

# EV CONCLAVE

- HT AUTO

Joy E-Bike | Volvo Car India



Brand  
Studio

Joy  
e-bike



## Background

As Planet Earth faces an unprecedented crisis of climate change, it's time for everyone to step up and play their part. Cars / 2-Wheelers are taken out of their parking spots onto the roads and millions of kilometers are driven on a daily basis hence **Vehicular Emissions** is one of the largest contributors to air pollution

One of the keys to tackle climate change is by reducing vehicular emissions and hence EV's can help in this scenario in a big way. **To support the move toward electric vehicles, and to further the discourse, Joy e-bike presents Hindustan Times Auto EV Conclave powered by Volvo**



**RAVINDRAN NAMBIAR**  
President, Ward Wizard Innovations  
and Mobility Limited

Joy e-bike  
Presents  
HTAuto  
DRIVE YOUR PASSION

**ev CONCLAVE**

**JOY E-BIKE IN EV SLIPSTREAM**

HTAuto  
DRIVE YOUR PASSION

HTAutonews HTAutotweets auto.hindustantimes.com

## HT Brand Studio x ABSLMF

Joy e-bikes & Volvo India collaborated with HT Brand Studio in to **produce, moderate and distribute Live & Published content** through its robust & effective distribution platform reaching millions via its website & social platforms

## Campaign Details

### Objective

- To spread awareness on the topic of **2-Wheeler & Luxury 4-Wheeler EV's**
  - Discuss **Policy Ecosystem & New Trends** in Indian EV Sector
- Main theme was to motivate people by highlighting policy ecosystem & benefits of EV for both manufacturers and normal people

### Actions Taken

- **Keynote address by Mr. Nitin Gadkari**, Minister of Road Transport and Highways
- **Total 7 Sessions** – 3 on Day 1 & 4 on Day 2
- **Articles** were published on **HT & HT Auto** to spread awareness about the event
- **Email campaign** was done to spread awareness about the event **Virtual discussions** were hosted on **HT & HT Auto's** Social Media platforms
- Dedicated Snippets for Joy-E-Bike & Volv0 promoted on social media
- A schedule was carefully crafted to make the **2-Day event engaging & Informative**

### Event Schedule

10<sup>th</sup> & 11<sup>th</sup> Aug ' 21

#### Articles



#### 2 Days of Virtual Event



#### Email Campaign



#### Social Media



## Platforms for Amplification

### Properties




### Platforms



# Campaign Snapshots (Sample)

## Website Article



HT Auto presents the EV Conclave

PROMOTIONAL

### HT Auto's EV conclave is here to kindle discourse on electric vehicles

3 min read . Updated: 10 Aug 2021, 04:20 PM IST  
HT Correspondent

To support the move towards electric vehicles and to further the discourse, Joy e-bike presents Hindustan Times Auto EV Conclave powered by Volvo Car India on the 10th and 11th of August.

## Social Media Post



HT Auto with Volvo Auto India.  
Published by Shivani Joshi · Paid Partnership ·

The Joy e-bikes present Hindustan Times Auto EV Conclave 2021, powered by Volvo car India, held virtually this year on August 10 and August 11, threw some light on the future of EVs in India and what can be expected in the years to come.

Learn more :



**JYOTI MALHOTRA**  
Managing Director, Volvo Car India

**BALBIR DHILLON**  
Head, Audi India

**MARTIN SCHWENK**  
Managing Director and CEO, Mercedes-Benz India

**LUXURY EVs - CAN TOP-DOWN EFFECT BOOST CLEAN MOBILITY MOVEMENT?**

11<sup>th</sup> August, 2021 | 6:15 pm

Watch it LIVE on HT Auto Facebook page



**HARSHA KOLLARAMAJALU**  
CTO, Semaconnect

**PANKAJ DUBEY**  
CEO and Managing Director, Power Global India

**POLICY ECOSYSTEM FOR EVs IN INDIA**

11<sup>th</sup> August, 2021 | 7:00 pm

Watch it LIVE on HT Auto Facebook page



# Panellists & Event Schedule

Topics & Panelists were carefully selected to keep the discussions informative from both **2 wheeler & 4 wheeler perspective**

To make this discussion holistic, **Indian government's EV policy perspective** was also discussed by

- **Mr. Nitin Gadkari** in keynote speech &
- **A Dedicated session on Indian EV policy**

