

SOCIØAR

ABOUT SOCIOAR



A Digital Marketing and Creative agency in New Delhi that provides turnkey marketing solutions. Aimed at enhancing brands' online presence, Socioar provides Branding, UX/UI Design and Development, Digital Marketing, Social Media Marketing, Content Marketing, Influencer Marketing and PR solutions.

Socioar focuses at providing your brand a much wider reach towards a much more engaging audience. Socioar believes in providing complete design and digital marketing solutions for brands to successfully achieve all their digital goals.

Up and running successfully for 5 years, Socioar has provided design and marketing solutions to over 150 brands that include both offline and digital marketing solutions to clients in India and outside India. While catering to varied industries, Socioar has serviced luxury home decor brands, luxury / bridge to luxury fashion brands, food festivals, cold brew coffee, food delivery setups, makeup artists, a jewellery brand, NGOs and many more.



OUR CLIENTS



HERO X SOCIOAR
CAMPAIGN XPULSE 200

ABOUT HERO XPULSE 200

True to its adventurous nature, the **Hero Xpulse 200** carries forward the legacy of Hero Impulse, but it is more accessible and more purposeful. The motorcycle has been updated to comply with the newest, more stringent emission norms.

The Xpulse 200 is equipped with spoke-wheels, high-rise front mudguard, fork gaiters, bash plate, dual-purpose tyres and an upswept exhaust. The motorcycle rides on 21-inch front and 18-inch rear wheels. Suspension duties are carried out by telescopic units on the front with 190mm of travel and 10-step adjustable mono-shock at the rear with 170mm of travel.

On the tech front, the motorcycle incorporates a full-LED headlamp and a digital instrument cluster complete with Bluetooth connectivity for navigation and call alerts. It boasts a 14-litre fuel tank capacity too.

Priced at ₹1.20 Lakhs (Approx.), the Hero Xpulse 200 is the most affordable adventure bike in the country. It undercuts other adventure motorcycles such as the Royal Enfield Himalayan and the KTM 390 Adventure by a significant margin. In terms of colour options, the motorcycle is available in five colours – White, Matte Green, Matte Grey, Sports Red and Panther Black.



TARGET AUDIENCE

- **Age:** 18-35
- **Gender:** Both Male & Female (Focussing majorly on male riders)
- **Location:** Tier 1 and Tier 2 Cities

Interest Areas

- Bike Riding | Adventure Trips | Road Trips | Weekend Getaways | Weekend Holidays | Technology | Travelling | Exploring New Destinations.

What are they looking for?

- Motorcycles that are better equipped with amenities required for short & long-distance escapades..
- Superb off-road trailing and asphalt driving capabilities.
- Great experience and high performance.
- Active suspension systems.
- Good fuel efficiency, style, affordability, and low maintenance qualities.



COMPETITION

ROYAL ENFIELD HIMALAYAN

- Launched in 2016, The Himalayan is a third attempt from the British manufacturer at trying something new in their line-up.
- The round headlight, the raised mudguard and the rubber dust cover on the suspension symbolise its creed.
- The chassis has been conveniently exposed to give it that dauntless look.
- Its 2021 model has a **“Tripper navigation”** screen onto the Himalayan’s quirky digi-analogue instrument console.



Community

<https://www.instagram.com/royalenfieldrides/?hl=en>
<https://www.royalenfield.com/in/en/rides/>

(Joint Ride Page)

RE x GoPro

<https://www.royalenfield.com/in/en/royalenfieldgopro/>

(Masterclass on Creating Vertical Content for Instagram Reels)

<https://www.royalenfield.com/in/en/our-world/forum/>

(Platform to share rider stories, showcase knowledge or post queries)

Engine Capacity

411 cc

Price (Approx.)

₹ 2.05 - ₹ 2.13 Lakh

HASHTAG CAMPAIGN

#MakeNewTracks

Keeping in mind the communication that we are currently using **"Make New Tracks"** as our tagline; we must also use it to our leverage and **make our audience resonate with it digitally** via our social media handles too. Considering that the Hero Xpulse 200, is **an adventure bike that calls every adventure seeker**, we must pave a way forward for them to acknowledge the facet of **exploring the unexplored tracks**.

Using this hashtag we can generate content, **build upon a community of bikers** who feel connected with the idea of spearheading their destinations and living life to its fullest. We can also **collaborate with influencer riders on social media** and leverage their following to our benefit by creating **challenges and travel driven opportunities** that would also call towards our potential buyer's interest.

It's time that we capitalise on this tagline in the form of a hashtag which would also create a **recall value** for not just the brand but also the motorbike itself. This hashtag can be promoted not just online but also in **offline advertisement campaigns** and be showcased at **showrooms** as well as **dealership centres** to strike a chord with our **potential audiences and buyers**.

