

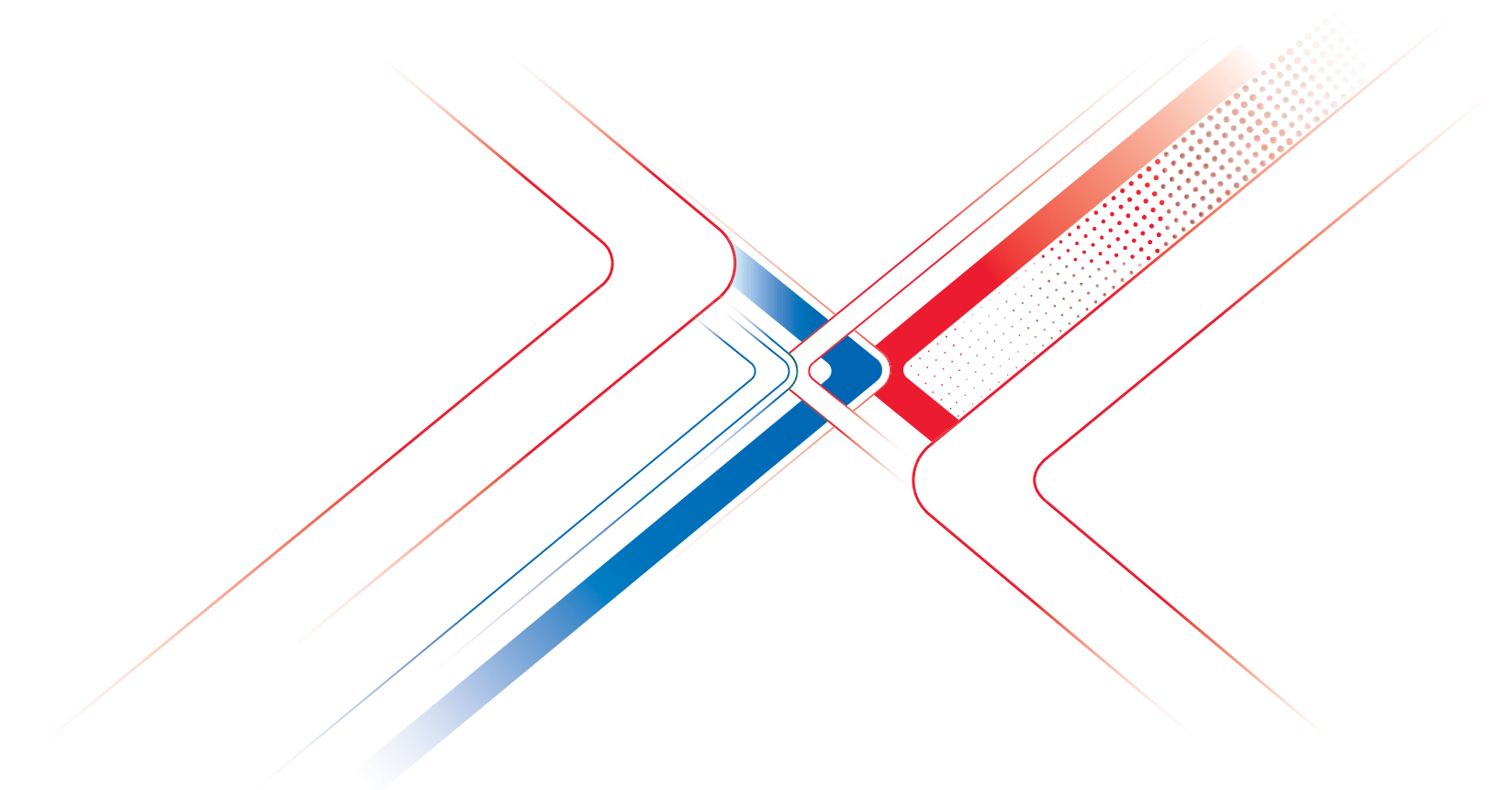
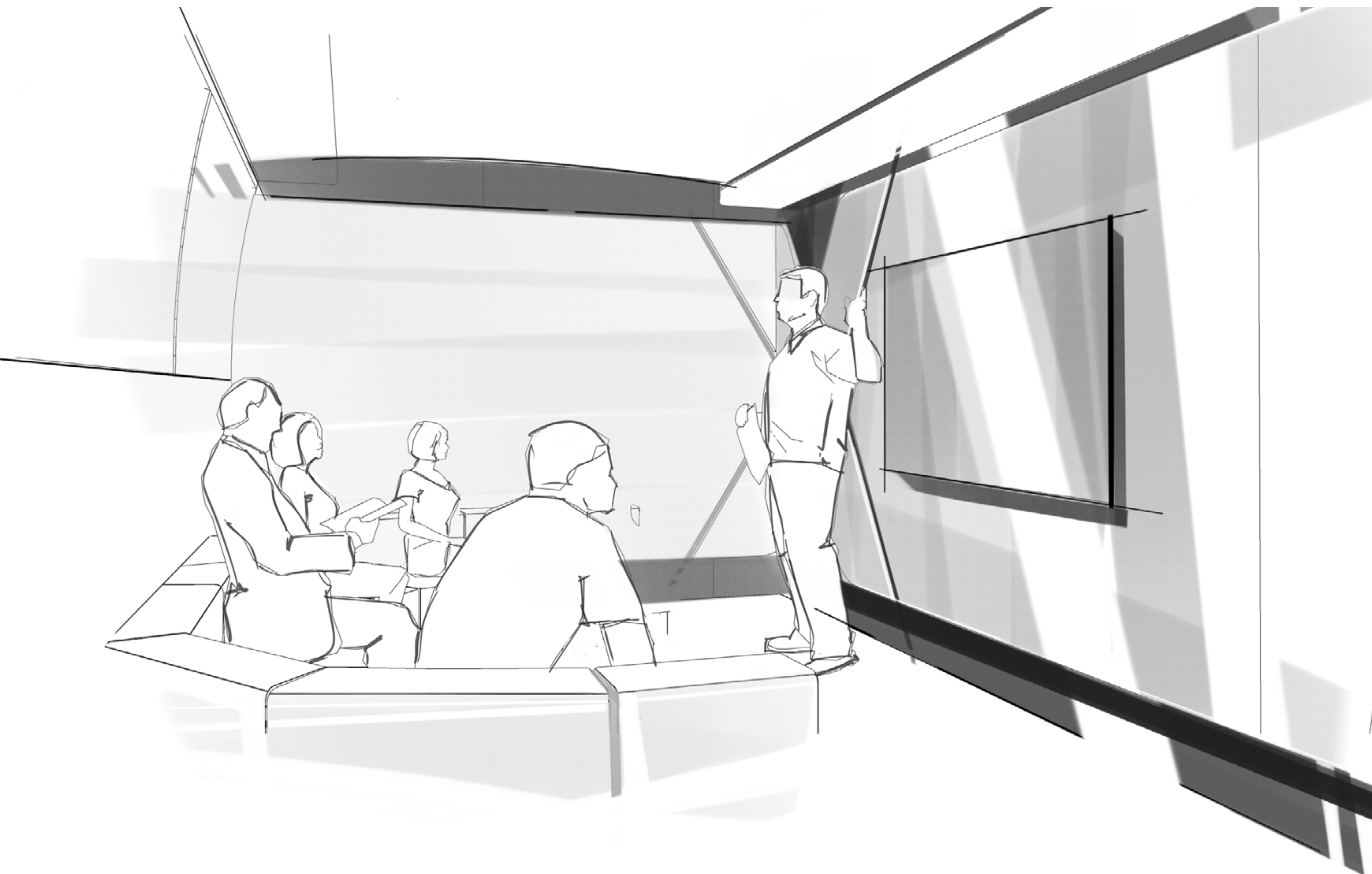
Mobil™ Drive^x – An immersive platform for meaningful engagement with customers

Product awareness- For heightened customer engagement

Impactful customer engagement is the key to the success of any B2B companies. The Industrial lubricants industry in India is competitive, price sensitive, and lacks awareness on the benefits of using superior products that can increase machines life and improve productivity. When an International brand like Mobil wanted to **reach out to local customers in the Indian market (Micro, Small and Medium Enterprises (MSME) and SME (Small and Medium Enterprises)**, it sometimes can be challenging.