**Live Virtual Event** was planned for **2 to 2.5 hrs** on both **Day 1 & Day 2**



**Sh. Nitin Gadkari**  
Minister Road & Highways



**Jyoti Malhotra**  
MD , Volvo Car India



**Sh. Ashok Kataria**  
MOS , Transport UP Govt.



**Balbir Dhillon**  
Head Audi India



**Jeetender Sharma**  
Founder & MD Oknawa



**Ravindran Nambiar**  
President, Ward Wizard  
Innovation & Mobility



**Vivek Srivatsa**  
Head Marketing , Passenger  
Cars Tata Motors



**Vikram Gulati**  
Country Head & SVP,  
Toyota Kirloskar Motors



**Martin Schwenk**  
MD & CEO, Mercedes – Benz India



**Harsha Kollaramajalu**  
CTO , Semaconnect



**Pankaj Dubey**  
CEO – MD Power Global India



## DECODING EVs IN THE COUNTRY

### Day 1 10<sup>th</sup> August

**5:30 pm** : Introduction Address

**5:35 pm** : Keynote Address

**6:00 pm** : Volvo Interaction

**6:30 pm to 7:15 pm** : Taking EVs to  
Masses in India

### Day 2 11<sup>th</sup> August

**5:00 pm** : Introduction Address

**5:05 pm** : Speaker Address

**5:30 pm to 6:00 pm** : Joy E-bike Interaction

**6:15 pm to 7:00 pm** : Luxury EVs -Can Top-Down Effect  
Boost Clean Mobility Movement?

**7:00 pm to 7:30 pm** : Policy Ecosystem for EVs  
in India

# Email Campaign

E-Mail campaign was done to reach a wider audience , it had 2 main objectives as mentioned below

- To spread awareness about the event
- To update people about the event details and to remind them prior to the event

Email Sent	Impressions	Engagements
1.15M	1.16L	1.5K



Trending Topic of Discussion – Electric Vehicles & A Decent Combination of Industry Leaders Resulted in Huge Live Gathering & Decent Post Event Traction



1.8M “Total Views” & 1.8L “Live Views” across HT & HT Auto marks the success of the campaign  
Overall reach/impression of the campaign crossed 18M



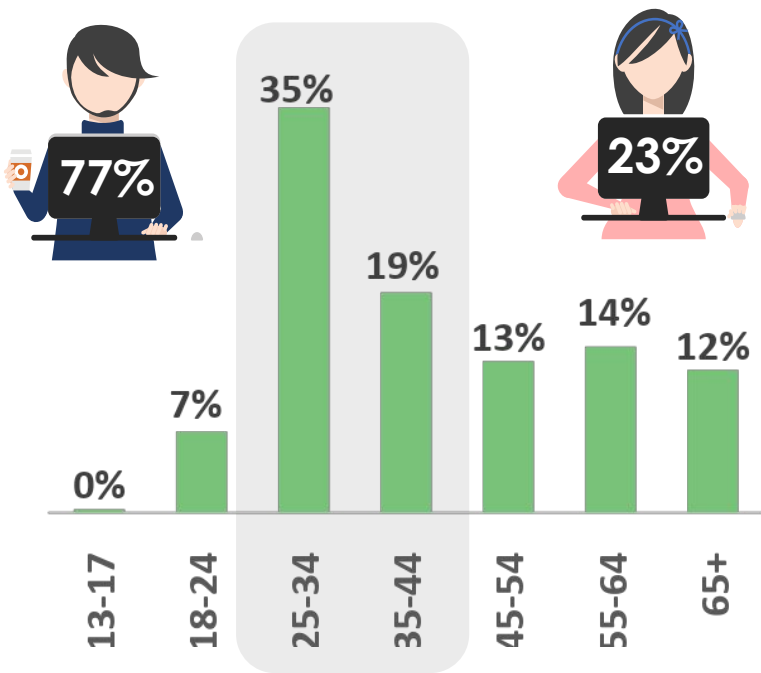
\*Reach /Impression is of complete Campaign

\*\* PV's are of Articles & Microsite

# Audience Insights

## Audience Demography\*

“Technology” & “Cars” are 2 topics that are synonym to **Male Population esp. Millennials in India**, Moreover the content of the conclave also seem to have resonated with the same TG hence targeting seem to be very effective which means high ROI for the brands



## Region Wise Audience Split\*\* & Top Genre Affinity

The event witnessed **audience from across length & breadth of the country** i.e. from J&K to Kerala / Telangana and from Gujarat to Assam. Some of the **Top Regions** are

1. West Bengal

2. Uttar Pradesh








3. Maharashtra

4. Gujarat

5. Odisha

6. Bihar

**Genre affinity also seem to be relevant** as content genres are either generic like Entertainment or Male centric like News, Tech, Transportation except Shopping which is mostly Female centric

Audience Interest***		Share
	Lifestyle & Hobbies	22%
	Entertainment	18%
	Food	14%
	Shopping	12%
	Travel Spots & Fitness	10%
	News & Politics	7%
	Tech. & Transportation	9%

\*Demography is of FB Video , YT Video & Article

\*\*Regional split is of FB Video & Article

\*\*\*Audience Interest is of Articles ( GA Data )



## Industry Benchmarking

Campaign content outperformed on **Avg. Views** when benchmarked\* against content of 2 related verticals

- **Auto Portals/Aggregator** (e.g.CarDekho, Cars24 etc) &
- **Auto Publisher Industry** (e.g. AutoCar, Times Auto etc)

### Facebook

**1.6x** Avg. views than Auto Portals / Aggregators

**1.5x** Avg. views than Auto Publisher Industry

### YouTube

**1.6x** Avg. views than Auto Publisher Industry



Thank You !



Brand  
Studio