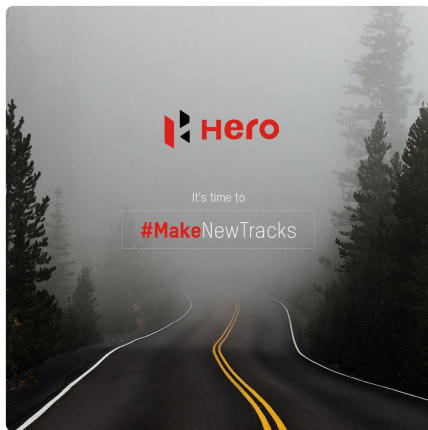
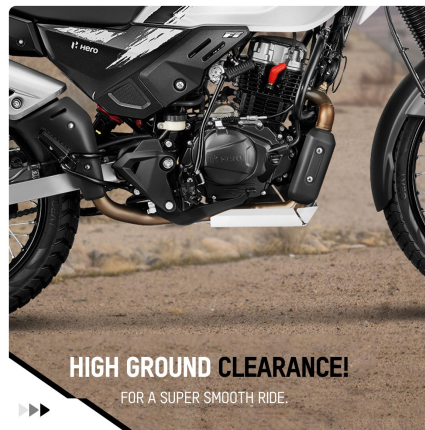
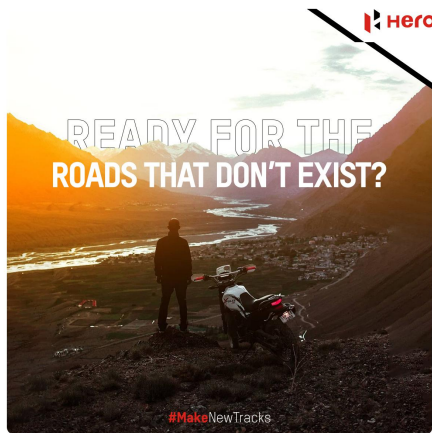
- Number of posts with #xpulse200 - 120,439.
- Number of posts with #makenewtracks - 1,839.
- Only 1% of people using #xpulse200 are using the #makenewtracks.
- Here lies an opportunity to make the existing hashtag even more popular.

Community Building Opportunities:

- A community for Hero riders where member riders suggest new routes to known/unknown destinations. Not just routes but other information as well that will help all riders explore new destinations.
- Hero to create travel properties to unexplored routes by organising trips under #makenewtracks. Onboard content creators to leverage their reach.
- Award riders who consistently suggest new routes and tag the brand in their posts. Brand merchandise can be awarded.
- Tie-up with a camera brand or popular travel photographer to carry out masterclasses where experts can share how to use mobile cameras during rides and capture content.

OUTBOUND CONTENT
INBOUND CONTENT
USER GENERATED CONTENT

On/Off-road Ready - Carousel



Post Copy:

Are you ready to be the #Hero on & off-the-road?

Hero Xpulse 200 is here to take you to roads that don't exist & to places you've never been!

Why #XPulse200?

Experience the thrill yourself, book a test ride today on the link in bio.

