

CASE STUDY



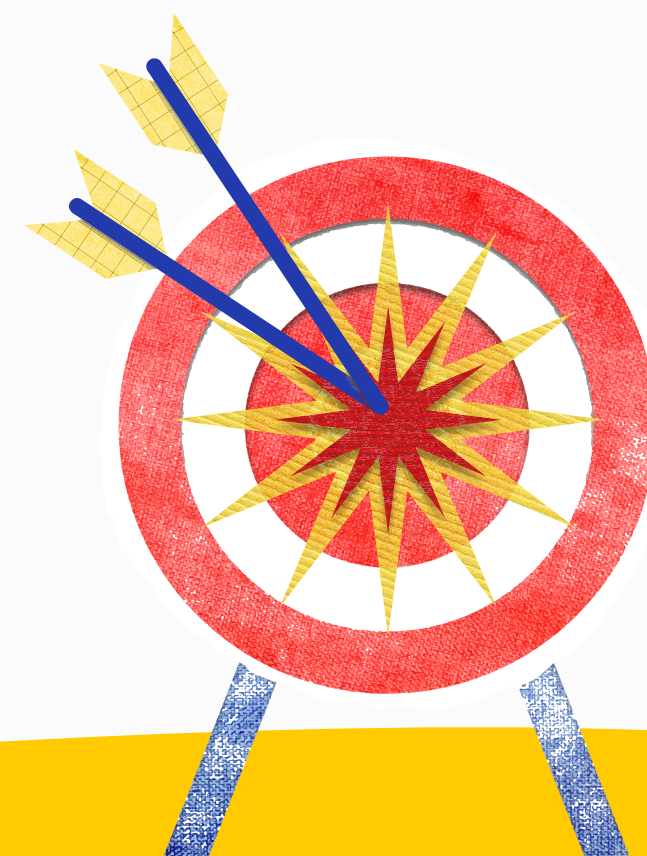
CAMPAIGN OBJECTIVE



Enhance brand awareness +
brand recall



Brand/product awareness +
Brand/product recall



COMMUNICATION ROUTE

- Highlighted key USPs of various construction equipments manufactured by Hyundai
- Communicated about various offers and contest
- Communicated about various internal meets, product meets, HR meet, etc.
- Conceptualised and designed the launched campaign for the new SMART Plus series
- Communicated about the world-class service provided for all the equipments by Hyundai
- Conceptualized & designed the print advertisement
- Impactfully Launched the newest SMART Plus Series

HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

210 SMART *plus*

BEST-IN-CLASS



☎ 1800 209 8600

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HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

215 SMART *plus*

UNBEATABLE EFFICIENCY



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HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

215 L **SMART plus**

UNMATCHED PRODUCTIVITY



© 1800 209 8600
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NEW

MAKE IN INDIA

HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

HX 360L

The Mighty Miner

With a **Heavy Duty Boom & Arm**
to Dig through every challenge

#PoweringUpProductivity



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Contest Alert

Share your
Hyundai Machine in Action

— THROUGH PICTURES & VIDEOS —



*Win
Exciting
Prizes!*

Hurry! Contest Ends
31st July, 2020

T&C Apply



#MyHyundaiInAction

HYUNDAI

Introduces
SAATH HAMESHA

OFFER

WITH EVERY HYUNDAI MHE GET
**EXCLUSIVE FREE
SERVICE FOR 4 YEARS!**



0% SERVICE COST = 100% SAVINGS!

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*T & C Apply

NEW



R30Z-9AK

Excellent fuel Efficiency meets
Maximum Uptime



High Boom
Swing



Comfortable
Cabin



Zero tail
Swing



Powerful Engine



Large Dozer
Blade



Rugged Upper &
Lower Frame

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R30Z-9AK

SUPERIOR PERFORMANCE &
SOARING PROFITS!

- GROSS POWER
24.9 HP @ 2350 RPM
- OPERATING WEIGHT
2,895 KG
- BUCKET CAPACITY
0.08 M³ GP

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 www.hyundaiindia.net

HYUNDAI GENUINE PARTS FOR WORLD-CLASS QUALITY

#MovingYouFurther



LUBRICANTS
Peak
Performance



FILTERS
More than
10% Savings



ROCKBREAKER
High Digging
Forces

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Always at Your Service, Wherever You Are

#MovingYouFurther



Maintenance
Management



Extended
Warranty



RMS
Hi-MATE

1800 209 8600

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NEW

HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

HX 360L

**THE DURABLE DAREDEVIL
WITH NEW ROBUST EXTERIOR
FOR ENHANCED SAFETY**



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NEW

MAKE IN INDIA

HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

215 SMART

Achieve **Maximum Productivity**
With **Economic Sustainability**



Advanced Fuel Saving tech | **25% lower fuel consumption**

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R30Z-9AK

MOVING WITH PRECISION TO,
MAXIMIZE YOUR PRODUCTIVITY!



