



An **branded content case study** on the **launch of KRATOS[®]** and its variant **KRATOS[®]-R** by Tork Motors that details the end-to-end execution of the project around **content marketing, brand communication, engagement, media outlook, promotion & lead generation** etc.

Category Introduction

Tork Motors caters to the e-bike segment, with a focus on the Indian market. E-bikes have an electric motor that can be used to assist propulsion for efficient performance. The market has been divided into two categories:

- **Propulsion type,**
- **Application type**

The market has been divided into two segments based on **propulsion type**: Pedal-Assisted and Throttle-Assisted.

The market was further divided into two segments based on **Application Type**: City/Urban and Cargo.



Brand Introduction

Tork Motors is **India's first electric motorcycle manufacturer** registered in the year 2006 who launched their much-awaited state-of-the-art electric motorcycle T6X, now renamed as KRATOS. They scheduled their **virtual launch for the 26th of January 2022**. Tork Motors has a rich heritage of racing as the founder and CEO has experience in racing.

KRATOS is a truly '**Made in India**' **smart e-motorcycle** that is a product of six years of extensive research and development. It is the **first vertically integrated electric vehicle in India**, that is powered by the company's proprietary TORK LIION® Battery pack with advanced Axial flux motor topology for the highest peak power and range.

KRATOS will feature Tork Motors signature TIROS® (Tork Intuitive Response Operating System), the intelligence system that aids **urban commuters to switch for an unparalleled riding experience**.



About The CEO & Brand Inspiration

Kapil Shelke is the founder and present CEO of Tork Motors. He was in college when he saw a video of races on "**The Isle of Man,**" which inspired him to build an electric motorcycle that could be raced there.

Tork Motors creates **Asia's first electric motorcycle for the Isle of Man Electric GP.**

Kapil having a racer DNA and lessons learned from previous races, his desire to race an electric motorcycle was unwavering. It was then that **TTXGP** established a culture of the Isle of Man **TT's first zero-carbon, clean-emission race.**

Tork built a better motorcycle, the "T2X," to compete. This motorcycle made **history by winning the most races in the TTXGP.**

All the motorcycles made by the team found their place in the winning positions in all the races. Creating the Tork T4X and T5X was a brilliant move because they were literally the motorcycles that **marked the triumph of the Tork electric motorcycle era.**



Brand Vision

To create an electric motorcycle that was **affordable, stylish, and smart for the people of India.**

Tork Motors was funded by Bhavish Aggarwal and Ankit Bhati to create an affordable electric motorcycle for Indian commuters. At the 2016 Auto Expo, the concept was staged as Tork Motors' "T6X."

Campaign Summary

The goal of the campaign was to raise as much awareness and traction as possible for the virtual launch event, as well as to establish Tork Motors as one of the best EV bike manufacturers in the region. This was to be accomplished by reaching out to the precise target group in the digital realm, harnessing SRV's experience and advanced targeting tools. PR, Google Ads, Social Media Ads, OTT platforms, and organic Social Media posts were used to meet the goals within the given time frame. Despite the fact that time constraints posed a challenge for regular deliverables, all tasks and objectives were obtained at the end.



Challenges faced:



Launch event **amidst stringent protocols** during the pandemic



Sudden cancellation of the physical launch event



Establishing credibility of **Tork Motors** being **India's first electric motorcycle manufacturer** among the audience (registered in 2006 before the launch of other EVs)



Users have mental block to purchase EVs since the common perception that EVs are slow, unsafe, have range limitations

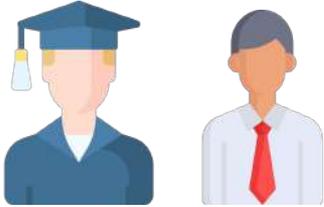


Addressing the criticism faced by the brand for their untimely launch cancellation and shift to a virtual launch event



Competition was well established in the market since Tork was a late entrant

Audience Segments and Trigger Points



18-27

Students & Early working professionals

Trigger Points

- Speed, performance, look, and feel.
- Sustainability & Environment Friendly
- Fast Charging

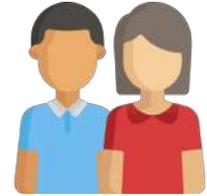


28-35

Settled working professionals

Trigger Points

- Easy commute
- Economical
- Negligible maintenance
- Anti-theft measures



35+

Influencers for both segments (parents, relatives, elders to the above segments)