#HeroMotoCorp #MakeNewTracks

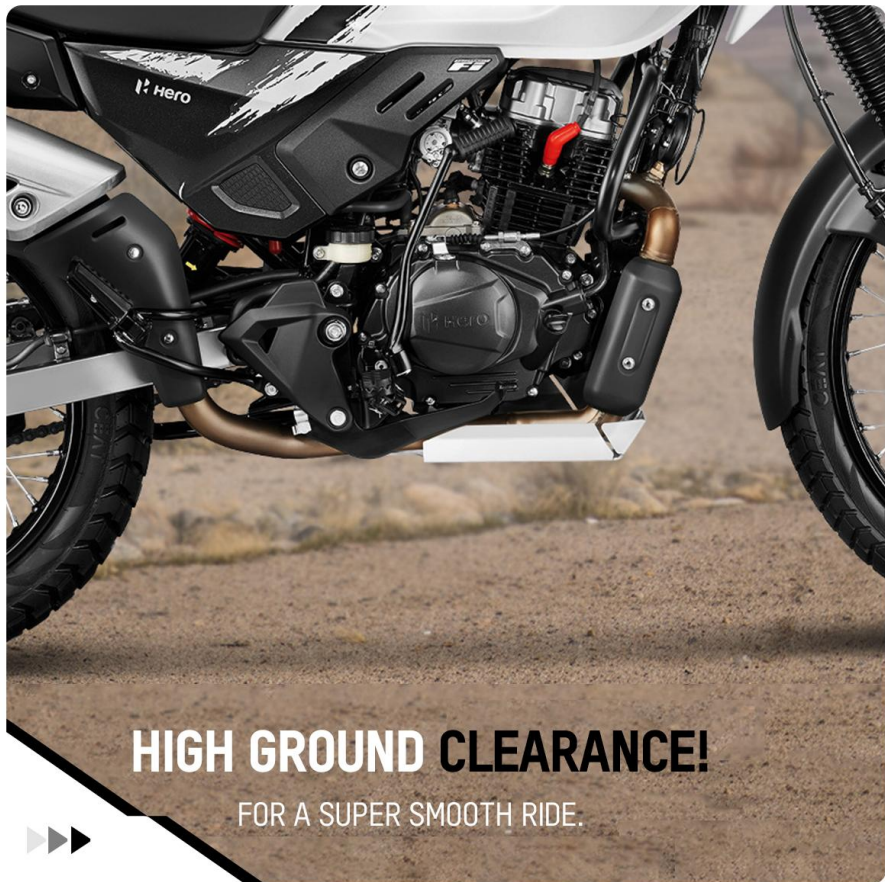


READY FOR THE
ROADS THAT DON'T EXIST?

#MakeNewTracks



DOUBLE PURPOSE TYRES
DOUBLE THE GRIP | DOUBLE THE THRILL



HIGH GROUND CLEARANCE!

FOR A SUPER SMOOTH RIDE.



EASY SEAT ACCESS

ALL-DAY COMFORT GUARANTEED.

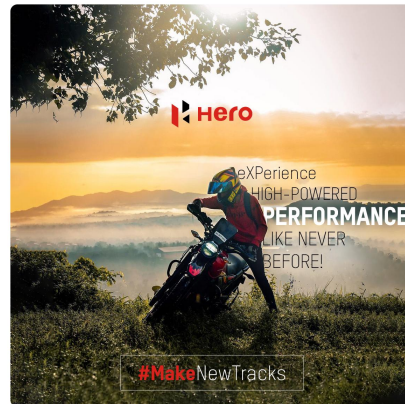
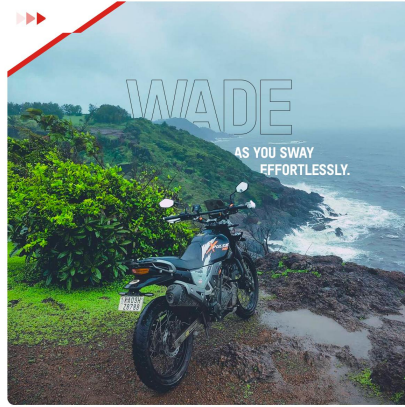




It's time to

#MakeNewTracks

Adventure Tuned - Carousel



Post Copy:

Get ready for an unstoppable escapade with Hero #XPulse200 — adrenaline rush guaranteed!

With front suspension, the grip is yours! Up-swept exhaust is sure to look out for that smooth wade through water, and the aluminium bash plate is set to protect your precious engine.

Ready to explore?
Book a test ride, visit: [Link in Bio.](#)

#MakeNewTracks #HeroMotocorp



RIDE
FOR ENDLESS POSSIBILITIES.

#MakeNewTracks



WADE

AS YOU SWAY
EFFORTLESSLY.





eXPerience

HIGH-POWERED

PERFORMANCE

LIKE NEVER

BEFORE!

#MakeNewTracks

SMARTPHONE CONNECTIVITY

WITH DIGITAL CONSOLE VIA BLUETOOTH TO ENSURE YOU AND YOUR RIDE ARE ALWAYS IN SYNC.



Adventure Goes HiTech - Video

Post Copy:

Unleash the unstoppable with the beast itself. It's time to embrace the impulse with a long-awaited thrilling ride to your exciting destinations.

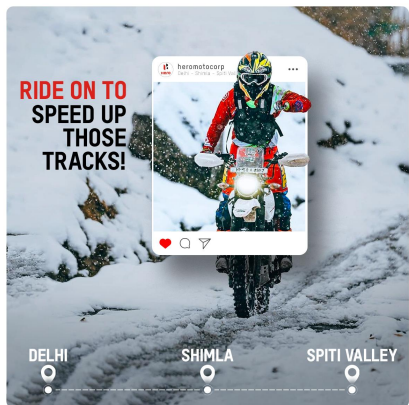
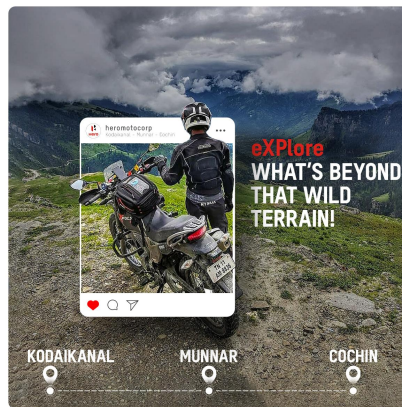
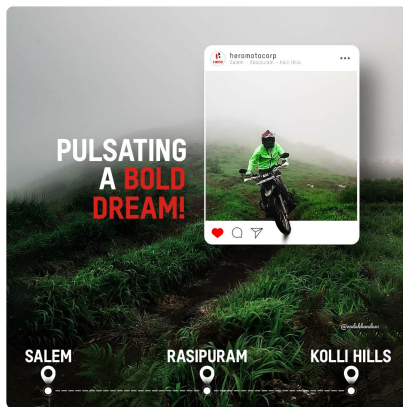
Get your helmets on! Since you never know where the tracks might take you!

