TPLMaps

Know Local. Go Local.

Campaign Concepts

TPL Maps Now in Urdu!

Marketing Objectives

- **Qualitative:**
  - Announce & Create awareness about Urdu Maps
  - Create hype around the launch of TPL Maps' Urdu edition
  - Further position TPL Maps as Pakistan's first and most comprehensive digital mapping solution
  - Educate predominately non-English speaking population on the usage of Urdu Maps

- **Quantitative:**
  - App Downloads Target (September):
  - Active Users & Engagement
  - Sign ups on campaigns

PR Activities Suggested

- **Press Release:**
  - Press Release to be issued in English & Urdu online & offline
- **Bloggers Engagement Activity:**
  - A bloggers activity to be conducted to create hype around the new product in the digital sphere.
- **Interview with a Leading English and Urdu Daily**
  - An interview of TPL Maps' spokesperson with one tier 1 English daily and one tier 1 Urdu daily to discuss the company's vision and the idea behind the launch of Urdu Maps.
- **Content Sponsorship**
  - Pakistan has a host of comedians who garner a huge fan following over Facebook and YouTube. Over the past few years, we have seen companies sponsoring the content of these comedians to increase product/service visibility. A similar sponsorship will allow TPL Maps to highlight itself and its new initiative to a wider audience.
- **University Engagement Drive**
  - By partnering with *Aloo Clan* – TPL Maps can hold university engagement sessions in leading universities across Pakistan.

