

MS Rock n Road SUV Experiences – IP

Ask – Create Social IP which aims to drive imagery for Maruti Suzuki SUVs: “Capable & built for adventure”

Strategy – An integrated social-first approach that makes way for the MS SUV Tribe.

Strategic Pyramid of Adventure: A clear aspirational path for the Auto Enthusiasts i.e. Experiential Drives, Competitive Drives and Motorsport Competitions.

1.376M+

Organic Brand Reach

2.2M+

New users in less than 90 days

8.39%

Increase in Engagement Rate

12M

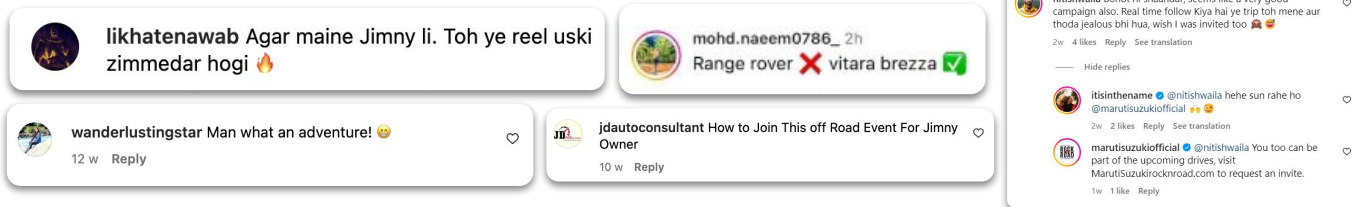
Million website clicks

12k+

Live Shares



Product. Performance. Perception. Pride



MS Rock n Road SUV Experiences

Announcement

The first task was to develop the identity and we went with a name that you could almost hear: **Rock N Road**. True to the spirit of adventure and attracting every auto-enthusiast, meant for the next generation of SUV owners.

Rock N Road was launched in Chandigarh with Maruti Suzuki's senior leadership, where we planned a flag off to the first ever expedition in Spiti.

And the journey had only just begun...



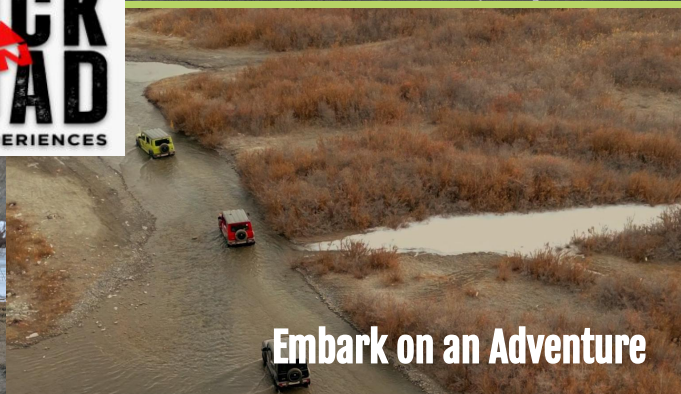
Conquer Terrains



Open Mindsets



Realize Passion



Embark on an Adventure



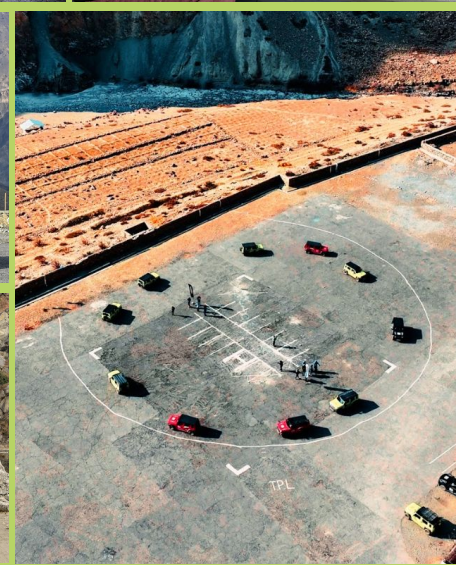
The C.O.R.E of
MARUTI SUZUKI
**ROCK
ROAD**
SUV EXPERIENCES

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First Expedition to Spiti

A convoy of 14 Maruti Suzuki Jimny SUVs winding their way through scenic mountains up to Kaza, passing through Tabo and covering 539 km in 6 days. This expedition traverses through Spiti Valley, with 7 influencers and 5 journalists behind the wheel.

From climbing frozen waterfalls, spotting a snow leopard, playing musical cars at an altitude of 12000 ft. or singing by the campfire in -25 degrees, this tribe was all about adventure.



Creator Content in collab with MS Official



Prakriti Varshney

Views: 367,679

Impressions: 409,828

Engagement: 18,654



Ankit Bhatia

Views: 15,49,784

Impressions: 17,87,876

Engagement: 1,08,342



Isa Khan

Views: 21,38,842

Impressions: 19,51,333

Engagement: 1,28,711



Ankit Sharma

Views: 26,82,847

Impressions: 25,27,613

Engagement: 1,99,720

MS Rock n Road SUV Experiences

First Weekender to Jawai

The first ever customer drive for Rock N Road was for Brezza owners in Ahmedabad, and the convoy was headed to a hidden gem – Jawai.

Customer delight was the heart of this experience and we scored an almost perfect 100 when asked for a review from the customers.

Whether it was spotting a leopard, driving up the hill or past a forest trail, a blindfold challenge, or awards by the lake...every experience was designed for the customer to discover the true potential of their SUVs and join a community like none other.



MS Rock n Road SUV Experiences

4 x 4 Masters

Exclusively for off-roading enthusiasts who are also Jimny owners
The championship was structured in two phases – qualifiers, which was organized across 8 cities, followed by a grand finale to culminate the season in Goa

No. of Qualifiers: 8 (Vagamon | Delhi | Chandigarh | Shillong | Hyderabad | Bangalore | Mumbai/Pune | Goa_

No of Participants: 196



4x4 Masters

MARUTI SUZUKI

ROCK ROAD

SUV EXPERIENCES

