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Digital Case Study

By PostBox Communications



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Mahindra EarthMaster



- For decades Earth Moving contractors in India have had to make do with products of dated technology. **Mahindra & Mahindra** now offers the choice to break free from the limitations of old technology. The Mahindra EarthMaster is the Next Generation Backhoe Loader backed by the engineering capabilities, manufacturing strength, distribution reach and after sales service of Mahindra & Mahindra

The product offers cutting edge features using the latest vehicle systems and technologies at prices that are within reach of the mass market.

The **Mahindra EarthMaster** has undergone over 20,000 hours of rigorous testing in the harshest of terrains and for the toughest of applications. It has been validated on all performance, safety and reliability parameters. It is backed by Mahindra's dealer network, which has an unparalleled reach across the country.



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Objective



- Brand- **“Mahindra EarthMaster”** (backhoe loader) was launched by Mahindra & Mahindra group to mark its entry into Construction Equipment Industry.
- TG of the brand was 30-45 year old, male spread across India. It was no surprise that this TG was spending a less of time online.
- Positioning of the brand was based on its Latest Technology and breakfree features.
- The challenge was to extend the positioning of the brand on online media and create buzz.
- Also look at social media to engage with the Youth TG.



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Landscape



Social Networking Sites

- Facebook
- You Tube Channel

Product Advertising

- Facebook Ads
- TG Oriented Sites
- Dedicated Construction Sites

Organic Ways

- Brand Content delivery
- Generate Engagement



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Product Promotion

A mix of Innovative Campaigns and standard placements online.



Facebook Performance Ratio



Initial :
164



Today :
40,554



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Innovative Online Campaigns



Mahindra
EARTHMASTER

<http://www.facebook.com/MahindraEarthMaster>

Spot & Win
Take a snap shot of the moment
& Win a T-shirt

SPOT THE NUMBER
83 in the **LIKE BOX**
BELOW

watch this space
& SPOT

A black polo shirt with the Mahindra EarthMaster logo on the chest.

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Campaign : Spot & Win



- **Concept Note -**

SPOT & WIN !!!

1. Keep an eye on our increasing fan base and capture that moment when you see the number 83 inside it (For example if at any moment number of fans are 1083 then 83 is present inside it)
2. Take a screen shot (Print Screen) of that moment and upload that image on our page.
3. Win Mahindra EarthMaster T-Shirts !!! Hurry !! (83 is the number of Mahindra DITEC Engine Power)



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Innovative Online Campaign



One very well familiar word to all of you has been lost somewhere in the given long word - “NOITNCUFTILUM”.

Can you find that word ? First 3 correct answers will win Mahindra EarthMaster exciting Merchandise !!



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Social Network - Facebook



- Since 3rd May 2012, we got **40,550+ fans** – (**Dated 31st October 2012**) on Mahindra EarthMaster Facebook Fan page.
- These fans were a result of continuous product feature based content, contests with advertising and relevant engagement strategy.



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Social Network – You Tube



- We created a YouTube channel for public viewing of Mahindra EarthMaster's Introduction video along with few product Demo videos.
- We have also uploaded few Testimonies from the buyers of the EarthMaster , who are sharing their views about the equipment.



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A FEW OF OUR ESTEEMED CLIENTS



THANK YOU

sticks in your mind.



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