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# New Holland Tractors reaches out to farmers with Pragati Ki Chaabi

by EVENTFAQS Bureau | Corporate/Brand Marketing | November 8, 2011

It has been observed that farmers always time their purchases with auspicious festivals such as Navratri and Diwali. To make the most of this time, New Holland Tractors organised an activation program titled 'Pragati Ki Chaabi' across Madhya Pradesh, Gujarat and Uttar Pradesh. The initiative was managed on-ground by Ascent Brand Communications. Pragati ki Chaabi was a 40-day activation that commenced on Sept. 21.

Commenting on the initiative, Ravi Arora, Sales and Marketing, New Holland said: "New Holland has always been at the forefront in recognising the needs of Indian farmers and providing them with the best technological products to fulfill their requirements. The Pragati ki Chaabi campaign was conceptualised to allow the prospective farmers to witness the superiority of the New Holland tractors, visit the New Holland dealer's facility, and to build their trust in the brand."

To execute the activation, nine canters reached out to farmers across the three states. The farmers were given keys and were asked to visit the nearest dealership, where the farmers could try their luck and open a yellow box using their keys and win goodies.

Commenting on the activation, Pradeep Yadav, Manager-Strategic Planning and Development, Ascent Brand Communications said: "We have been working with New Holland Tractors for a few years now. Our brief was to engage the farmers with an activation during the festive season. The dealership location, we had deputed one promoter and a supervisor. This, each dealership was decorated with branding inputs such as a

An integrated approach involving telecallers, both inbound and outbound, was used to promote the initiative. On an average, the canters reached out to 75

By the end of campaign, in Madhya Pradesh, under 45 New Holland tractors were registered for a test drive, and in 15 dealerships in Gujarat, 1342 registered for the test drive. In 50 dealerships, 5138 farmers registered for the test drive.

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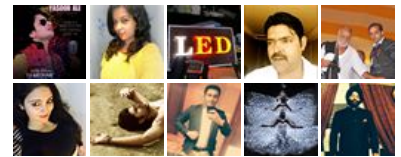
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