PROJECT FLEET

PROJECT BRIEF:

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.

PROJECT SCOPE:

preferences.

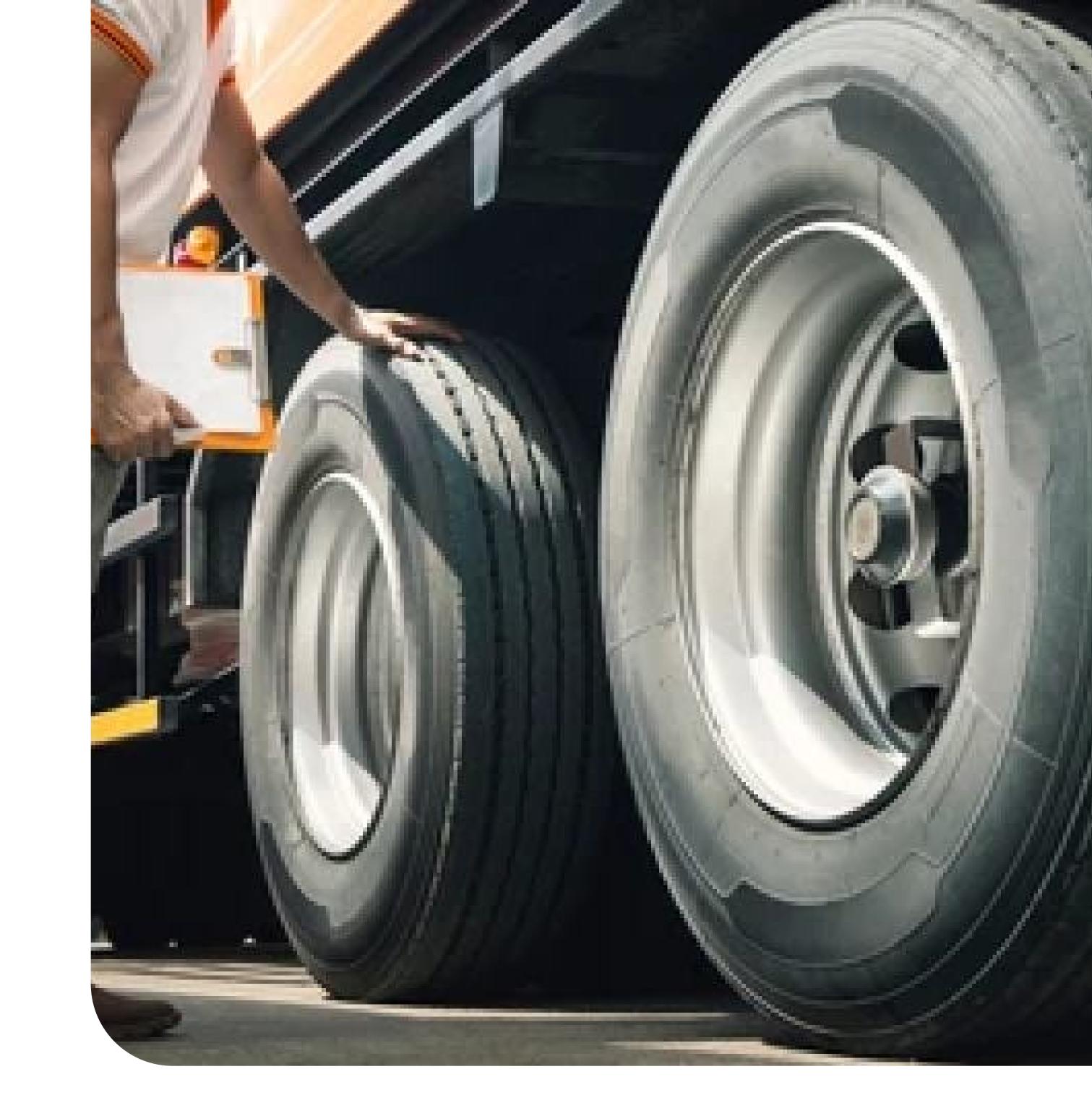
Research Design:

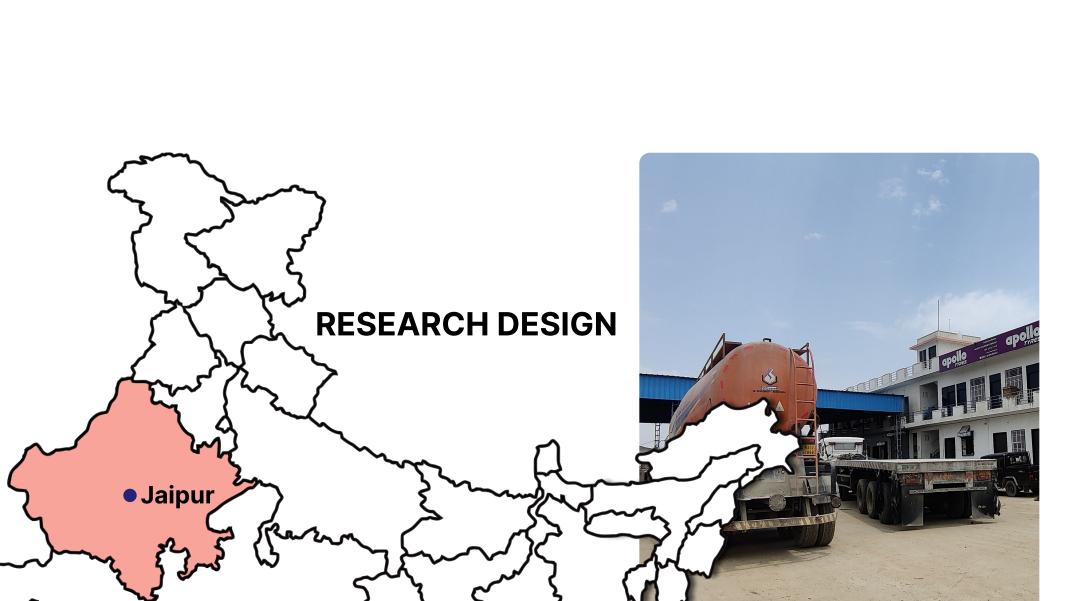
Developed the research

framework and methodology.

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





Field Ethnography:

Engaged with dealers, large

fleet owners (SFOs), and local

fleet owners (LFOs), small

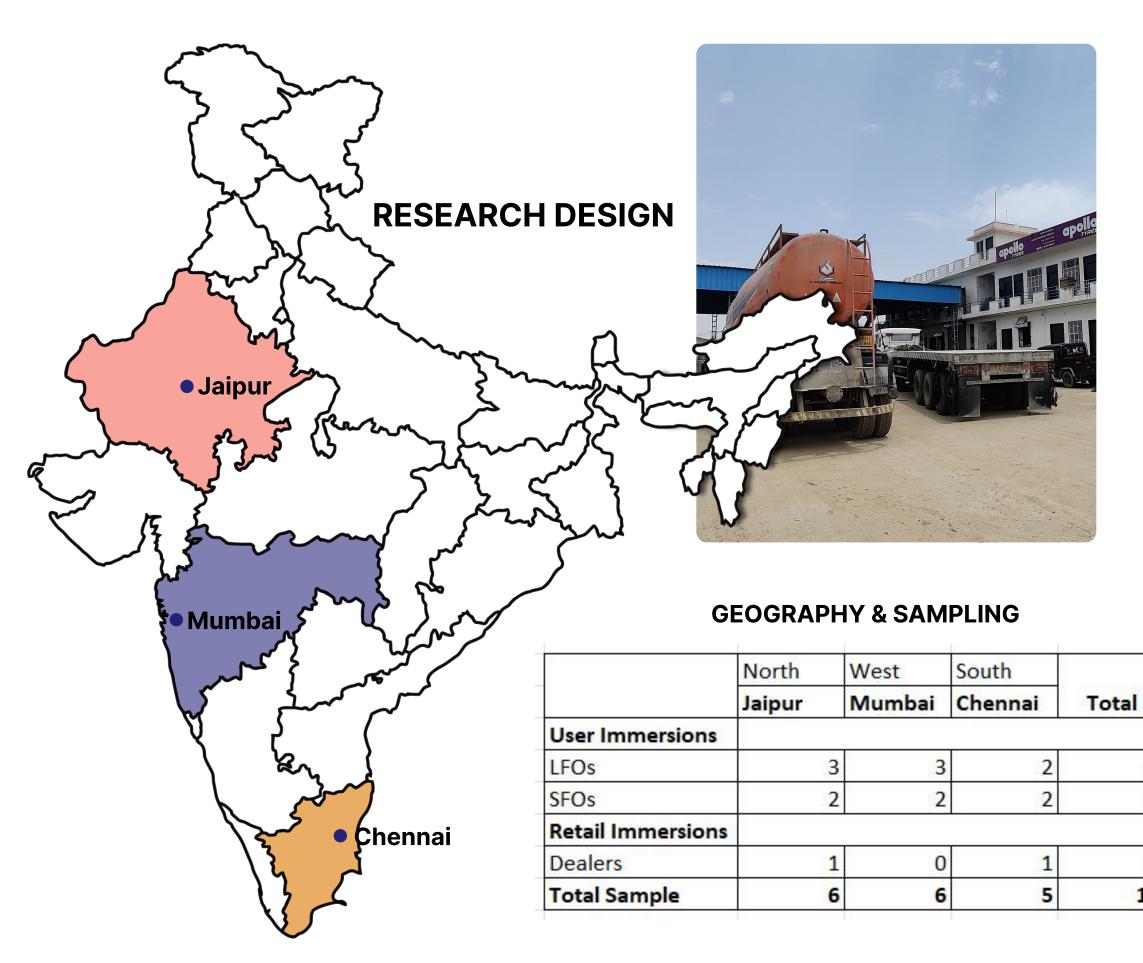
fitters to gather insights.

