



**Background:** Pioneer Japan have officially tied up with a leading Indian company AutoCop India to introduce Pioneer's range of Car Audio Systems in India. Pioneer have especially customised its latest range of car audio systems to suit the needs and requirements of the Indian customers. Objective of the PR programme is to create awareness about Pioneer's tie-up with AutoCop and the range of exclusive products introduced for India. Kaneo Ito, Director & Advisor, Pioneer Corporation, Japan & Mr. Tatsuo Takeuchi, Managing Director, Pioneer Electronics Asiacentre PTE Ltd, Singapore travelled to India for the launch event.

**PR Objective:** Create hype in the media about Pioneer's introduction of exclusive range of India specific car audio products in India and its association with AutoCop India as the authorised distributor for India.

**Key Challenge:** A wide range of Pioneer car audio products were already available in India through the grey market route.

**CMCG Approach:** Focus on the size of the in-car entertainment segment in India, and Pioneer's plans to capture a large part of it. Highlight the new products that Pioneer had customised and launched especially for the Indian market. Announce OEM dealerships with other automobile manufacturers.

**Result:** Massive media coverage with over 100 stories across India in print, television and online media. Pioneer was established as the leader in the in-car audio segment by the media.