Experience the bold yourself, book a test ride today, on: Link in Bio.

#MakeNewTracks #HeroMotocorp

OUTBOUND CONTENT
INBOUND CONTENT
USER GENERATED CONTENT

Adventure Routes - Carousel



Post Copy:

See a rough road disappearing off into the woods or a rugged trail reaching up to the mountains? Give it a go!

It's time to explore the unexpected and #MakeNewTracks with Hero #Xpulse200. From short to long-distance adventures, steer your ride in style and bask in the glory of amazing scenery and solitude.

#HeroMotoCorp #MakeNewTracks

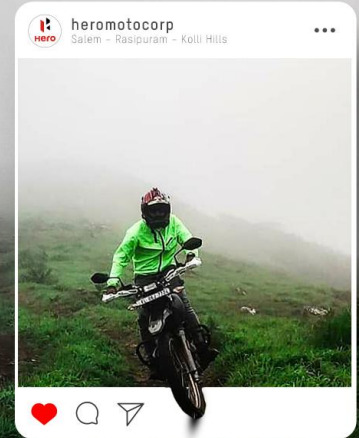


ADVENTURE
AWAITS,
GO FIND IT!

#MakeNewTracks



PULSATING
A BOLD
DREAM!



@vadakhandan

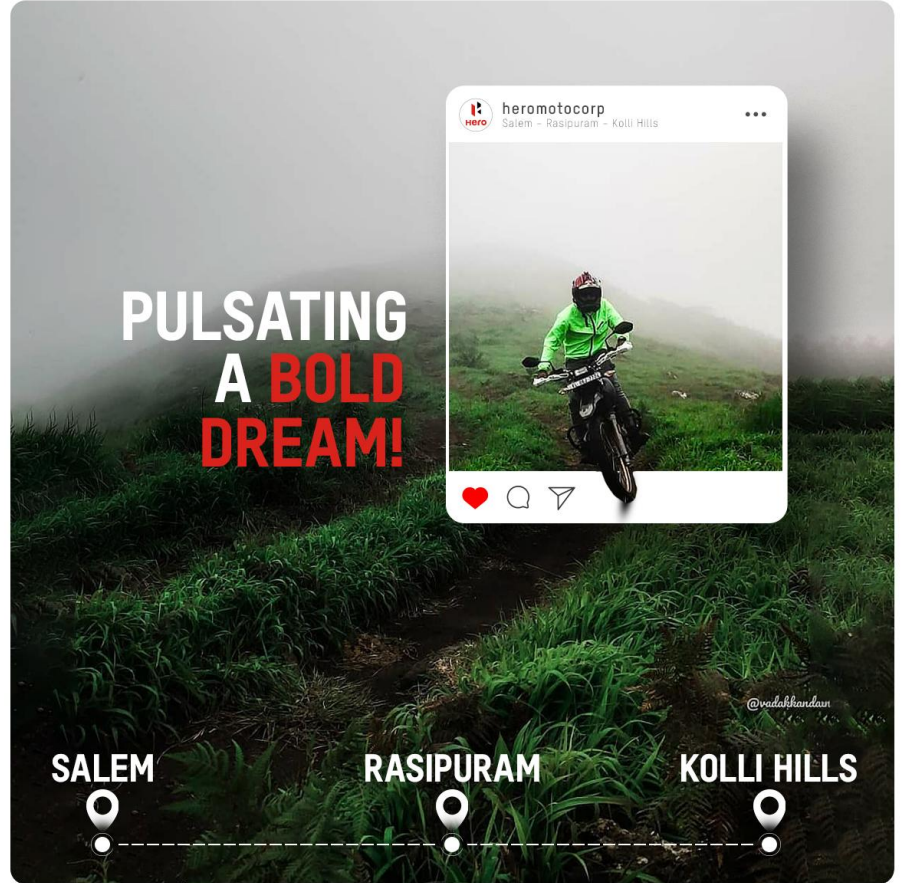
SALEM

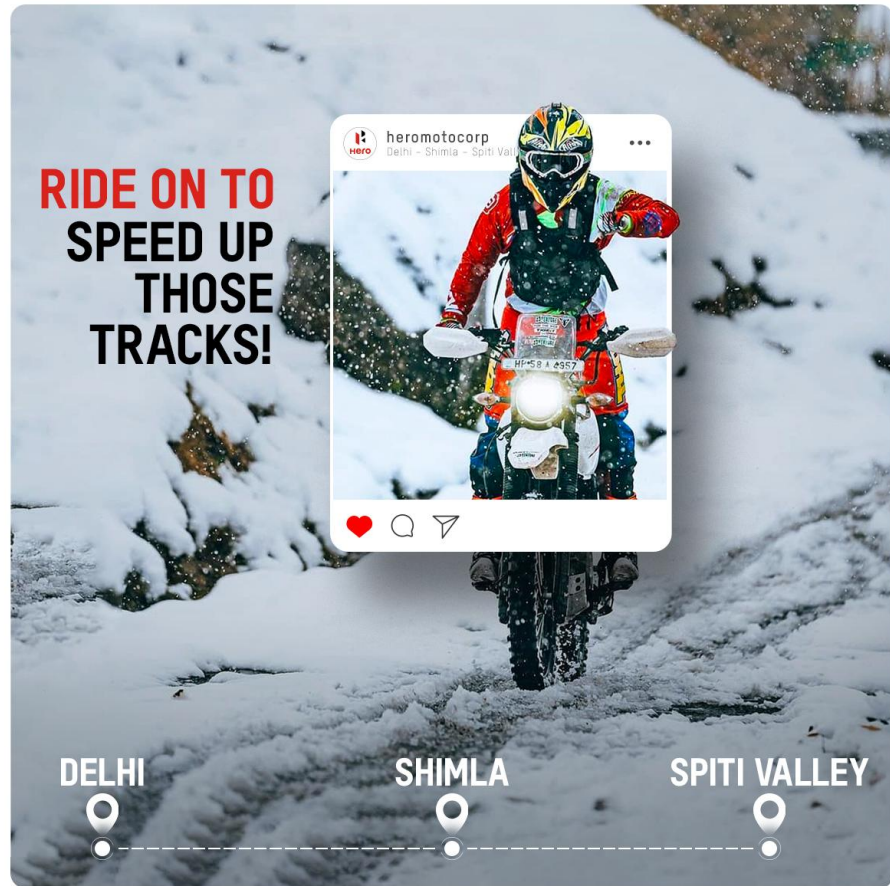
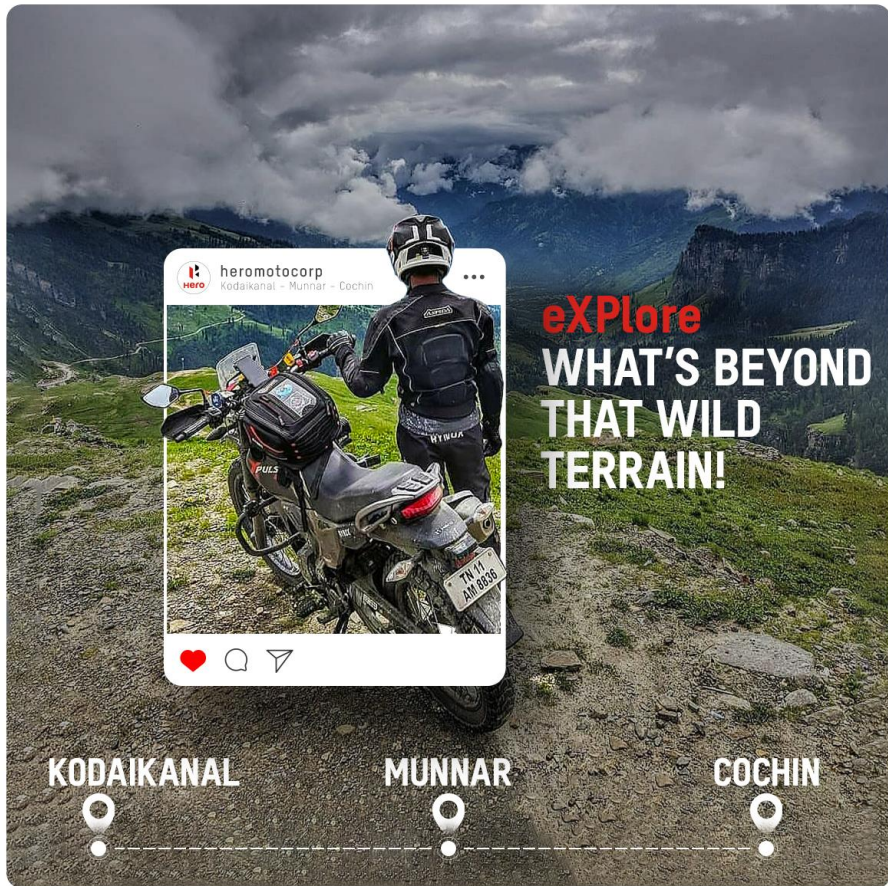


