

Mobile Activity Details

Client - Group M

Activity - Mobile Store Locator and Refrigerator selector

Brief - This was the new product in the market

thus, they wanted to reach the market using a direct to consumer medium. They sought to create awareness about the product category, encouraging the number of footfalls for the inauguration.

Solution - Understanding the peculiar requirement, an innovative mobile application was created that facilitated the users to choose the refrigerator on the basis of their needs and usage. An application that prompted users to punch in the number family members, their veg and no-veg preferences and grocery buying habits. On the basis of the data entered a godrej model was incited to them. Once completing the selection procedure they were guided to a Godrej Lifespace store locator to buy their selection.

Call to Action – This activity was promoted on mobile operator’s deck and on various content properties of mobile sites.

Results – There were thousands of downloads for this application with maximum number of people visiting the store to get more details about suitable refrigerators and the new outlets.