Campaign Objective

- **Drive traction for the virtual event**
 - To drive maximum awareness and traction for the virtual launch event
- **Brand positioning**
 - To brand Tork Motors as one of the best Ev bike manufacturers in the region
- **Engagement with the TG**
 - To interact with their audience and influencers in the digital space via interconnected branding platforms
- **Expanding Reach**
 - To reach out to the exact target group in the digital space, by leveraging the experience of SRV Media and the use of advanced targeting tools (10,0000 unique reach)



Our Approach / Strategy

Pre-launch

- Disseminate pan-India press releases announcing the upcoming launch of KRATOS®
- Invite media to attend the virtual launch event
- Develop Landing Page to register users for the virtual launch event
- Set-up Facebook and Google Ads to generate RSVPs for launch event
- Social Media creatives were planned to keep the audience engaged for the launch

Launch

- Disseminate pan-India press release announcing the launch of KRATOS® and its variant KRATOS®-R; reveal their cost and highlight the commencement of the online booking
- Google and facebook ads with high value creative to direct users to landing page and generate registrations
- Landing page integrated with technologies which allowed us to send Mailers, SMS and personalised E-passes and G-calendar invite for the event to the registered users
- In association with Inshorts and Bikewale to further increase audience reach
- Regular social media posting to maintain audience engagement online
- Addressing and responding to the negative and positive sentiments online

Post-Launch

- Facilitate media interview with the company spokesperson
- Share 'save the dates' invite with auto trade media for test-ride
- Arrange test rides for media to experience KRATOS® and KRATOS®-R
- Post-Launch social media posting, maintaining the excitement among the audience
- Address FAQs via organic posting

Content - Ideation

Major Topics for Brand Communication

- Addressing the Negative Sentiment of the Public in regards to previous failed launches
- Establishing credibility as India's 1st EV Manufacturer
- Addressing Social Media Comments
- Creating a buzz & generating leads for registration & booking of long awaited virtual launch event of Kratos & Kratos-R



Content - Creation



- First creative designed for Tork to the announcement of KRATOS. We gained a massive response on this gaining the **highest reach across most social media.** (To the Left)
- https://www.instagram.com/tv/CYbcBldDsRk/?utm_source=ig_web_copy_link There was a mix of positive and negative comments after the name announcement, in response to which above video was created to address the comments and match the same level of excitement as the audience.
- Creatives curated to address Kratos' USPs and Unique features to plant curiosity in audiences' minds. (Below)



Content - Creation

Created Urgency

Countdown creatives developed before the launch day.



Content - Creation

- Countdown creatives developed before the launch day.(Left)
- Creative designed to thank the audience for joining the launch event.(Right)



Content - Creation

- **Videos addressing the FAQs of users after the launch.**
(https://www.instagram.com/tv/CZb1oraj3BQ/?utm_source=ig_web_copy_link)



Content - Creation

- Ad Creatives created for lead generation & Brand Awareness



Content - Creation

- **Landing Page**

- Before Launch: <https://xd.adobe.com/view/bf1c9e4b-461c-45b8-9e70-9c8f904e4598-aa4f/?fullscreen>
- Post Launch: <https://booking.torkmotors.com/>

- **Instagram**

- Link: https://instagram.com/tork_motors?igshid=YmMyMTA2M2Y=

- **Top PR Articles**

- <https://timesofindia.indiatimes.com/tork-motors-launches-electric-motorcycle-kratos-kratos-r/articleshow/89136314.cms>
- <https://economictimes.indiatimes.com/industry/renewables/bharat-forge-backed-tork-motors-to-start-deliveries-from-april-six-years-after-product-unveil/articleshow/89324557.cms>
- <https://auto.hindustantimes.com/auto/electric-vehicles/tork-kratos-electric-bike-launched-in-india-at-rs-1-02-lakh-key-things-to-note-41643179127701.html>
- <https://www.thehindu.com/life-and-style/motoring/prices-set-for-tork-kratos-electric-bikes/article38344118.ece>
- <https://www.freepressjournal.in/business/tork-motors-unveils-electric-motorcycle-kratos-kratos-r-delivery-to-commence-from-april-2022>
- https://wap.business-standard.com/article/companies/bharat-forge-backed-tork-motors-launches-e-motorcycle-kratos-kratos-r-122012600701_1.html
- Complete PR Report- 167 Articles in Total.
https://docs.google.com/spreadsheets/d/1OojCGqdg_NSCxk9cfjVD-3i55ocb4NRy/edit?usp=sharing&oid=111698063652444490805&rtpof=true&sd=true

Content - TOI release

Tork Motors launches electric motorcycle KRATOS, KRATOS-R

PTI | Jan 26, 2022, 15:59 IST



Mumbai, Jan 26 (PTI) Bharat Forge-backed electric two-wheeler maker Tork Motors on Wednesday said it has launched its electric motorcycle KRATOS, along with a variant KRATOS-R, priced at Rs 1.08 lakh and Rs 1.23 lakh (effective ex-showroom Pune post subsidy) respectively. The company

said bookings of KRATOS can be made online through its website and delivery will commence from April 2022.

