

# Bulgani

LAUNCH CAMPAIGN

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# Index

Charging up your  
presentation...

The Brief

Industry Analysis

Our Research

Competitor Analysis

SWOT Analysis

Our Insight

The Objective

The Brand Story

The Digital Marketing Strategy

# The Brief



## The Brief

As an up and coming brand with a new product, the main objective to achieve is to build Brand Awareness, create hype and build credibility. The goal is to establish Bulgani as the **best city commute**.

# Industry Analysis



Market Value  
**\$698.3M**  
by 2025

# The Indian Electric Scooter Market

Due to greenhouse gas emissions, stringent emission regulations in coming years, government subsidies (Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles (FAME II)), electric vehicles are gaining momentum in India.

The Market is segmented into 3 Categories:



**By Battery Type:** Removable batteries are gaining over non removable batteries due to their easy-to-use nature.



**By Charging Time:** the market of <4 h category is expected to witness the fastest growth, in terms of volume



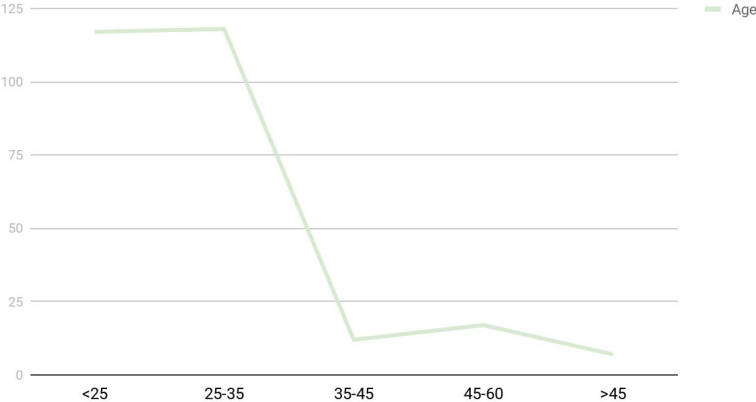
**By Battery Composition:** Sealed lead batteries have been performing better due to affordability but Li-ion battery is gaining momentum due to decline in prices and government support for the same.

# Our Research

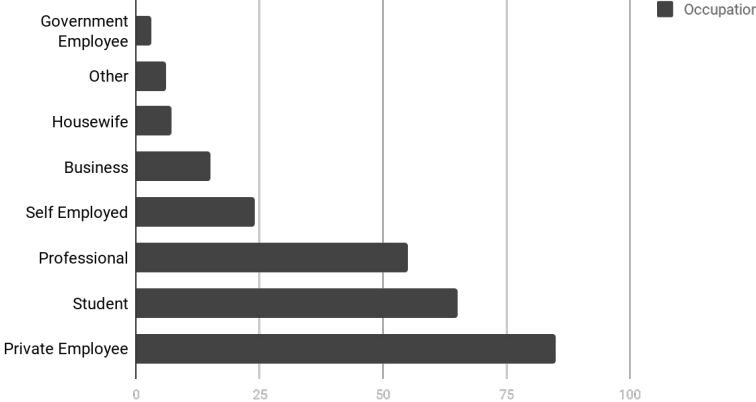
# Our Research: Demographics

We researched **270** people of the following demographics

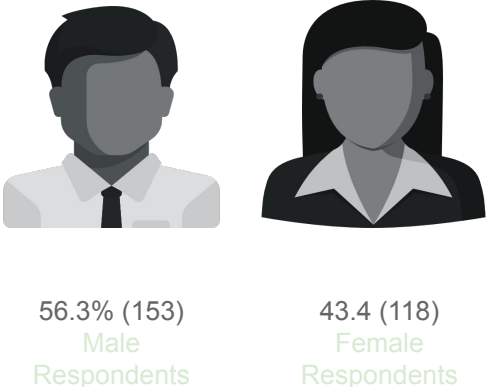
Demographics: Age



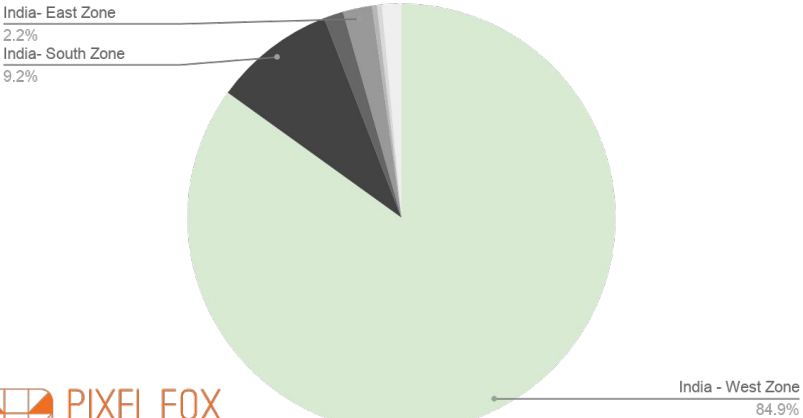
Demographics: Occupation



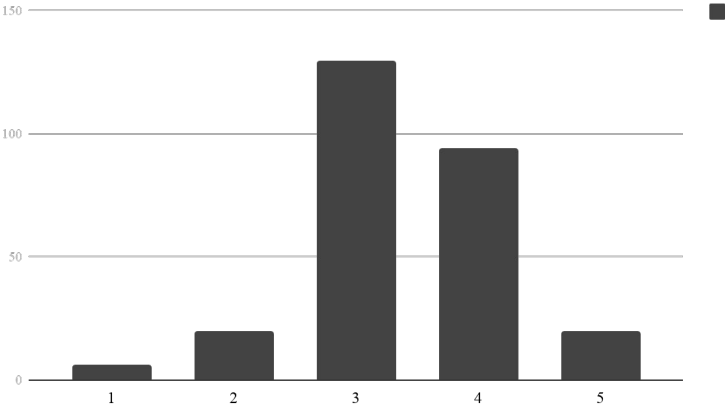
Demographics: Gender



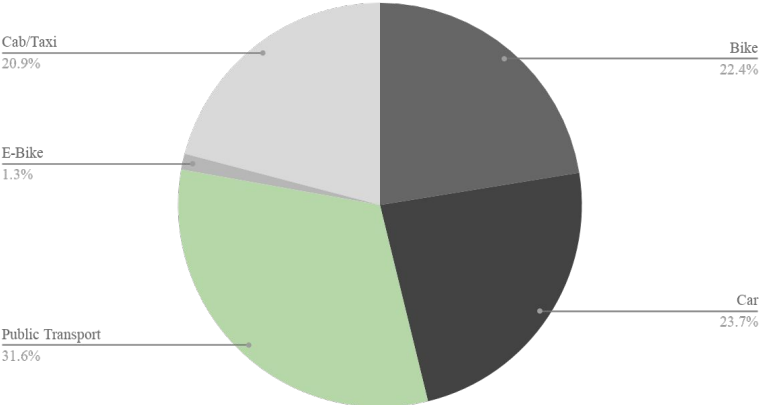
Demographics: Geographic Area



Current Lifestyle of Respondents



How People Travel >12 Kms

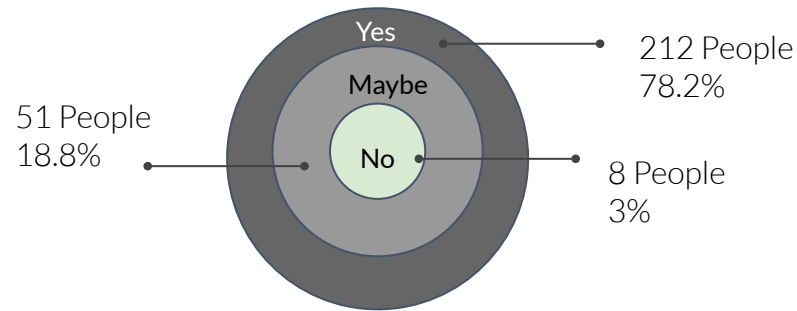




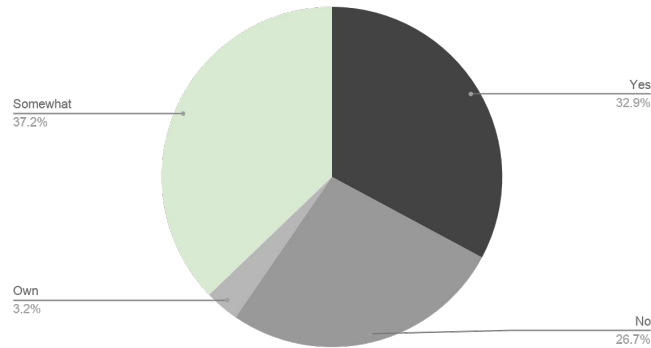
# Our Research: E-Scooters

We found out **how much** people know about E-scooters and **what they would like to know**

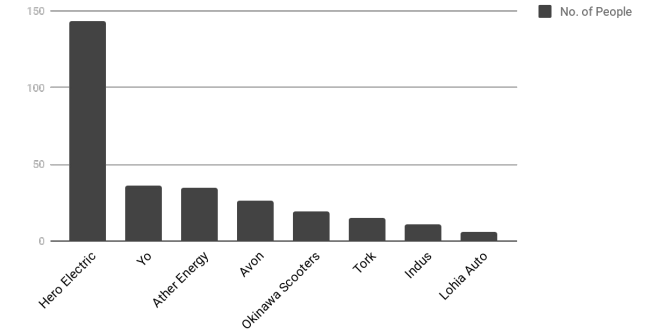
## Desire to conserve the environment



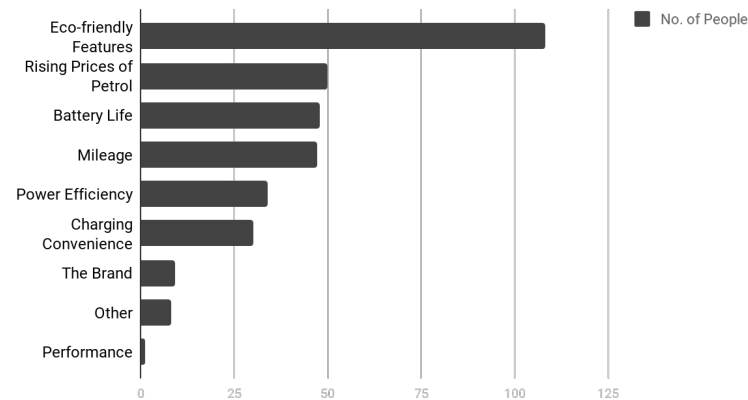
## Number of People who know about E-scooters



