact, explain the features and to answer customer queries.

Result : The activation was entertaining, engaging & consumer friendly. Along with driving awareness and delivering the message, it resulted in high attention engagement levels.



“The client was happy with the response and the sales leads generated during this promotional activity. They felt that this had the added advantage of ‘getting the customer in front of the car’ which helped them to achieve their target of raising awareness of the Manza brand.”

Chaandreyee Daas - Regional Head . TDI