

# Young Lions 2018

# THE PROBLEM

**Women in India prefer sedans because of style and the symbolism of luxury.**

## THE BRIEF

Target independent working women for a new SUV and convert her from a luxury sedan user to a Treat SUV owner.

# THE CONTEXT

ainment Fashion Relationships & Love **INDIA** Beauty Women's Month Video



Posted On 28 Oct 2015 | Updated On 28 Oct 2015

## The Real Reasons Indian Women are Buying SUVs (And 'Cool' is Not One of Them)

THE TIMES OF INDIA  
BUSINESS

Business Budget India Business International Business Budget Sensex Photos Videos START UPS S

News » BUSINESS NEWS » India Business News » SUVs catch women buyers' fancy

## SUVs catch women buyers' fancy

Nandini Senguptal TNN | Aug 28, 2017, 06:04 IST

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## Move away hatchbacks, Indian women love SUVs

Bloomberg Markets Tech Pursuits Politics Opinion Businessweek

## Single Women Get Credit for Booming SUV Demand

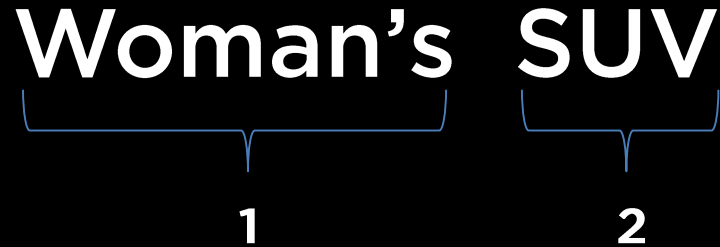
By **Melissa Mittelman**  
May 31, 2016, 9:31 AM GMT+5:30

# THE APPROACH

**Strong independent women in India are making highly informed choices and exploring every detail before purchasing cars.**

# THE CONTEXT

We had two options to  
base the campaign on:



# THE CONTEXT

But the need for a strong product connect led us to choose



# THE INSIGHT

**The world is designed for men.**



# THE CONTEXT

Sunday 25 March 2018  Life Motor News

## Car industry 'geared towards men' leaves women alienated



According to the UK survey, 56pc felt patronised by car advertising. In addition 34pc believed that no car brand understands women.

## SAFEAUTO blog

HOME NEWS INSURANCE INDUSTRY CARS & DRIVING

Uncategorized

### Study Finds Cars Designed to Protect Men, Not Women

Jason Parks 6 Years Ago No Comments

FACEBOOK TWITTER REDDIT PINTEREST EMAIL

← PREV ARTICLE NEXT ARTICLE →

Women buy nearly half the vehicles sold and may influence up to 80pc of the purchasing decisions in the global car market each year, so why are we still treated as passengers, not purchasers?

For years the car industry has only featured women in advertisements as adornments. Even today you would struggle to recall a car advert that features a woman driving, particularly an executive or luxury model.

# WEB INTERACTIVE BANNERS + OUTDOOR

Should separate cars  
be designed  
for women?

Yes

No

Is the world **#ReadyForWomen** ?

Yes 507

No 674

Is the world **#ReadyForWomen** ?

# WEB INTERACTIVE BANNERS + OUTDOOR

Cars are equally safe  
for men and women.

- Agree
- Disagree

Is the world #ReadyForWomen ?

- Agree 1808
- Disagree 10

Is the world #ReadyForWomen ?

# WEB INTERACTIVE BANNERS + OUTDOOR

Which cars are  
safe for women?

- Hatchbacks
- SUVs

Is the world #ReadyForWomen?

- Hatchbacks 2601
- SUVs 23

Is the world #ReadyForWomen?

# MANIFESTO

Women are ready to take over the world.  
But is the world ready for women?

It's a good time to be a woman. Empowered, independent and respected.  
Everything she says is valued, everything she does is noticed.  
And she's made it this big with just the will of her heart.  
Crashing through biased histories. Fighting back her inner voices.  
The woman of today is stronger than ever holding the power of a suppressed breed.

And while she has arrived, dear world, are we ready?  
Or are we still stuck in the one-sided universe?  
Our chairs and phones and buildings and walls and laptops are all made for one sex.  
Whoever thought 'one size fits all' was a good idea didn't think it through.  
From things as small as pens to as big as cars, it all reeks of a partial choice.  
The choice of only using male-body dummies for car crash tests.  
The choice of drawing lines and taking sides.

But it's a good time to be a woman, so a good time to undo these choices.  
We've tried our bit to ensure your world is ready.  
The all new Treat SUV has been modified to suit women and accommodate their needs.  
Because we know women are ready for SUVs  
and we just wanted to make sure SUVs are **#ReadyForWomen**.

