



## CUSTOMER

Global leader in Oil and Gas industry



## BUSINESS OBJECTIVE

To enhance the brand visibility and market reach pan-India. To increase the influencer base with focus on end-consumer conversion and merchandising.

# TRADE MARKETING SOLUTION TO CREATE STRONG MARKET PULL AND ENHANCE GEO-COVERAGE

## THE DENAVE EDGE



- Trade Marketing App to expertly execute on-field campaigns with real time web integration to achieve tighter program management
- An integrated dashboard with customised role-based view of crucial data viz: KPI adherence, Target vs. Achievement and Lead conversions
- Holistic market insight, Business intelligence and Predictive analytics answering 'who, when, where & what' to forge proficient & customized trade influencers engagement strategy
- ROI driven automation with trade marketing process
- Proven expertise in talent acquisition, deployment and manpower management
- Global best practices

## THE CHALLENGE



- Limited brand awareness and affinity amongst trade partners.
- Patchy trade marketing efforts resulting into scarce market coverage
- Inadequate engagements with the influencer communities
- Lack of visibility towards campaign activities executed and its outcome
- Absence of automation in the trade marketing process



## THE RESULTS

- Brand visibility increased by **15%-20%** in key retail outlets
- **40%** increase in new retailer registrations
- **25%** upsurge in key retailer productivity
- **20%** increase in new mechanic registrations

## PROGRAM REACH



34 cities across 13 states of India