RASIPURAM



KOLLI HILLS



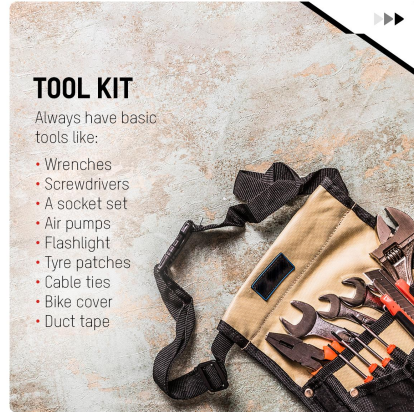


A motorcyclist wearing a black helmet with red goggles, a dark jacket, and a racing bib with the number 97 is riding a dirt bike on a rocky, gravelly trail. The background is a dark, wooded area. The text "SAY YES TO NEW eXperiences..." is overlaid on the right side of the image.

SAY YES TO NEW
eXperiences...

#MakeNewTracks

Biker's Adventure Tour Checklist - Carousel

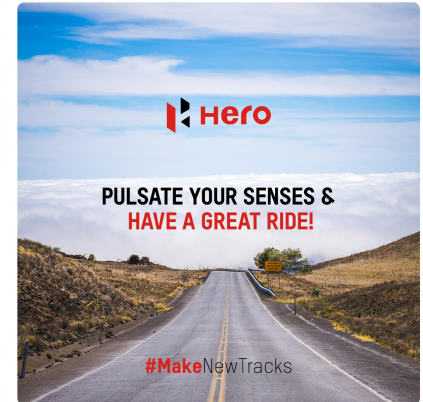
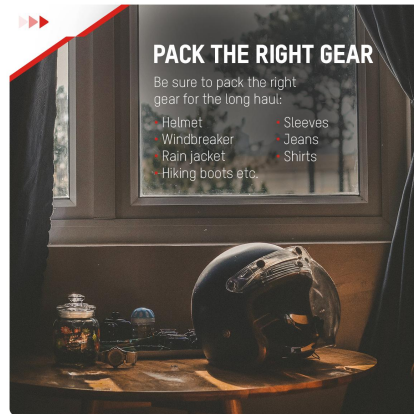


Post Copy:

Embrace the open road with your mind at ease, as you get Free Roadside Assistance for 1 year when you take your adventures to the next level with Hero Xpulse 200!

And while it's better to be over-prepared than underprepared, real estate on your motorcycle is scarce, so make the most of it and stay safe by sticking to your checklist!

#HeroMotoCorp #MakeNewTracks





READY TO ROLL FOR
OFF-ROAD
ADVENTURES?

HERE'S WHAT YOU NEED:

**MOTORCYCLE
TOURING
CHECKLIST!** ✓

#MakeNewTracks



BIKE PREPARATION

It's wise to get your bike serviced before you leave:

- Fluids changed
- Valves calibrated
- Fuel system cleaned
- Electricals checked
- Bulbs inspected
- Tires pumped





DOCUMENTATION

Have some form of identification on you:

- A Driver's license
- Credit/Debit Card
- Bike Registration Certificate and Insurance



TOOL KIT

Always have basic tools like:

- Wrenches
- Screwdrivers
- A socket set
- Air pumps
- Flashlight
- Tyre patches
- Cable ties
- Bike cover
- Duct tape





FIRST AID KIT

Super useful for when you're travelling off-the-grid:

