

Scope of Work for Agency(s)

STRATEGIC GOALS / OBJECTIVES

1. ENABLING 100% ONLINE SALES

- Creating a brand identity of Vedanta's e-commerce offering
- Development and maintenance of e-commerce website
- Positioning the e-commerce offering as the easy 'one stop solution for all quality metal needs'
- Targeted digital and social media advertising to drive existing traffic to the website
- Create additional traffic (leads) by inducing online metal buying behaviour
- SEO to establish Vedanta's e-commerce website at the top of search rankings
- Content creation for and management of social media handles
- Omni-channel promotional activities for the initiative for awareness creation
- Events and customer engagement to foster strong customer relations

2. EXPANDING DOMESTIC FOOTPRINT WITH SPECIAL FOCUS ON GROWING MSME CUSTOMER BASE

- Growing MSME customer base 10x in 2-3 years
- Positioning Vedanta Saathi (MSME initiative) as the one-stop solution for all MSMEs in metals industry
- Inducing market growth through customer outreach and strategic interventions
- Advocacy on import substitution, duty structures, scrap imports, etc.

3. ENVIABLE POSITIONING OF VEDANTA'S PRODUCT RANGE & SERVICES FOR BETTER PREMIUMS

4. NEW MARKET DEVELOPMENT

- Explore opportunities to position Vedanta in emerging markets, aligned to marketing objectives

5. POSITIONING VEDANTA AS A CUSTOMER-CENTRIC ORGANIZATION

- Create and amplify narratives encouraging for customer and supplier acquisition and retention
- Create means to sell, upsell, cross-sell through new ways of selling and buying

SCOPE OF WORK

CREATIVES, ADVERTISING, CUSTOMER COMMUNICATION & MEDIA PLANNING

1. Creatives

- All creatives and marketing collateral (all media – digital, print, outdoor) such as advertisements, emailers, monthly newsletters, brochures, award applications, pitch decks / videos, presentations, audio-visuals, etc. as required for various uses for various target audience groups, across all forms of media

2. Campaign Planning

- Print
- Trade Media + Event Driven Opportunities
- OTT & TV Ad Campaigns

3. Internal Communications

- Creating collateral such as emailers, videos, presentations, testimonials, guidebooks, FAQs etc for internal information dissemination and adoption programs
- Creating and execution campaigns for internal awareness and adoption of processes for the new portal to influence sales teams to coach customers.
- Campaigns to communicate the impact and success of the portal to employees.

DIGITAL AND SOCIAL MEDIA MANAGEMENT & PERFORMANCE MARKETING

- Performance Marketing strategy based on
 - Landing page traffic metrics
 - Conversion metrics to achieve monthly Sales Volume
- Create content, manage and monitor social media handles for to drive traffic to website
- Digital media campaigns including but not limited to: email marketing campaigns for lead generation, WhatsApp campaigns for MSME segment, database marketing campaigns, Google and Facebook shopping Ads, GDN campaigns to drive traffic, etc.
- SMM, Digital Marketing, tracking search behaviour of target audience, designing advertisements and campaigns for lead generation / promoting offers / etc., SEO, online advertising across relevant platforms, social media advertising & paid promotions, etc.
- Segregate conversations / discussions based on tonality and language on online and social media channels and suggest further course of action.
- Identify and create opportunities to feature the company and its key initiatives on relevant online media websites and blogs.
- Recommending and executing an organic digital PR layer to all proposed PR plans. Focus to be on digital PR and including social media and digital marketing support.
- Creating online user communities for driving engagement
- ORM: response to customer queries and complaints received on social media handles

PR & COMMUNICATIONS

4. Media Relations

- Cultivate fruitful relationships with leading trade and business media – print, electronic, online and social media
- Empower media and influencers with a rich research and content capability
- Editor goodwill meetings/relationship building exercises/edit board meetings
- Media roundtables/Events
- Leadership interviews
- Theme based articles on product applications, etc.
- Media Monitoring
- Authored articles, interviews, podcasts, etc. with company spokesperson

5. Engaging non-media influencers, influencers, micro-influencers

- **Micro-targeting influencers, thought-leaders, potential early adopters**
- **Mobilizing non-media influencers** in vocal support is a critical element of the programme. The voices will be leveraged in media, digital and non-media platforms
- **Identify and engage influencers in Indian society to endorse the company on various topics**
 - Reputed Educational institutions – IIMs, IITs, etc.

- Capital market influencers – news hour and talk show participants, columnists, senior analysts, fund managers active in the metal & commodities stocks, heads of research in leading brokerages and funds
 - Key lawyers and consulting firms with whom Vedanta has a relationship
 - Independent contributors in the media with a strong nationalistic perspective
 - Trade bodies with an aluminium connect/ dependence and apex institutions.
- Implementation of programme to connect with leading industry associations, research organizations, academic institutions, corporate leaders, digital influencers, etc.

6. Perception research

- Conduct annual perception audit / studies among stakeholder groups like customers and suppliers
- The research parameters shall include influencer perceptions and positions on key issues relevant to Vedanta
- The research will be based on dipstick with samples ranging from 75 to 100 stakeholders at the beginning of the programme and will be repeated after 12 months
- Provide report on evolving perceptions based on dipstick studies conducted every month amongst media, public and influencer groups.

7. Content

- Create a rich repository of content that can be accessed, referenced and used by the company and its partners.
- Content should include backgrounders, FAQs, authored articles, factsheets, infographics, videos, presentations, position papers, pictures etc. required for the programme.
- Vernacular content support for dissemination across all media platforms
- Re-purpose the content for opportunities in digital and owned media.

8. Thought leadership

- Identify and develop topics and themes that communicate thought leadership about the sector / industry
- Develop thought leadership themes into authored articles for media and newsletters
- Identify and source speaker opportunities in industry forums
- Create research / analytic based content to promote thought leadership
- Position company spokesperson in thought leadership forums

9. Creating, coaching and supporting company spokespersons

- Develop and assist spokespersons to speak on a variety of issues of business, sustainability, community development etc.
- Conduct a messaging workshop to equip them with narratives and key messages
- Provide research support on a tactical basis
- Provide presentation skills and media training

10. Events

- Identify event opportunities to position Vedanta, its businesses, and offerings to the right audience
- 360-degree branding and Communication support for product launches, offering launches, customer events, supplier events, etc.
- Create a best-in-industry flagship customer / supplier programme for Vedanta

11. Programme Measurement Metrics

- Monthly / Quarterly report, improvement tracking & way forward including reach, traffic and lead generation



- Share of Voice
- Half-yearly Stakeholder Sentiment Study
- Benchmarking against competitors
- Any other metric jointly evolved in consultation with the client

12. Management Reporting

- Coverage report / media tracking capturing all stories and quotes at agreed frequency