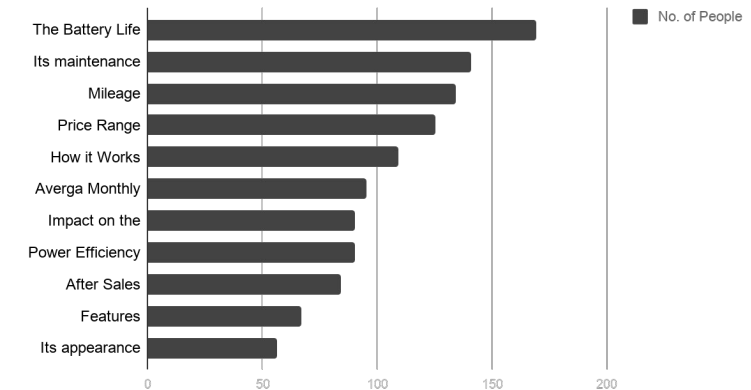
## Popular E-Scooter Brands in India



## Why People Buy E-Scooters



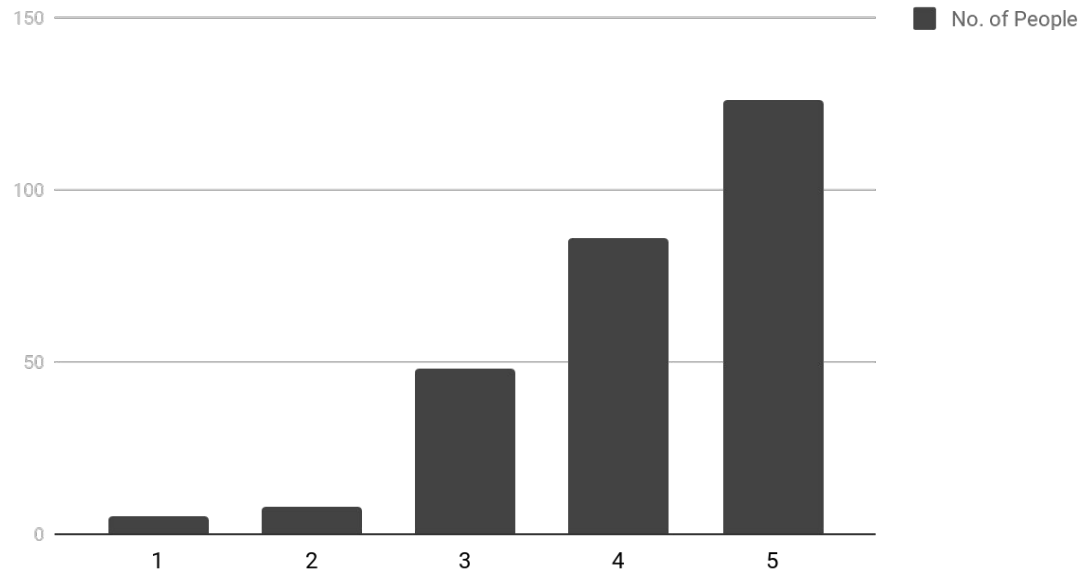
## What People Want to Know about E-Scooters



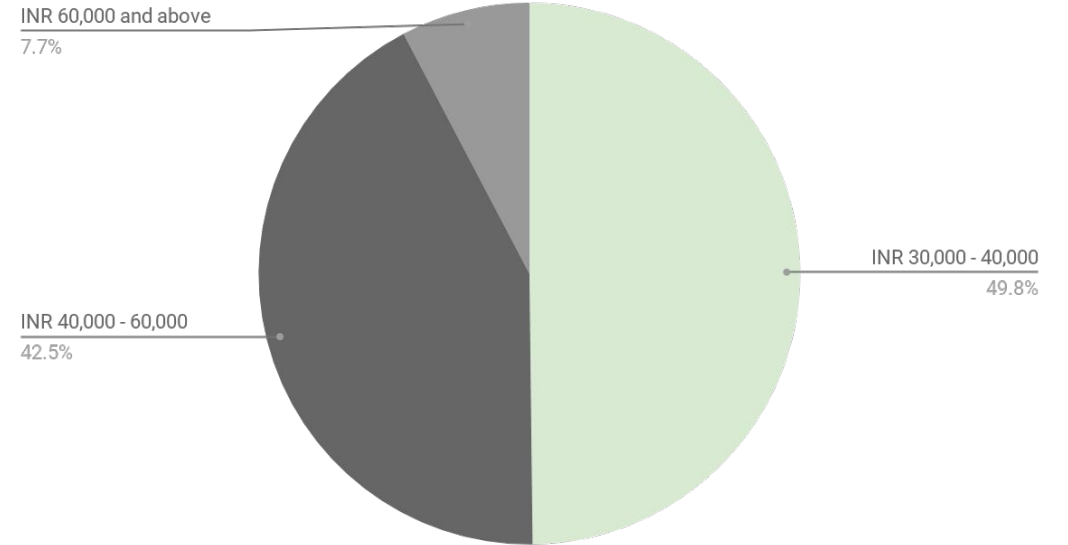
# Our Research: Brand

We found out what people would like from an **E-Scooter brand**

### Importance of Brand After Sales Service



### Price Range



# Competitor Analysis

## Ather Energy



- **Price:** Rs. 1,02,460 + Subscription Charges
- **Communication:** 'Good for bad roads'
- **Positioning:** intelligent, sophisticated, smart, good for Indian roads, all about design and performance, community feel, importance to customer
- **Social Media:** consists of Brand Videos, Industry news & company news
- **Points to Note:** Ather has built a community with all its users which sets it apart and makes it highly credible

## Hero Electric



- **Price:** Rs. 30,000 - Rs. 1,00,000
- **Communication:** #SwitchToElectric
- **Positioning:** Ecological, environment friendly, affordable, friendly, informal, practical
- **Social Media:** consists of product posts, offers and giveaways
- **Points to Note:** Launched through a PR Play: Ride on a Hero Electric from one point to the other. Hero Riders would give a lift to people from one point to the other

## Okinawa Scooters



- **Price:** Rs. 40,000 - Rs. 1,00,000
- **Communication:** #PowerTheChange
- **Positioning:** Path-breaking, eco-friendly, righteous & preachy
- **Social Media:** Campaign Video, Product Details, environmental benefits of Okinawa

## Lohia Auto



- **Price:** Rs. 40,000 - Rs. 50,000
- **Positioning:** Completely for the Indian (copy written in Hindi), rural, for the people, preachy
- **Social Media:** Product Details, tips and tricks

# SWOT Analysis



## STRENGTHS

- Expansive Range
- Eco-Friendly
- Convenient
- Fast Charging
- Economical
- Good alternative to public transit for short distances

## WEAKNESSES

- Only travels short distances for 1 battery charge
- People don't know about E-Scooters yet
- Competitors already present and established in this new category

## OPPORTUNITIES

- Can show the convenience of using Electric Scooters
- People are becoming environmentally conscious
- Government subsidies are supporting the rise of electric vehicles

## THREATS

- Many established competitors
- Electric vehicles are also competing with fuel based vehicles
- Asking people to try something new takes a lot of convincing

# Our Insight

# Our Observations

Based on our research of **270 Participants**, we have realised that:

- Most people do **not** believe that they are well-off and travel huge distances by **public transport**.
- Most people are **interested in conserving the environment** and are also willing to invest in solutions that will reduce environmental pollution due to transport
- Most people do **not** know much about electric scooters. **Educating** them is most important.
- Most people care most about **environmental benefits** when considering E-Scooters and are most interested in the **battery life, brand & after sales service**
- Most people are willing to spend in the **Rs. 30,000-Rs. 60,000** range
- Making a **community** has worked well for competitors





# Our Insight

Since most people care about brand and do not know about E-Scooters, it is paramount to create **brand awareness and positioning** and **spread awareness about E-Scooters in general**.

Secondly, it is important to set **credibility** & create **hype** to generate interest.

Most of our TG does travel by public transport and buying a Bulgani helps them **upgrade their lifestyle** and avoid the rigors of using such forms of transport, especially for **short distances**. It also helps them **conserve the environment** and reduce their carbon footprint.



# The Objective

# The Objective

To create a buzz about Bulgani & raise **brand awareness, likeability and credibility.**



# The Brand Story

# The Story

**Travel** is an essential part of everyday life. A good way to travel improves the quality of one's life immensely.

But in today's urban and fast paced world, everyone is too busy to notice that they are **stuck in the same lifestyle** and the quality of life is not improving beyond a point. Most people are travelling by public transport in crowded and polluted environments and now this is considered to be **normal**. Everyone is aware of the issues, but no one is aware of solutions or is simply too busy to care.

***Bulgani is a the next gen eco-friendly lifestyle solution in the electric vehicle industry for the commuters that literally Charges Up Your Lifestyle.***

It does so in 4 ways:

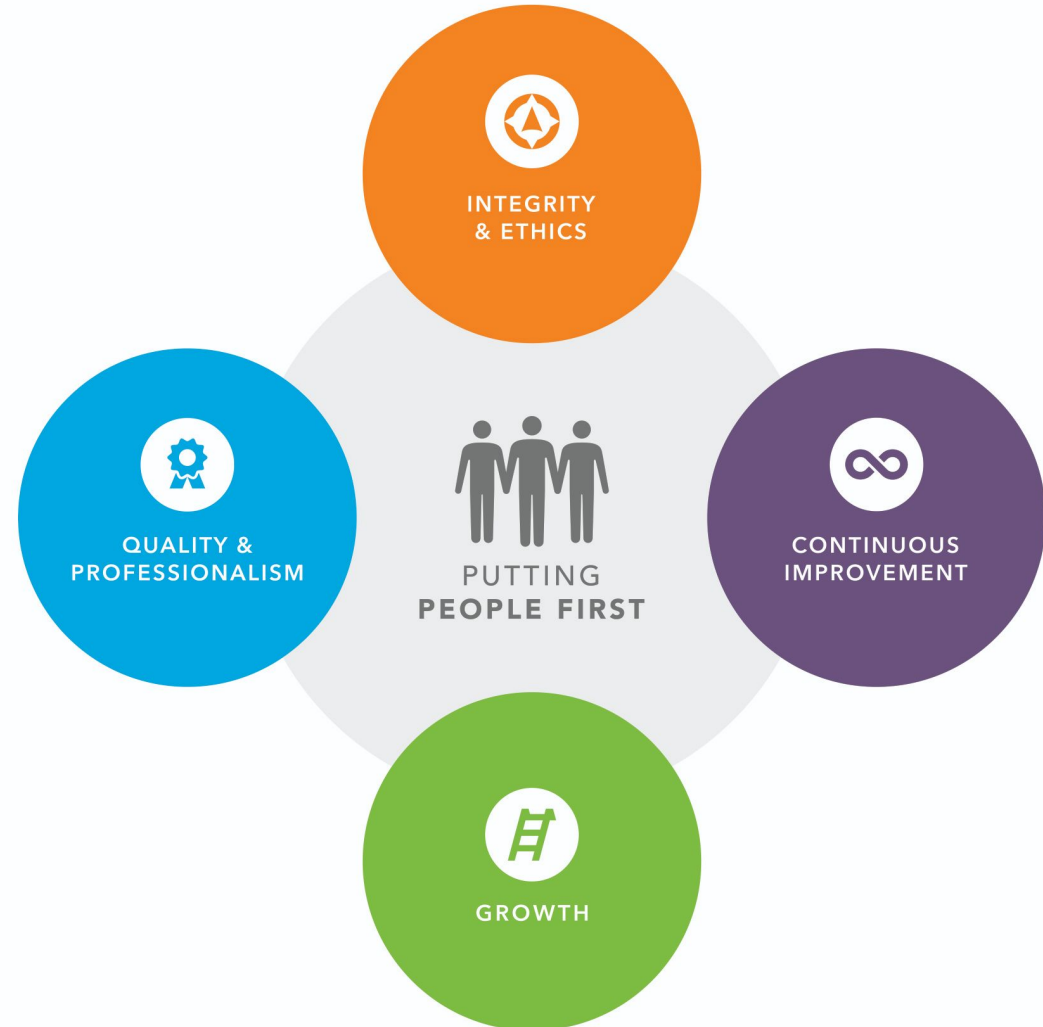
1. It saves fuel cost
2. It improves the environment around you. It upgrades air quality and reduces noise pollution making it eco-friendly
3. It is more convenient than public transport for short distances
4. Bulgani provides high quality products that make a difference and are heavenly to use



# The Values

The major values that Bulgani believes in and can be drawn from the brand story are:

1. We care about the community
2. We care about convenience
3. We care about quality
4. We care about our customer needs
5. We care about our customer experience
6. We care about the environment



# The Brand Positioning

For the commuters who wish to live an extraordinary life, Bulgani provides electric vehicles that are premium yet affordable, convenient and eco-friendly because every vehicle is crafted with utmost care, keeping in mind your wants and needs, your everyday life and how it can help you improve your lifestyle.