Creating awareness of their **product offerings and communicating the end-user benefits vis-à-vis existing players** was required for **enhanced consumer experience and increase brand acceptance.**





Holistic experience for greater consumer connect

Customers who otherwise had less awareness of Mobil, its exclusive offerings or perceived the brand to be premium and unaffordable, a greater consumer connect was the need of the hour. To enable Mobil brand connect with the Indian market and immediately resonate with the people, we had to **explore competitive markets** and **design an immersive platform that will bring the vast portfolio to life, have a consistent customer experience across all touchpoints**, and help Mobil take the brand to the next level in future.

The insights captured through the process translated into the design opportunity – **Xplore, Xperience, and Xcellerate**.



We were involved in an extensive research of **Visual Language, understand customer expectations and user needs and design the various Promotional platforms in the Indian context.**

Insights captured through the process was then translated into designing a **strong brand identity, complete user experience across touch points, product demos, bus body and space design**, to identifying the relevant technology platforms for **developing AR / VR content for Mobil.**

Drive^x is a simple term that brings to focus the fact that Mobil will be the driving force in the consumer's **efficiency**, taking them to the next level of success with that 'x' factor. Mobil **Drive^x** is the expressway to the future.



Drive^x
experience the change

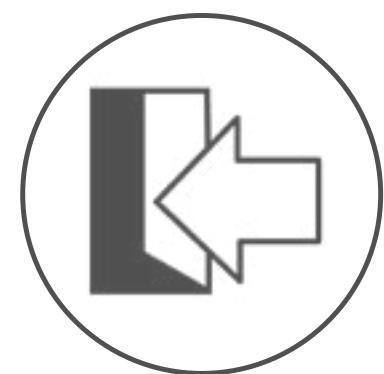


experience the change

The entire **Mobil** experience which we designed pivots on instituting 'connect' in a cordial environment. 'Mobil Drive X' - mobile display vehicle will enable nationwide reach across primary and remote locations leading to greater consumer dialogue.



