

# Taking on the Big Brothers

**Category:**  
Automobiles/Bikes

---

## Background

The fastest growing segment in the 2-wheelers market, motorcycles witness a fair flurry of new introductions. And in this category, where stereotypes are strong, and bigger is better, the marketing challenge was to launch a mini-bike with a unique positioning. The product was an amalgamation of bike and moped, and was being pegged against low-end bikes like Hero Honda Dawn, Bajaj Boxer and Kinetic Boss.

## The Research Objective

Explore plausible positioning platforms & identify the one most potent for generating creative for the launch of the mini-bike

## The Challenge

As there was no time to go back again to the consumers with final concepts / ads, so the research needed to provide definitive answers that would form the very basis for the launch positioning & creative's.

## The Research Methodology

**Sequential Processing of Ideas** in a Focus Group Discussions format, for positioning development

- Co-development of optional positioning concepts with the respondents themselves - in the following groups, seeking reactions to concepts developed in the previous group, rejecting the weaker ones and exploring newer options if any emerged - Finally drilling down to the one concept that emerged as the most potent concept.
- A total of 8 FGDs were carried out back to back and Creative teams were a part of this real-time development & modifications of concepts

## Key Findings

- 3 positioning ideas were generated in the initial groups
  - a) Biking = Buddies (like a friend / best moments with friends)
  - b) Bike = My style statement (to impress girls, not to seek a serious romance)
  - c) Different looking bike = stand apart from the clones
- These three ideas were made into mood-boards with the help of respondents & creative teams, and used as stimulus in the following groups
- Respondents in successive groups rejected the second idea (impressing girls) as clichéd; liked the first idea but felt it was incomplete and not compelling enough; and found the third idea most relevant.
- Additionally one more option was generated and found very relevant: Bike = Signals my success and achievement
- This process of co-creation, fine-tuning and rejection finally collapsed into the position: "Different looking bike = stand above from the clones" (aspirational, not alienating)

## The Results

- The exercise resulted in two creative routes being developed - (1) Build a 'different' mental plane, away from macho-ness.  
Different defined here as 'Sensitive', which doesn't really mean non-macho. (2) A more aggressive in-your-face stance: "Do you have the confidence to be different?"
- The two adepts were sketched by the creative team during the course of

the final groups and a quick acceptance / rejection response was sought on the spot.

### Sum up

Not having the time to go-back to the drawing board after every round of groups, instead using the groups themselves as the co-creators (with creative supervision) was an interesting innovation. It almost merged the creative process with the research take-outs and proved useful in evolving viable position for the new bike as well as getting consensus of all stakeholders - strategists, creative's & consumers.

The usual research task handled through an interesting methodology prevented process over-load (in terms of multiple research stages which would have been the usual way) yet was able to generate both a powerful positioning as well as exciting creative's.