Simply put, Bulgani is the smart, premium yet affordable, and eco-friendly solution to your commute problems.

To urban commuters, Bulgani is the one electric scooter that delivers exceptional value at an affordable price, enhancing lifestyles of those who use it. That's because Bulgani brings great performance while staying environmentally friendly, helps save cost on fuel and maintenance, making it a practical investment.



# The Brand Experience

Since customer experience and needs are at the forefront of our values, we wanted to engage with all 5 senses to give a complete Bulgani Experience.

**Sight-** Through the colours that we use to the communication and copy that we write, it will all be true to the core values

**Sound-** From the sound of the vehicle to the sound we will use in all our videos or other communication, it will be quiet yet strong, just like the Bulgani

**Smell-** Clean. The smell of a clean environment is what a Bulgani can stand for. The smell of our product is fuel free and clean

**Taste-** Organic. From beverages offered at the showroom to the gifts provided to customers who sign up for the loyalty program or even just buy a Bulgani, everything should be and taste organic.

**Touch-** The way our product feels on touch is high quality, premium and sleek.





# The Big Idea

The Big Idea is the main communication to the audience. We can integrate this communication on online and offline channels and even execute it in the brand experience.

Following our insight and brand positioning, we have come up with the following big idea:

## Bulgani, Charge Up Your Lifestyle

Charge Up Your Lifestyle is not only the tagline for Bulgani, but it is also a call to action for commuters across the city to wake up and realise that an economical eco-friendly solution is right in front of them. It hits the following pain points:

1. The need for people to constantly keep upgrading their quality of life
2. The hassle of public transport
3. The need for convenience
4. The need to save costs
5. The desire for a premium experience
6. The environmental issues



# Expressing The Brand Story

In order to communicate what Bulgani stands for, we can conduct the following activities:

1. Create a Brand Film
2. Create a Vox Pop of what people think of their lifestyles currently
3. Fund a CSR activity and create a video of the same
4. Collaborate with famous platforms to communicate our story
5. Create a rich showroom experience
6. Create a seamless online experience



# Expressing The Brand Story

## Create a Brand Film

The brand film can communicate the fact that people have gotten used to the lifestyle they are currently living and they have a constant 'chalta hai' attitude which is preventing them from upgrading their own lifestyles. They know of the issues at hand, but they are either too busy, too unaware or not concerned.

To show this, we create a video in which we show a city building. When the city is built, it starts filling up with smoke and pollution and people are shown going about their business. We follow the life of one man who is struggling in the urban environment. He is going through the motions and he has truly accepted that this is what his life is going to be like. He travels in crowded public transport every day and faces the air pollution every day. One day, he chances upon a Bulgani store and decides to enter. Here we can show the in store experience at Bulgani. When he leaves the store, he is happy, there is less pollution around him and we can show that his overall lifestyle has improved too. In the end he is shown looking at other people who are suffering like he used to and he introduces them all to Bulgani, forming a close knit Bulgani Community.



# Expressing The Brand Story

## Create a Vox Pop

To make people realise just how much our lifestyles have changed and how we are living with a 'Chalta Hai' attitude which inhibits us from upgrading our lifestyles, we can conduct a vox pop asking people questions such as 'when you are travelling, do you notice the pollution around you?', 'what has your experience with public transport been?', 'what steps have you taken to make your life more convenient recently?'

This can help formalize the problem in a video format that Bulgani is trying to solve.





# Expressing The Brand Story

## CSR ACTIVITIES: GREEN-DRIVE

### IN ASSOCIATION WITH GREENPEACE

With a take on the increasing rate of deforestation and the air quality decreasing with each day, we could drive a tree-planting session in association with a brand like Greenpeace. Greenpeace is a non-governmental environmental organization with offices in over 39 countries and believes in bringing people together for the environment. This works out beautifully as a community activity for the environment, with a mutual vision for better, greener lifestyles.



# Expressing The Brand Story

## CSR ACTIVITIES: COMMUNITY WORKSHOPS

IN ASSOCIATION MAD/TFI

Make A Difference mobilises young leaders towards ensuring equitable outcomes for children in need of care and protection. Teach For India, is a non-profit organisation working towards Educational Equity in India. We could collaborate with these organisations to conduct fun workshops teaching children from shelter homes and those studying in government schools how to innovatively solve community issues. For example, teaching them how to collect plastic from their community and use it in innovative ways. The idea is to inspire innovation and motivate these children to take active interest in their community's issues. This also establishes Bulgani as an **innovative company that cares about the community.**



# Expressing The Brand Story

## Collaborate with famous platforms

### ALEXA

We can tie up with ECHO by Amazon. The device is available in almost every upper middle class household these days. We can have our own phrase: Ask Bulgani, which triggers a list of questions that one can ask Alexa such as what are petrol prices today? What is the weather today? Which roads are packed today? How can I take care of my vehicle? How can I reduce my carbon footprint? and much more. These will be fact or step by step instruction based questions. We can also have regular podcast episodes with notable spokespeople and celebrities on the same which people can tune into every week. This gives extreme value to customers, tying back to the core values of the brand and also engages with them using sound.



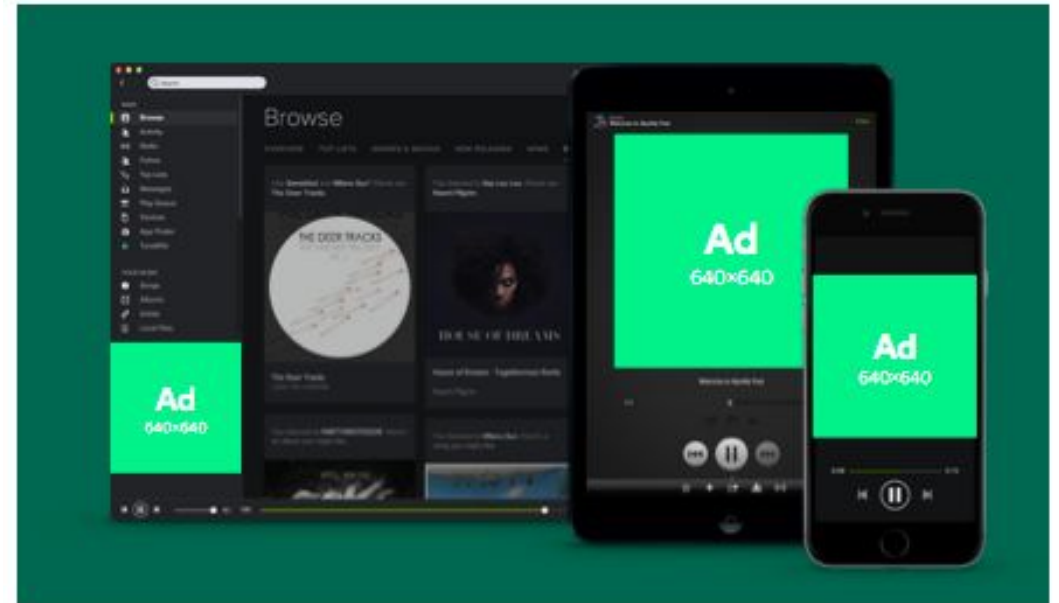
# Expressing The Brand Story

## Collaborate with famous platforms

### SPOTIFY

We can tie up with Spotify for regular ads between songs. The ad will be simple: when the song ends, the ad will start. There will be complete silence for 5-6 seconds making people wonder if their internet is off or something is wrong with the app itself. After 5-6 seconds, a voice says: That is the sound of a Bulgani.

This also very innovatively connects to the sound experience of Bulgani.





# Expressing The Brand Story

## Collaborate with famous platforms

### EVENTS

We can sponsor some famous events coming up during the November-December time in Mumbai such as Mood Indigo, Malhar, etc. in order to get awareness. We can tie up with these events for special segments and events which can be formulated as a collaboration between the festival organisers and Bulgani. We can even sponsor a **TEDx talk** when it happens in Mumbai depending on the theme and content of the talk.



# Expressing The Brand Story

## Create a Rich Showroom Experience

When a customer visits a Bulgani showroom, they should experience the luxury, convenience and value that a Bulgani has to offer.

**Taste-** As soon as customers enter, they can be offered their favourite Paperboat beverage. They even get a gift hamper if they buy a Bulgani. We can tie up with Paperboat drinks for the same as these juices are healthy and organic, exactly what Bulgani stands for.

**Smell-** In the gift hamper, we can also provide eco-friendly scented candles. We can tie up with QTrove for the same, a new organic produce marketplace.

**Touch & Sight-** The look of our product, the colours used in the interiors, a handwritten note on recycled paper attached with the gift hamper, all of this can drive our brand values home.

**Sound-** The way the product sounds while using it, the way our sales people communicate are all important aspects and could drive the brand values home.



# Expressing The Brand Story

## Create a Seamless Online Experience

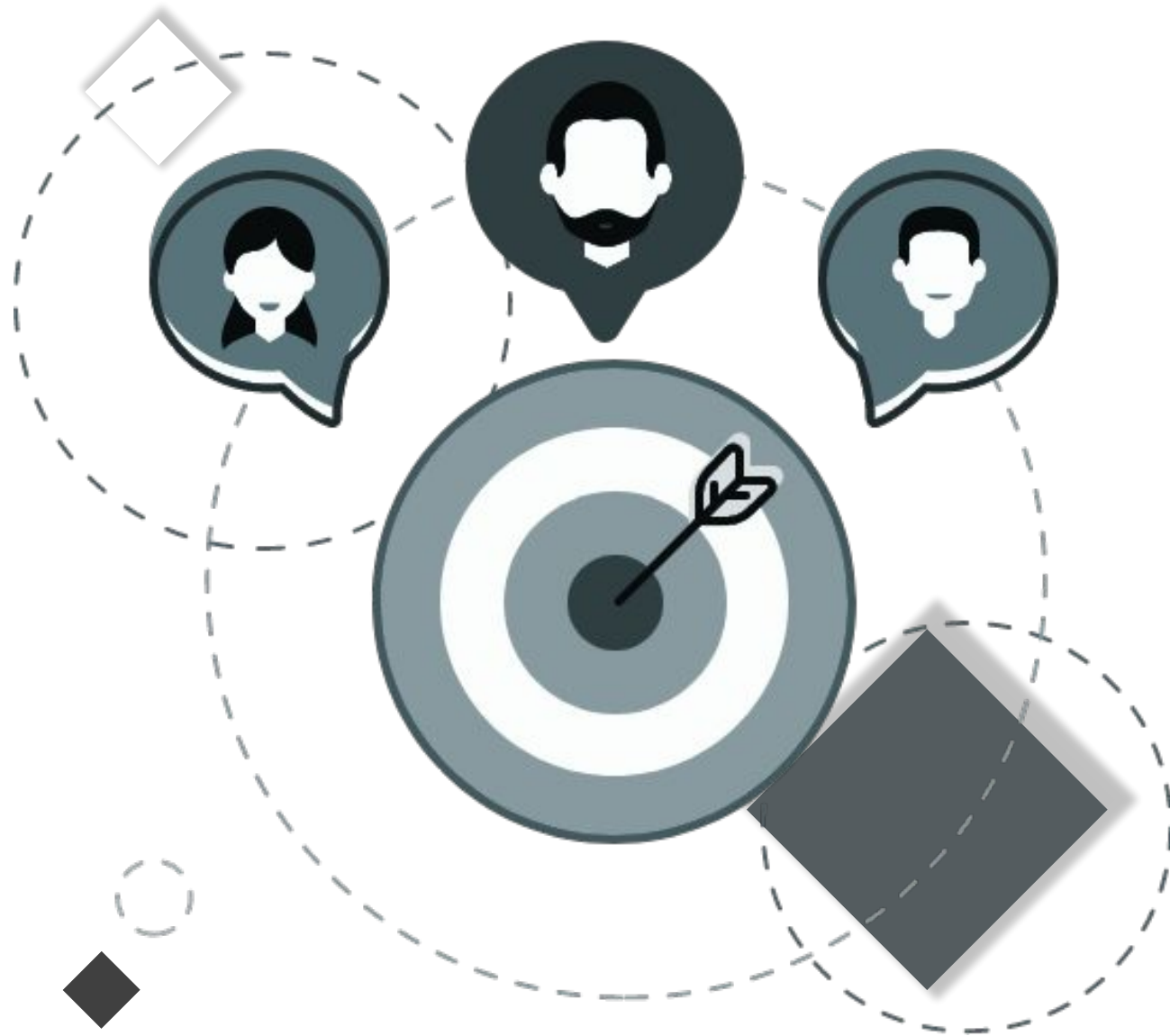
From when a customer sees a Bulgani ad, to the landing page he/she goes to, to the communication he sees on social media, all of these digital properties can use the same language and colours to communicate. Even the activities that are conducted online can be those that give immense value to customers, such as connected landing pages related to the keywords people search for or giving them options to book test rides online, etc. Everything can be aimed at making things easier for the customer.