Come test drive the new Treat SUV, she's ready.



# BRAND



# THE LAUNCH

**When the time is ripe and  
engagement at its peak,  
we launch our innovations.**



OPINION | [WORLD](#)

# Why Carmakers Always Insisted on Male Crash-Test Dummies

Lee Jared Vinsel

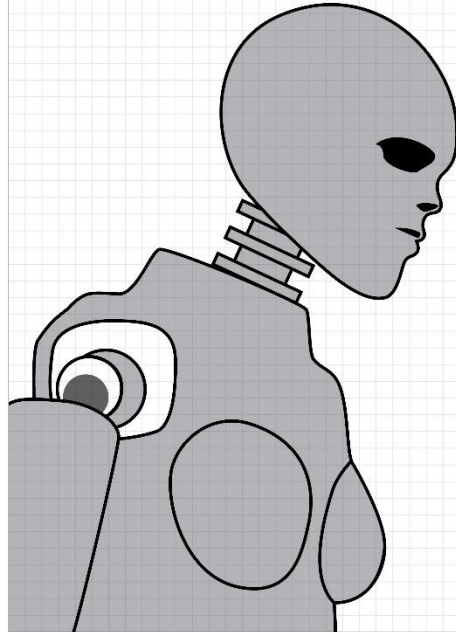
August 23, 2012, 3:06 AM GMT+5:30



# PRINT

Women have taken us to Mars.  
And we haven't even been able to make cars  
that can keep them safe?

Did you know car manufacturers only use male-body dummies to test crashes?  
The new Treat SUV has been tested for safety with female-body dummies also.  
Come get a test drive today because we know women are ready for SUVs  
and we just wanted to make sure SUVs are **#ReadyForWomen**.





## Seat belts are less safe for women

A lot less safe.

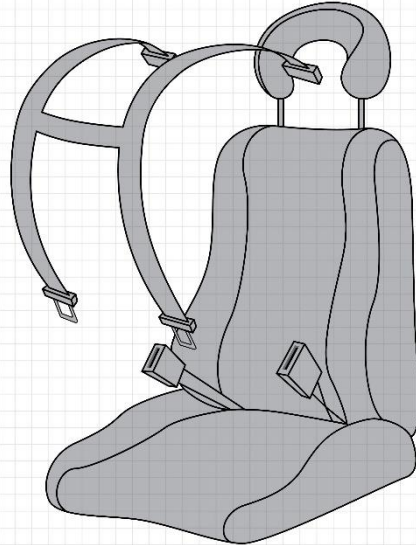


When safety regulations were originally imposed on automakers in the 1960s regulators wanted to require the use of two crash test dummies, a 95 percentile male and a 5 percentile female meaning that only 5% of men were larger than and 5% of women were smaller

# PRINT

Yes, she protected you inside of her for nine months.  
No, your car can't even do that to her for nine minutes.

Women drivers are 47% more likely to be seriously injured in a car crash because seatbelts are made for male body types. The new Treat SUV has modified seatbelts made keeping a woman's comfort at heart. Come get a test drive today because we know women are ready for SUVs and we just wanted to make sure SUVs are **#ReadyForWomen**.



WHEELS

Speakers Might Be the Next Thing in Your Car to Go the Way of the 8-Track



Toyota Takes Self-Driving Cars Off Road After Uber Accident



BMW Offices Raided by Authorities in Emissions-Cheating Investigation



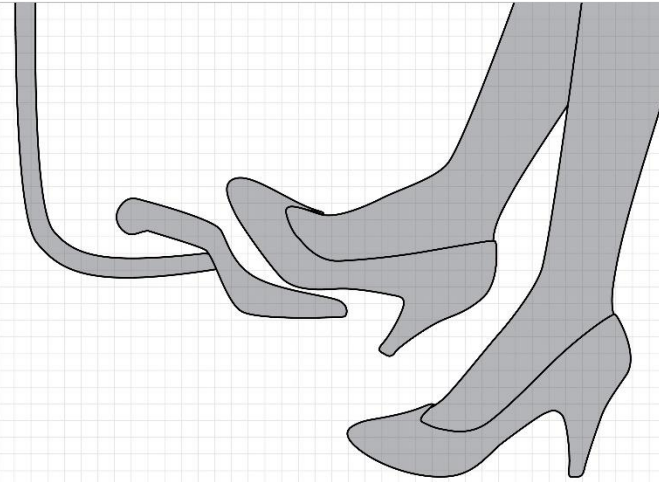
AUTOMOBILES

# *A Woman's Touch, Still a Rarity in Car Design*

By CAITLIN KELLY OCT. 29, 2013



# PRINT



They fought all these years for equal rights  
only to be killed in a car crash?

