



Think & Ask. Ask to Rise.



**MIND
SHIFT**

Insightful Digital Outreach



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MindShift Insights

- Concept
- Execution
- Campaign Highlights
- MindShift Insights
- Hits & Misses

Official Social Media Properties

WHY DRIVE JUST A CAR,
WHEN YOU CAN DRIVE
THE FUTURE OF MOBILITY?



PRESENTING THE
MAHINDRA e2o,
THE NEXT GEN ELECTRIC CAR



Mahindra e2o

119,882 likes · 84,717 talking about this



Mahindra e2o

@Mahindrae2o

Welcome to the official twitter account of Mahindra e2o – our next generation electric vehicle from Mahindra Reva.

mahindrae2o.com

14
TWEETS

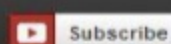
53
FOLLOWING

117
FOLLOWERS

Follow



Mahindra e2o



108
subscribers

236,483
video views

Browse videos

Search Channel



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Concept

Taking their Rise Campaign ahead, Mahindra launched their Ask Movement

'Think, and you will ask. Ask, and you will Rise'.



It's time to Ask!

- **Digital Agency:** Hungama Digital Services, India
- **Duration:** 11th - 18th March, 2013
- **Platforms:** Facebook and YouTube
- **Campaign Details:**
 - Ask questions that will help change the society and make it a better place to stay
 - Share the video with your friends and proceed further to star in the 'ASK' film with your friends
- **Grand Prize:** To win a Mahindra e2o