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NEW



215 SMART

Increase
Productivity

Boost
Efficiency



Advanced
Fuel Saving tech



Spacious
AC Cabin



Strong
Boom & Arm



Optimize
Bucket Capacity



Forged
Ring Body



Long
Undercarriage



Idler Area
reinforcement



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210 SMART
Superior Performer
with Higher Savings!



HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

Advanced Fuel Saving Tech | Saving upto 6 lacs/year

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210 SMART
Ease of Maintenance
to Keep You Moving!



HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

High Resale Value | Advanced Maintenance Management system

www.hyundaiindia.net | 1800 209 8600

210 SMART
Analytical Capabilities Ensuring
Optimized Operability



HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

Swing Priority | Arm Regeneration

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MAKE IN INDIA

210 SMART
Enhanced Reliability to Ensure
Unstoppable Uptime!



HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

Forged Ring Body | Heavy Duty Boom & Arm

www.hyundaiindia.net | 1800 209 8600

MADE FOR INDIA

MAKE IN INDIA

210 SMART
Technologically Advanced to
Power Maximum Productivity!



HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

Digital Color Cluster | One Touch Deceleration

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MADE FOR INDIA

NEW

HX 360L

The Mighty Miner

With a Heavy Duty Boom & Arm

#PoweringUpProductivity



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HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

**DRIVING
INNOVATION
FOR A NEW TOMORROW!**

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HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

**BENEFITING 1000+
OPERATORS & CUSTOMERS**



CLICK HERE TO WATCH

Quiz 1

Which of these is the main feature of Hyundai SMART Plus Excavator Series?

- A.** ECO Mode
- B.** 7" Multilingual Digital Cluster
- C.** Extended Maintenance Hours
- D.** All the above



One lucky winner will win
an amazing gift



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*T&C Apply

Quiz 2

Which Hyundai model is suitable for well digging & canal cleaning application?

- A.** 210 SMART Plus
- B.** 245LR SMART Plus
- C.** 215L SMART Plus
- D.** 230LM SMART Plus