- <https://timesofindia.indiatimes.com/tork-motors-launches-electric-motorcycle-kratos-kratos-r/articleshow/89136314.cms>



Bharat Forge-backed Tork Motors to start deliveries from April, six years after product unveil

By Nehal Chaliawala, ET Bureau • Last Updated: Feb 03, 2022, 05:53 PM IST

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Synopsis

Bharat Forge-backed Tork Motors plans to start delivering its first electric motorcycle to customers from April, becoming one of the few companies selling motorcycles in a market dominated by electric scooters.



File image

Agencies

Bharat Forge-backed **Tork Motors** plans to start delivering its first electric motorcycle to customers from April, becoming one of the few companies selling motorcycles in a market dominated by electric scooters.

At a time when electric two-wheeler makers are in a rush to get their

products to the market, **Tork Motors'** first product will go on sale six years after it was first showcased in 2016.

SmatBot - Chatbots Made Easy

AI ChatBot. Automate conversations with your

- <https://economictimes.indiatimes.com/industry/renewables/bharat-forge-backed-tork-motors-to-start-deliveries-from-april-six-years-after-product-unveil/articleshow/89324557.cms>





The screenshot shows the Hindustan Times Auto website. At the top left is the logo "HT Auto DRIVE YOUR PASSION". A search bar contains the text "Search for news, cars, bikes". The navigation menu includes "Home", "Latest News", "News", "Reviews", "How To", "Find Vehicles", "Compare", "Offers", "Dealers", "For You", and "More". The breadcrumb trail reads "Home > Auto > Electric Vehicles > Tork Kratos Electric Bike Launched In India At ₹1.02 Lakh: Key Things To Note". The main headline is "Tork Kratos electric bike launched in India at ₹1.02 lakh: Key things to note". Below the headline is a sub-headline: "The Tork Kratos electric motorcycle comes with fast charger that takes only one hour to fully charge the bike. Kratos EV by Tork comes based on the previous T6X electric bike." The byline is "By: HT Auto Desk | Updated on: 26 Jan 2022, 12:29 PM". There are social media sharing icons for WhatsApp, Facebook, Twitter, and Messenger. The main image shows the front of a white and black electric motorcycle with a license plate "MH 14TC L202". A "TORK" logo is visible in the top right corner of the image. Below the image is a caption: "Tork Motors rolled out the pricing of the Kratos electric bike on Wednesday."

- <https://auto.hindustantimes.com/auto/electric-vehicles/tork-kratos-electric-bike-launched-in-india-at-rs-1-02-lakh-key-things-to-note-41643179127701.html>



Content - The Hindu



- <https://www.thehindu.com/life-and-style/motoring/prices-set-for-tork-kratos-electric-bikes/article38344118.ece>



Content - YouTube Influencers PR



Tork Kratos ZigFF / Price, Range, Charging Time, Features & More

295,512 views · Jan 26, 2022 1.7K DISLIKE SHARE CLIP SAVE ...

