

Background : Micromax one the largest Indian domestic mobile handsets company , Since their entry into the Indian mobile handset market in March 2008, their overall market share is 6.24% for the quarter ended March 31, 2010 (Source: IDC). Micromax partnered “Kidstuff, a part of Mudra Max”, for Mall activations.



Objective : The objective of the activity was to provide brand awareness & demonstrations to customers about Micromax phones giving them a touch and feel experience of the product.

Mission: Increase overall marketshare with wide range of Micromax handsets for different age group & convert the visitors into buyers.

Execution: Micromax gaming zones were created at the malls. Each gaming zone had promoters who engaged mall visitors to experience virtual gaming sessions and record their time and scores. Each hour a winner gets a gift and he fills up the lucky draw coupon. At the end of the day, from the 8 lucky draw coupons, the Micromax representative announces the daily winner and a Micromax handset is gifted to the winner. Also Micromax merchandisers such as Bags & T -Shirts were distributed from each venue.



The activity started in the second week of May 2010 and went on till the first week of July 2010. The activity was spread across India covering **12 Cities & 26 Malls** with an average of five Malls per weekend. Activity covered major cities like **Delhi NCR, Bangalore, Hyderabad, Kolkata, Mumbai, Pune, Ludhiana & Chandigarh.**

Result:

- 738 phones were sold from activity where sales was permitted
- Over 55,000 phone demos
- Over 1500 freebies distributed
- Kolkata and Mumbai highest phones were sold per weekend 53 and 36 respectively

“Malls recommended by SPI met the campaign objectives and high footfalls ensured success of the campaign translating into number of handsets sold during the duration of the activity. Suresh and his team across the cities ensured that we were never late in delivering quality.”
Riaz - Mudramaxx