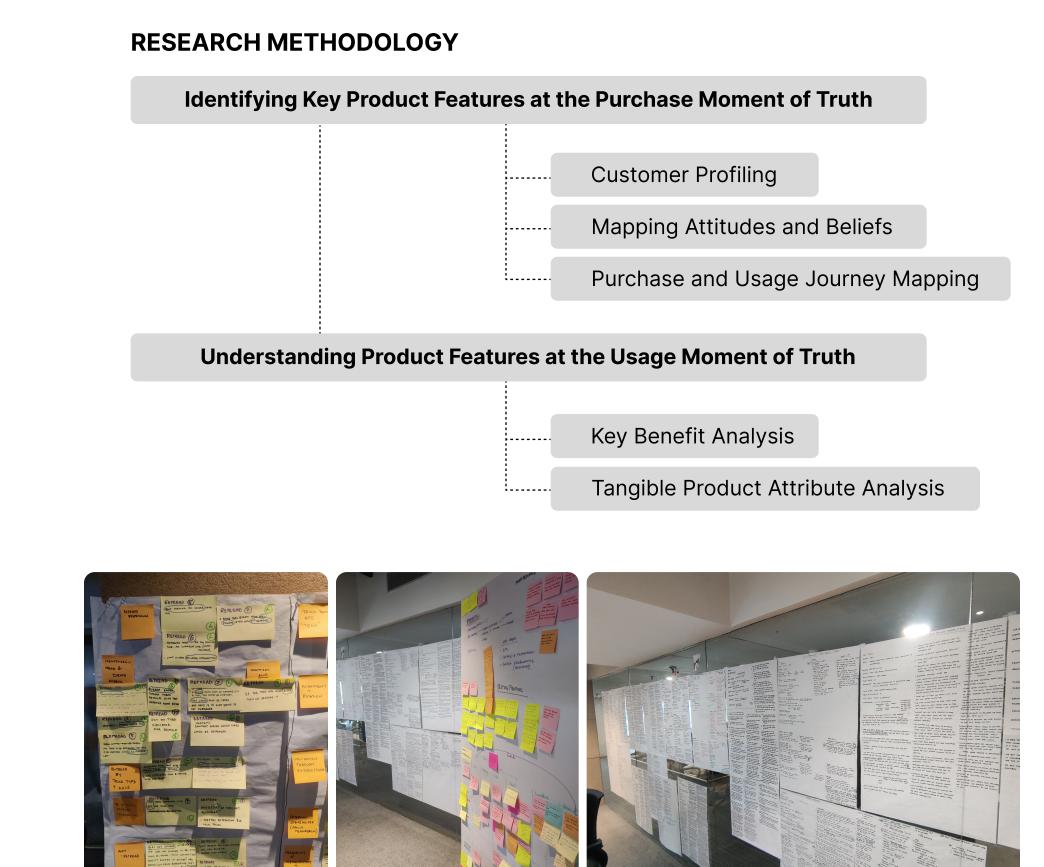
Identified connections between observations and consumer feedback to understand how product attributes are perceived relative to their tangible features.

