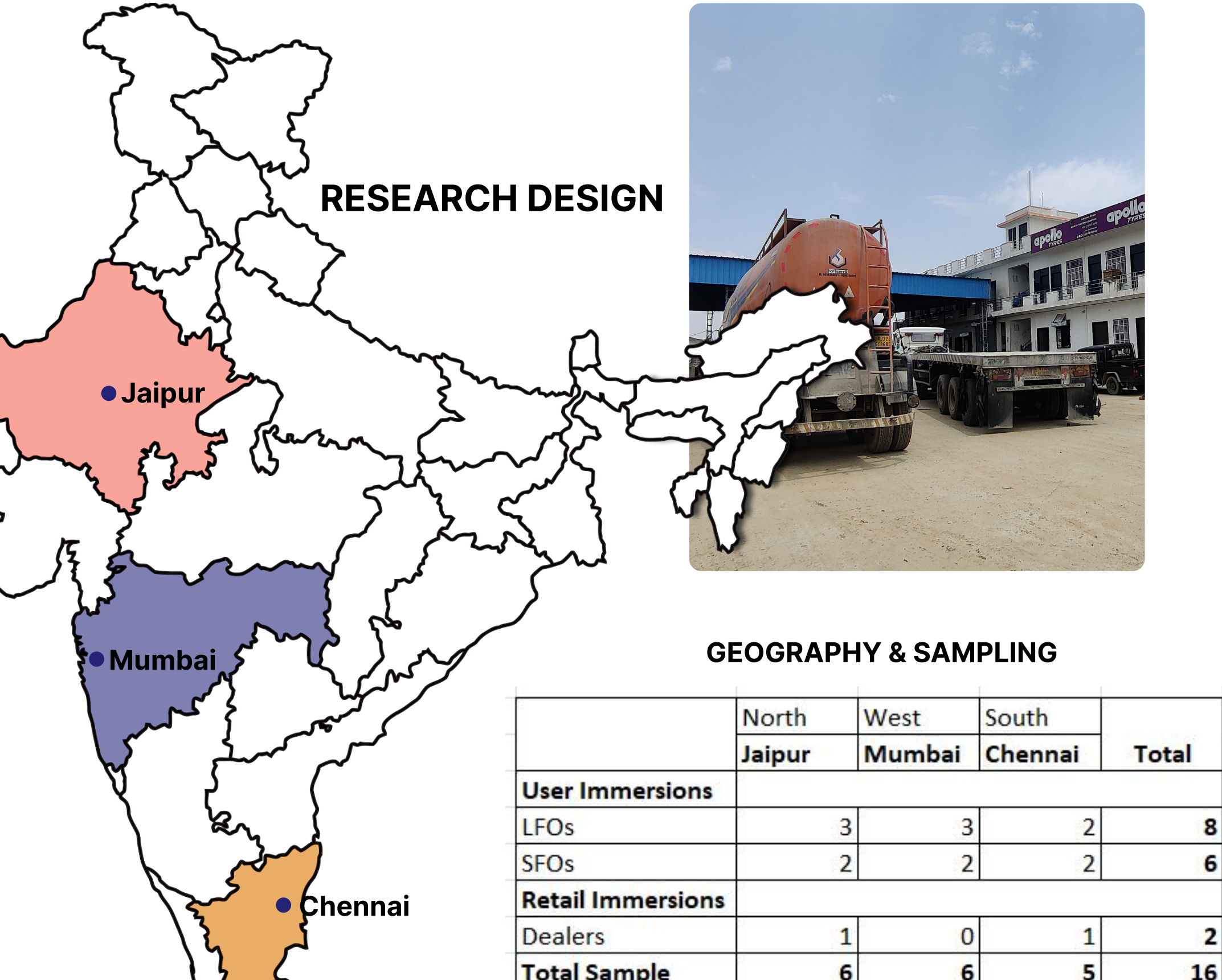
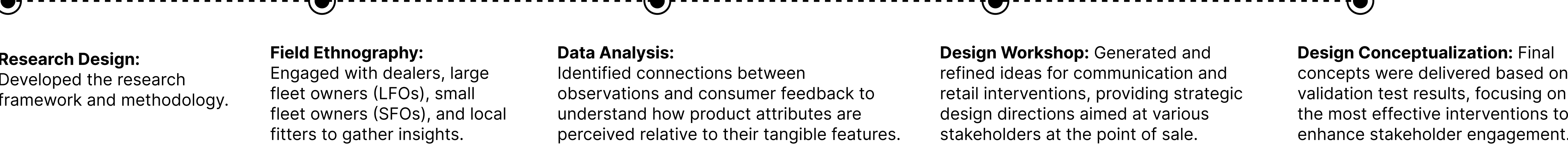