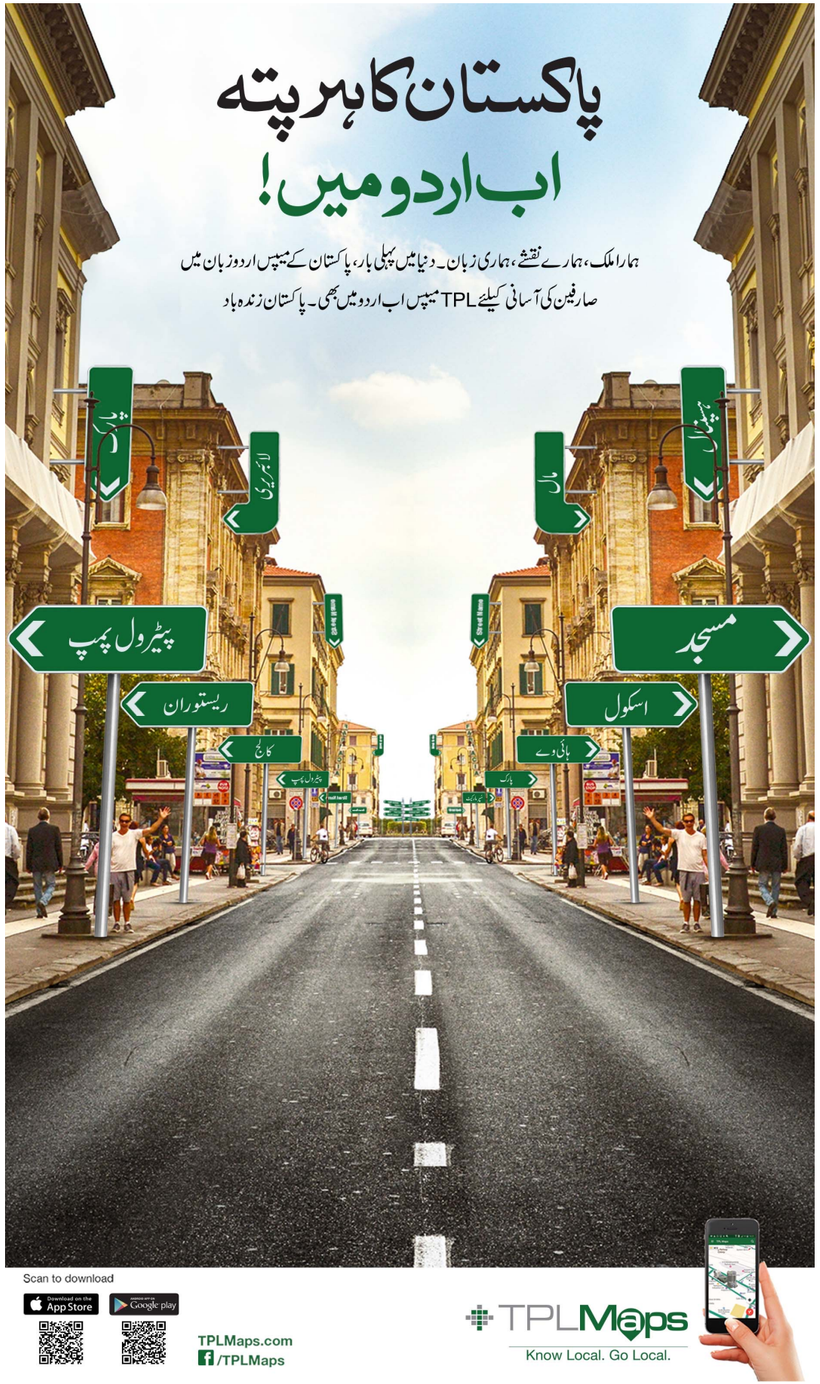
august 2017

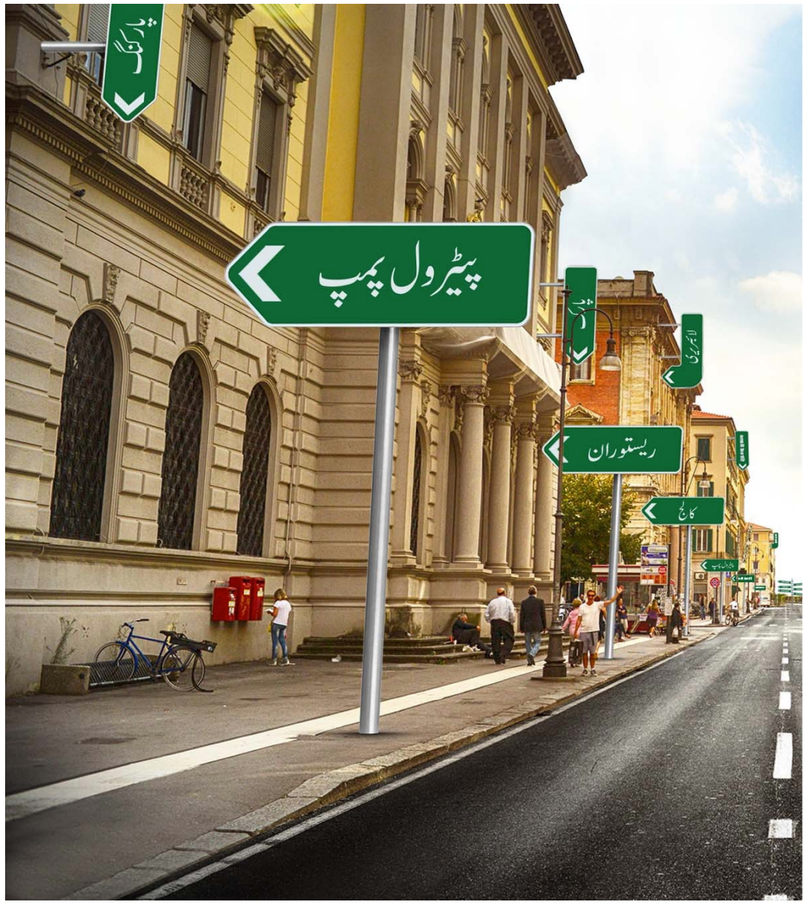
APP DOWNLOAD	ONLINE CAMPAIGNS	PRINT CAMPAIGN	PR	RADIO
• ALWAYS ON	• URDU MAPS	• URDU MAPS	• URDU MAPS	• URDU MAPS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
31 July	1 August	2	3	4	5/6
7	8	9	10	11	12
14 **URDU MAPS SOCIAL MEDIA CAMPAIGN for 3 weeks**	15 **Press Release**	16 **Print ads & Radio campaign**	17 **GDN and publishers banners**	18 **INTERVIEW 1 ENGLISH & 1 URDU**	19/20
21 **Get influencers onboard for Social Media**	22 **CONTENT SPONSORSHIP**	23 **BLOGGERS ACTIVITY (KLI)**	24	25	26/27
28 **DIGITAL MEET-UP (END OF THE MONTH)**	29	30	31	1 September	2/3
4	5	6	7	8	9/10

TPL Maps Urdu

Print & Digital





پیشِ خدمت ہے پاکستان میں سب سے پہلا اور جامع ترین اردو میپنگ سلوشن

ہمارا ملک، ہمارے نقشے، ہماری زبان۔ دنیا میں پہلی بار، پاکستان کے میپس اردو زبان میں
صارفین کی آسانی کیلئے TPL میپس اب اردو میں بھی۔ پاکستان زندہ باد

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TPLMaps

Know Local. Go Local.

پاکستان کا ہر پتہ اب اردو میں!

ہمارا ملک، ہمارے نقشے، ہماری زبان۔ دنیا میں پہلی بار، پاکستان کے میپس اردو زبان میں صارفین کی آسانی کیلئے TPL میپس
اب اردو میں بھی۔ پاکستان زندہ باد

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قومی زبان۔ قومی نقشے

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صارفین کی آسانی کیلئے TPL میپس اب اردو میں بھی۔ پاکستان زندہ باد