One lucky winner will win
an amazing gift

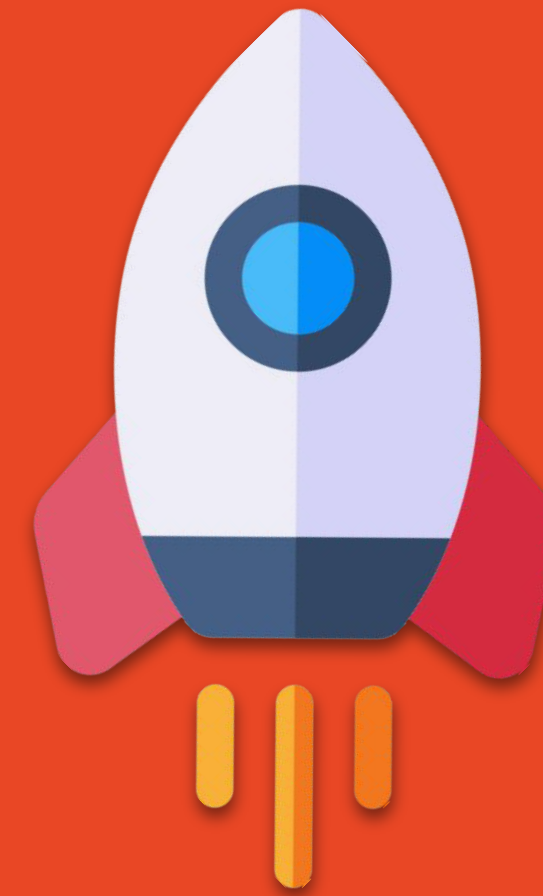


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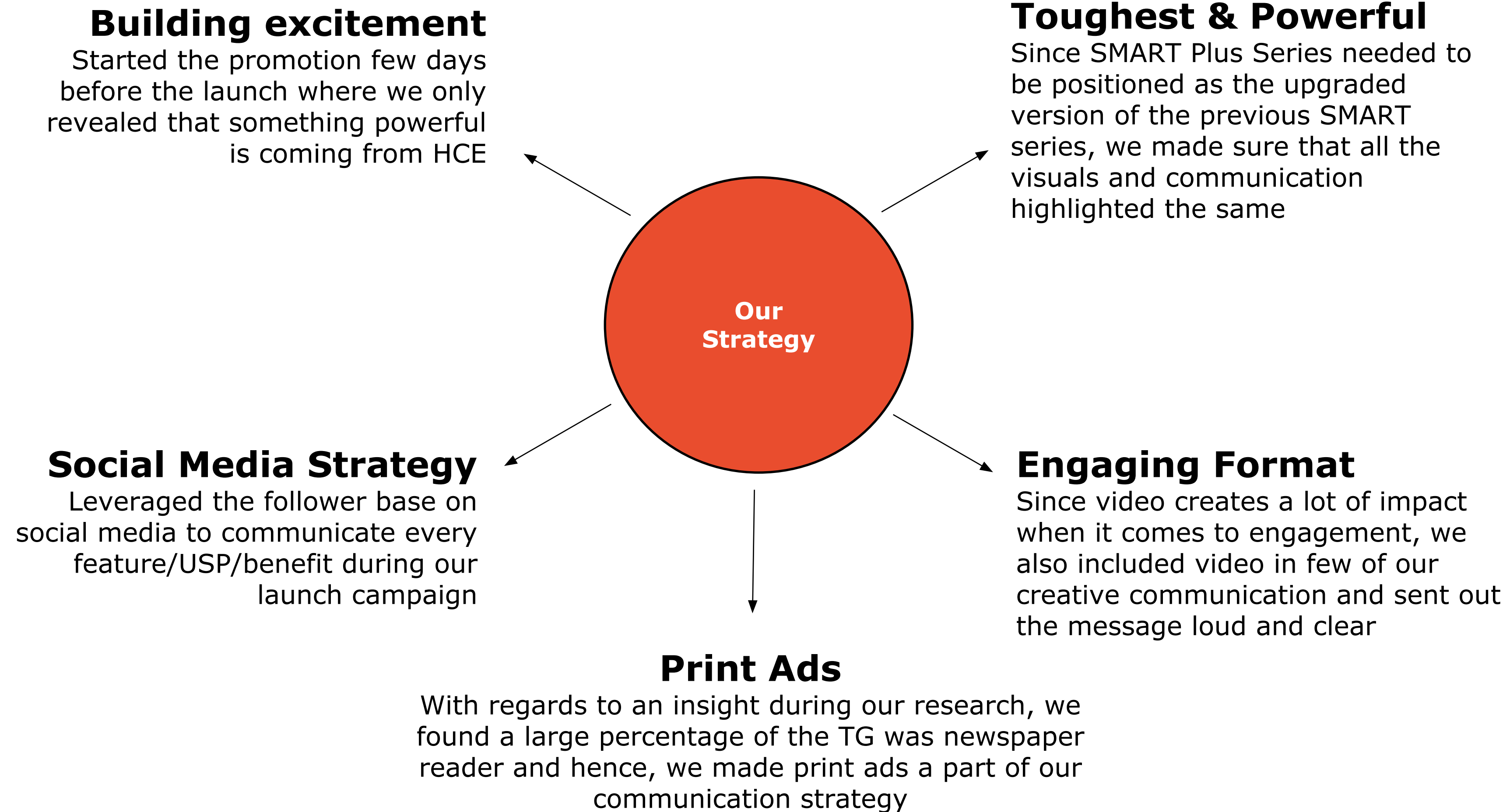
*T&C Apply