The truck tyre market is characterized by indirect consumer engagement, with tyres marketed primarily through B2B channels. This dealer-centric approach often leads to misalignment and communication gaps. The project aims to bridge this gap by enhancing the value perception and exploring ways to communicate the advanced technology of the tyres. The goal is to make these features visually prominent and easily understandable for target customers at the point of sale.

The scope of this project is to identify the key benefits valued by TBR (Truck and Bus Radial) customers, with the goal of enhancing believability and effectively communicating the product value of Apollo Tyres at the point of sale.

Our scope involved a comprehensive research methodology that includes field ethnography, direct observations, and decoding user language. These methods enabled us to immerse ourselves in the environment of end-users, observe their interactions, and interpret the nuanced ways they describe and perceive tyre features, ensuring a deep understanding of customer needs and preferences.

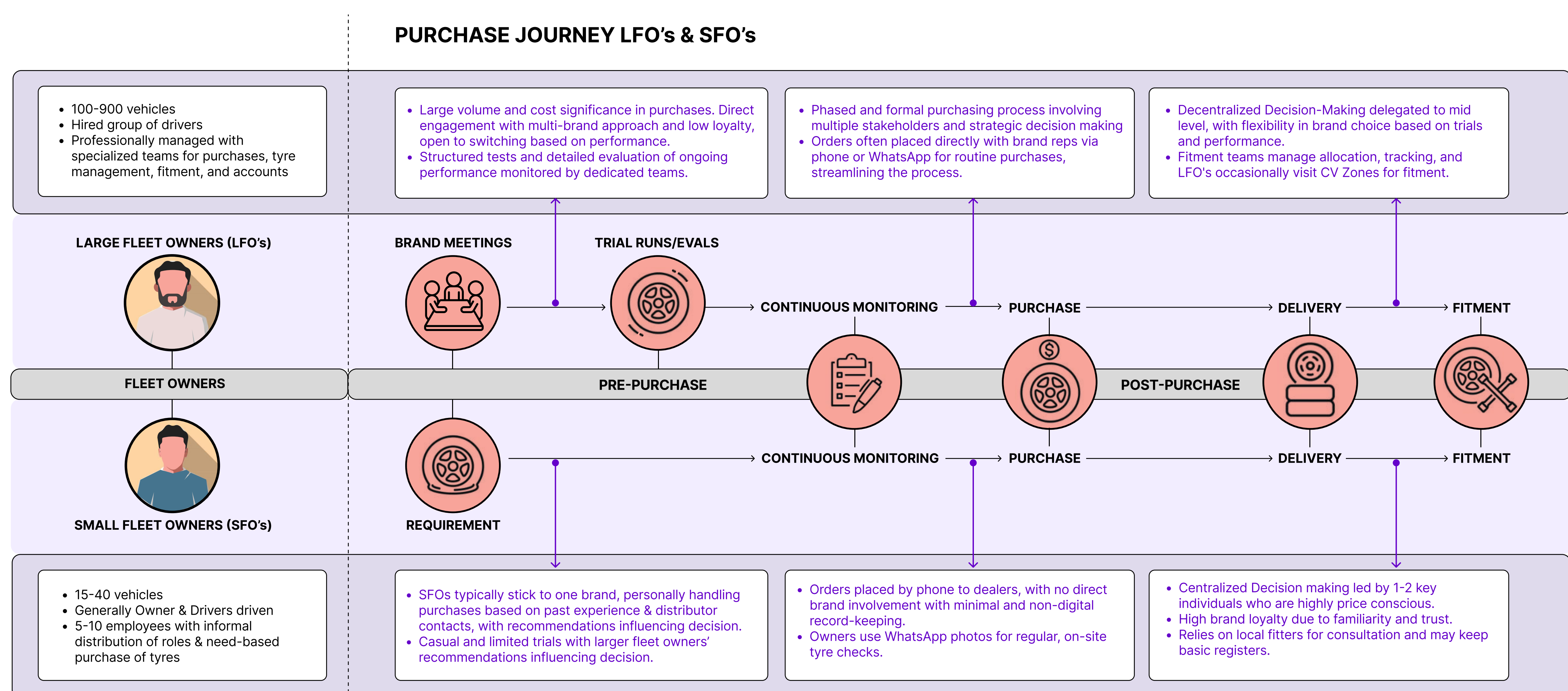
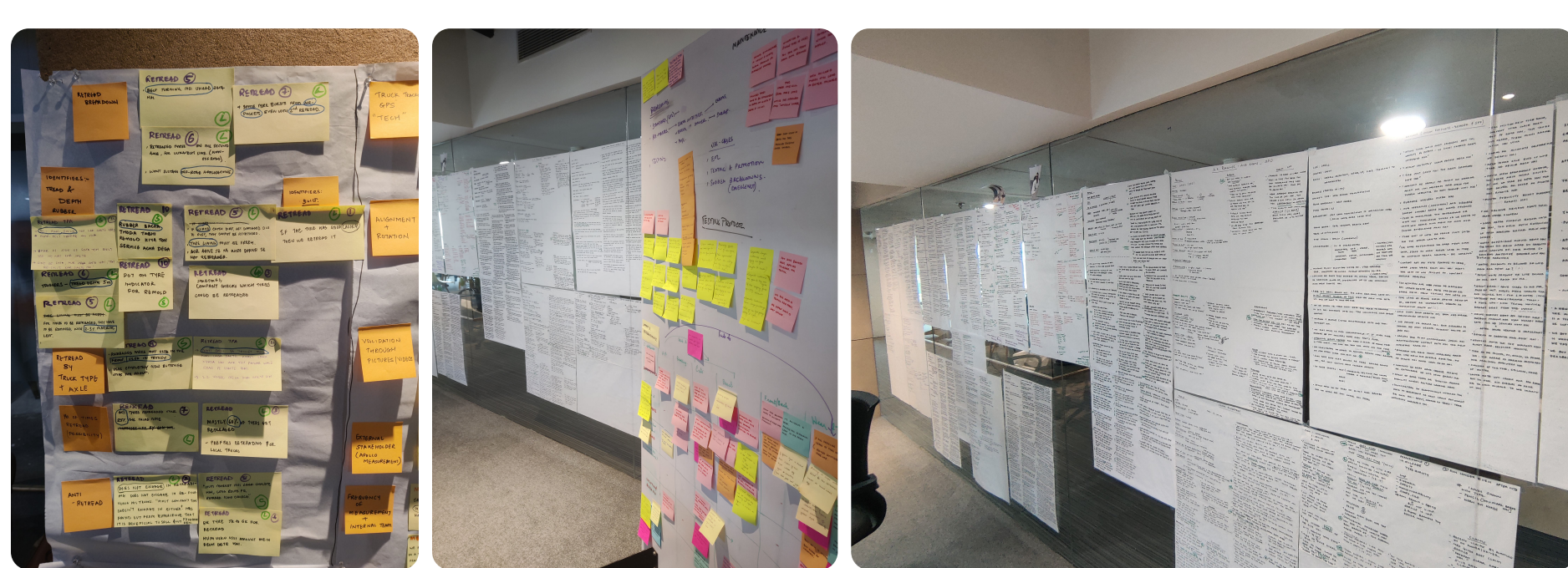


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graph TD
    A[Identifying Key Product Features at the Purchase Moment of Truth] --- B[Customer Profiling]
    A --- C[Mapping Attitudes and Beliefs]
    A --- D[Purchase and Usage Journey Mapping]
    E[Understanding Product Features at the Usage Moment of Truth] --- F[Key Benefit Analysis]
    E --- G[Tangible Product Attribute Analysis]
  