# The Digital Marketing Strategy

# The Target Personas





# Target Audience

**Age:** 16-50 yrs

**Location:** Tier I, II and III cities

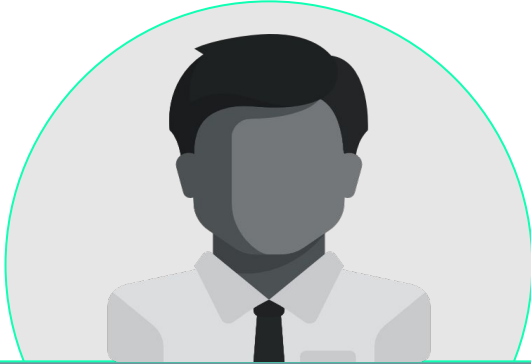
**Occupation:** Student, Employee of a private or public company

**SEC:** Middle Class - Upper Middle Class

**Interests:** Environment, Efficient Transport, Cost Saving, Improving Lifestyle

**Behaviour:** Usually environment conscious, looking for a better way to travel in the city, tired of public transport or travelling long distances through crowded routes.

# Target Personas



**Nikhil, 20 yrs, Student**

Nikhil starts his day off by going through the rigours of Mumbai public transport to reach college. He is often pushed around in the train and does not enjoy travelling large distances primarily due to the crowds in the train. After college, he has to go home in a crowded train again. He is looking for an efficient option and is willing to convince his parents to spend money if he is convinced.



**Anushree, 30 yrs, HR Executive**

Anushree starts her day off rushing to get to office. She usually takes a cab and is often annoyed by the waiting time for cabs as well as the traffic of Mumbai. It is always a struggle for her to reach office on time. She is looking for an affordable option as she does not have enough spending capacity to buy a car. She is also environmentally conscious and so is looking for options that improve her carbon footprint as well.



# The Campaign







# #ChargeUpYourLifestyle

Everyone aspires to upgrade themselves. Everyone wants things to be more convenient, more luxurious, more relaxing. Bulgani offers them exactly that. It not only allows them to save up and invest in things other than travel but also allows them to travel short distances conveniently without having to depend on public transport.

# #ChargeUpYourLifestyle



Platforms	Objective & Mission
Facebook	To create brand awareness and likeability and engage with the target audience through posts and ads
Instagram	To create brand awareness and likeability and engage with the target audience through posts and ads
Twitter	To create brand awareness and likeability and engage with the target audience through posts
YouTube	To create brand awareness and likeability and engage with the target audience through videos and ads
Online Blogs	To create brand awareness and likeability and provide customer value through articles and videos
Google Ads	To create brand awareness and likeability and provide customer value through innovative campaigns and Landing Pages
Offline Activations & PR	To create brand awareness and likeability and provide customer value through events & offline activations

# #ChargeUpYourLifestyle

Campaign Plan

Teaser

Launch

Post Launch



# The Social Media Strategy



# The Teaser

Charging Now. Launching Soon.

To build anticipation about the upcoming release of Bulgani electric scooters, we will be doing a series of activities on social media from posts to videos to even collaborations.



# The Teaser

Charging Now. Launching Soon.

## Teaser Posts

We can show posts on social media which will create anticipation of the upcoming launch. These will include glimpses of the product, loading signs, charging signs and much more. The teaser posts will focus on the idea that 'a better way to ride is coming soon' and will even have some interactive posts showcasing the features and USPs of the bike.

**BULGANI**



**CHARGING NOW, LAUNCHING SOON**

# The Teaser

Charging Now. Launching Soon.

## Teaser Video

We can create a teaser video (demo as shown) which will create hype around the bike and promote the brand image and positioning of Bulgani as efficient, powerful and sophisticated.



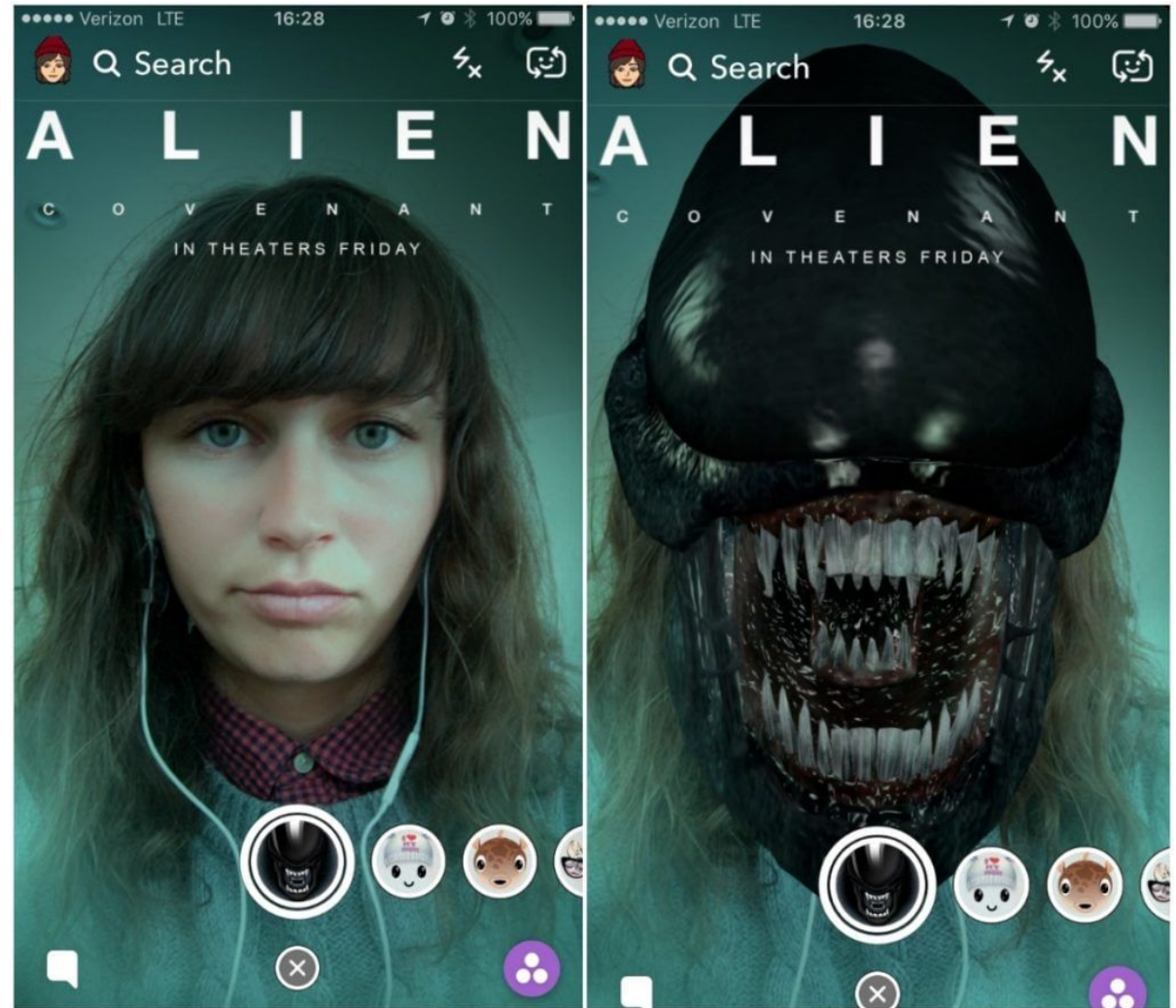


# The Teaser

Charging Now. Launching Soon.

## Teaser Collaborations

We can collaborate with **Snapchat and Instagram** to create custom filters that can put a helmet around one's face and have Bulgani's branding on the same. We can ask **influencers** such as Mumbiker Nikhil to use the filter in order to make it famous amongst our target audience.





# The Teaser

Charging Now. Launching Soon.

## Teaser Ads

We can run ads using the teaser video on Facebook, Instagram and YouTube. We can even create 5 second ads for YouTube.

The objective of these ads will mainly be brand awareness, website traffic (to landing page), messenger and post engagement.



# The Launch

Charge Up Your Lifestyle

To finally reveal the Bulgani Scooter in all its glory:  
The Design. The Features. The Power.

Through the launch, we can reveal how Bulgani can  
literally Charge Up Your Lifestyle. This will be done  
through posts, videos and live videos.



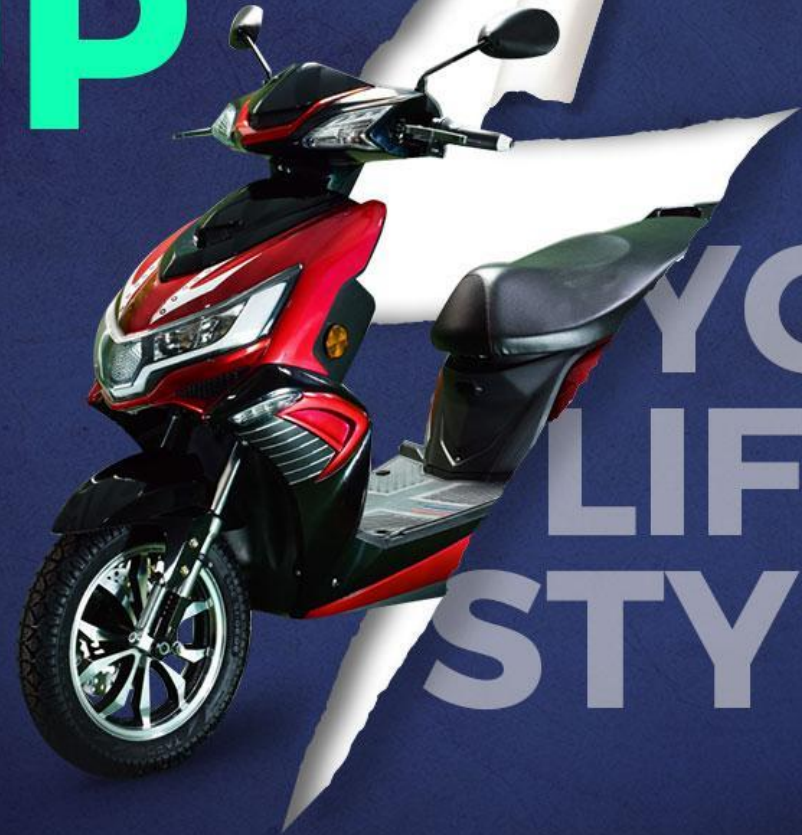
# The Launch

Charge Up Your Lifestyle

## Launch Post

Through this post, we can reveal the launch of Bulgani Scooters. It can be a single post which is simple and communicates the campaign tagline and design of the scooter to the point.