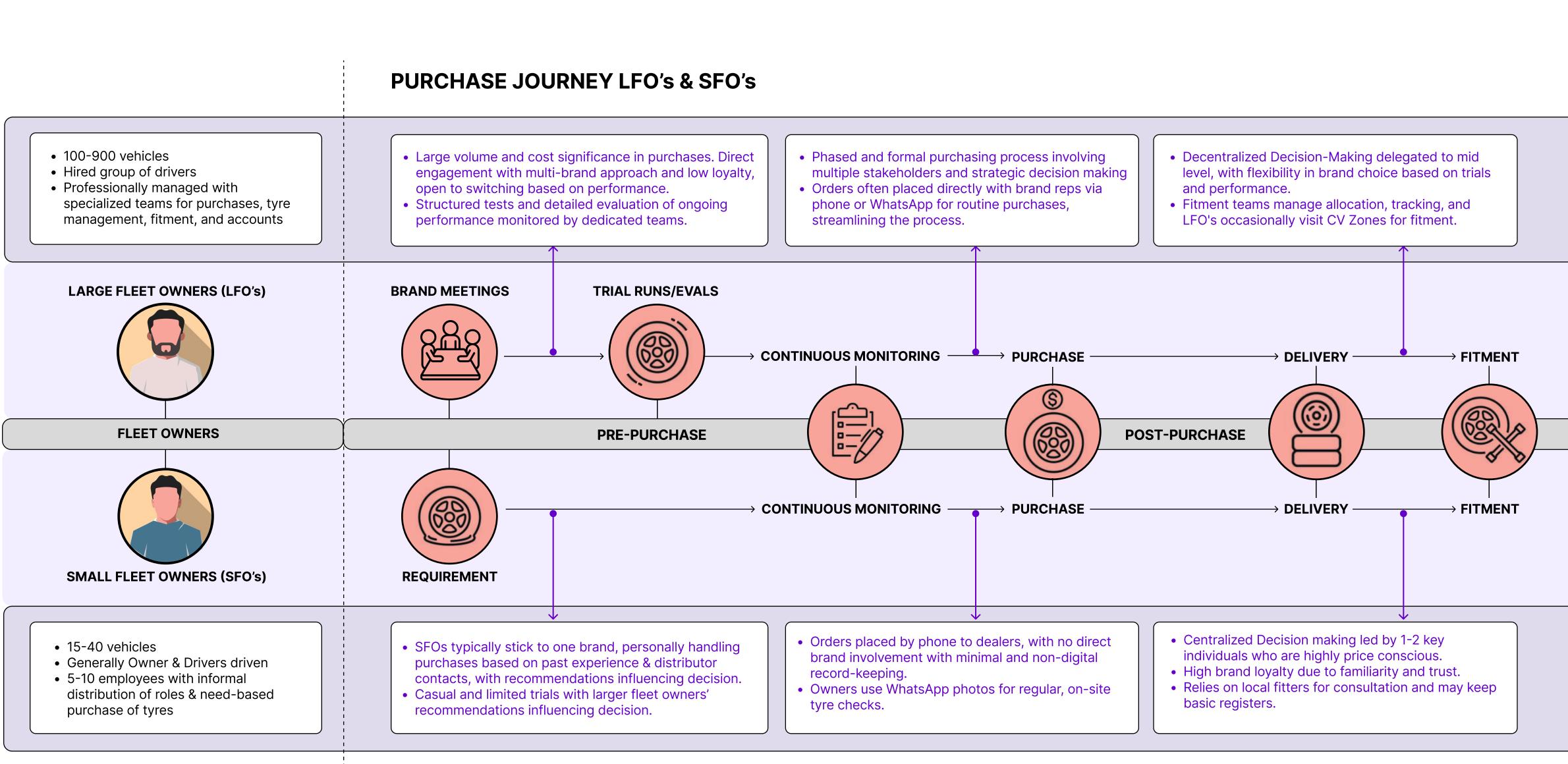
Data Analysis:

Design Workshop: Generated and refined ideas for communication and retail interventions, providing strategic design directions aimed at various stakeholders at the point of sale.

Design Conceptualization: Final concepts were delivered based on validation test results, focusing on the most effective interventions to enhance stakeholder engagement.







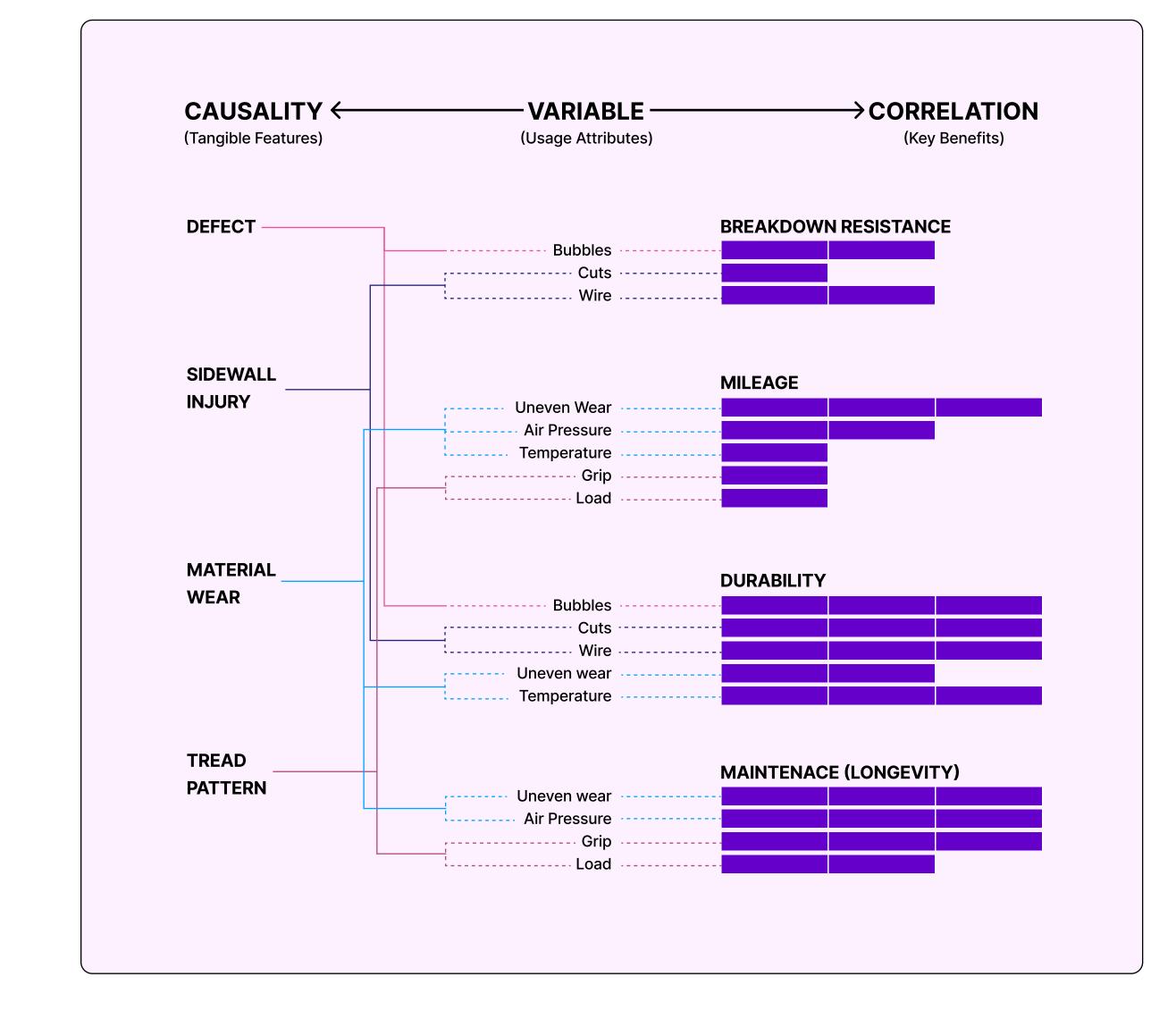
KEY BENEFIT ANALYSIS:

- Listed the main benefits fleet owners seeked from the tyre Ranked the benefits in number of mentions
- Focused on the benefits that influenced purchase decisions the most

TANGIBLE PRODUCT ATTRIBUTE ANALYSIS:

- Listed the tangible attributes of the tyre, such as tread pattern, material, etc. Related how each physical feature translates to a specific benefit.
 - Quantified the effectiveness of each attribute by linking it to measurable outcomes like mileage or maintenance, etc.

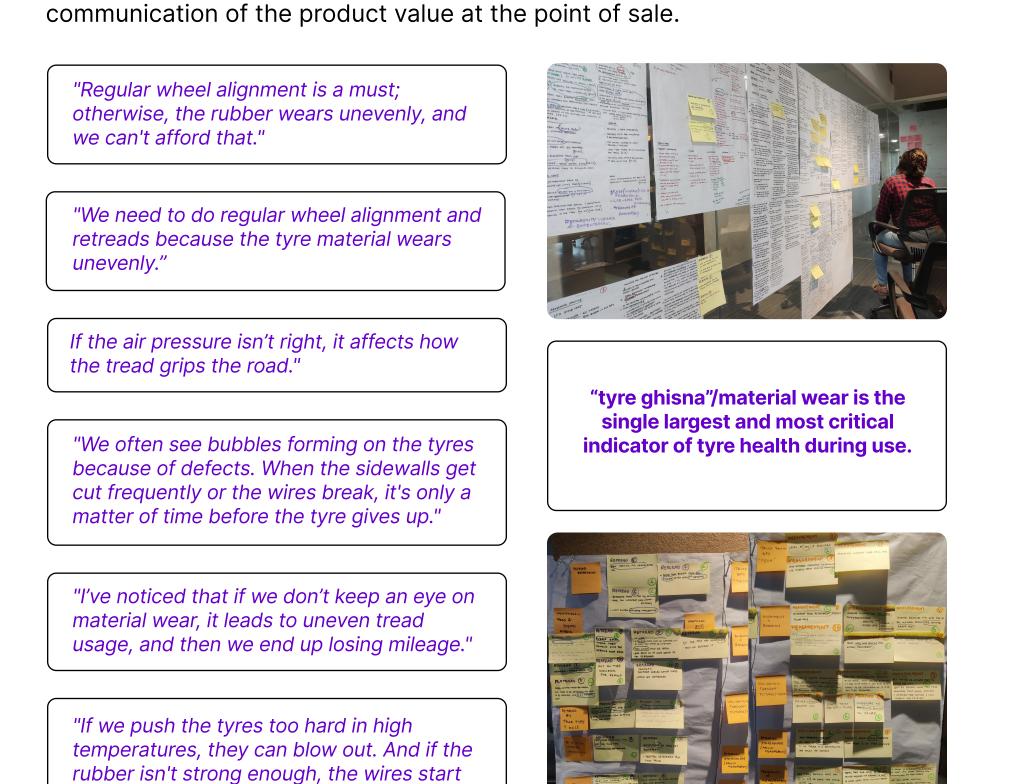
to show."