PRODUCT LAUNCH

SMART Plus Series



Product Launch Strategy



HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

RISE OF A **NEW ERA IN CONSTRUCTION**



NEW IDENTITY **plus** NEW FEATURES

COMING SOON

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CLICK HERE TO WATCH

AN EVOLUTION TO BRING
**A REVOLUTION
IN CONSTRUCTION**

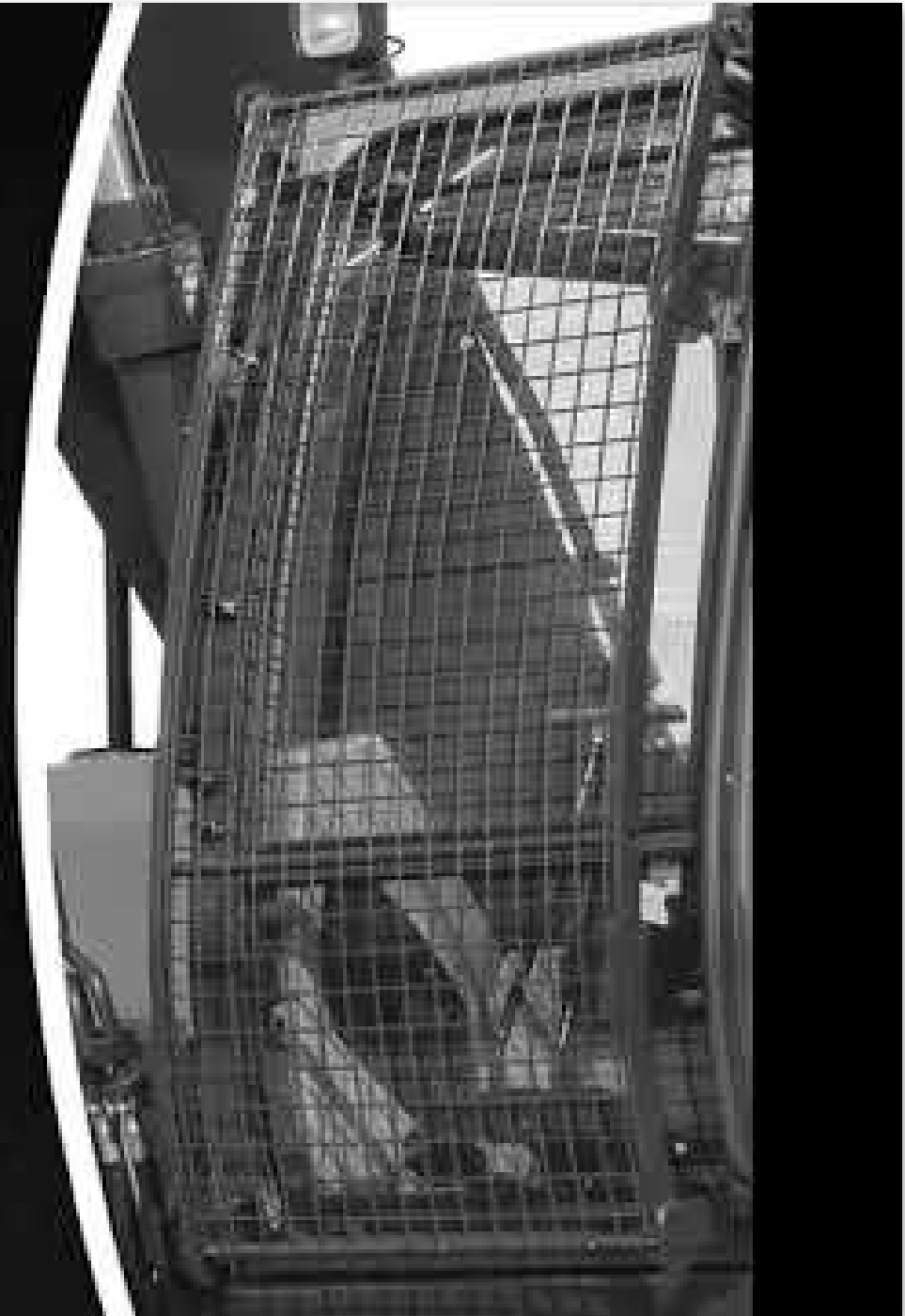


REVEALING TOMORROW

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**PRODUCTIVITY
+
EFFICIENCY
+
DURABILITY
+
COMFORT**



CLICK HERE TO WATCH



CLICK HERE TO WATCH

NEW

INTRODUCING HYUNDAI
SMART Plus Series
Experience
the power of plus

Fuel Efficient Eco Mode

Extended Maintenance

Enhanced Convenience

Upgraded Safety

HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

R210 R230LM R245LR R215 R215L

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NEW

INTRODUCING HYUNDAI
SMART Plus Series
**NEW ECO MODE FOR
MAXIMUM FUEL EFFICIENCY**

HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA

R210 R230LM R245LR R215 R215L

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NEW

INTRODUCING HYUNDAI
SMART Plus Series
7" MULTILINGUAL
DIGITAL CLUSTER



HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA



R210 R230LM R245LR R215 R215L

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NEW

INTRODUCING HYUNDAI'S
Range of Excavators
with **Upgraded Features**

-  Powerful Performance
-  Increased Durability
-  Enhanced Comfort
-  Easy Serviceability

HYUNDAI
CONSTRUCTION EQUIPMENT
INDIA



85A SMART 130 SMART R140LC-9 R480LC-9S 340L SMART

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NEW **HYUNDAI**
CONSTRUCTION EQUIPMENT
INDIA

210 SMART *plus*

NEW ECO MODE

Big on fuel efficiency, bigger on savings

The digital display shows a menu with the following options: Monitoring, Diagnosis, Management, Settings, Display, and User Mode. The 'E' icon is highlighted, indicating the Eco Mode is active.