# CHARGE UP



# YOUR LIFE STYLE

# The Launch

Charge Up Your Lifestyle

## Launch Video

The launch video will show the Bulgani scooter in terms of design as well as usage. We can show how one can use the Bulgani scooter for all types of terrains, the range of the bike and the features of the bike.





# The Launch

Charge Up Your Lifestyle

## Launch Event Live Video

We can live stream the Bulgani Scooter launch throughout Bulgani's social media as well as the social media of influencers who can be invited to the launch event. The live stream will make followers aware of the advantages of Bulgani and provide information that is required while considering to buy an electric scooter.

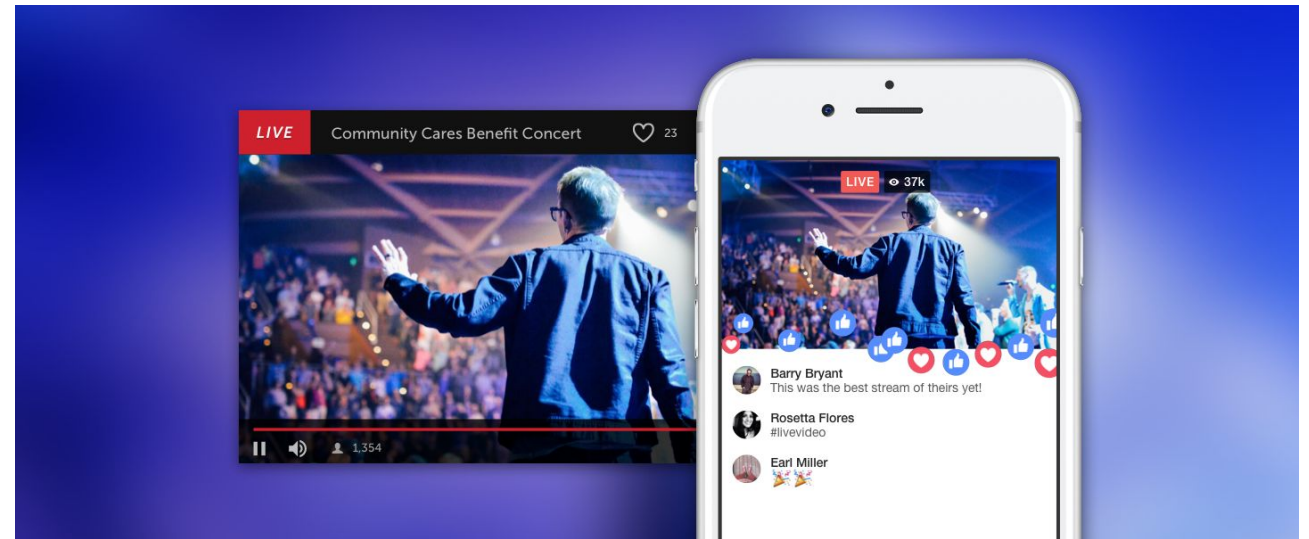


# The Launch

Charge Up Your Lifestyle

## Launch Challenge Live Video

We can create a city-wide challenge which we can live stream on Bulgani's and Influencers' social media. More information about the challenge will be discussed further in the presentation.



**MORE POWER TO YOU,  
MORE POWER TO THE ENVIRONMENT.**

# The Post-Launch

## Charge Up Your Lifestyle

The post-launch phase can be marked by informational videos, brand videos, information about electric scooters, information about Bulgani's features and much more.



Riding Modes

Removable Battery

Rapid Charging

Long Riding Range

#ChargeUpYourLifestyle

# The Post-Launch

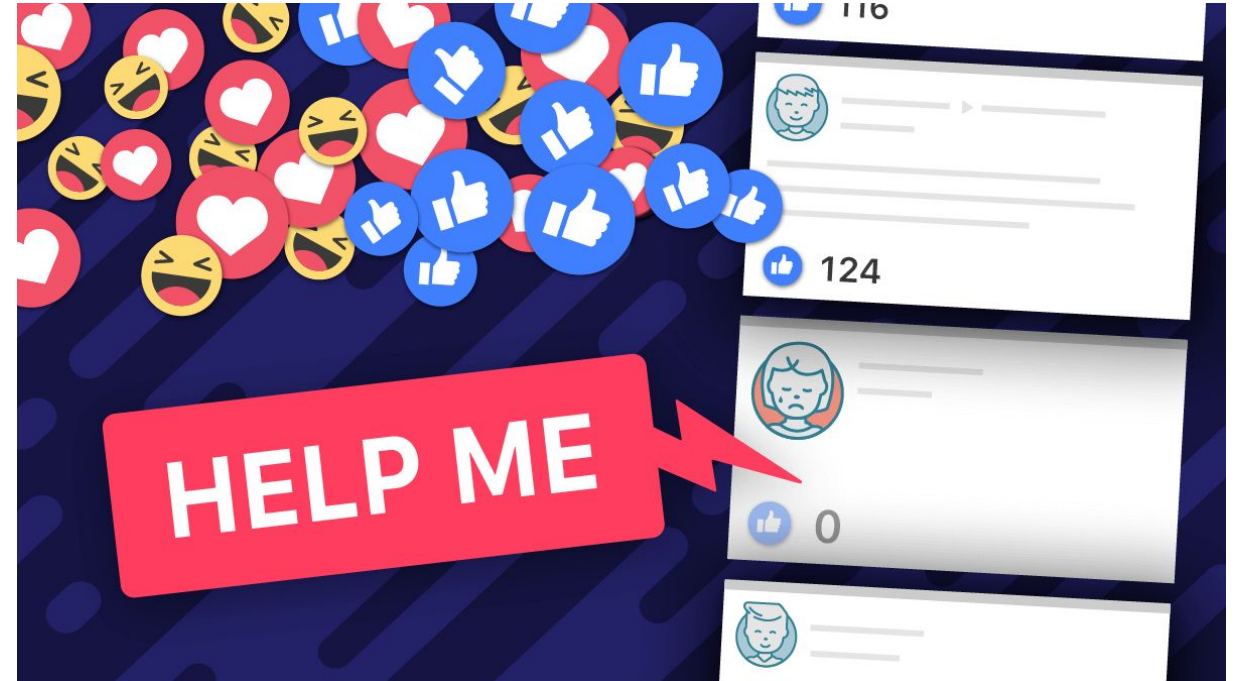
## Charge Up Your Lifestyle

### Social Media Posts

We can create a variety of social media posts on the following topics:

1. Brand Film
2. Product Features
3. General facts about Electric Scooters
4. Environmental Benefits of Bulgani
5. Cost-effectiveness of Bulgani
6. Lifestyle Changes with Bulgani
7. Dealership Locations
8. Testimonials
9. Busting Myths
10. Topical Posts

The treatment of these posts can be in terms of static posts, innovative posts and videos.





# The Post-Launch

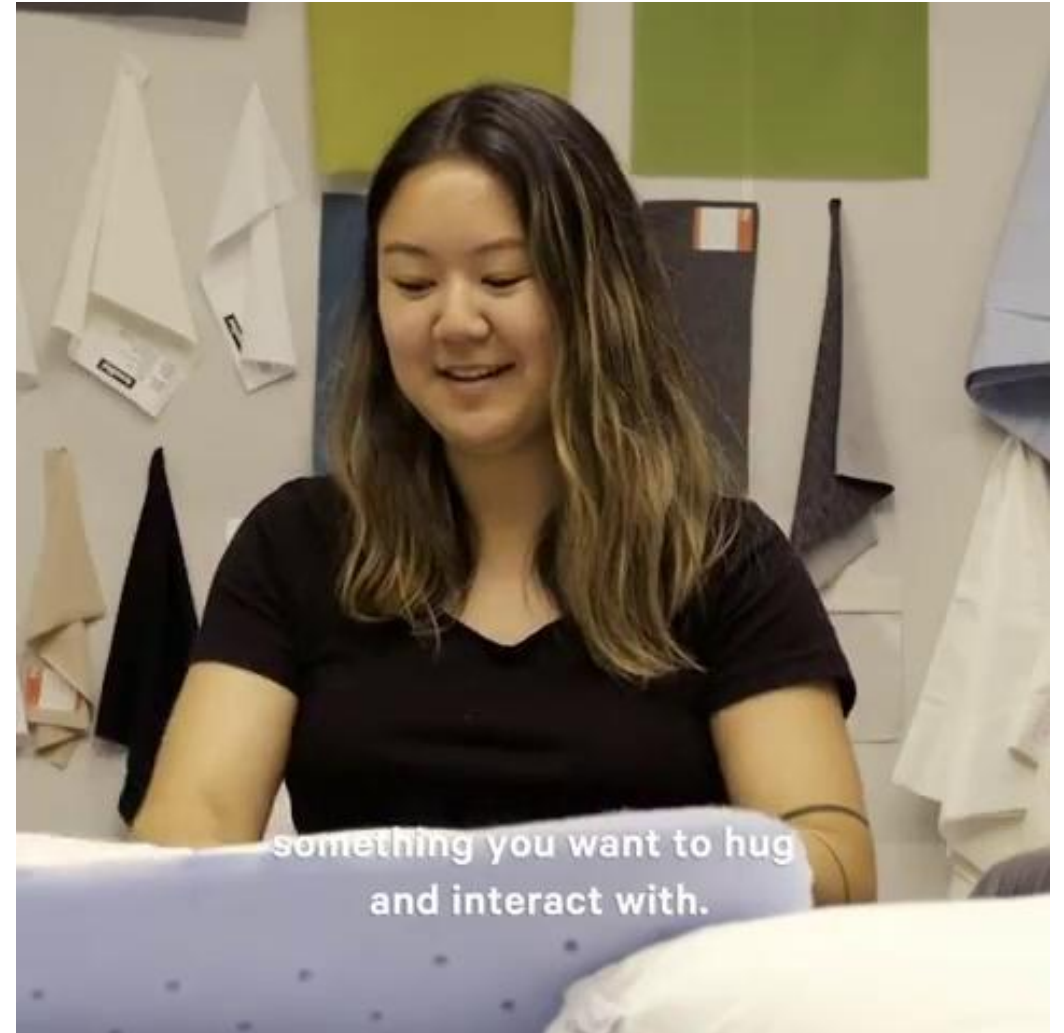
## Charge Up Your Lifestyle

### Social Media Posts:

#### Content Peg #1: #GearingUpBulgani

This can be a brand film for Bulgani in which the CEO and Employees talk about their journey of creating a Bulgani: what goes into it, what are the advantages of the scooter, how it affects lifestyles, how passionate they are about the product and much more.

This gives a human touch and face to a brand which increases credibility and likeability for the brand.



# The Post-Launch

Charge Up Your Lifestyle

Social Media Posts:

Content Peg #2: #BulganiBasics

This content peg can communicate the basic features of a Bulgani along with the scooter's benefits.



# The Post-Launch

Charge Up Your Lifestyle

Social Media Posts:

Content Peg #3: #ChargeOverFuel

This content peg can give basic information about electric scooters, the latest news about the same and the benefits over petrol-run bikes and scooters.



# The Post-Launch

Charge Up Your Lifestyle

## Social Media Posts:

### Content Peg #4: #GiveEarthABreak

Through this content peg, we aim to communicate that by using electric scooters, you are essentially giving Earth a break from greenhouse gases, fuel consumption, noise pollution and much more.

# The Post-Launch

## Charge Up Your Lifestyle

### **Social Media Posts:**

#### **Content Peg #5: #ChargeUpYourSavings**

Bulgani helps one save up fuel costs and only requires a charge for its batteries. This content peg can focus on the cost effectiveness of Bulgani and how this saved up money can help individuals Charge Up Their Lifestyles.

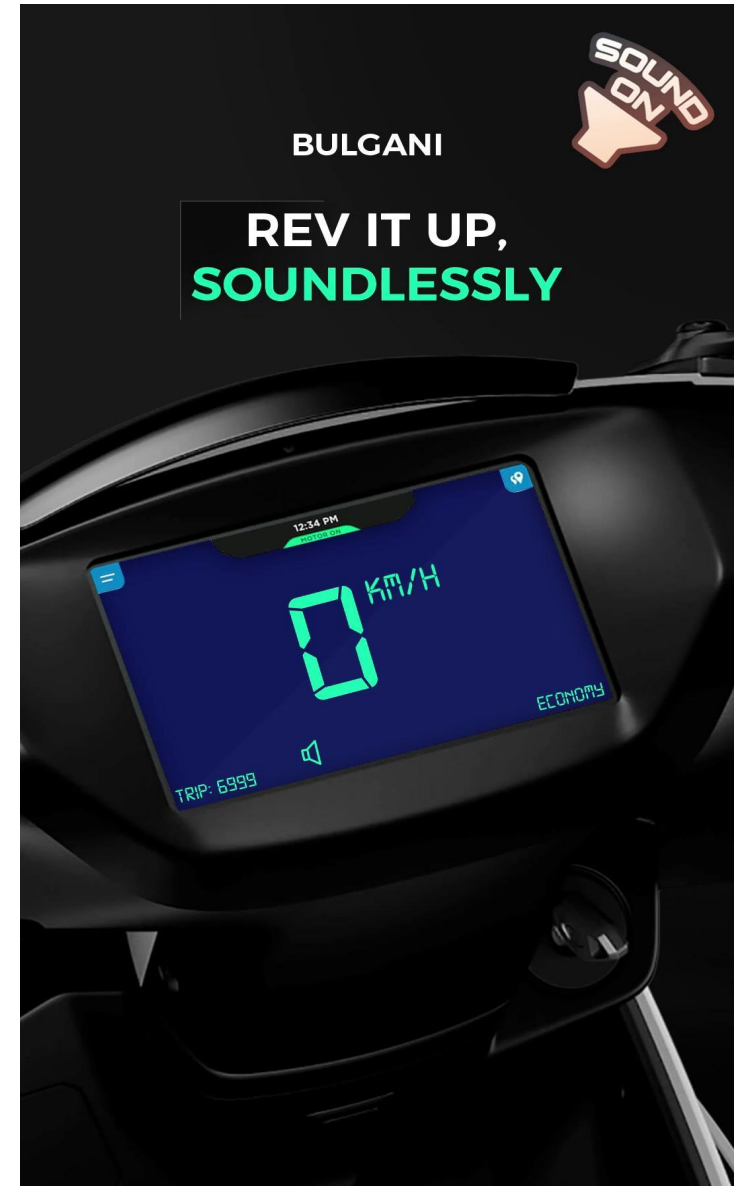
# The Post-Launch

## Charge Up Your Lifestyle

### Social Media Posts:

#### Content Peg #6: #ChargeUpYourLifestyle

This content peg can play on the public transport angle. It tells the customers that through Bulgani, you can live on your own schedule rather than living on the schedule of public transport. A variety of lifestyle changes also come into one's life with Bulgani. This content peg can also focus on the same.



# The Post-Launch

Charge Up Your Lifestyle

Social Media Posts:

Content Peg #7: #BulganiZone

This content peg can showcase the dealerships across India. Every time new dealerships come up, they can be communicated to the target audience through this property.



Ather Energy

25 July · 🌐

#AtherSpace Chennai launched yesterday and we had a great day interacting with the EV enthusiasts here and giving them test rides. So #Chennai, drop by, book your test-rides here <http://bit.ly/2Jo62bu>



About This Website

ECONOMICTIMES.INDIATIMES.COM

**Ather Energy inaugurates new experience centre in Chennai**

The company began the installation of its Ather Grid points in Chennai on...



# The Post-Launch

Charge Up Your Lifestyle

**Social Media Posts:**

**Content Peg #8: #ChargedUpCustomers**

This content peg can show short video snippets and static posts of reviews and testimonials by users of Bulgani.





# The Post-Launch

Charge Up Your Lifestyle

**Social Media Posts:**

**Content Peg #9: #CrashingMyths**

This content peg can show bust certain myths about electric scooters such as: they are heavier, inconvenient to ride or offer less speed.

**ELECTRIC CARS ARE ALREADY CHEAPER TO DRIVE.**



# The Post-Launch

## Charge Up Your Lifestyle

### Social Media Posts:

#### Content Peg #10: Topical Posts

Using conversations that our target audience is already discussing such as Chandrayaan, Climate Change, days such as No Pollution Day, and much more, can be leveraged to increase brand awareness of Bulgani.



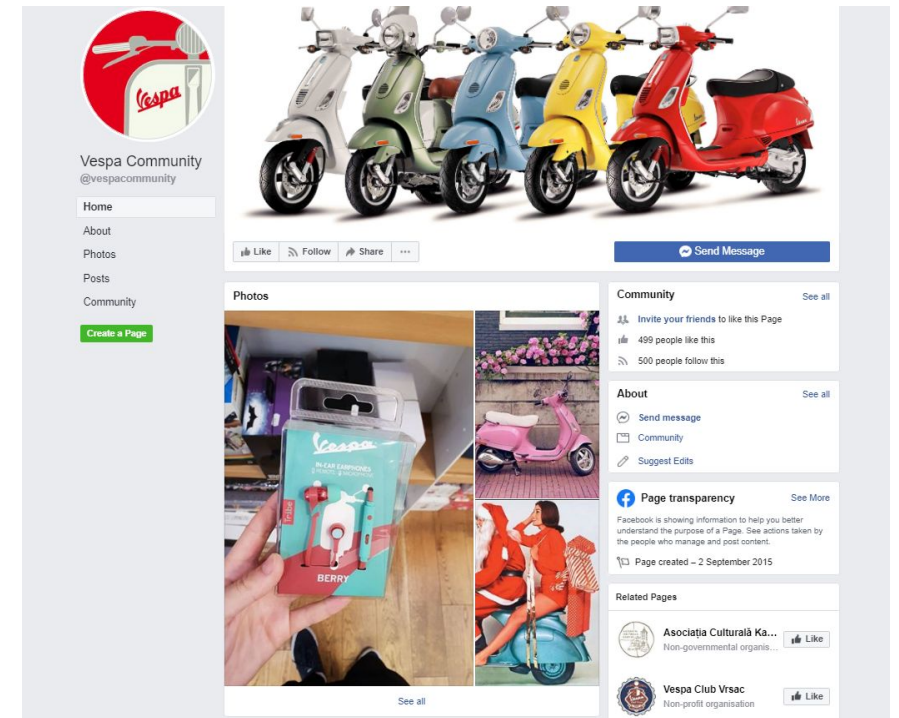
# The Post-Launch

Charge Up Your Lifestyle

## Facebook Community

We can create a Facebook Community for all the Bulgani users. This can start after the Bulgani launch event in which attendees can be asked to join the Facebook Community to keep on top with Bulgani events and get special discounts/offers.

Building a community and organising events for it helps connect with the consumers in a more personal way and even increases the chances of word-of-the-mouth marketing.



# The Post Launch

Charging Now. Launching Soon.

## Social Media Ads

We can run ads using the launch video on Facebook, Instagram and YouTube. We can even create 5 second ads for YouTube.

The objective of these ads will mainly be brand awareness, website traffic (to landing page), messenger and post engagement.





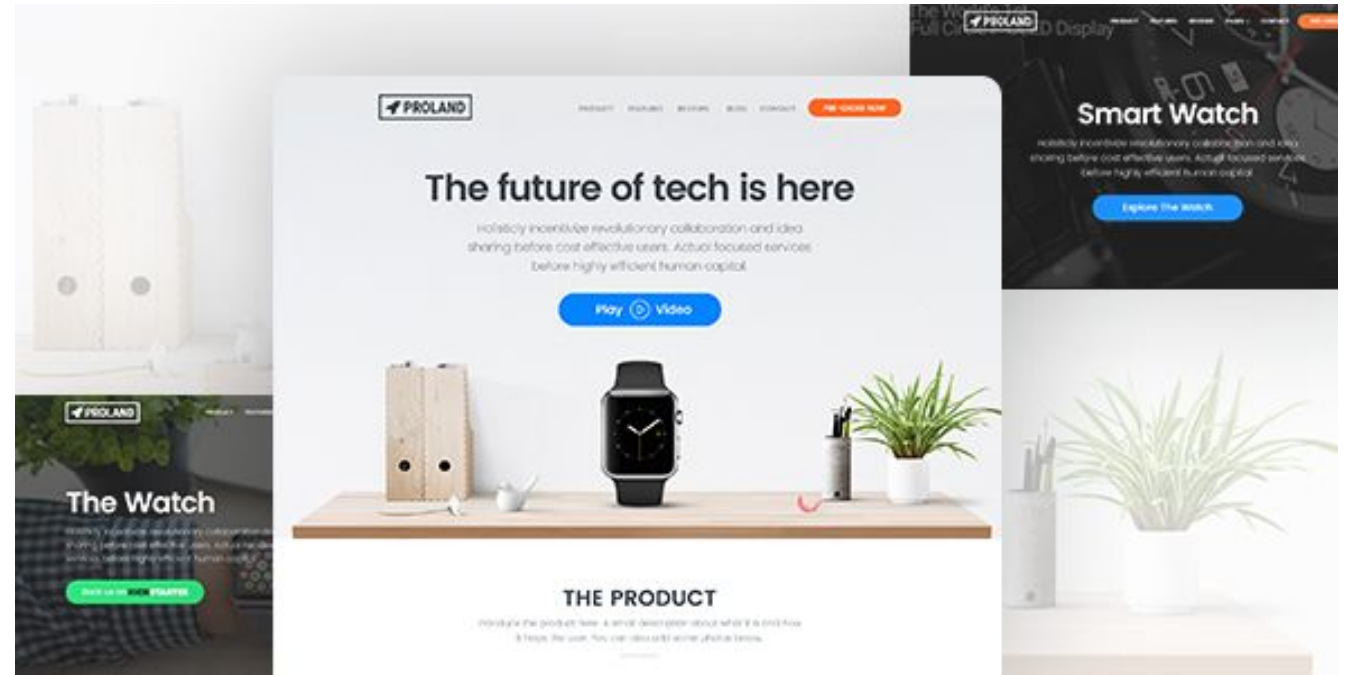
# The Search Engine Marketing Strategy



# The Teaser

Charging Now. Launching Soon.