Registration



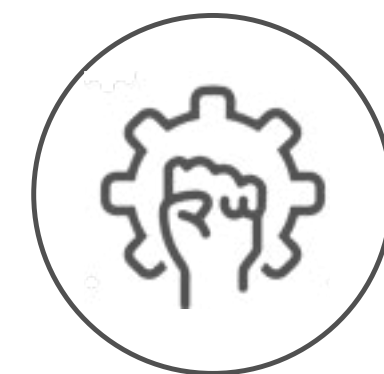
Entry



Trust



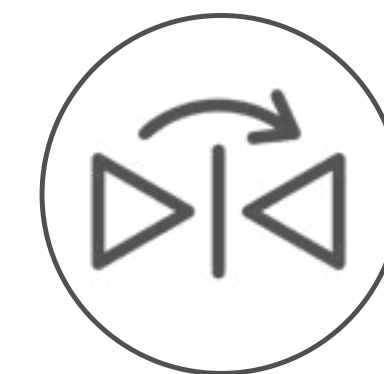
Gallery



Empowerment



Innovation

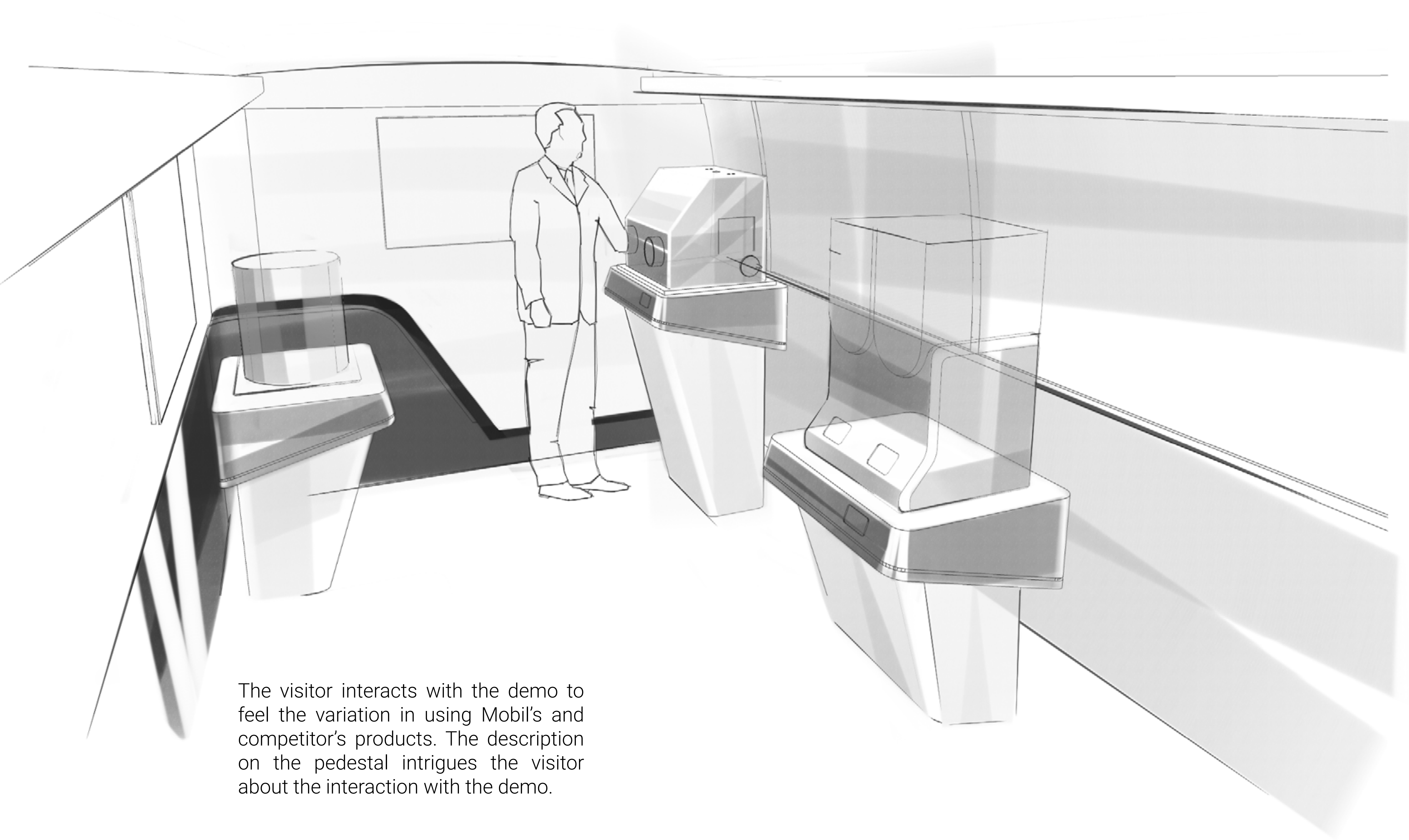


