



ROYAL ENFIELD Case Study

Brief about Royal Enfield...

Royal Enfield is one of the oldest motorcycle companies, with a history stretching back centuries. Royal Enfield motorcycles are manufactured in India.

It was at **Redditch in 1893** that the company's foundations were first established. In **1901**, the world saw the introduction of the first bullet motorcycle production.

Key Highlights...

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units sold in FY **2022-23**

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2041 crores

revenue from non-motorcycle business

Client Brief



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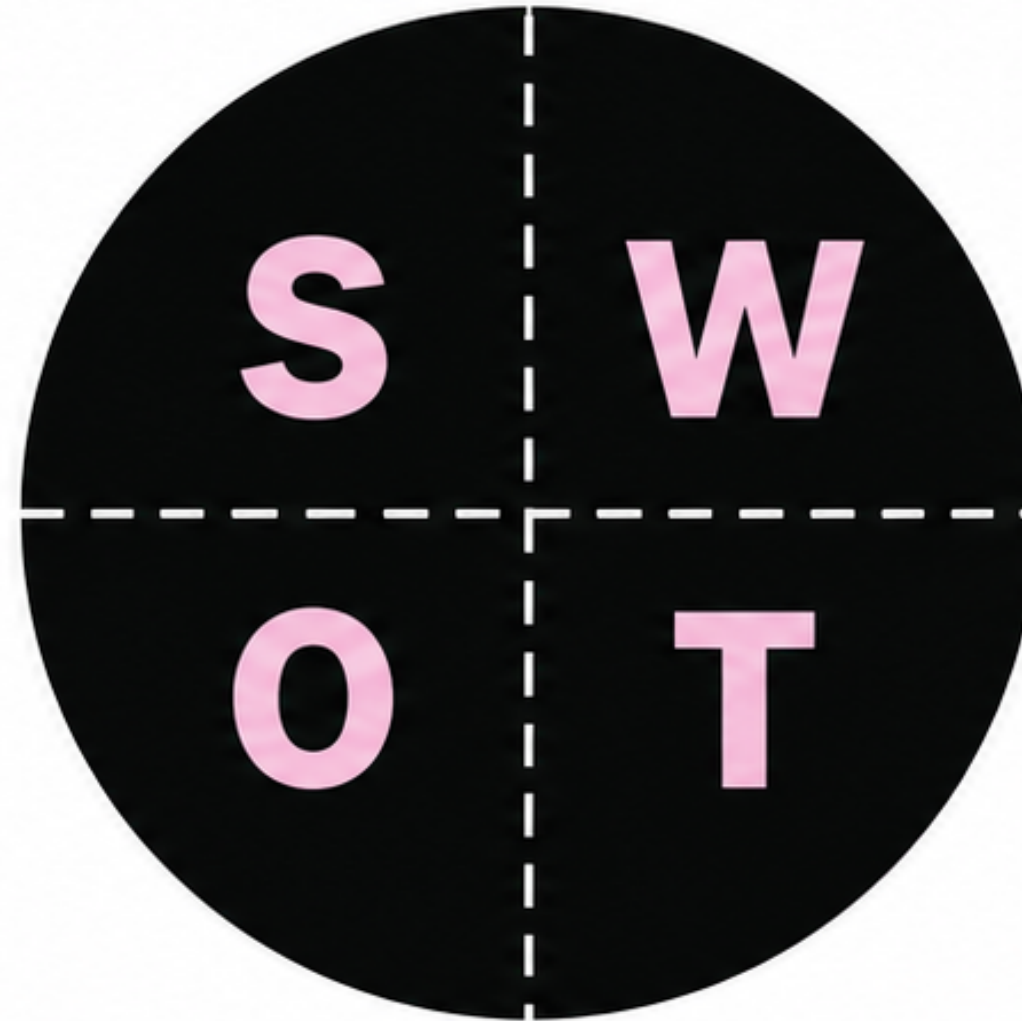
SWOT Analysis