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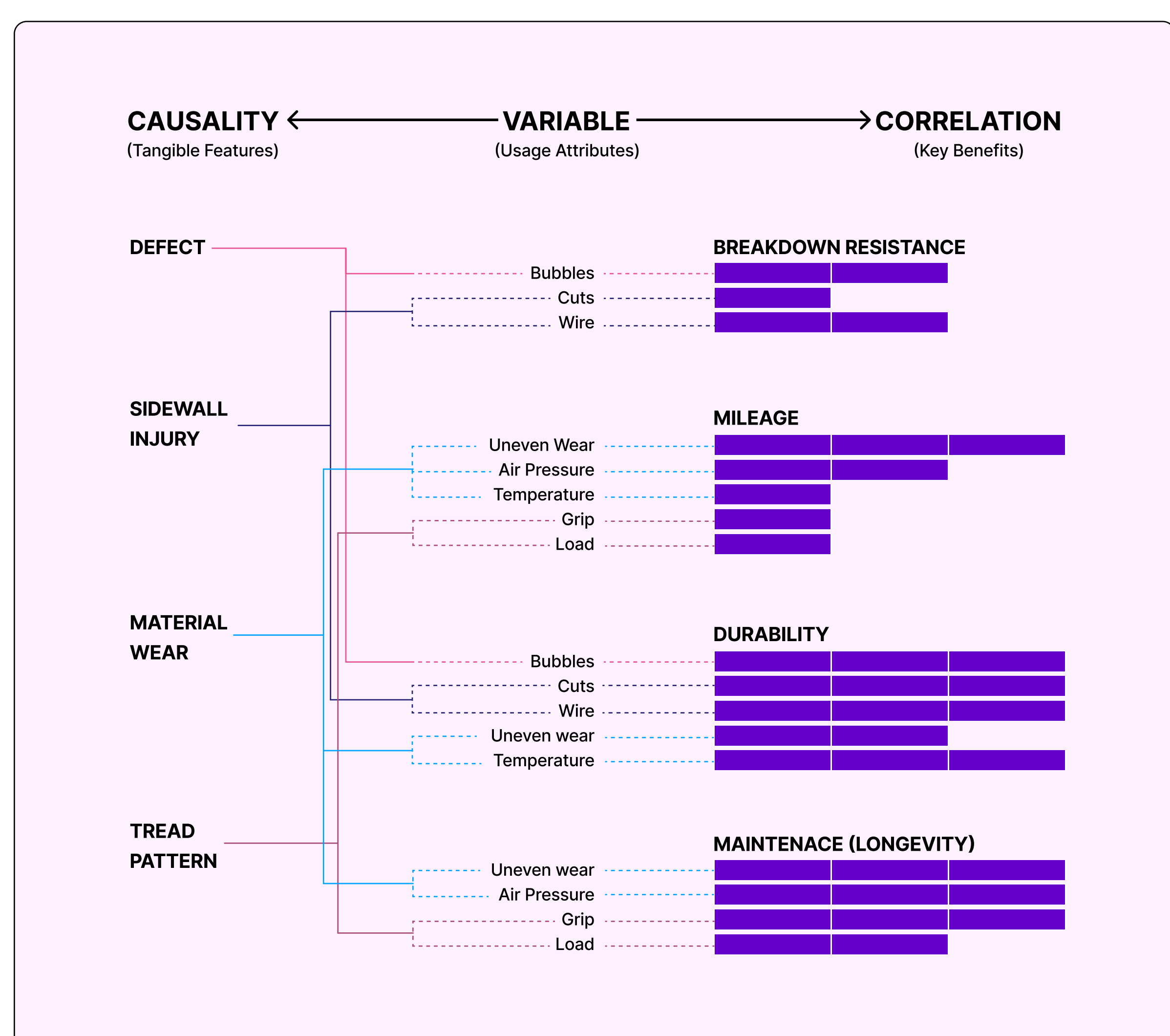
The diagram illustrates the relationship between product features and the moments of truth in the customer journey. It is structured into two main sections, each with a central box and three associated sub-points.

- Identifying Key Product Features at the Purchase Moment of Truth**
 - Customer Profiling
 - Mapping Attitudes and Beliefs
 - Purchase and Usage Journey Mapping
- Understanding Product Features at the Usage Moment of Truth**
 - Key Benefit Analysis
 - Tangible Product Attribute Analysis



- Listed the main benefits fleet owners sought from the tyre
- Ranked the benefits in number of mentions

- Listed the tangible attributes of the tyre, such as tread pattern, material, etc.
- Related how each physical feature translates to a specific benefit.