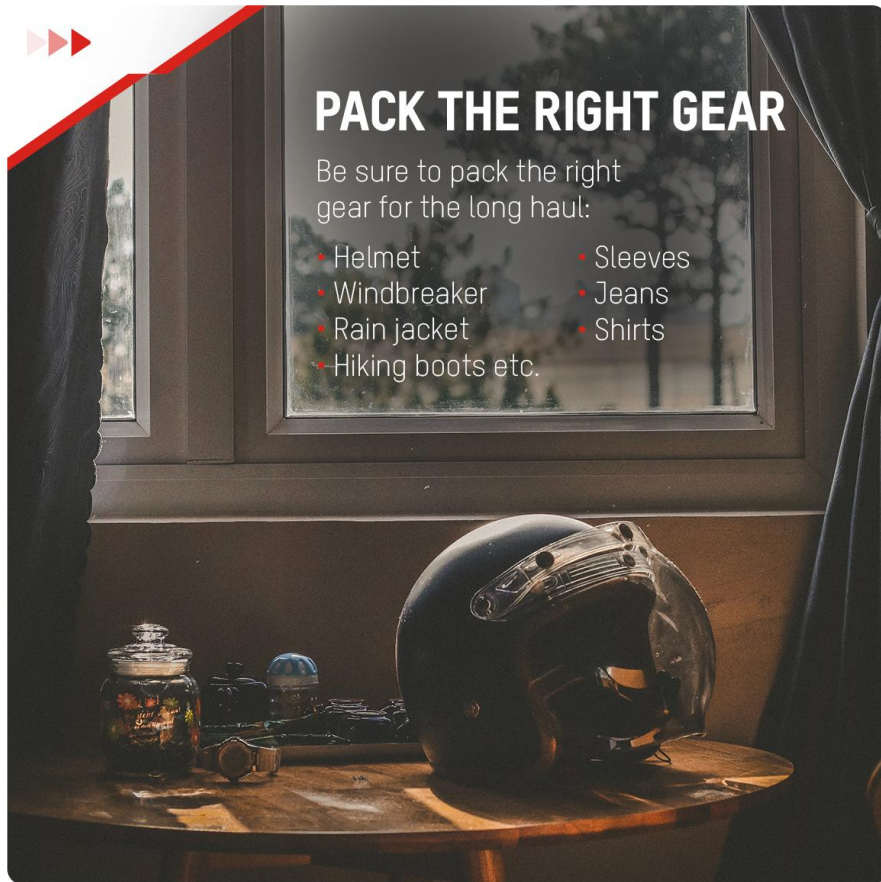
- Series cuts
- Scrapes
- Bruises



PACK THE RIGHT GEAR

Be sure to pack the right gear for the long haul:

- Helmet
- Windbreaker
- Rain jacket
- Hiking boots etc.
- Sleeves
- Jeans
- Shirts





**PULSATE YOUR SENSES &
HAVE A GREAT RIDE!**

#MakeNewTracks



**DESIGNED IN THE
FUTURE**-TOPFLIGHT
AERODYNAMICS AND
INCREDIBLY LIGHTWEIGHT

Xpulse MotoCross Helmet - Video

Post Copy:

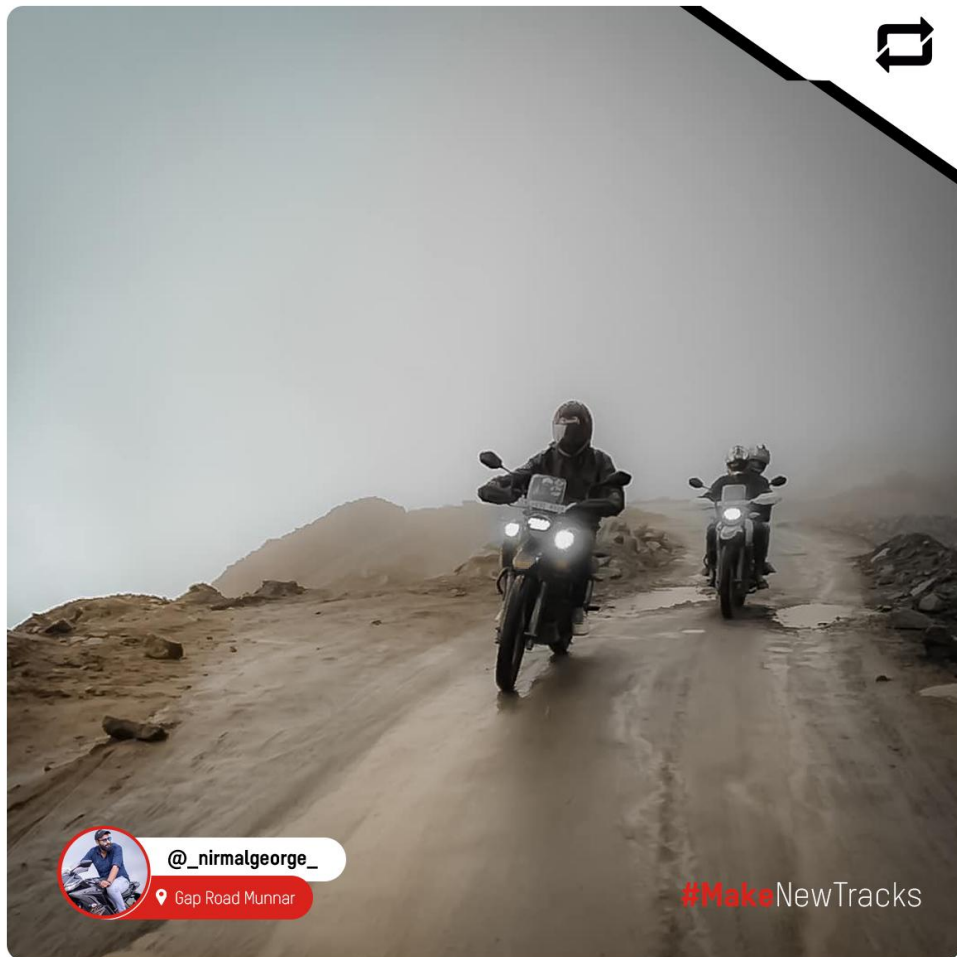
Choosing the right helmet is as important as choosing the right bike. You want something that fits the way you ride, your style, and your budget.