STRENGTH

- Strong brand identity and customer trust
- High-quality standards
- In-house R&D for product development
- Global sales increased by 50% in 5 years
- Exports to 30+ nations, expanding UK manufacturing
- Effective advertising capability

OPPORTUNITIES

- Two-wheeler industry is growing rapidly
- Restricted bicycle exports indicate untapped global markets



WEAKNESS

- Motorcycle weight may be an issue for some customers
- Low mileage for high-cc motorcycles

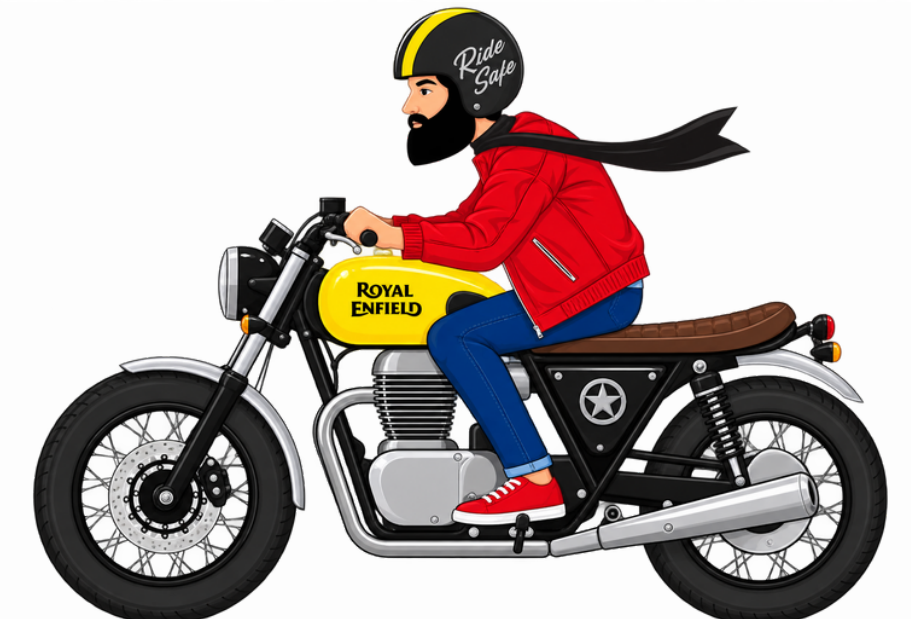
THREATS

- High competition in the cruiser segment
- Rising fuel prices may affect sales
- Improved public transport could impact demand

Target Audience

Royal Enfield's target audience spans a **diverse demographic**:

- ① **Young Urban Riders:** Millennials and Gen Z who seek adventure and individuality.
- ② **Middle-Aged Enthusiasts:** Riders who appreciate the brand's heritage and craftsmanship.
- ③ **Female Riders:** An emerging segment attracted by the brand's inclusive marketing campaigns.



Meta Ads setup for Royal Enfield

-  **Objectives:** Brand Awareness, Consideration, and Conversion.
-  **Metrics to Track:** ROAS, Click-Through Rate (CTR), Cost per Acquisition (CPA), Conversion Rate, and Engagement Metrics.
-  **Buying Type:** Optimized CPM (Cost per Mille), Link Clicks, and Conversion-focused campaigns based on the stage of the marketing funnel.

Platform Selection for Meta Ads



- ✓ Shoppable Instagram posts, stories, and Reels with product tags
- ✓ Influencer marketing to leverage established audiences
- ✓ Targeted ads based on Instagram Insights data
- ✓ Meta Pixel tracking to measure ad campaign success



- ✓ Facebook Stories utilize short-form videos to showcase new arrivals
- ✓ Content Marketing shares engaging blog posts, trend guides, or user-generated content
- ✓ Shoppable ads show products with clear pricing and links directly with Ajio's website

Examples: Meta Ads

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