



# MARKETING AND BRAND PROMOTION



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An integral part of Sustainable growth, is to grow with the society. Being instrumental in its growth or facilitating to eliminate the hurdles that obstruct it are means to ensure sustainable growth.

We endeavor to contribute towards energy consumption and environment pollution by spreading awareness on hybrid, encourage and popularize the use of it in India. We debuted Toyota's world renowned Hybrid system with the launch of Prius in India in 2012. From there on we went on to launch India's first ever locally manufactured Hybrid – Camry Hybrid in 2013. Camry Hybrid is a Strong Hybrid/ Full Hybrid. It is 47% more fuel efficient and emits 32% lesser CO2 emissions when compared to the Camry petrol variant. We will continue to work towards spreading awareness on hybrid.

India records one of the highest number of deaths related to road accidents, in the world. Although there is an improvement in the levels of the awareness it continues to remain low. Continuous efforts were made by our dealer partners and extensive safety related customer campaigns were conducted to sensitize our customers towards safe driving practices. Toyota Driving School for beginners, Toyota Safety Education Program for school children, Driver Training Program, 'Health Check-up Camp' for taxi drivers and THUMS, a safety campaign are some of the activities we implemented, aimed at spreading awareness on safety. In Jan this year, Toyota Kirloskar Motor became the first manufacturer in the mass segment to have standardized front SRS airbags across all our models and in all grades.

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Toyota has taken a leap on the marketing front, from displaying print advertisements to running creative social media campaigns, thus increasing brand awareness and customer acquisition. Toyota's social media marketing strategy provides insights about the different social media programs that large corporations use to increase competitiveness and business performance.

As part of the marketing mix, promotion includes all activities that involve communicating with the customer about the product and its benefits and features. With several brand promotion strategies in its kitty, Toyota is driving the awareness of its product and service, fostering customer loyalty, increasing sales and boosting the company value. It has also helped the company retain an edge over its competitors.

## CASE STUDY

### MEDIA COVERAGE ON TOYOTA'S SAFETY INITIATIVES

With the launch of the new 'Innova' in January 2015, TKM became the first manufacturer in the mass segment to have standardized front Supplemental Restraint System (SRS) airbags across all our models and in all grades. As a part of the Public Relations (PR) strategy and to move towards obtaining the most admired company image, one of the key priority areas is Safety.

TKM's Public Relations team has been seeding the message of Etios series sales picking up after the introduction of airbags since October 2014. The message was made public through a press release and also during various monthly interviews.

TKM has received huge feedback from several news persons on the introduction of airbags has been well received by the customers. This voluntary initiative taken up to introduce airbags across all Toyota products was well appreciated by the media. Following this support, the media has been proactively contacting TKM to do stories on introduction of airbags and response from customers.

TKM PR is expecting more coverage on similar lines as the media is hooked onto the Toyota safety message well. As a part of the sustenance plan, TKM PR will further enhance the safety image by leveraging the Toyota Driving School project to be launched at various dealerships this year.



# CASE STUDY

## TOTAL HUMAN MODEL FOR SAFETY (THUMS) CAMPAIGN

According to the World Health Organization (WHO) survey, 1.24 million people worldwide die in road accidents each year, making it the eighth leading cause of death. The number of deaths due to road accidents has been steadily increasing in emerging nations like India, where traffic safety education and transportation infrastructure have not kept pace with the increase in number of vehicles on the road. On a global scale, traffic fatalities continue to increase steadily and are expected to become the fifth leading cause of death by 2030 unless countermeasures are implemented. In India, development of infrastructure is not in proportion to motorization which is resulting in increasing fatal accidents.

Toyota utilizes the trinity or considers following the 3 pillars: 'People/Vehicles/Traffic Environment' to implement the mobile society's ultimate goal of achieving zero casualties from traffic accidents. As much as it is important to achieve this goal, it is also essential to educate drivers and pedestrians regarding road safety and to create a safe traffic environment.

To achieve a safe mobility society, Toyota believes that it is important to promote 'Vehicle Safety' and pursue 'real-world safety' by learning from accidents and incorporating that knowledge into vehicle development.

As a first important step towards achieving this goal, Toyota took up standardization of airbags in all Toyota vehicle models which has been very well received and appreciated by Toyota customers and prospects.

Other key initiative was to promote Total Human Model for Safety (THUMS) as a safety mascot for automobiles.

The promotion for THUMS started from October 2014 with displays at Toyota Dealerships and direct communication to Toyota customers. Going forward, TKM would be promoting Safety using THUMS as a message hook with key positioning of 'We are Safety Leaders'.

The activity was carried out in five phases targeting Toyota dealerships, Toyota customers and potential non-Toyota customers. Point-of-purchase items included THUMS cutouts, safety standee, window stickers, table stickers, table top, safety booklet, digital promotion, Bangalore airport signage, button buddy, dangler, wobblers, windshield stickers, magazine ad and a safety website ([www.besafetyleaders.in](http://www.besafetyleaders.in)).

TKM was overwhelmed with responses from the esteemed customers, prospects and general public. Toyota's active presence on social media played a pivotal role in driving visibility and fostering safety related conversations.

More than two lakh people visited our website to understand more about TKM's safety initiative. The website ([www.besafetyleaders.in](http://www.besafetyleaders.in)) visitors showed tremendous interest and involvement by sending selfie images wearing seat belts while driving their cars. More than 200 entries were received towards the safety pledge.

Toyota wishes to promote safety using THUMS as the safety mascot, highlighting the importance of both active and passive Safety. With the Global Safety Ratings soon to be launched in India, car buyers would be more aware about the safety parameter which is going to be a key criteria for vehicle selection.

### POINT OF PURCHASE ITEMS FOR THUMS CAMPAIGN



**THUMS SAYS WEAR SEAT BELT FOR YOUR LOVED ONES**