

Gusto Launch at Khimsar - Rajasthan

CATEGORY: Product Launch

COMPANY: Mahindra Two Wheelers

PRODUCT: Gusto Scooter

BRIEF AND OBJECTIVES:

The Gusto is a first-of-its-kind scooter in the Indian market. It is Mahindra Two Wheelers' first scooter in the 110cc segment, which is all set to revolutionize the way people experience scooters. The scooter has many unique features, which have bought about a gust of change in the scooter market in India. The Gusto is India's first scooter with a unique patented Height Adjustable Seat, making it easy for anyone to effortlessly adjust the height according to their needs.

The main objective was to reveal the path-breaking features and leave an indelible mark in the minds of the top influential traders and bloggers. Because it is these people who will create a positive impact in the minds of the consumers.

The brief was to create a unique & out-of-the-box first-hand experience about the scooters unique features, and give guests a never-before experience.

CONCEPT AND ACTIVITY:

To launch their new scooter Mahindra Two Wheelers hosted a thrilling 3-day event, at the majestic 16th century Khimsar Fort, perched on the edge of the Great Thar Desert. Upon arrival the guests were given a traditional welcome, with garlands of flowers, tilaks and the melodious boom of the dholaks. Later in the evening, safari jeeps took the guests to a place where a convoy of camels and camel carriages awaited to take the guests to the venue of the launch, Khimsar Dunes Village.

The launch was set in motion, by unveiling the brand name 'Gusto', which was a larger than life 100 x 200 ft branding laser projected on the sand dunes. Then all of a sudden the Mahindra Gusto arose in all its glory from under the sand, surrounded by the boom of fireworks and pyrotechnics. The guests were left spell bound and there was a thunderous applause and cheering. The senior management then explained in detail about the scooter and its features.

To give the guests a true Rajasthani experience, the famous band 'Rajasthan Roots' entertained the guests with their fusion music. The whole venue was given a rustic feel, by putting up a traditional Haat amongst the cascading dunes. Here the guests could buy traditional Rajasthani handicrafts and artifacts like mojris, clothes, jewellery and more. There was also the centuries old, now dying art form of the traditional Kathputli or puppet show arranged for the guests. The mesmerizing evening was concluded with a traditional dinner with local delicacies that tantalized everyone's taste buds.

On day two, the guests were given the opportunity to test drive the thrilling Mahindra Gusto from as early as 6 am. After this, breakfast was served at the hotel and arrangements were made to drop the guests back to the airport. The same day, the second set of guests, the 'Bloggers' arrived and were given the same experience.

SCALE AND AMPLIFICATION:

Considering the fact this is the first scooter developed entirely in-house by Mahindra Two Wheelers', and also the fact that it has many industry-first features, the launch had to be impressive and exceptional too.

Everything planned for the launch, was done to create a sensational buzz around the scooter. The 100 x 200 ft branding which was laser projected on the dunes, left everyone completely awestruck.

The second surprise came when, right in front of everyone's eyes the Gusto arose from underneath the desert floor. This never-been-done-before launch technique left everyone baffled by the mystery of how it was possible.

The uniqueness got everyone present applauding and talking about the scooter. And they were anxious to learn about it's one of a kind features.

RESULTS:

The launch proved to be extremely successful and created a lot of positive response towards the scooter. With over 200 influential traders & bloggers attending the event, and giving it rave reviews, word of mouth caught on and the scooter became the talking point for months to come.

It was featured in many magazines as a path-breaking scooter with many commendable features, like its unique patented height-adjustable seat, Italian design, flip-key along with find-me lights and state of the art build.

The scooter garnered overwhelming response in the form of articles, blogs, reviews, magazines and more. It became the most talked about scooter launch in the digital and print space.