The causality vs. correlation chart was pivotal in aligning tyre's Tangible Attributes with the Key Benefits.

The correlations were ranked based on the number of mentions by respondents, which allowed us to prioritize the most significant feature-benefit relationships. This approach also revealed the underlying causes behind these correlations. As a result, this facilitated for a more accurate and persuasive approach for

"Regular wheel alignment is a must; otherwise, the rubber wears unevenly, and we can't afford that."

"We need to do regular wheel alignment and retreads because the tyre material wears

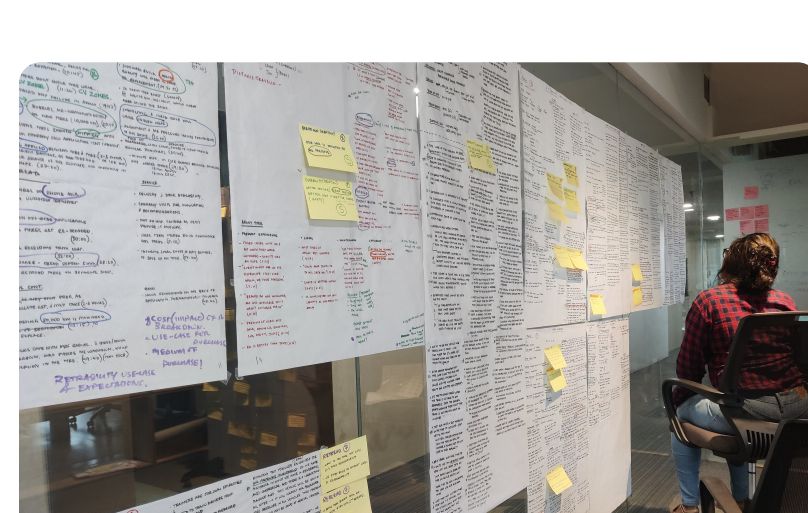
If the air pressure isn't right, it affects how

"We often see bubbles forming on the tyre.

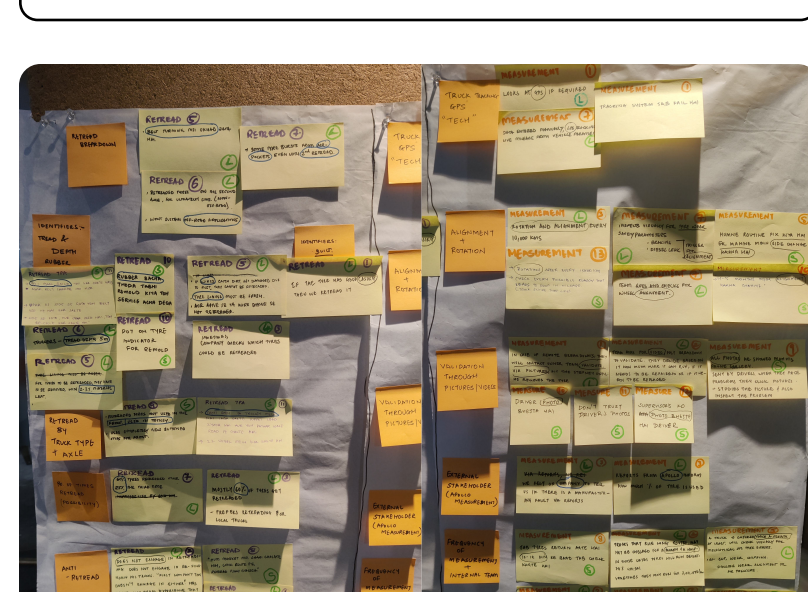
because of defects. When the sidewalls get cut frequently or the wires break, it's only a matter of time before the tyre gives up."

"I've noticed that if we don't keep an eye on material wear, it leads to uneven tread usage, and then we end up losing mileage."