To build anticipation about the upcoming release of Bulgani electric scooters, we will be creating a landing page for pre-orders and providing preliminary information of the scooter. This landing page can contain a form which people can fill to pre order the scooter or to sign up just to receive information about the same. The landing page will be promoted through Google Ads as well as Social Media Ads.

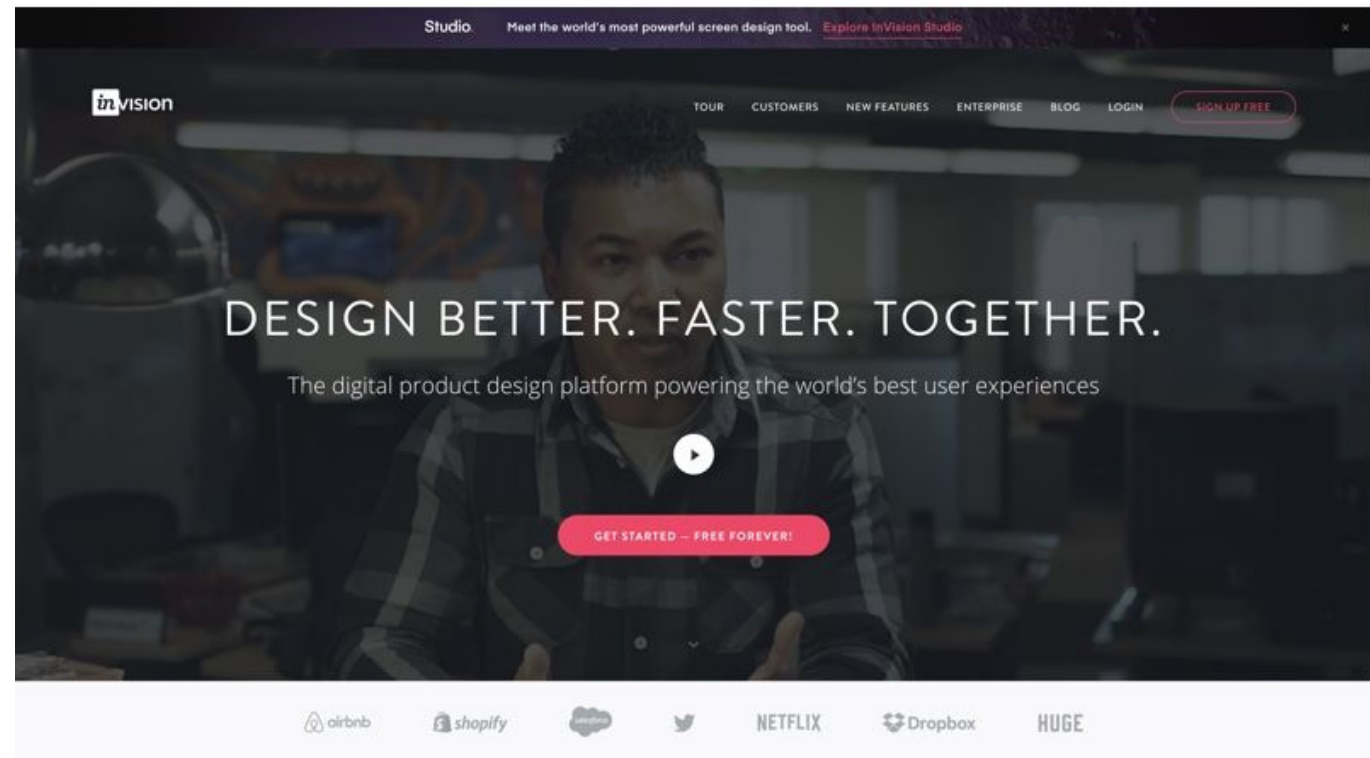


# The Launch & Post Launch

Charging Now. Launching Soon.

Once Bulgani has been launched, a new landing page can be created which shows the launch video, the design of the scooter and a CEO note. This landing page contain a direct link to buy the scooter, visit the nearest dealership location or even fill up a form to receive news about Bulgani.

As part of the launch campaign, we can have promote searching for the phrase 'Charge Up My Lifestyle'. When one searches for the same, Bulgani's pre-order landing page comes up as a sponsored ad and offers special discounts to these users who searched with this phrase.



## Powerful design prototyping tools

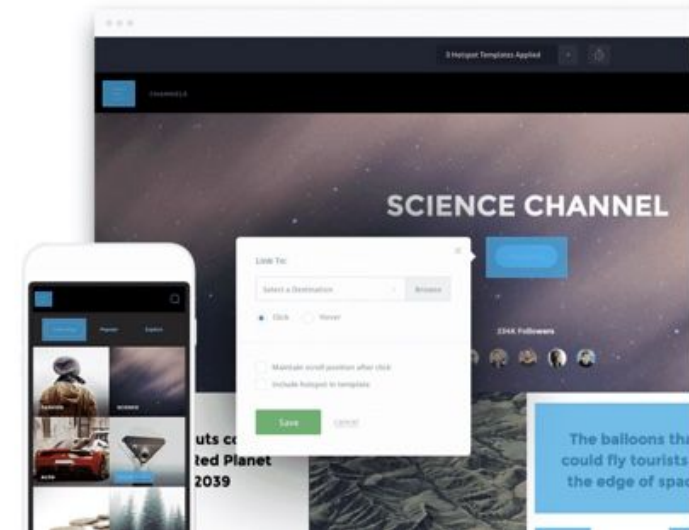
Get high-fidelity in under 5 minutes. Upload your design files and add animations, gestures, and transitions to transform your static screens into clickable, interactive prototypes.



"InVision is a window into everything that's being designed at Twitter. It gets all of our best work in one place."



Mike Davidson, Twitter



# The Search Engine Optimization Strategy





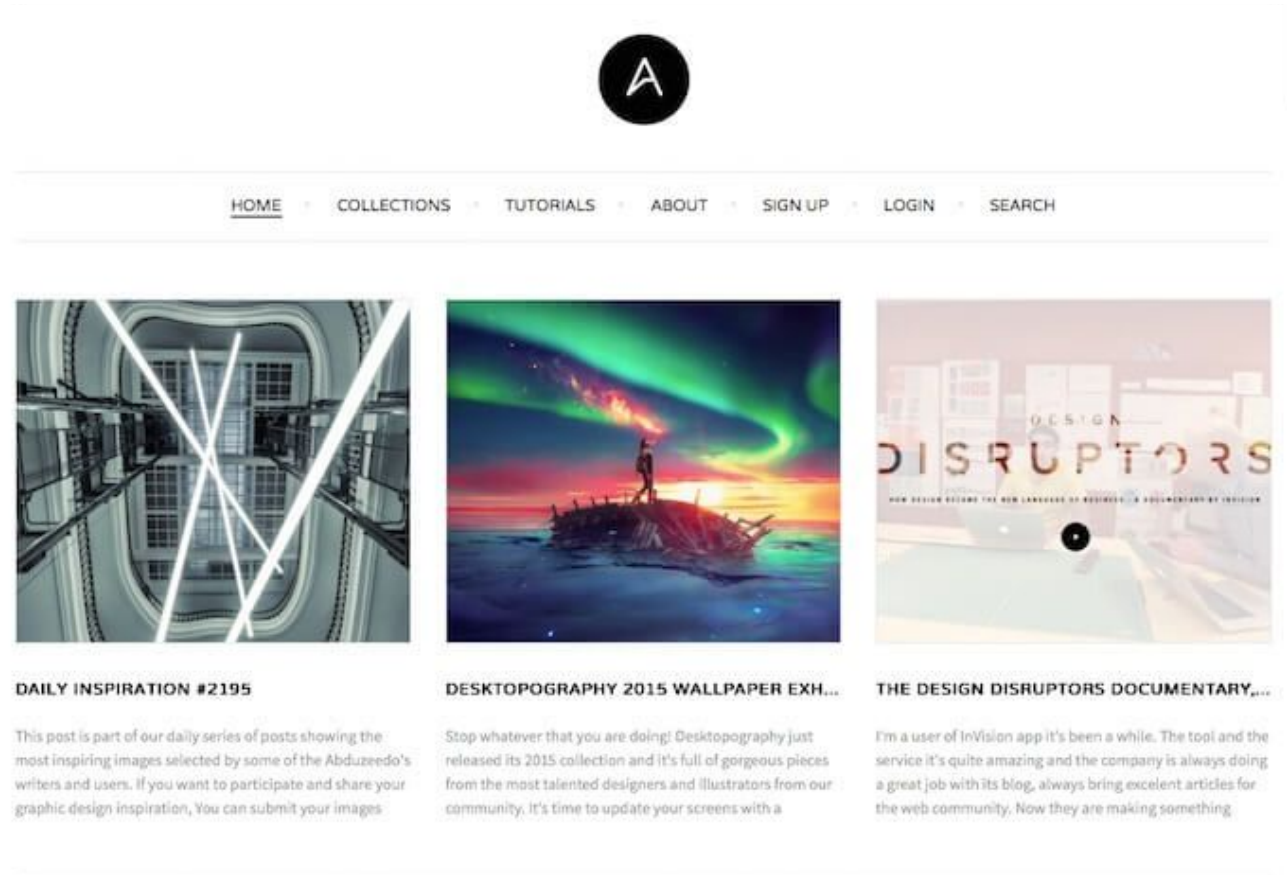
# The Teaser

Charging Now. Launching Soon.

To build anticipation about the upcoming release of Bulgani electric scooters, we can create a blog section on the website, which we can also link to the pre-order landing page for ads.

We can upload articles related to the Electric Scooter industry in India, the environmental benefits of electric scooters and even the fact that Bulgani is launching soon.

We can also send press releases to websites such as Zigwheels, Bikewale, Bikedekho, Team BHP and much more for the teaser campaign.