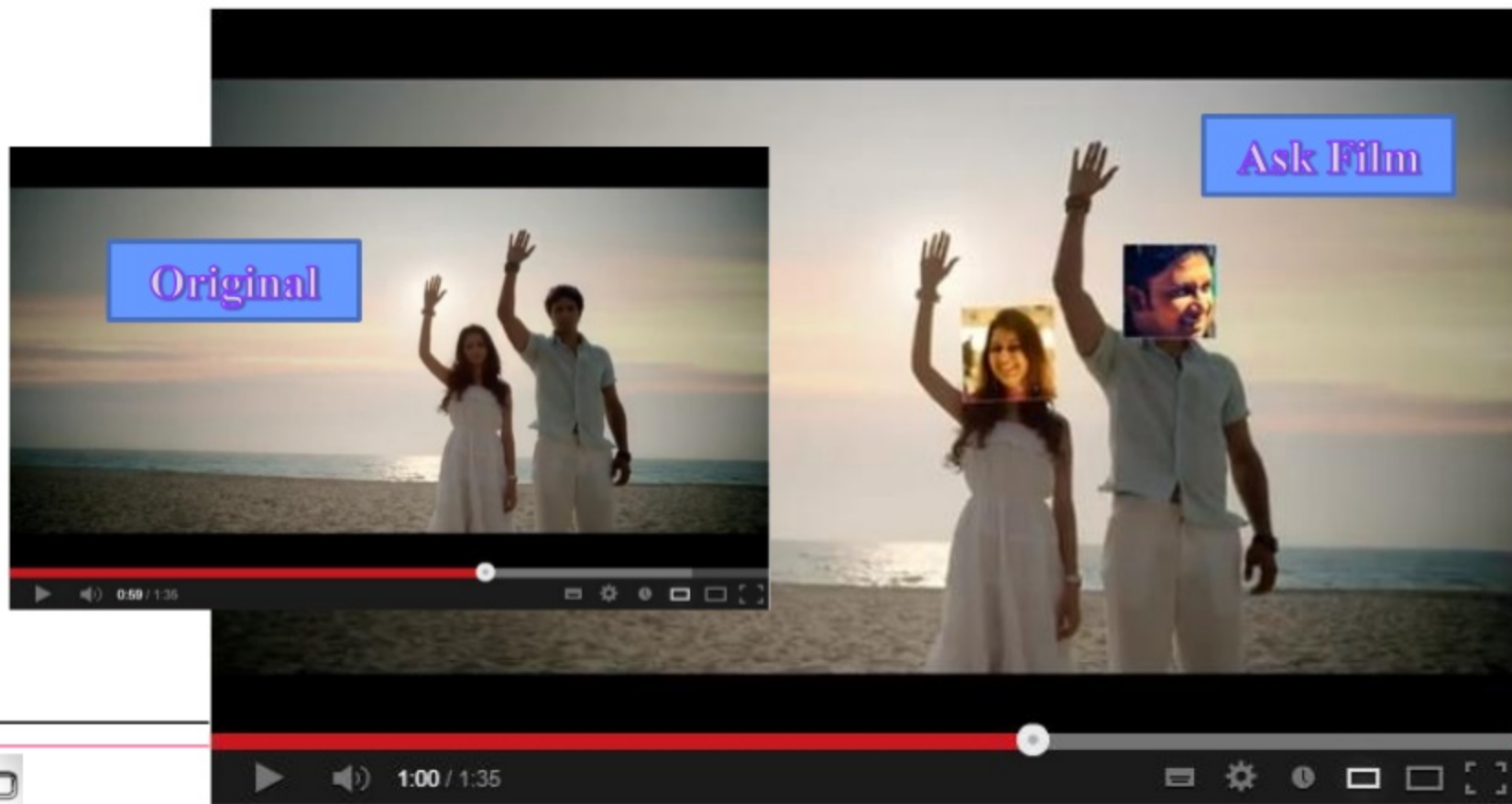
'Think & Ask' Film

- The **Mahindra e2o 'Think & Ask'** film was released on YouTube on 11th March
- It got 235,588 + views and growing
- Other video uploads are of Chetan Maini, the founder Mahindra Reva, revealing its features



How they did it?

- 'ASK' film with friends and fans



Official Website

HOME

ABOUT MAHINDRA e2o

ENQUIRY FORM



FOLLOW US ON



Live Webcast during
the launch

THE FUTURE OF **MOBILITY** IS HERE!

LIVE webcast of the launch of Mahindra e2o, the next gen electric car.



Powered by MindShift Interactive

Facebook Posts Analysis: 10 – 18 March



Think & Ask. Ask to Rise. Participate in the 'Ask Movement' and you could win the Mahindra e2o. What's more? You and your friends can star in our film. Visit www.mahindrae2o.com for details.



13 Updates Done

Average Likes: 1722

Average Comments: 36

Average Shares: 124

Campaign Themes:

Total Interactions = **24,454** (22,381 (L) + 463 (C) + 1610 (S))

Started with Teaser Updates, Campaign Launch, Features of the Car, Ask Film Revealed and Contest Updates



Viral Updates



Like · Comment · Share

👍 14,642 people like this.

💬 View previous comments

Likes – 1594
Comments – 72
Shares - 750



Like · Comment · Share

👍 1,594 people like this.

750



Facebook Insights



Likes and People Talking About This

People Talking About This

10,785

Total Likes

120,971

Page Insights

10 March 2013

Most Popular Week [?]

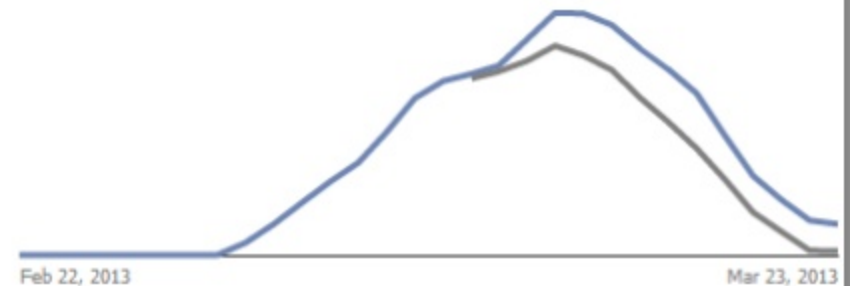
Mumbai, Maharashtra

Most Popular City [?]

18-24 years old

Most Popular Age Group [?]