"If we push the tyres too hard in high temperatures, they can blow out. And if the rubber isn't strong enough, the wires start



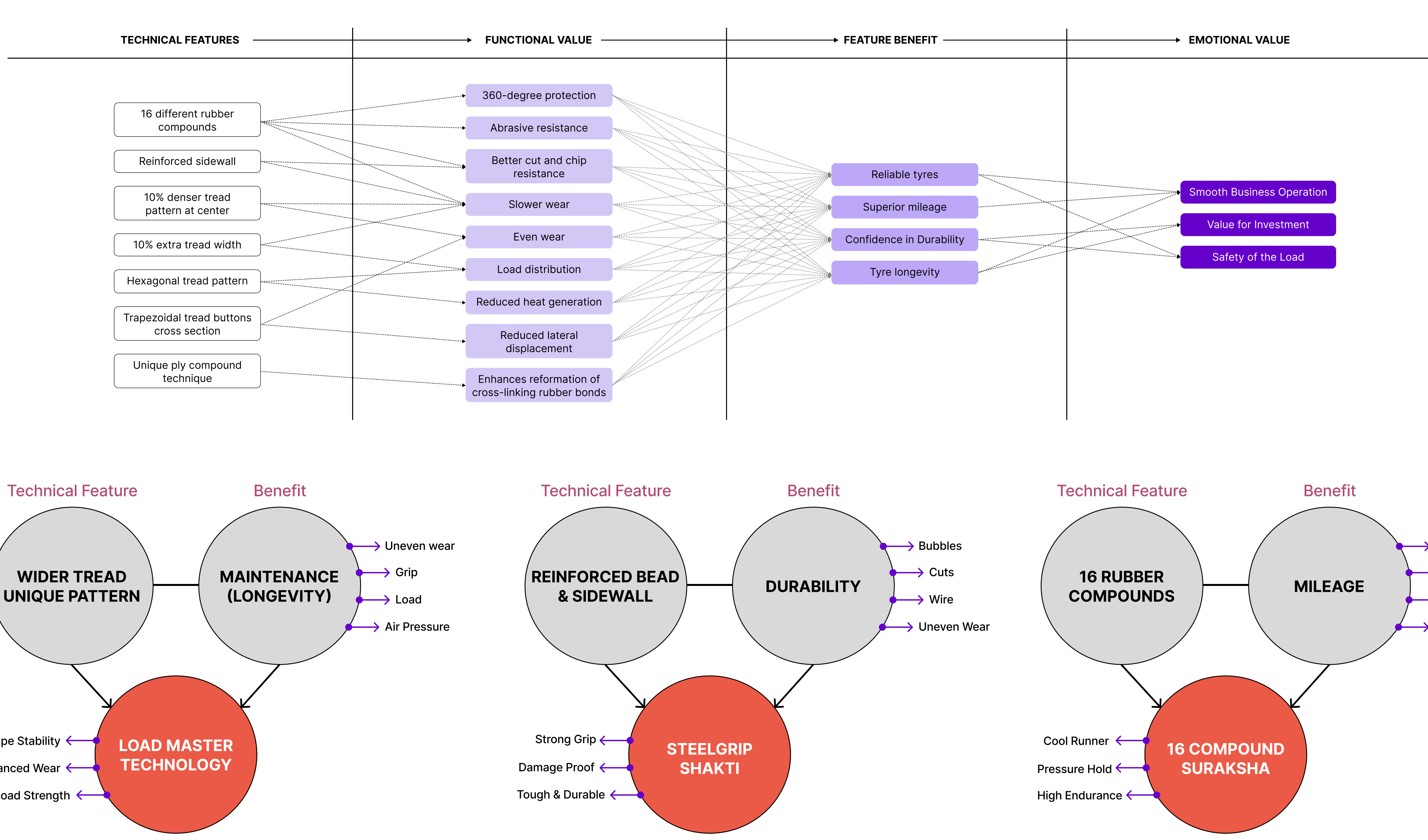
"tyre ghisna"/material wear is the single largest and most critical



STORY BUILDING

We further collaborated with the R&D team of the brand to align the existing technical

We then crafted stories that rationalized these connections, reinforcing our



After extensive research, we pinpointed the biggest challenge for TBR tyres: **Rapid, Uneven Wear.**

STORY CONCEPT SKETCHES

The next step involved creating story concept sketches to visually represent these connections. These sketches served as a foundation for translating the brand's narrative into engaging visuals across various communication