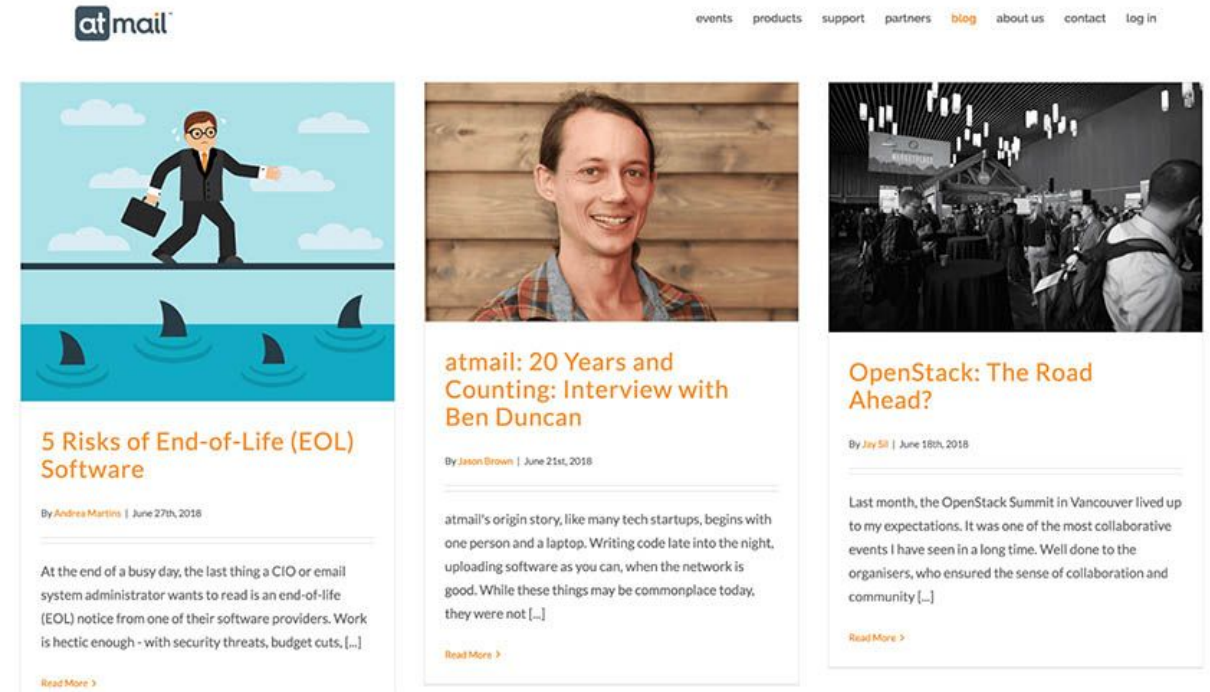
# The Launch & Post Launch

## Charge Up Your Lifestyle

The launch can be covered in the Bulgani blog and Facebook Community and post the event, we can upload the videos of the event there.

We can also send press releases to websites such as Zigwheels, Bikewale, Bikedekho, Team BHP, etc., for launch events, product features and much more.

Use the top ranked keywords that people search on Google with on social media captions.



The screenshot shows the atmail blog homepage. At the top left is the 'atmail' logo. To the right is a navigation menu with links for 'events', 'products', 'support', 'partners', 'blog', 'about us', 'contact', and 'log in'. The main content area features three article cards:

- 5 Risks of End-of-Life (EOL) Software**  
By Andrea Martins | June 27th, 2018  
At the end of a busy day, the last thing a CIO or email system administrator wants to read is an end-of-life (EOL) notice from one of their software providers. Work is hectic enough - with security threats, budget cuts, [...]  
[Read More >](#)
- atmail: 20 Years and Counting: Interview with Ben Duncan**  
By Jason Brown | June 21st, 2018  
atmail's origin story, like many tech startups, begins with one person and a laptop. Writing code late into the night, uploading software as you can, when the network is good. While these things may be commonplace today, they were not [...]  
[Read More >](#)
- OpenStack: The Road Ahead?**  
By Jay Sil | June 18th, 2018  
Last month, the OpenStack Summit in Vancouver lived up to my expectations. It was one of the most collaborative events I have seen in a long time. Well done to the organisers, who ensured the sense of collaboration and community [...]  
[Read More >](#)

# The PR & COLLABORATIONS STRATEGY



# The Teaser

Charging Now. Launching Soon.

## Charging Stations

As part of the teaser campaign, we can place charging stations outside cafes where people can charge their mobile phones. The copy for the installation can read 'Bulgani. Powers your day. Charging Now, Launching Soon.'

The installation will be in the form of a silhouette of the Bulgani bike.





# The Launch

## Charge Up Your Lifestyle

### #RideToWin Challenge

In order to launch the bike and effectively spread the word across the target audience, we can host a treasure hunt across Colaba. We can invite influencers who are known bikers to participate in this challenge, and showcase how long the battery of a Bulgani lasts and how easily bikers can adapt to the scooters.

The challenge will contain 5 clues all across Colaba. There will be 5 teams of 2 individuals each. The team that finds the treasure first wins either:

- A Bulgani or
- A Cash Prize and a Hamper

Season 2 of this challenge can take place in another 3-4 months and the users of Bulgani can be called upon to participate in the challenge.

5 CLUES  
TEAMS  
ONE  
BIKE



#RIDETOWIN  
CHALLENGE IS HERE!  
TREASURE HUNT AROUND COLABA  
TO WIN A BULGANI

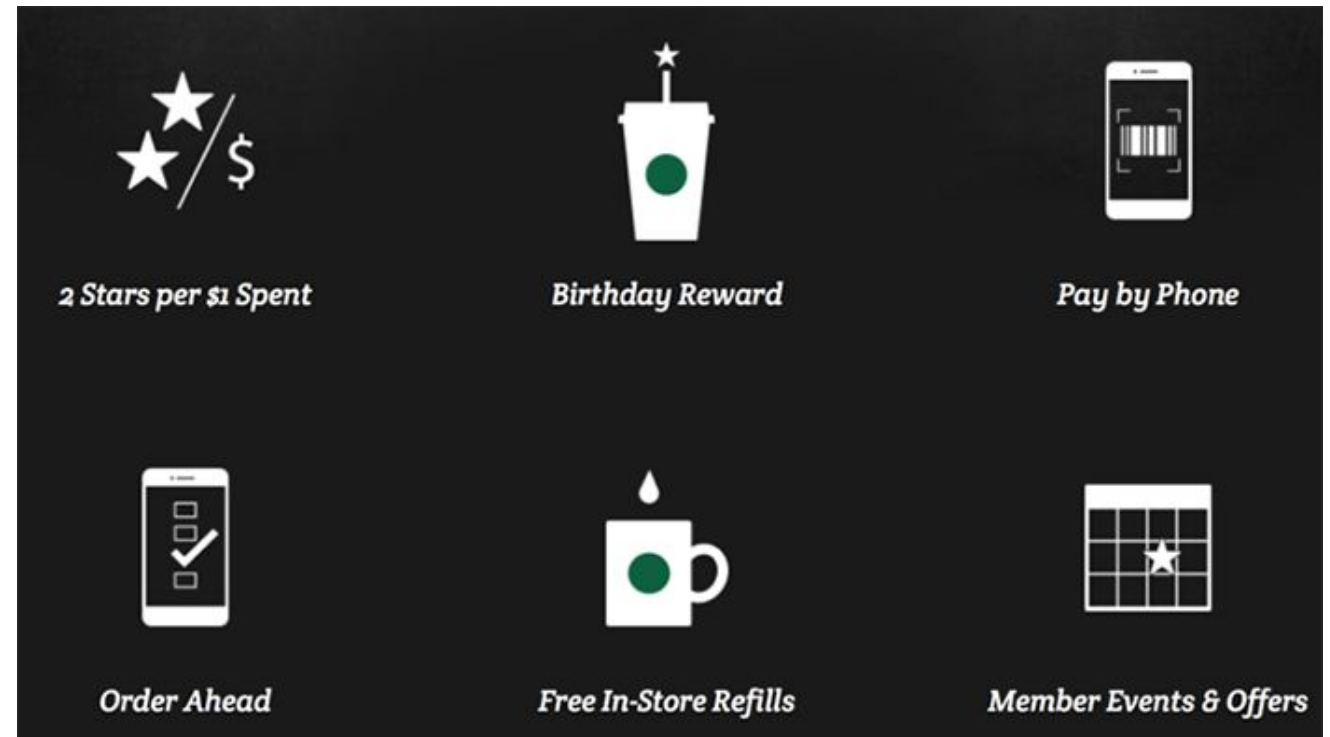
# The Post Launch

## Charge Up Your Lifestyle

### Loyalty Program

We can invite users who buy a Bulgani in a loyalty program. They can opt in to join the Facebook Community and receive updates via Facebook Messenger. Through messenger, they can get frequent discounts on future products by Bulgani and other accessories such as helmets, motorcycle wear, etc. These can be provided in association with companies that sell them.

The Loyalty program can also have a freemium model. It can be free for the first 6 months and then charges a subscription fee. Through this subscription, consumers can receive free maintenance, free repairs, free charging adapter replacements, first access to the latest accessory product upgrades and exclusive invitation to events hosted by Bulgani.

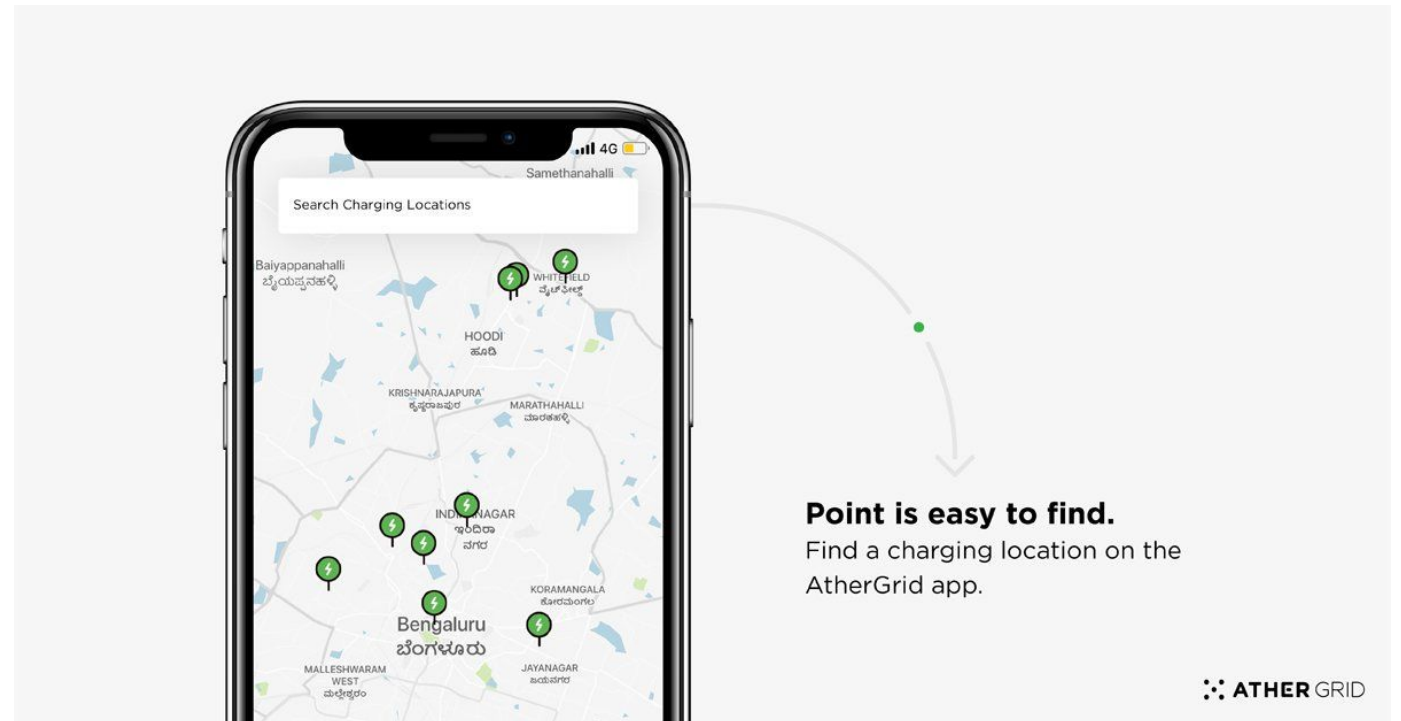


# The Post Launch

## Charge Up Your Lifestyle

### Bulgani App

We can create an app that connects with the Bulgani screen and provides accurate data on navigation, charge level, on-road emergencies, nearest charge stations, nearest food joints and much more. This can be made available only to users using the loyalty program.





Thank You!