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NEW **HYUNDAI**
CONSTRUCTION EQUIPMENT
INDIA

215 SMART *plus*

7" MULTILINGUAL DIGITAL CLUSTER

Boosting operator confidence
for a smooth performance

The digital display shows a 'Management' screen with a table of maintenance items:

Items	INTVL	Rest
Engine oil	500	245
Engine oil filter	500	245
Air Cleaner el...	500	495
Prefilter	500	245
Fuel filter ele...	500	245

The 'E' icon is highlighted on the screen.

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NEW **HYUNDAI**
CONSTRUCTION EQUIPMENT
INDIA

215L SMART *plus*

SPACIOUS AC CABIN

Ease of operations with enhanced operator comfort



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NEW **HYUNDAI**
CONSTRUCTION EQUIPMENT
INDIA

220LS SMART *plus*

NEW ECO MODE

Big on fuel efficiency, bigger on savings



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NEW **HYUNDAI**
CONSTRUCTION EQUIPMENT
INDIA



230LM **SMART plus**

HEAVY DUTY UNDERCARRIAGE

Engineered for unmatched durability & excellent stability



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NEW **HYUNDAI**
CONSTRUCTION EQUIPMENT
INDIA



245LR **SMART plus**

REINFORCED BUCKET

Enhanced durability to scale up productivity



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Launch of new excavator fleet from Hyundai Construction Equipment, to target the mining, irrigation and infrastructure sectors

ADVERTORIAL

Hyundai Construction Equipment with its factory located in Chakan, launched new models in SMART PLUS and a new Global colour to strengthen their pan India and export market reach. The 11 models inaugurated ranged from 8-ton class to 50-ton class focused to cater the Mining, Irrigation and Infrastructure sectors. Special attachments were also displayed like rock breaker, clamshell bucket and quick coupler on various machines.

The new excavator fleets are being manufactured at Hyundai Construction's 2,00,000 sq.m factory in Chakan which has an Annual manufacturing capacity of over 6000 units which is taken care by its over 1000+ employees.

New models:

- R85A SMART,
- R130 SMART,
- R140LC-9,
- R210 SMART PLUS,
- R215 SMART PLUS,
- R215L SMART PLUS,
- R230LM SMART PLUS,
- R245LR SMART PLUS,
- R340L, HX360,
- R480LC-9S.

About Hyundai Construction Equipment India Pvt. Ltd.:
Factory location: Chakan Pune.

- Factory area: 200000sq.m.
- Employees: 1000+
- Production capacity annual: 6000units

Additional infrastructure in Pune (3) Corporate Office, Parts Distribution Centre, R&D centre.

- Regional Offices (8): Kolkata, New Delhi, Nagpur, Mumbai, Bangalore, Hyderabad.

- Area Offices (3): Ahmedabad, Udaipur, Guwahati.
- Dealer: India- 37nos., SAARC- 04nos.



Mr. JIN SEOG PARK
Managing Director



Product in business: Excavators, Material handling and warehousing equipment.

Hyundai Construction Equipment India is a subsidiary of Hyundai Construction Equipment South Korea. Hyundai

India started operation in 2007, rolled out the 1st machine in 2008 from its Chakan Factory. In a short span the

company has achieved No.2 position in the domestic market. Hyundai India products are also exported to 15+ coun-

tries in SAARC, MEA and Asia. The active machine population 20,000+ is served through 225+ full-fledged 3S (Sales, Service and Spares) branches of company and dealer. The company is also importing Mini Excavators and Material Handling Equipment from South Korea for the India market.

INTRODUCING

SMART PLUS Excavator Series

New ECO Mode

7" Digital Cluster

Enhanced Comfort

Unmatched Durability

Extended Maintenance

Upgraded Safety

Hyundai Construction Equipment (INDIA) is a widely recognized leader in the construction equipment market. Through a zero-tolerance quality control inspection system and innovative engineering, we offer a wide range of excavators to satisfy the demands of our customers. The New SMART PLUS excavator series is packed with advanced technologies and innovative features. These machines are suitable for earthwork, agricultural work, urban construction, heavy-duty mining applications and many more. This series is designed to scale up your productivity and profits.

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PRINT AD

KEY RESULTS

**SMART Plus Series
Launch**



KEY RESULTS

Overall Project



IMPACTFUL RESULTS...



24.53 %

Rise in
Engagement



24.4 %

Rise in
Engagement



30.12 %

Rise in
Engagement



IMPACTFUL RESULTS...



40.48%

Rise in Brand
Recall



26.35%

Rise in engagement
on social media



THANK YOU

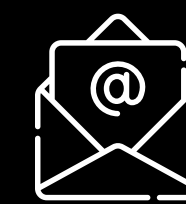
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