Did you know women are more prone to accidents because cars are designed for men?  
The new Treat SUV has a stiletto-friendly pedal so that women have no trouble braking.  
Come get a test drive today because we know women are ready for SUVs  
and we just wanted to make sure SUVs are **#ReadyForWomen**.



You may also like



News

Chilling legal documents reveal just how shitty the "planning" behind lethal "world's tallest" waterslide really was

William Hughes

## Women Are More Likely To Be Injured In Car Crashes



Cassie Murdoch

10/23/11 6:15pm • Filed to: DRIVING

15.1K 73 ☆



# PRINT

She has ninety-nine problems to worry about  
and an unsafe car shouldn't be one.

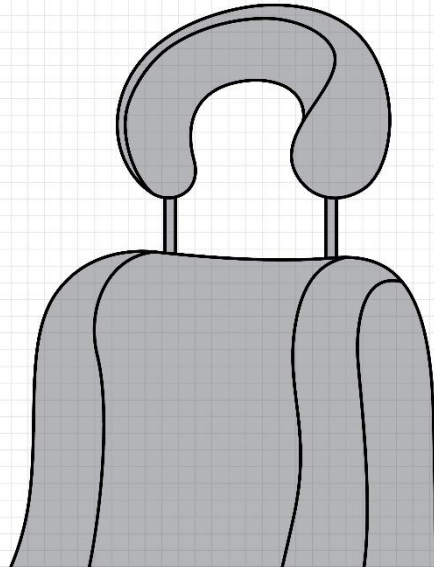
Chances of accidents for women can be reduced when we design cars for both genders.

The new Treat SUV has a headrest that's comfortable and safe for all your hairstyles.

Come get a test drive today because we know women are ready for SUVs  
and we just wanted to make sure SUVs are **#ReadyForWomen**.



**TREAT**  
She's ready.



# THE CAMPAIGN

**Women get together to demand safer cars. They demand action from car makers and designers.**

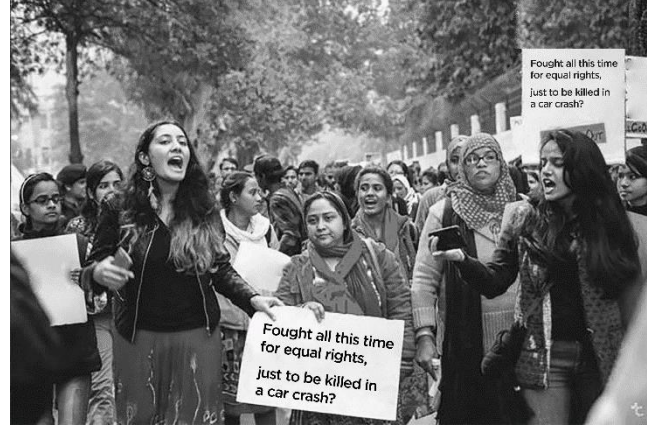


# ACT

As an act of protest, women turn off their vehicles at a meeting point and demand more information as well as safer norms.



# TURN OFF FOR SAFETY - MARCH



The march becomes a talking point about safety of women in cars and the bias of safety norms.

# THE CAMPAIGN

**We generate conversation around the SUV and its innovations through PR channels.**

# PR

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## **Gender equality for dummies; Country gets its first female-dummy tested SUV**

TANYA SIROHI

2.4K SHARES



PR

# FIRSTPOST.

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## Female dummy makes her mark on male-dominated crash tests

# PR



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## NEWS

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**Tired of adjusting that car seatbelt all day?  
Checkout India's first woman-friendly seatbelt**

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# PR

**hindustantimes**

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## Car manufacturer creates special pedal for stiletto-friendly driving

Updated: Feb 13, 2017 14:19 IST

## THE CAMPAIGN

As we leave women more educated, informed and aware of the cars they drive, Treat SUV enjoys the attention and credit for opening a conversation no one was having.



# THE CAMPAIGN

By connecting it straight to the product and making women the medium of conversation, the campaign effectively educates women with new news and an instant trust of *'an understanding car that's ready for me'*.

# THE BUDGET

PRINT - 14 CR

TV - 35 CR

OUTDOOR - 26 CR

DIGITAL - 6 CR

INFLUENCERS - 4 CR

RADIO - 7 CR

ACTIVATION - 8 CR

# EARNED MEDIA

USER GENERATED CONTENT - 34 CR

NEWS MEDIA - 19 CR

PR - 27 CR

DIGITAL - 11 CR

BLOGGERS & INFLUENCERS - 7 CR

RADIO - 4 CR

# Thank You

Omkar Rachha & Yash Modi  
BBDO India