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.

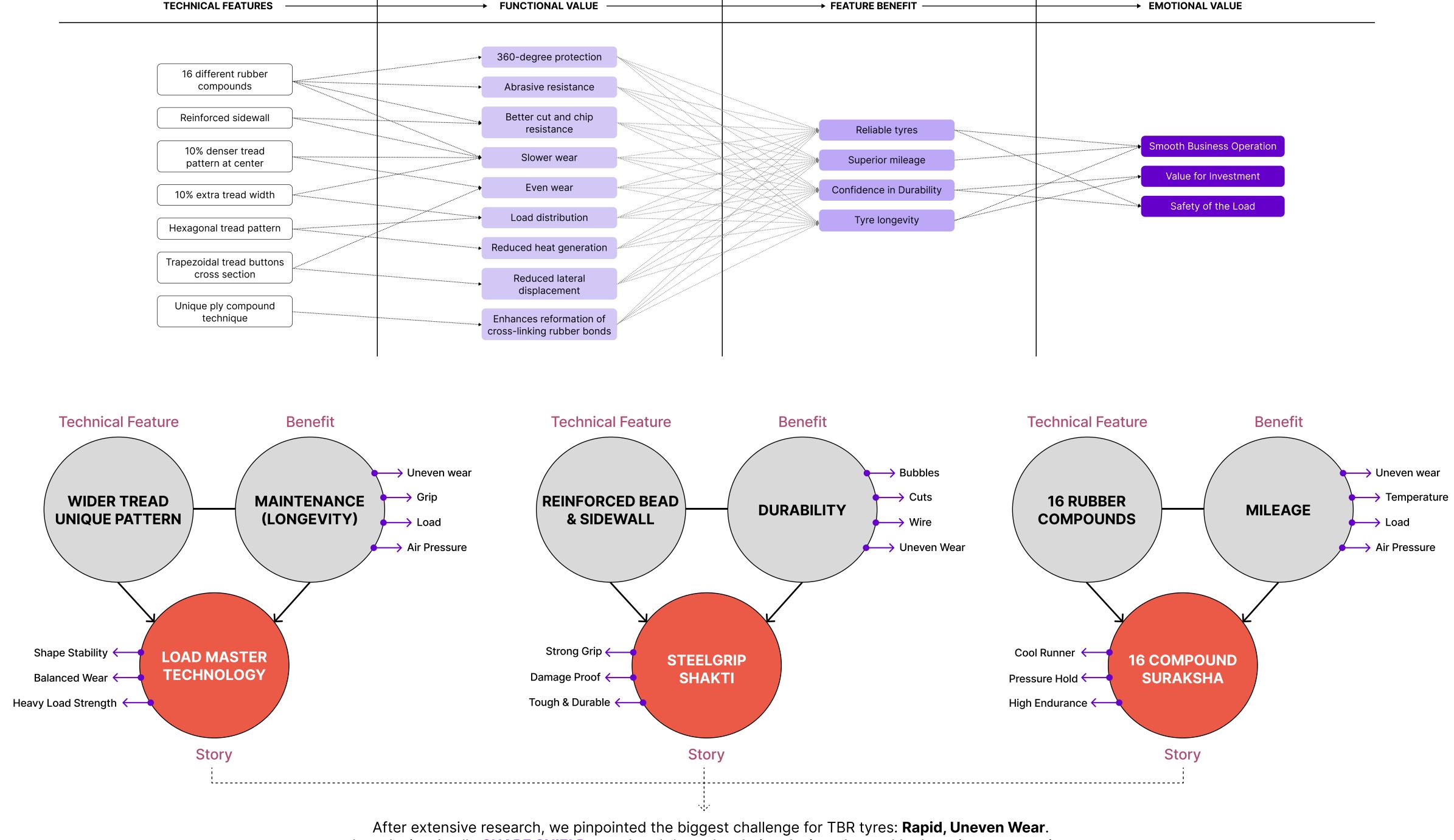
As a result, this facilitated for a more accurate and persuasive approach for



