THE MARKETING PLAN IS OUR MOTORCYCLES

RE's Rudratej Singh on how he plans to turn the bike into a vehicle for marketing and storytelling

BY AMIT RAIPRA | MUMBAI

Limited edition launch of a history-themed brand

With Pegasus, we are creating a thousand story-telling vehicles. Pegasus is inspired by the legendary Flying Pegasus motorcycle manufactured by Royal Enfield's facility in the UK during World War II. Considered as a tribute to Royal Enfield's military heritage, the recent UKlaunch even saw the Pegasus regiment paratroopers being air-dropped. The idea is to bring that story and transmission of the brand to life and talk about a time and emotion, when brand was at the heart of doing something fundamental, and reinforce its relevance even today.

A work of engineering or a piece of history?

Royal Enfield (RE) in India is an established brand, but it is early days in the other oil markets where we are present. There are really, really big people who buy them and truly believe they are buying a piece of history. They should struggle to figure out whether they should keep them in the dressing room or ride them. Evidently, the reaction to the bikes was immense. The marketing plan is our motorcycles. They will create their own layers of storytelling. We have 2.5 million people who follow us on our website and the launch event was broadcast to our entire community. We try to make sure every story that is told is seen from the bike owner's side rather than from the company's side.

The Royal Enfield Playbook

The industry believes in product-led growth. We have said while we will do innovations, it will be around the brand. We don't need to get on the bedazzling trend of product innovation.

Continued on Page 2...
In a world of planned obsolescence, Royal Enfield is trying to establish purposeful longevity. So, whether it is a 1968 model or 1968 story or a 1945 story, we will prove that motorcycle and that story are still relevant. I do not want to make the customer feel the next year that there is something better we have launched than what he bought from us. Mobile companies do that every six months, automotive companies do it every four or five years.

Marketer’s ‘Mann ki baat’
The changes in marketing and agency structures is a reflection of what has already happened over a decade and a half back, from the consumer point of view. There has been a resistance to change from the client. It is just easier to aggregate people and think they’ll behave in the same way. The system collapsed because the return on marketing investment became very obviously negative, and with the macro factors of business getting impacted at the same time, it was an obvious reaction from the client – “I don’t have the money and I am not seeing any returns. Let me pull out.”

New age ‘auto’ marketing
The automotive industry today is made of a highly involved consumer and highly transactional companies. We are trying to stay away from that narrative. I had said three years ago, we’d rather become the world’s best CRM company than become the world’s best marketing company. And I come from a company where at that time – the stated objective was to be the world’s best marketing company. Because I come from a background of 18 years of trying to be the world’s best marketer, I’m convinced that in Royal Enfield we want to be the best CRM company. Primarily because of the futility of what I have seen for 18 years.