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presents

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"A good advertisement is one which sells the product without drawing attention to itself." David M Oglivey

Strategic Partners





2006 had been a very bad year for Mr. John and National Motors. It was only ten years ago that National Motors was one of the most profitable organizations apart from being the largest car maker. In terms of production, the factories of National Motors can produce more cars than any of its competitors. But, National Motors had become a victim of its own success. For the last five years, they produced more cars than any other company in America yet it could not make profit. Due to its short-sighted expansion policies, the number of cars NM required to sell to remain profitable far exceeded the market-size for its cars. National Motors had reached a situation where it could no longer continue to exist independently. It had two options: - fade into oblivion or accept the takeover bid from Mr. Karan, CEO of Hazarika Motors. Mr. Karan decided to keep most of the management of erstwhile National Motors. Mr. John was appointed the president and COO of the merged entity while Mr. Karan will serve as Chairman and CEO. But, the American public was not ready to accept an Indian as the head of their national Motors.

National Motors was not just any company in the minds of the Americans. It was the pride of their nation. With global headquarters in Detroit, NM manufactured its cars and trucks in 36 countries. In 2005, 7 million NM cars and trucks were sold. Historically, National Motors had contributed a lot to the cause of the nation. During World War II, National Motors produced a lion's share of allied weaponry. It manufactured bulk of America's "railroad engines". It was the first American company to make 1 billion dollar in a year. It had also been the flag bearer of America in a host of motor races. In spite of all its losses it has been consistently ranked the best employer of United States for the past few years. It has also been playing an important role in producing environment friendly cars. Its list of achievements is endless.

This is only one side of the story. America might have been the godfather of the IT boom. It might have created the global village to exploit the village but rules of economics defied their ambitions. Countries like India which had a sizeable English speaking population started eating into the jobs of Americans. Things that were earlier done in America could now be done in other countries equally efficiently at a much lower price. What started off as low end jobs soon graduated to high quality knowledge processing to "manufacturing sector". Hazarika Motors with its infinite supply of great and comparatively cheaper engineers could develop newer models of cars at a much cheaper rate. Thus the demand for constantly evolving Hazarika Motors always outpaced its supply. As such although they sold comparatively less cars than National Motors they had a much better bottom-line. Now, Hazarika motors reached a situation where they really needed to increase their annual output to realize the true potential of its innovative models. This would have required dramatic expansion in their manufacturing capabilities. Apart from entailing huge investments, it also means a huge waiting time. Mr. Karan thought that if he could utilize the unutilized manufacturing potential of National Motors he could turn the loss making factories profitable as well as increase the profits of Hazarika Motors as a whole. He has no intention of producing the erstwhile NM brands in India or to downsize its workforce.

His India units are already running to full capacity. Moreover the recent lay offs in national motors meant he will have to increase his workforce. But not all things go according to plan. Unscrupulous racist elements in the society have started to attack National Motors for bowing to a brown man. There is nationwide resentment against Hazarika-National Motors. People have





started canceling orders of “Hazarika National Motors”. The stock prices of Hazarika Motors have plummeted due to heavy selling. No American is applying for the fresh positions in Hazarika-National motors. Baseless allegations are being labeled that Hazarika-National Motors will produce low grade cars at its newly acquired factories. This is in spite of the fact that in all parameters tested by reputed Automobile test centers have proved the opposite to be true.

It is in these circumstances that Mr. Karan has commissioned you to design an ad campaign for the merged entity “Hazarika National Motors”.

The objectives of the campaign are:

1. To lay bare the racial undercurrent present in the movement against “Hazarika National Motors” and to appeal to the masses to boycott such malicious campaign.
 2. To highlight the technical edge of Hazarika National Motors over its competitors.
 3. To highlight that Hazarika National Motors has a distinct pro employee stand.
- You have to design the following things for the new company:

A) All of the following things:

- Logo
- USP
- Tagline

B) Any three of the following

- Color Newspaper Ad(full page and one fourth page)
- Black And White Newspaper Ad(full page and quarter page)
- Magazine ad (color and black white).(A4)
- 1 banner and 1 poster (ratio of the banner being 3ft. (height) cross 10 ft. (width) while the poster will be of the ratio 18in by 22 in.)
- 1 billboard (Dimension 3 m by 4m)
- 3 page internet based ad (html source code to be included in the pdf while for flash a separate swf file can be uploaded).

Some important facts that might help in the campaign are:

1. Hazarika Motors have factories in 15 countries
2. Hazarika Motors have the lowest attrition rate in the industry
3. Hazarika Motors was voted the best employer for three years in the running
4. Hazarika Motors has employees from all races. It also has the highest ratio of female workers in the auto industry.
5. Hazarika Motors have never undertaken job cuts in any unit that it has overtaken.

Disclaimer: The statements in this case study are fictitious to the best knowledge of the Kshitij team and any resemblance with real life scenario is purely coincidental