● People Talking About This
● New Likes Per Week



1,20,971 Fans within 20 Days of the Campaign
Maximum Talking About: 84,717 Fans

Campaign posts on Twitter

- Tweet leads to the website, to know its Newly revealed feature



Mahindra e2o @Mahindrae2o

6m

Chetan Maini is back to reveal the 3rd super feature of the e2o. Rush to mahindrae2o.com now. pic.twitter.com/AqhFLT9T27

[Hide photo](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)



5:55 AM - 15 Mar 13 · Details

Flag media



5:48 AM - 14 Mar 13 · Details

Flag media

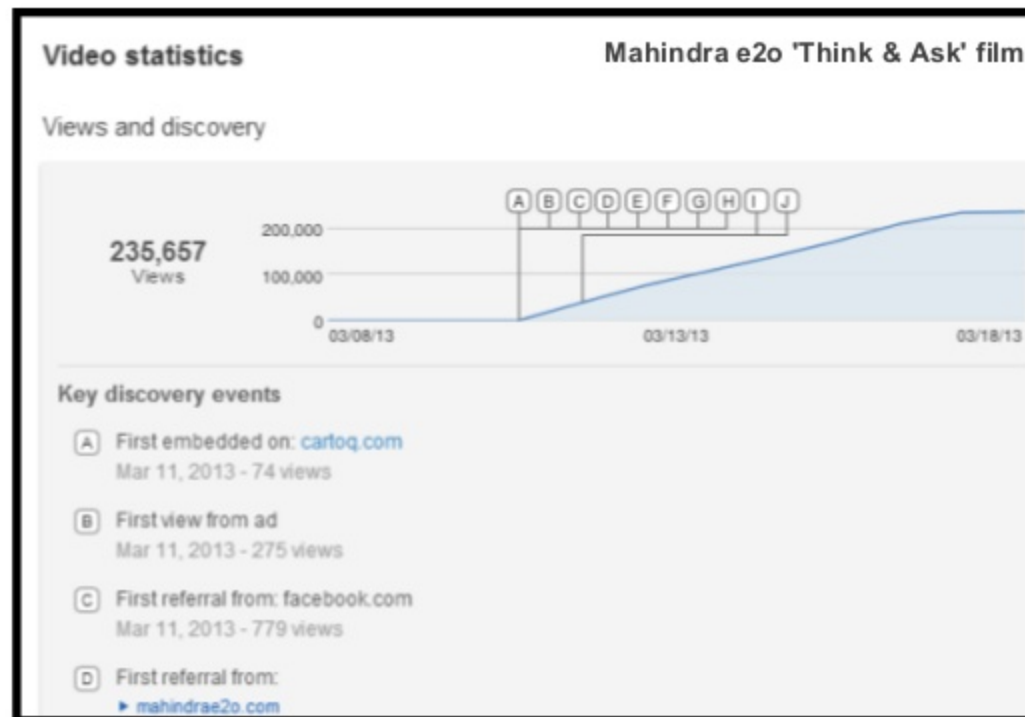
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Twitter Insights



YouTube Insights

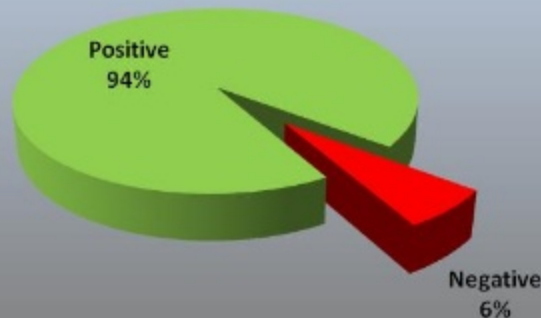
Total Videos on the Channel: **40 videos**
Highest views: Mahindra e2o 'Think & Ask' film (2,35,657 views)
Like:Dislike Ratio for the video was **19:1**



Sentiment Analysis

Total Conversations: 2188

Positive v/s Negative conversations
on Mahindra e2o



@SojitraHardik

just watched commercial of #mahindrae2o on #youtube...!! Woahh.. amazing it is. Damn Good Campaign. will sure #Ask...!! :) #IndiaGrowth

@shrichandrakant

@JoyneelM Dont you think Mahindra e2o will fit UM class families in need of 2nd car in cities like Delhi, Bangalore and Mumbai only.

@arun8gb

Just saw Mahindra e2o zoomin'. Looks really cool!

