

- **Category:** *Online Advertising*
 - **Product:** *WagonR*
 - **Launch:** *3rd May 2010.*
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THE SITUATION

- Maruti Suzuki, the number one car manufacturer in India recently rolled out a fresh version of WagonR. The car would now have a longer, taller and wider body with larger doors, wheels and bumpers.
- Key features of the car were:
 - More space
 - Makeover of the interiors
 - Guaranteed driving pleasure with the improved AC along with a smart dashboard
- Target audience
 - Tech savvy, urban professionals
 - SEC A and B
 - Involved internet users

THE CHALLENGE

- To launch WagonR in the digital space.
- To make the users of IN.com familiar with the new Blue Eyed Boy tagline by Maruti Suzuki.
- To showcase the new added features of the car.

THE SOLUTION

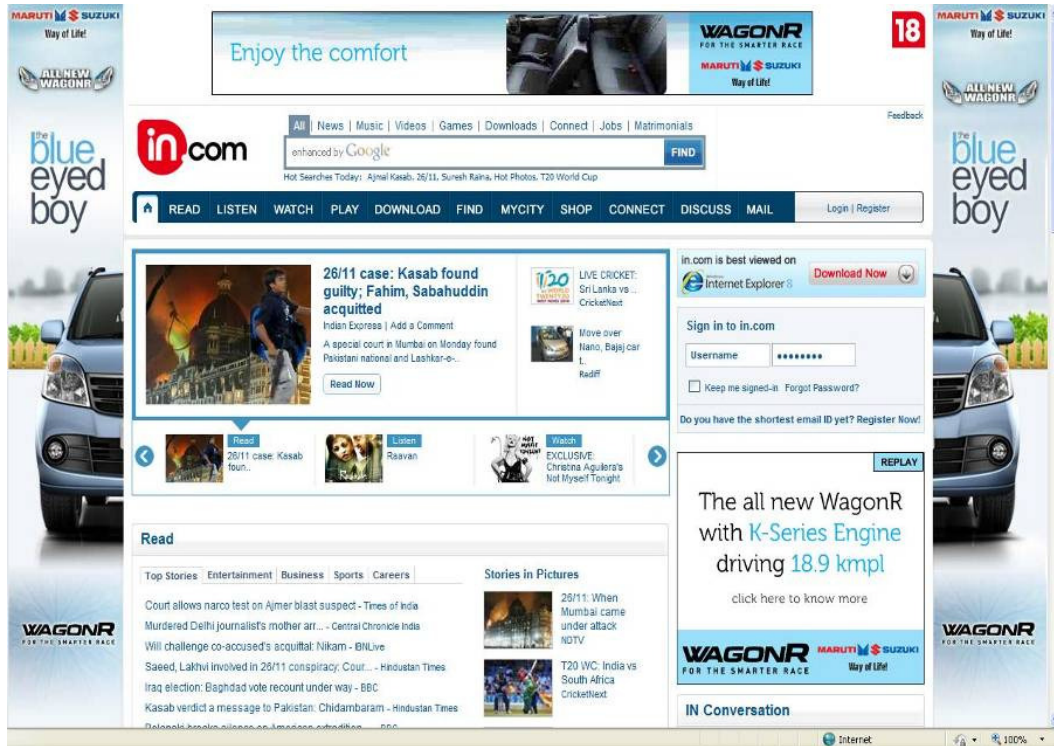
- We decided to make WagonR our blue eyed boy by changing the entire text on the site to BLUE.
- Gutter branding was provided across the site for an entire day.
- A special theme was created on the Mailbox which was the default theme for any user who had not chosen any particular theme.
- Additionally, we ran ROS banners to given to WagonR to create a power packed impact.

THE RESULTS

- The campaign was the talking point in the industry.
- Delivered over 9000 clicks in one day.
 - ROS banners delivered an average of 0.7% CTR.

Creatives:

IN.com Homepage with WagonR branding and blue text colour:



Default Mail Theme:

