

Renault advertising

FIRST TRY
2005

Partnership with **Mahindra**
one of the most powerful Indian automotive groups.

2007
After a good start, the sales collapsed..

Launched Renault Logan
Only 44,000 cars sold = 2% of the global production.




SECOND TRY
2008


The most promising market

India 12 / 1000 have a
USA 500

So Renault decided to start all over again.

Mahindra

Started to produce & sell cars under his own name.



Sources

Renault India website, various automotive news articles, and industry reports.

Renault Fluence



Success & achievement are the key values.

Renault Pulse



Endorsement



Renault's communication strategy

Brand strategy

1. Establish the brand as a premium (Fluence & Koleos) & build Renault's brand image.
2. Then extend this image to smaller & cheaper models. (Pulse 2012 & Kwid 2015)

Be a prestigious not a luxury brand

Why?

The Logan did not correspond with the expectations. Hence, the key component was replaced with a more powerful engine.

Product range

- 2010: Renault Fluence 20,100K
- 2011: Renault Koleos 12,500K
- 2012: Renault Logan Pulse & Koleos 11,500K
- 2013: Renault Koleos 14,500K
- 2014: Renault Koleos 13,500K
- 2015: Renault Koleos 13,500K

Short history

French automobile constructor.


Founded by brothers Louis, Marcel & Ferdinand Renault in 1899.

Renault Freres

Alliance in 1999

RENAULT + NISSAN

2010: became the fourth largest car manufacturer in the world.




2016

Renault gave the change

Announced to start a new strategic plan. This is a new era of growth & thriving. Look for some examples.

Launched a broader range of cars and SUVs. Reintroduction of Renault's brand image.

BRICS

Fast growing markets become essential for Renault to counterbalance the low sales growth in established markets.




Outline

- I. Short history
- II. Renault in India
- III. Renault's communication strategy

Social media

YouTube

Indian consumers really go on social media to get information about a brand when making purchase decisions.



Public relations

Renault India started a lot of associations in India with an equal responsibility, partnership with various and sport events.



Formula One

Renault India's first brand ambassador.



Renault succeeded to enter the Indian market, by the following:

- Successful communication strategy
- Understood the evolution of the country
- Formula One
- Endorsement
- Ads.



Renault in India

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Various automotive news portals



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Endorsement



1 and 7 dialects

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Be a prestigious not a luxury brand

Why?

The Logan did not correspond with the expectations of the Indian market. Hence, the key component of the Renault Logan was replaced.



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Renault in India

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I. Short history

II. Renault in India

**III. Renault's
communication
strategy**

016

r strategic

cash flow.

of innovative

ult's brand

Renault
market

- Success
- Unconventional
- Forward-looking
- Encouraging
- Advertising

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RENAULT DRIVE THE CHANGE 2016

Announced in 2011, a 5-year strategic plan.

Aim

Generate growth & freeing cash flow.

Examples

- Launch a broader range of innovative cars
- Reinforcement of Renault's brand image ...

BRICS

Fast growing markets become essential for Renault to counterbalance the low sales growth in traditional markets.

China



Brazil

Russia



INDIA

South Africa





INDIA

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(according to lesechos.fr)



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