@gaurav99singh

I liked a @YouTube video <http://t.co/sFs0EUUuuL> Mahindra e2o 'Think & Ask' film

@NagiGS

Thank you #mahindrae2o for providing us cleaner environment to live in, Keep your good work "upwards"...@MahindraRise #sparktherise #thanks

@vadakkus

#Fail "@NDTVProfit Mahindra launches electric car e2o at Rs. 5.96 lakh <http://t.co/Gcy0k6qFri>"

@JMR_CHN

Mahindra E2O - <http://t.co/GoxJNVppzk>, no dealers in #Chennai. #FAIL

@kauzy711

#Mahindrae2o is one of the most hideous looking thing I have ever seen O.o

Top Conversation Topic
(Positive): Environmental
Friendly Car

Top Conversation Topic
(Negative): Pricing Strategy &
Less Dealers

Top Influencers



@anandmahindra

#Think&Ask. Join the 'ASK' movement on <http://t.co/ppz6j5HkdF> & you could win a #Mahindrae2o. Create your own film in just 5 min



anand mahindra ✓

@anandmahindra

Chairman and Managing Director, Mahindra Group
Mumbai, India · <http://www.mahindra.com>

5,000
TWEETS

132
FOLLOWING

743,503
FOLLOWERS



Follow



Sairee Chahal

@Sairee

Believer in work-life redesign. Found mostly @fleximoms If you are a Fleximom or interested in #workflex, say hello :-)