<https://www.youtube.com/watch?v=v-Amtly34ps>



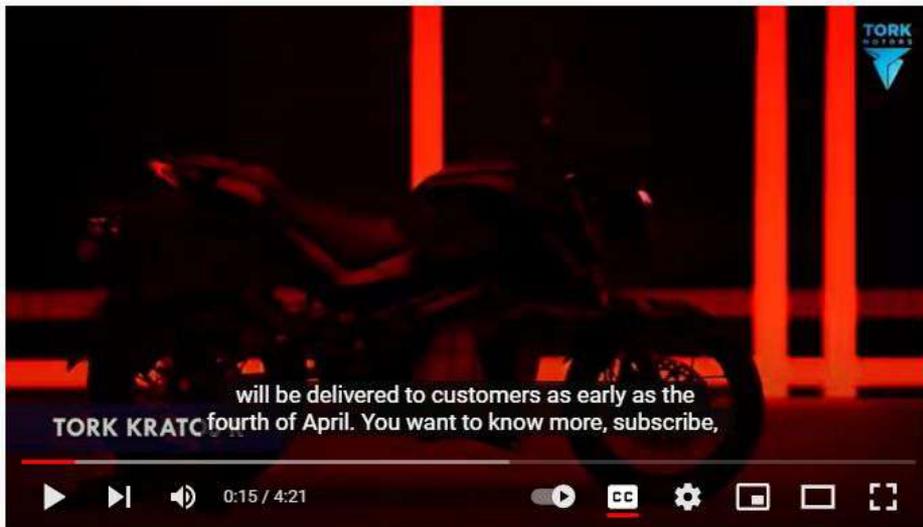
#InHindi

Tork Motors Kratos & Kratos R | More performance/better features than the Revolt RV400! | Explained

28,761 views · Jan 26, 2022 511 DISLIKE SHARE CLIP SAVE ...

<https://www.youtube.com/watch?v=TSjtoMbNv8Q>

Content - YouTube Influencers PR



#PowerDrift #PDArmy
Tork Motors' Kratos Electric Motorcycle Launched | PowerDrift
385,148 views • Jan 26, 2022



Tork Kratos Is Here, Yezdi Roadking 650 Coming, Ola EV Car 1st Look, Honda CBR650R Launched-#TAN116
54,190 views • Jan 27, 2022

<https://www.youtube.com/watch?v=UGX3GNs5DqE>

<https://www.youtube.com/watch?v=VKk6cHLaBLU>

Content - Creation

- **PR Videos**

- <https://www.youtube.com/watch?v=v-Amtly34ps>
- <https://www.youtube.com/watch?v=TSjtoMbNv8Q>
- <https://www.youtube.com/watch?v=UGX3GNs5DqE>
- <https://www.youtube.com/watch?v=VKk6cHLaBLU>
- <https://www.youtube.com/watch?v=62ls2S3fETQ>
- <https://www.youtube.com/watch?v=SSCXea6QWkY>



- The communication was strategized around Tork being India's first electric motorcycle (registered as the first EV bike in 2006) and it is entirely **Made in India**.
- To line up with the set objectives the activities were started with the **organic postings on Tork's social media channels**, starting with the name announcement to create the **initial buzz within the target audience**. The performance of each **graphic/creative across all SM channels** were measured and tracked through the analytics. These posts were further analysed to curate more content to maintain the same and more traction throughout the entire campaign.
- **Facebook Ads, Display ads, and Google Search ads** were carried out for a total number of 14 days. This was in consideration with achieving the set target of **10 lac unique reach**.
- To get extended numbers in reach we associated with **OTT platforms Inshorts and Bikewale**.
- **Emailers and SMSs** were also a part of the execution plan to notify users of the event and spread awareness. **Emails were planned** to be sent to the users who will register through the landing page and on the special database provided by the client including previous inquiry list, suppliers, investors, etc.

Strategy

- Emailers were embedded with **personalised E-pass**, and a google calendar for users to **block their calendars** at the right time and date, and a notification for the same was set to take place **10 mins prior to the event**.
- The Landing page was designed and developed to make a maximum number of visitors register for the Virtual Live Launch Event.
- On the day of the Launch Event, the landing page was planned to be used as a medium to direct visitors to the Virtual launch event by **replacing the CTA buttons** with the live link button, to ensure maximum audience be present for the event.
- In addition to this, five minutes prior to the end of the event the landing page was redirected to their booking portal at the same time as their booking announcement.
- An **E-brochure was to be presented** on the day of the launch providing the complete in detailed specifications of the bike.



*A visually appealing creative was created with the hope that younger audiences would share it on their social media accounts.

Results



300% more unique users reached than the initial goal



The virtual launch event received **19k** viewers



Converted **2500** bookings out of **6000** launch event leads



Paid media gained unique reach of **1,338,528** users.



Bikewale and Inshorts delivered an exponential reach of **1,569,675** and **119,104** respectively.



167 media stories carried across prominent national, financial, auto-trade and regional media publications.



Over **25** media houses covered the test ride, with **75%** of the publications calling it a promising electric motorcycle in today's time.



In a nutshell, the campaign was successful because the initial goal was met despite the challenges and time constraints that emerged along the way. This was only possible due to the optimum utilisation of marketing tools and the expertise of everyone involved in the project.



Thank You