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Retail Relay (C)



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Work Done



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Case Study : Metro Shoes

- Started off as the largest fashion footwear retailer in the country with a nominal media presence
- Rapid Expansion Strategy- (store opening every week with a spread across Indian geography)

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Brief

- To make people aware of Metro Shoes being the largest footwear retailer in the country
- Tactical Approach: Talk about the store opening in the respective cities
- Strategic Approach: Giving Metro Shoes a fashionable outreach, talking about the brand extension.

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Amplifying the National Trade Presence

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**TUTE
CONSULT**

What We Did

- Created a simple strategy for any store opening they had
- Pull Strategy
 - Invite the media to the store
 - Give them the Metro Experience by making them walk through the store, speech by the person in charge about the store
 - Followed by National Trade Presence

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What we saw



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Vox Populi

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I saw Saif and Kareena flaunting Metro Shoes and this made me go to the store and buy them

I visited Anand my native place, and was happily amused to see a Metro shoes Showroom there

Metro Shoes have shoes for all occasions. It is a one shop stop for shoes

Metro Shoes change their style according to the trend of the season