Reflection

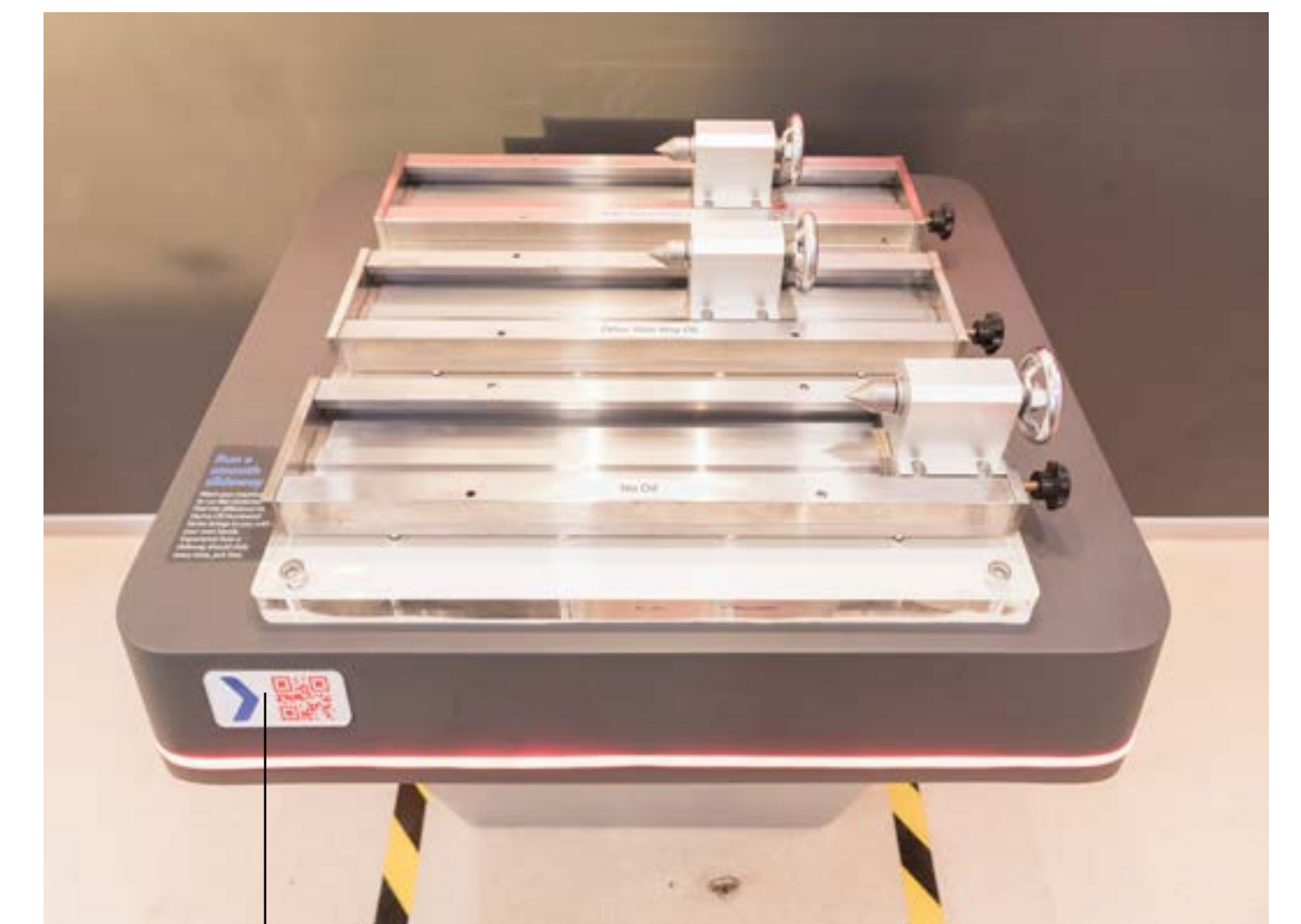
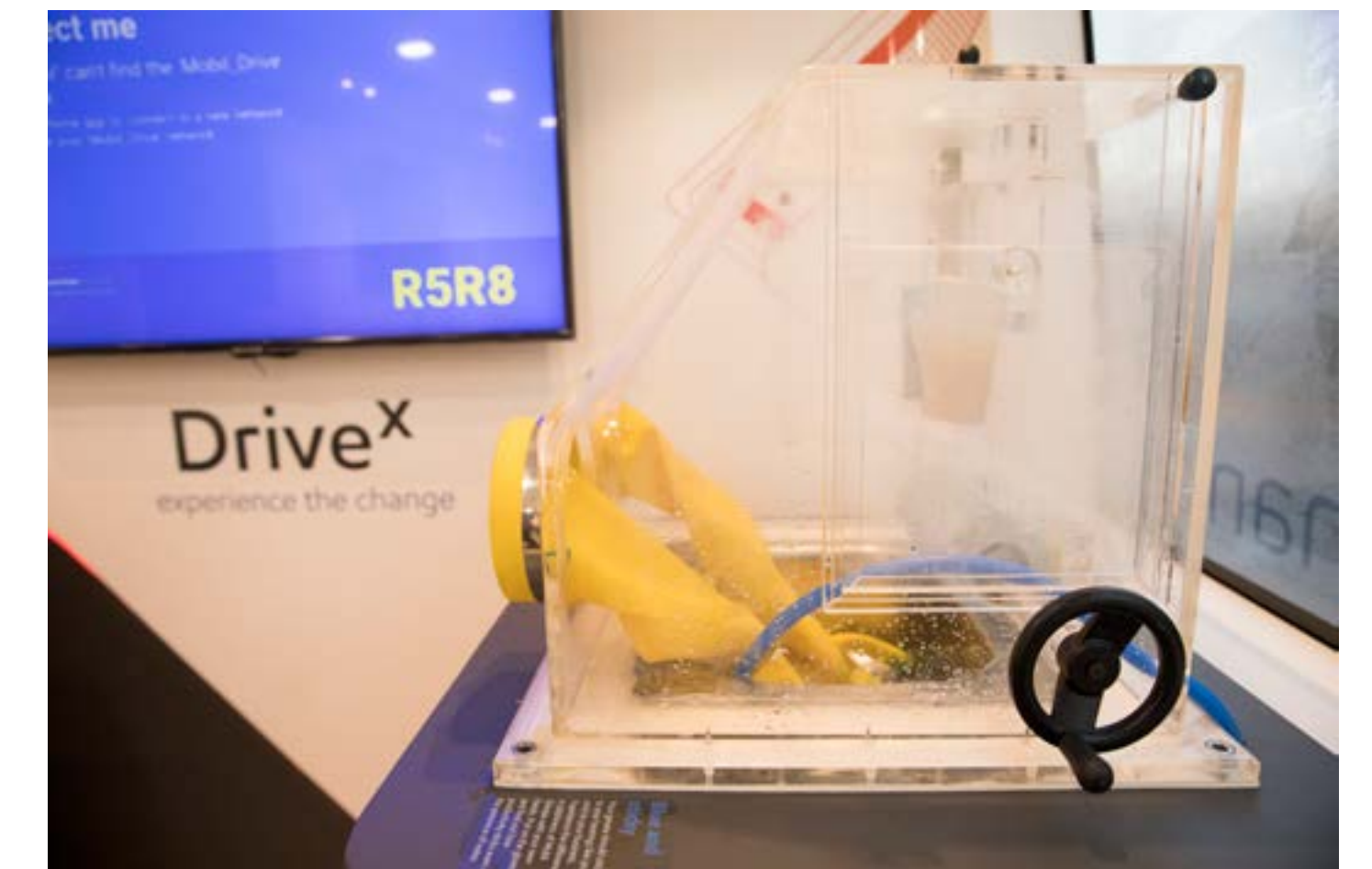


