



Background: Despite being the world's number one car maker (at that time) and being one of the early entrants in the country, GM India ranked low in the number of cars sold in India. The Opel Brand was perceived as too expensive hence GM launched Chevrolet Brand with the competitively priced Chevrolet Optra. Optra saw moderate success against the Japanese manufacturers. GM then decided to launch Chevrolet Tavera, a multi-utility vehicle (MUV).

Challenges: The Japanese manufacturer, Toyota, had already taken the massive lead in the MUV segment. Secondly, Chevrolet Tavera was perceived to be of Korean Daewoo origin, while in reality, it's of Japanese origin - the Isuzu Panther. It was important to reach out to the semi-urban and rural India segment where the largest number of customers for MUVs resided.

CMCG Approach: Create a massive one time media hype across the Indian media about the launch of Tavera to create an image for Tavera that made it a winner at the launch stage itself. Also, ensure that the senior executives/CEO get many photo opportunities.

Activities: Organized over 15 press conferences in a span of just 6 days across India with three conferences being organized on the same day, thrice that week. The presence of CEO/COO/Senior VP was ensured at each location to create a photo opportunity.

Result: Massive media blitz. Over 350 stories published across India in a span of 10 days. The GM India COO termed it as a PR coup! Massive bookings received with an order book full for the next three months! The advertising campaign launch was postponed by over four months! GM India sales increased by over 400 percent per month.