

INDUS:  
Steeling the show.



CASE STUDY

## Branding Steel Trading: The Indus Steel Shoppe Way

### Background

Indus Steels and Alloys Ltd, established in the year 1998, has since been manufacturing and supplying construction steel in the retail market of Karnataka. The company has manufacturing units near Hosur and Athur, with a combined manufacturing capacity of 12500 metric tons per month.

After an extensive brand campaign stretching over a period of one year, Indus was established as a branded construction steel product, and considered as a semi-premium steel company. Indus also introduced new technology and a new range of products in the market, to keep pace with the market requirements and retain its premium position.

After the success of the Indus brand exercise, other steel companies began following the same route, and competition entered the semi-premium segment.

Even after branding of products and quality assurance from the manufacturers, some traders were engaging in malpractices. They were shortchanging the consumer on the weight of steel supplied, and also mixing unbranded steel along with branded products and passing it off to consumers.

### Marketing Objective

To create a unique shopping experience wherein the consumer could buy steel with confidence, reassured by a guarantee of originality and correct weight.

### Consumer Insight

The consumer needed an outlet where s/he could purchase authenticated steel products.

### Target Audience

Individual House Builders (IHB) / SEC B+ & B / Male & Female / Age: 28 - 45 years / MHI > Rs. 50,000/-

Architects, Civil Engineers & Contractors.

### Strategy

Create a unique and exclusive Steel Shoppe.

### Key Issues on Hand

The management of Indus Steels was still not fully convinced that an exclusive Steel Shoppe would work, since this concept was proactively suggested by the advertising agency.

Convincing dealers on the terms and conditions of the Steel Shoppe was always going to be a difficult proposition.

So was ensuring that traders strictly adhere to company guidelines.

### Communication Challenge

Firstly, to sell the idea within the client's organisation.

Secondly, to build credibility and trust with consumers, getting them to buy from the exclusive Steel Shoppes.

### Creative Brief

SMP: Indus Steel Shoppe = Assured Quality + Accurate Quantity.

### Media Strategy

Since the brand was built through the OoH medium, it was decided that the media for the Steel Shoppe would follow the same route.

In the first place, exclusivity for the Shoppe was built on visual elements. Everything from painting and décor, to PoS material, to material storage racks, was designed and implemented.

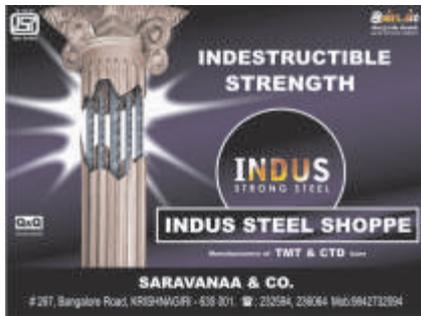
In the second place, intensive advertising was planned in the immediate vicinity of individual Shoppes, using media like: Full Bus Body Painting, Bus Back Panels, Auto Back Panels, Goods Carriage Vehicles (especially steel carriers), Hoardings, extensive Wall Painting and Construction Site branding. Also, construction site visits were conducted.

When inaugurating the Shoppes, architects, engineers, contractors, masons and bar benders in and around the locality of the Shoppe were invited and felicitated.

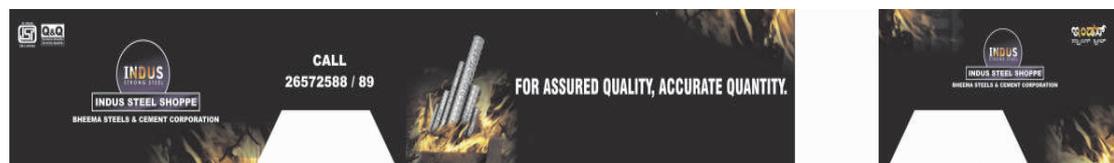
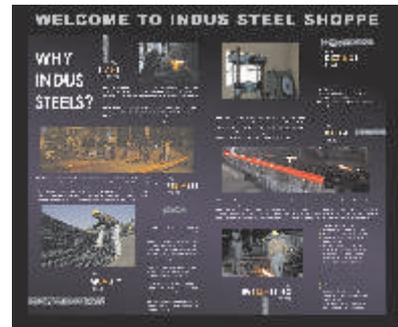
### Campaign Period

May to July 2004

Creative for the Campaign



Your nearest INDUS STEEL SHOPPE:





*Photographs of Indus Steel Shoppe inauguration.*



### Indus after the Campaign

The consumer understood and connected with the communication, and bought steel with confidence, guarantee and trust from Indus Steel Shoppes.

Indus established trust among consumers, trade partners and other Influencers.

Demand for steel as well as demand for franchises was created

### Post-campaign Benefits

After the first phase of five Indus Steel Shoppes was launched and established, traders reacted positively and the demand to obtain Shoppe franchises soared.

Traders were eager make the required deposit in order to obtain a franchise, and agreed to all of the company's terms.

Due to focused advertising and personal interaction with the consumer, sales at the Shoppes increased dramatically.

Owners of Indus Steel Shoppes became an integral part of the company.

Indus connected with consumers, trade partners and influencers, by simply branding a commodity and standardising the business process (inward-looking claim to an outward-looking benefit), and thus created a positive business environment for all its associates.

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