

Product Launch

Client:

Caterpillar the Fortune 100 US Giant

Problem:

The client was to launch the first Product developed completely in India. They wanted the focus of the launch to remain on the product and did not want to be questioned too much about the financial figures like investments, revenues or expansion plans etc.

Approach:

While we worked at creating a media buzz around the launch of the product we strategised to put in place a plan which involved media training workshop for the top brass of Caterpillar as to the dos and don'ts at the media event. Instructions were given as to who all would speak and what all would they be allowed to speak on, so that each person knew his/her role.

Result:

There was wide coverage for the launch of the product, in fact Caterpillar has a tradition called the CAT WALK where the heavy machines actually do a cat walk synchronised to the accompanying music, whenever there is a launch of any product. This CAT WALK became an instant hit with the media which went ga ga over the entire event. Also the launch gave the opportunity for Caterpillar to promote India as a manufacturing hub for Asia earning it a lot of goodwill from the bureaucracy in the state of Tamil Nadu which took the credit for bringing Caterpillar to the state.