



RENAULT
Passion for life

Renault – Passion for Life

About Renault

Renault is a French multinational automobile manufacturer and produces a range of cars and vans. Renault India, one of the fastest growing automotive companies in India, had marked its fourth year anniversary in 2015 with roping in heartthrob Ranbir Kapoor as its brand ambassador. The inclusion of Ranbir Kapoor to the Renault family can be associated with the expansion of Renault plans and launch of new models in the India. To celebrate this association with Ranbir Kapoor and launch of the new Duster, Renault came up with innovative marketing campaigns across different medium like OOH, TVC, radio and print ads.

Objective

How to connect with the youth of the country? How to portray the Renault's legacy and deliver its brand image- "vibrant, forward looking and connected to people"? The idea behind the campaign was to personify Renault a youthful image which revolves around Ranbir Kapoor. In a competitive automotive market Renault's campaign strove to be bold and align its brand perceptions with being exciting, technologically advanced and environment friendly. The campaign also needed to drive awareness and purchase consideration for the advertised models.

Strategy

The airport environment is highly suited for advertising new car models. Renault leveraged the premium airport environment to improve overall brand status and launched its campaign in August

2015 after association with Ranbir Kapoor across different mediums. Renault targeted at Delhi airport for OOH advertisements for Brand amplification, high recall and maintain premium image of the brand. The high dwell time within airport precincts allowed the target audience to see the Renault's car models and its features whilst waiting for their flights. The campaign showcases multiple Renault car models, all India launch of new Duster and later unveiled Renault Kwid. Renault used Delhi airport (Indoor & Outdoor sites) for its campaign featuring Ranbir Kapoor. There had been 6 creative put at both indoor and outdoor sites. Impactful sites at T3 Site were used to showcase the brand creatives in a relaxed and open environment reminding the target audience what the brand stands for. The core TG of the brand is young, progressive Indians who are looking to fill their lives with enriching experiences. All the creatives revolve around Ranbir Kapoor and youthful Renault imagery. Later, Renault Kwid creative came up firstly with "Coming Soon" creative, than "Bookings Open" creative and finally "Award for Kwid" creative.



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Salient Response

Delhi airport witnesses lakhs of youth and Sec A+ audiences, which makes it an ideal spot to reach right target audience of the Renault. Delhi airport being the busiest airport has fetched the attention of lakhs of visitors and passers-by to the campaign. Not only an impactful response and high coverage, it gives a big brand feeling to the audience. OOH ads at airport gives 24 hours advertisement with long lasting powerful impact on audience helps in making a clutter free advertisement. This ad at Delhi airport brought the brand message and resulted in a successful campaign for Renault. TIM Delhi Airport Advertising Ltd. (TIMDAA) is a joint venture between Delhi International Airport Pvt Ltd. & Times innovative Media Ltd. and manages the complete Airport advertising portfolio at the Delhi Airport, India. The results have far exceeded the expectations and the TIMDAA team anticipates a long and continued association with the Renault.



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