To set your worries astray, Hero Xpulse Motocross's sleek design prioritizes, safety, venting, impact angles, friction and low weight; making your ride smooth and comfortable.

Now get ready, get set and explore new horizons!

#HeroMotoCorp #MakeNewTracks

OUTBOUND CONTENT
INBOUND CONTENT
USER GENERATED CONTENT



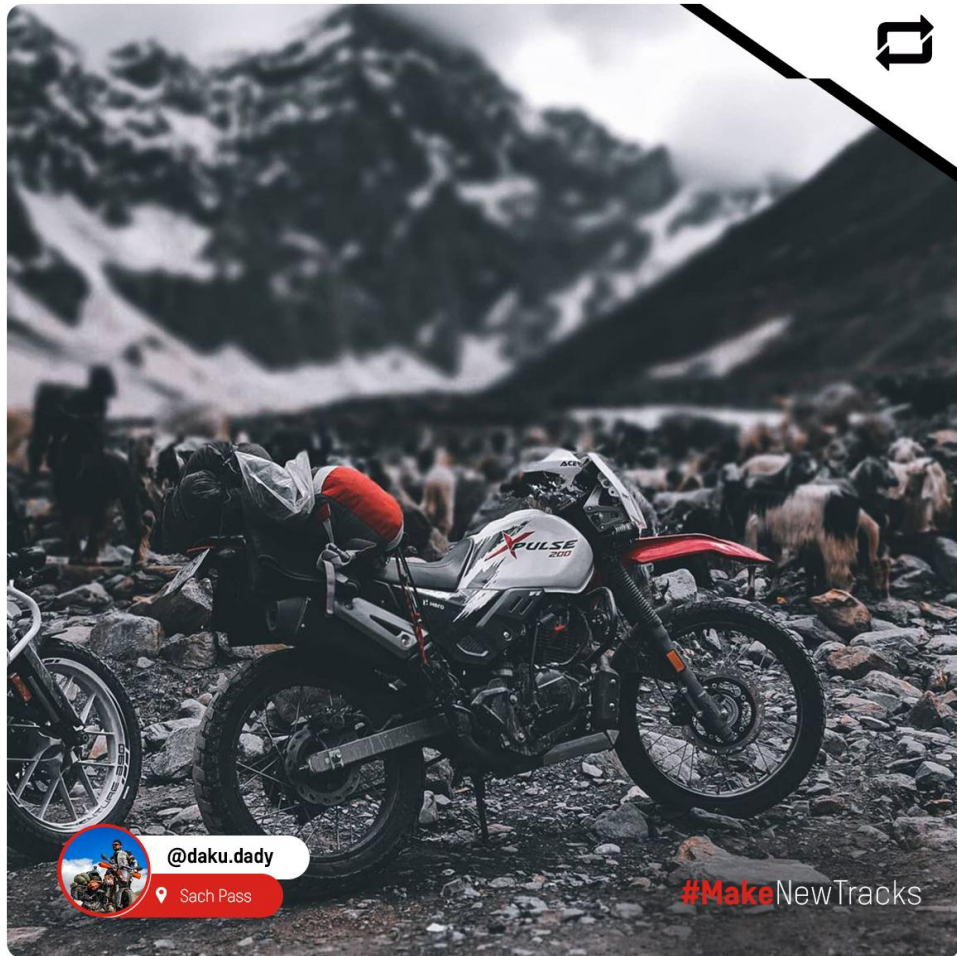
Post Copy:

Bumpy roads take you to beautiful places, and the effortless ride only adds to the charm, after all.

#Repost from our #Hero rider Nirmal George (@_nirmalgeorge_) who takes us on a journey via amazing roads, endless landscapes & hidden places along Misty Munnar with his on/off-road buddy, Hero Xpulse 200!

Become a part of our adventure-seeking community & share captivating experiences from your rides far & wide!

#HeroMotocorp #MakeNewTracks



Post Copy:

If you can take one thing to your adventure-fueled trips, what would it be?

#Repost For our #Hero rider Yash Jha (@daku.dady), it would be, Hero Xpulse 200!

He takes his reliable travel buddy through mesmerizing off-beaten routes of Saach Pass like no other!

#HeroMotocorp #MakeNewTracks

UGC- Reels & Stories



THANK YOU!