New Delhi · fleximoms.in

11,125
TWEETS

3,023
FOLLOWING

10,217
FOLLOWERS

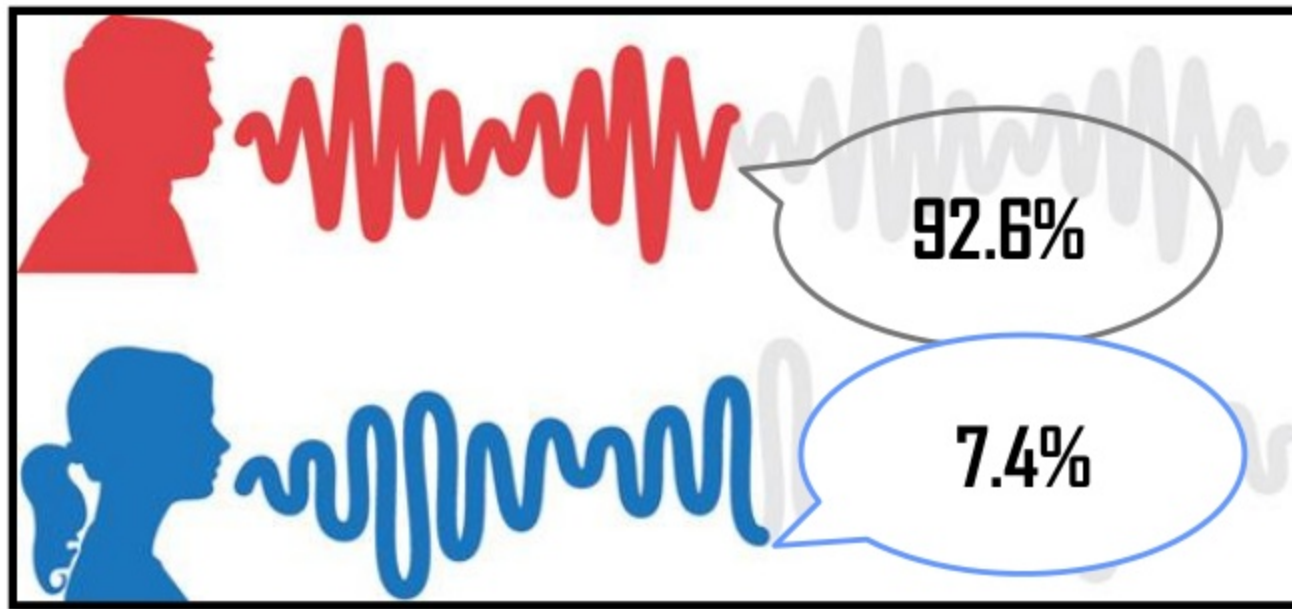


Sairee Chahal

@Sairee

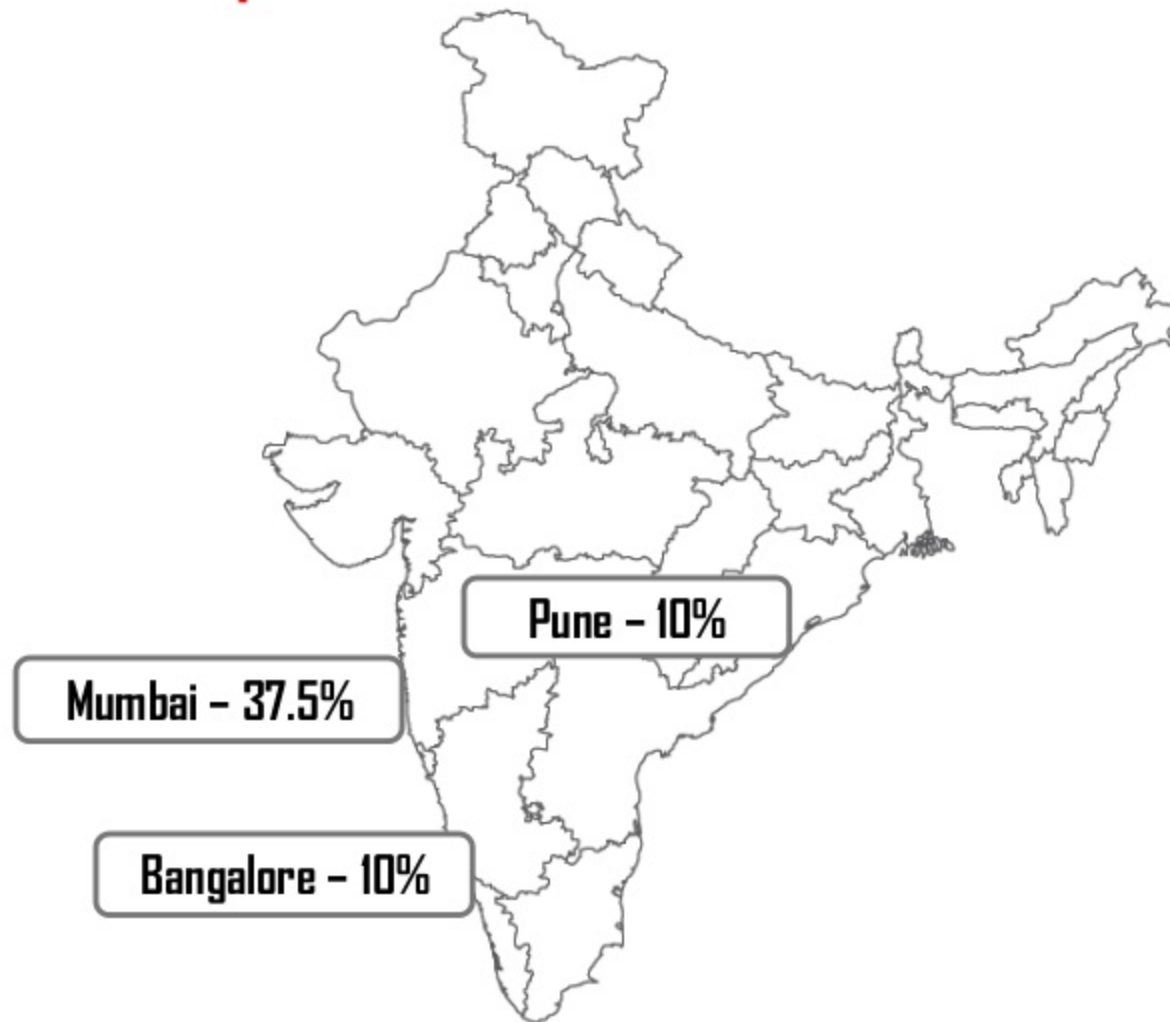
Particularly pleased by the launch of E2O. Huge credit to Anand Mahindra and Chetan Maini. Power of conviction.

Gender Ratio



Being an Automobile Brand launch, it was obvious that men dominated maximum conversations online with 92.6%

Top 3 Location of the Participants



Top 3 Interests of the participants



Technology - 14.3%



Cricket - 12.7%



Newspaper - 12.7%

{ Interests are based on the Participant's Bio on their profile* }