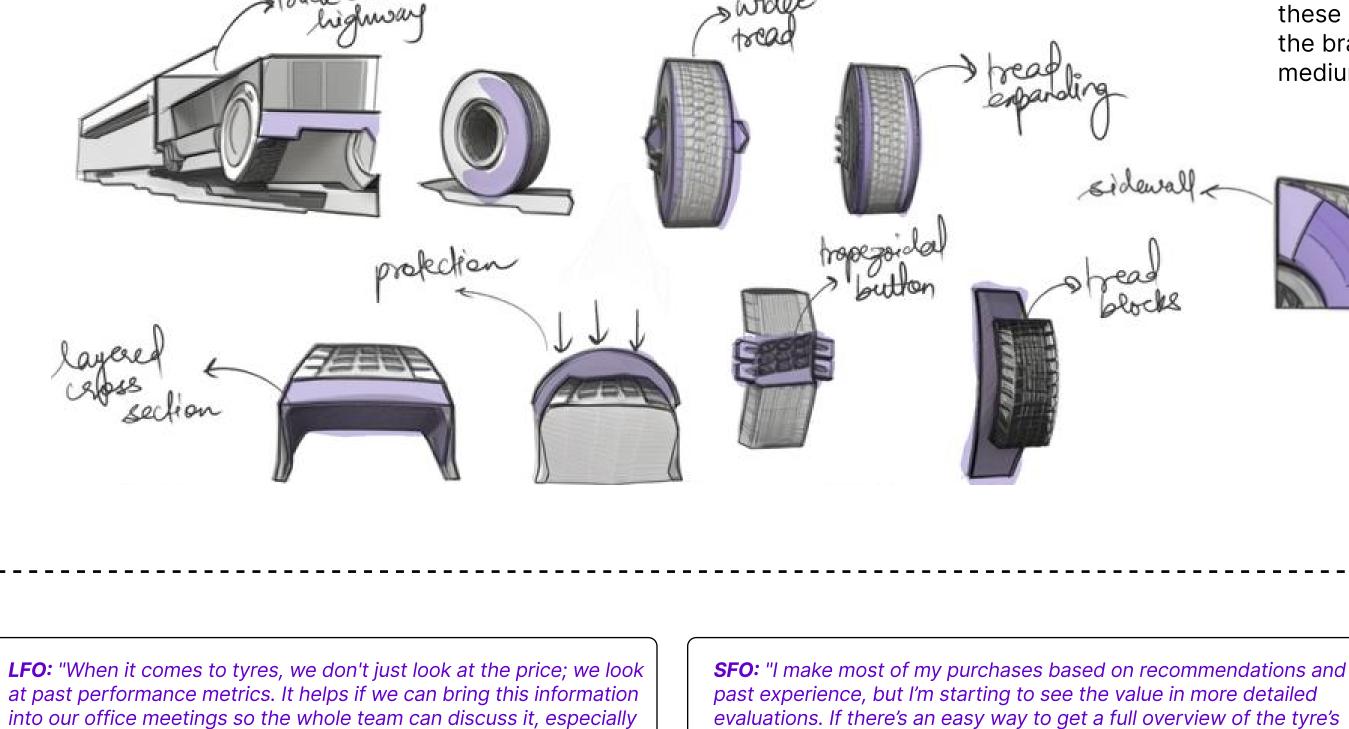
STORY BUILDING We further collaborated with the R&D team of the brand to align the existing technical

features in the tyres with the identified tangible benefits, addressing key need gaps. We then crafted stories that rationalized these connections, reinforcing our communication strategy and making the brand's value proposition more compelling.

→ FUNCTIONAL VALUE —



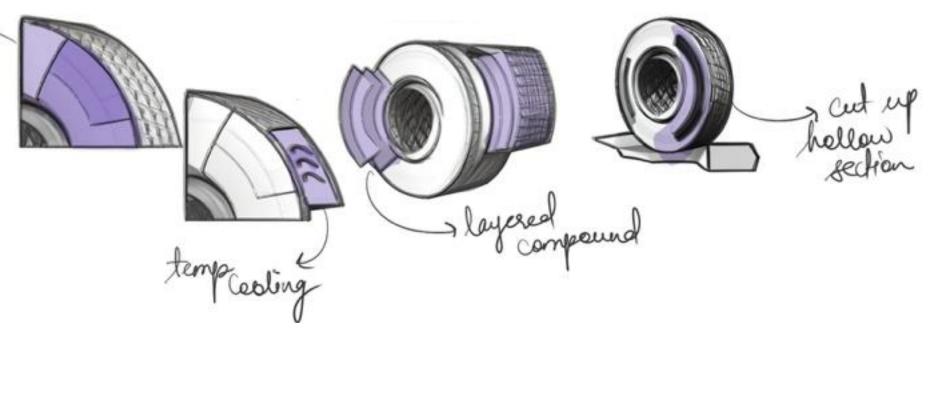
Introducing Apollo SHAPE SHIELD—our breakthrough solution designed to tackle these issues, ensuring your tyres maintain peak performance and keep your business on the road with confidence.



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

STORY CONCEPT SKETCHES

mediums ensuring consistent and impactful storytelling.



feel about these tyres—they're on the road every day."

TOUCHPOINT CHARACTERISTICS

during our trials. I also wish we had more insight into how our drivers

understand these features.

benefits I'm all for it. Still, I wish there was more support in helping us

COMMUNICATION STRATEGY RATIONALE

don't meet our standards.