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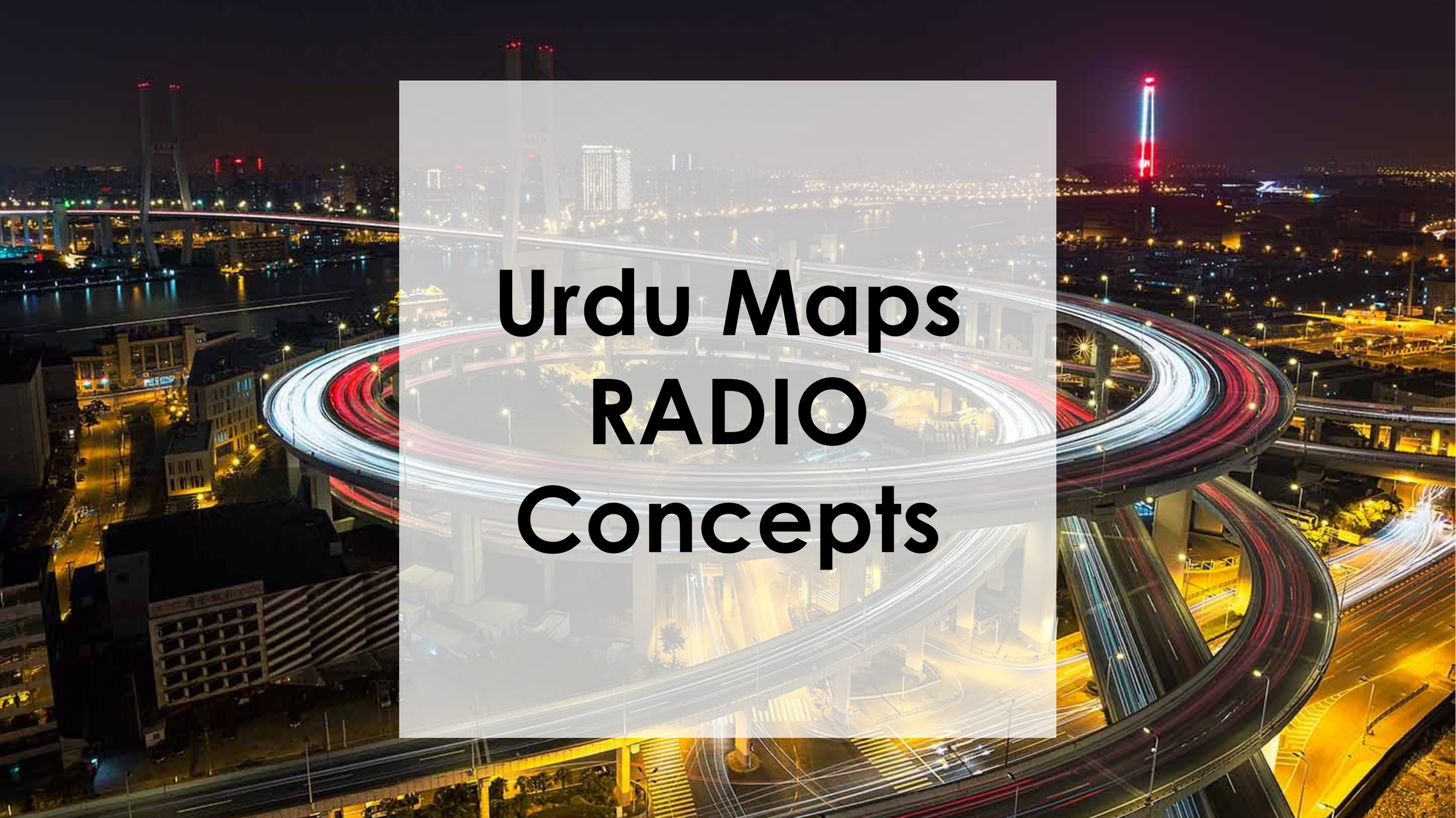

Urdu Maps RADIO Concepts

Option 1 “Confusing directions” 30 seconds

SFX: Sound of car starting & then a few buttons being pressed on the phone

Voice navigation: Your destination is Zainab Market. Take a sharp right from the flyover.

Man: Yeh kahaan le kar jaa rahi hai?

Voice navigation: Turn left after the gas station.

Man (frustrated): Kaunsa gas station?

Voice navigation: Your destination is here.

SFX: Sound of a car screeching to a stop.

Man (shouting): Yeh tou qabristan hai! Yeh kahaan le aye hai mujhe?

VO: Kya aap English mein directions lene se hichkichate hain? TPL Maps ab apke liye laya Urdu maps, voice navigation ke saath. Ab apni manzil tak baghair kisi pareshani ke pauhanchein. TPL Maps. Know Local. Go Local.

Option 2 “Empowerment” 30 seconds

VO: Iss jashn-e-azaadi TPL Maps laya azaadi manaane ka ek aur bahaana.

Ab maps ki direction samajhne ke liye, English ke ilawa Urdu zaban ka option.

15th August se apni manzil tak baghair kisi pareshani ke puhnchein.

Tou ab bina hichkichaye, TPL Maps lagayein.

TPL Maps. Know Local. Go Local.

Option 1

English: This traffic update is brought to you by TPL Maps

Urdu: Yeh traffic update aap tak pauhnchayee hai TPL Maps ne

Option 2

English: This traffic update is sponsored by TPL Maps

Urdu: Yeh traffic update aap tak TPL Maps ke taawun se paish ki jaa rahi hai

THANK YOU