Recognition

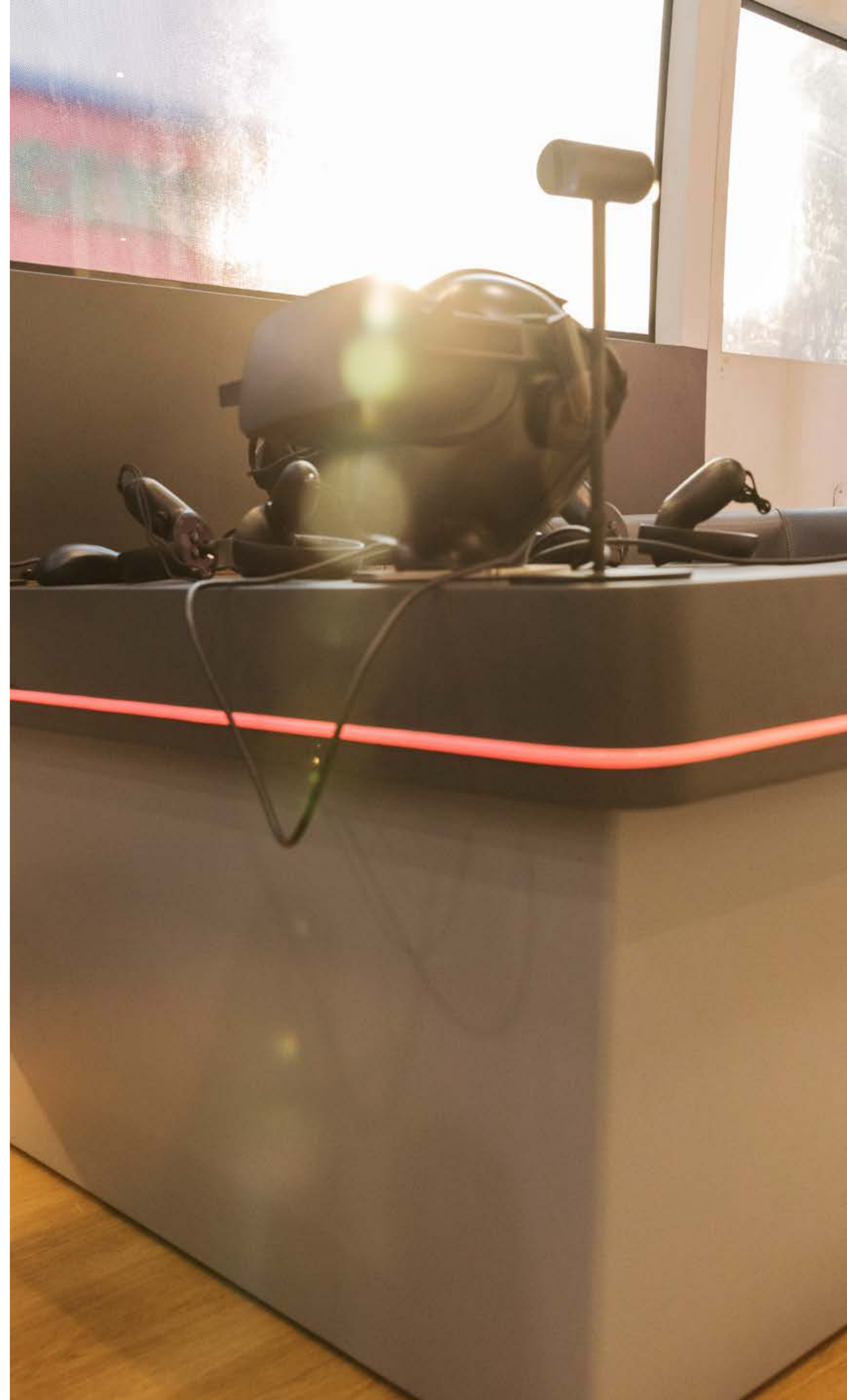




The visitor interacts with the demo to feel the variation in using Mobil's and competitor's products. The description on the pedestal intrigues the visitor about the interaction with the demo.



The QR code on the pedestal serves as a gateway to probe further information on the products and technology used in the demo.





The drive campaign has been launched pan-India with the bus scheduled to reach all SME and MSME sectors in the next two years.

The Drive X campaign has touched and provided an experimental engagement with over 900 potential customers over the past two months since the flag off. There has been considerable demand from the local sales team and channel partner to deploy this at their location to drive consideration and demand for Mobil. The bus is expected to generate considerable leads and creating positive Mobil brand experience for the target audience.