

apollo

Go The Distance



About Apollo Tyres

Apollo Tyres Ltd is the world's 17th biggest tyre manufacturer, with annual consolidated revenues of Rs 117.1 billion (US\$1.8 billion) in March 2016. It was founded in 1972. Its first plant was commissioned in Perambra, Thrissur, Kerala, India. The company now has four manufacturing units in India, 1 in Netherland and 1 in Hungary. It has a network of nearly 5,000 dealerships in India, of which over 2,500 are exclusive outlets. It gets 69% of its revenues from India, 26% from Europe and 5% from other geographies. Apollo announced its entry into the two-wheeler tyre segment with contract manufacturing in March 2016.

Uniqueness of the Innovation

The Apollo Tyre site is truly unique in itself since it is one-of-a-type idea and execution seen at any airport in the world. The fact that it has been honored with a place in the Limca Book of Records adds to evidence of its ingenuity. This innovative solution had started as a customized site for the onlookers and evolved in to a larger than life 3D structure that grabs eyeballs from approx. more than 2 kms away, making it a wonder in itself for the OOH industry at large.

Innovation Objectives

The objectives of this innovation are focused around the target audience, idea and location of the site. Initially the team created a structure at the rooftop of the Multi-Level Car Park. After a detailed consideration of all factors like available advertising space, height, different wind pressure coefficient, size of the structure was planned to be sixty feet by twenty feet. Creating a long-term brand recall and a distinct benchmark for the Tyre brand in the automobile industry is primary to this campaign.

Relevance to Communication Objectives/Brand Strategy

The brand strategy for this tyre manufacturing giant has always been to consolidate its leadership position in the Indian mind. Targeting the HNI and showcasing its creativity and new-age approach made this execution extremely relevant to the communication objectives put on the table by Apollo.

Implementation Challenges

An innovative idea of mounting a tyre made of Fiber with a combination of Neon Lighting across the structure was conceived and the same was to be executed. The structure that has featured in the Limca Book of Records is made of polyurethane hard coated eps and is 17 feet and 7.5 inches in diameter. The depth of the wheel is 6 feet and 4.5 inches deep. The maintenance and upkeep of this single innovation has an exclusive team dedicated to it.

Scale of Innovation

A gigantic presence and complete dominance was achieved giving extension to the tenure of the deal. The innovation was highly amplified across all channels and even made it to the Limca Book of Records. Limca Book of Records has a legacy of its own and a viewer base that transcends all ages and being featured in it for OOH accomplishments is a true win.

Salient Response

Delhi Airport is one of the busiest airports of the country with more than 57 million footfalls every year. Impressive location and 24 hour advertising made the campaign a successful venture. This wonderful campaign managed to get the eyes of its target audience and received an overwhelmed response by the travellers. Being at the heart of the Canyon area grabbed 100 percent visibility and attracted the travellers easily. This initiative with TIMDAA helped Apollo to reach its target audience in an innovative manner, in a cluttered environment. Getting the right audience in a bulk with proper visibility is the reason brands prefer this airport for their campaigns.