



Tempest Advertising Pvt Ltd

Hyderabad Bangalore Pune

CASTROL INDIA LIMITED

USE OF CUSTOMER RELATIONSHIP MANAGEMENT TO REGAIN MARKETSHARE

Background :

Castrol's heavy duty engine oil "Castrol Deusol Super" was a market leader in the Turbo charged engine segment. However, it was loosing market share to Penzoil rapidly. The company wanted this trend to be reversed.

The Understanding : Tempest Advertising, was given a brief to suggest a marketing solution to reverse the trend of loosing market share to Penzoil.

Tempest's in-house research in the purchase pattern of engine oil revealed that

- Fleet owners preferred Castrol's engine oil despite a marginal price premium, because of better quality.
- One third of the engine oil was purchased by the truck driver while on the road for topping up the engine's oil.
- Truck drivers were not very well educated and were unaware of various insurance schemes that were available for their protection. They were however, extremely worried about what would happen to their family in case they were met with an accidental death or were disabled due to an accident.

The Solution : We suggested offering of an accidental insurance policy with the purchase of every can of Castrol Deusol Super. The offer was branded as Castrol Suraksha Yojana (Castrol's Protection Scheme).

Our Responsibility :

- a. Design the scheme logo.
- b. Design various collateral for the scheme such as label design, posters, stickers and insurance certificate.

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- c. Design and execute the press advertisement campaign.
- d. Manage the responses received including verification of the postal address at the participation.
- e. Negotiate with the insurance company to obtain the best possible bulk rates (we were able to get almost a 40% discount over the card rate).
- f. Co-ordinate the actual insurance of the participants.
- g. Periodic reporting of the status of the promotion scheme to Castrol. For this purpose we developed a software program which could analyse the participant database on a number of parameters.

Result : The scheme was extremely successful. The target in terms of participation by the drivers was exceeded by over 30% and market share was not only regained but increased by ten percent.