LFO: "In our business, time is

information upfront to avoid

wasting time on products that

money. We need detailed

quickly check on my phone."

RATIONALE

• Effectively showcase tangible features and creates

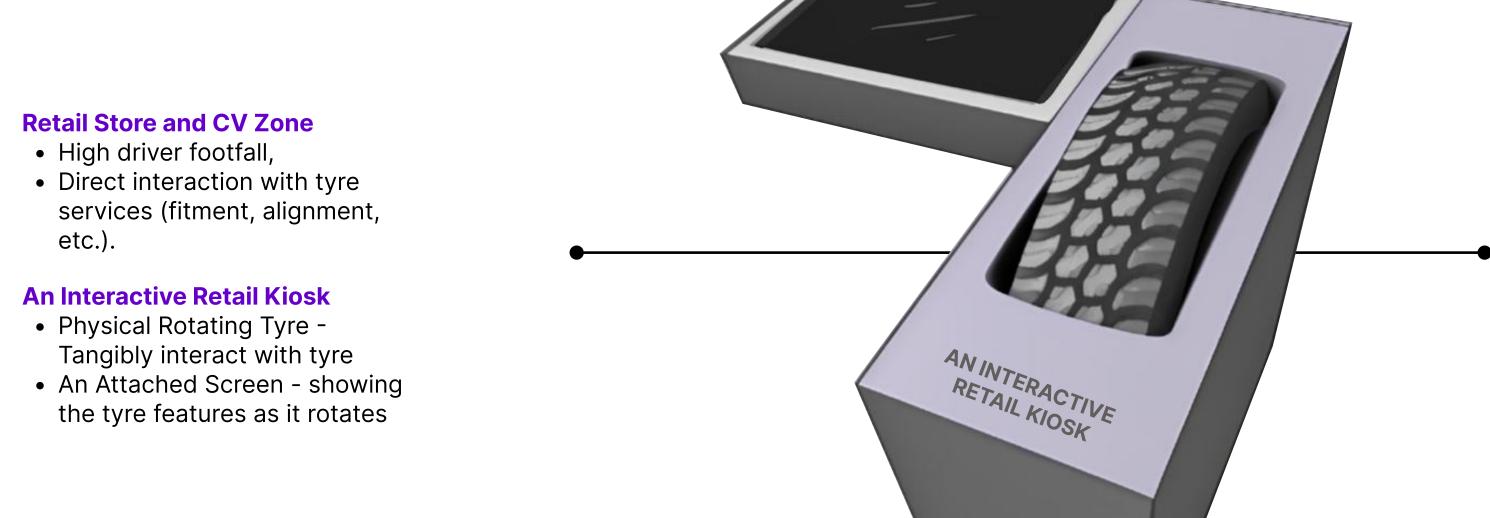
• Enables real-time proof of concept at the point of

SFO: "I don't usually run formal trials, but

I do compare products side by side when I'm deciding on a purchase. "I'm always

on the move, so if I need anything I just

COMMUNICATION MEDIUM



interaction. Retail Stores and CV zones -• Provides ample interactive space & point where tyres are serviced and purchased. • Footfall of key influential decision makers. • Reinforces the importance of driver feedback in evaluations.

• Physical Displays -

engaging displays

 Material Led Story -• Resonates with drivers, service staff, and decisionmakers.

• Easy to build perception around sought performance metrics.

• Portable Showcase -• This tangible, informative medium provides clear, hands-on access to tyre technical features and benefits.

 LFO Office -• The portable tyre book brings the store-like kiosk experience into the LFO's smaller office setup. Allows decision-makers to fully engage with the

product's story.

• AR through WhatsApp -

• SFO & Other Buyers -

decision-making.

Material Led Story -

• Offers a strong proof of concept in the product's value which is key trigger influencing purchase decisions. • Effectively aligns with large-scale operations and detailed decision-making in LFO offices.

Other 50% Buyers (excluding LFO and SFO)

and other buyers who are less focused on detailed simulations but still require

Large Fleet Owner (LFO) Office

• Detailed decision-making

• Resin Cast Tyre - Multi layered

• An Attached Screen - showing

and stacked tyre cross section

the tyre features as each resin

• Involves large-scale

An Portable Tyre Folio

layer unfolds

operations,

processes.

engaging, informative content. **Whatsapp QR Code AR**

 Includes smaller fleet owners WHATSAPP QR CODE AR • Scan QR code on Whatsapp • Augmented tyre features and performance simulation at your fingertips

and their benefits.

• WhatsApp serves as a vital communication tool for SFOs, keeping them updated on daily deals and offers. • Providing interactive, on-the-go access to tyre models

• Actively seek engaging, informative content to aid their

• In a fast-paced environment with limited staff, they require accessible communication methods. • Product Led Story -• SFOs are influenced by LFOs, focusing on the products

• Often have casual performance assessments.

they choose rather than the reasons behind those choices.