



# Hyderabad Metro Rail

## BRAND AMBASSADORS CAMPAIGN

Hyderabad Metro Rail – Brand Ambassadors Campaign is conceptualized and promoted by L&T Metro Rail (Hyderabad) Limited. It is a unique platform created to bring all denizens of Hyderabad to be completely involved with Hyderabad Metro Rail Project.

This campaign was launched on 8<sup>th</sup> of January, 2013 through Press Conference and a tremendous amount of enthusiasm was seen with over 25000 registrations completed in the first week itself, with over 1,92,000 visits to the website <http://www.hmr-brandambassadors.in/>

Our target was to involve the entire population of the City of Hyderabad in this initiative that gets one and all for a cause that they own.

### Hyderabad Metro Rail – Brand Ambassadors:

#### Concept

Hyderabad Metro Rail is by essence a People’s Project. Hyderabad Metro Rail Project is for the city & people of Hyderabad. Everyone has an ownership and hence when it comes to the selection of Brand Ambassadors, the denizens of Hyderabad are the obvious choice.

#### Aim

The campaign aimed at finding the right flag bearers for Hyderabad Metro Rail from various genres. A total number of 8 Brand Ambassadors will be selected through a stringent format and methodology, carried out in various phases to select the right set of Brand Ambassadors.

#### Duration & Categories

This activity was spread over a period of 11 months touching various genres of society – *School & College Students, Executives, Housewives, Senior Citizens and Entrepreneurs*

#### Selection Process Highlights

- Hyderabad Metro Rail – Brand Ambassadors were selected by eminent panel of judges through various audition rounds
- Brand Ambassadors selected will be the Face of Hyderabad Metro Rail Project
- Will play an eminent role in publicity and visibility campaigns of Hyderabad Metro Rail

#### Categories

**Students | Executives | Senior Citizens | Housewives | Entrepreneurs**

## 1. **Students**

There are 2 sub categories under students:

- a. School Students (from 6<sup>th</sup> to 10<sup>th</sup> Standard)
- b. College Students (Junior College & Above)

### **a. Category: School Students**

#### **16th & 17th February 2013 Auditions for School Students**

**Audition Round:** All eligible registered applicants were called to participate in this round.

**Round 1** – *Students entered under any of the below THREE CATEGORIES.*  
Dance – Solo; Singing – Solo; Extempore

#### **Semi Finals - 24th August 2013**

Top 500 *Students showcased their talent in ALL THREE of the below categories:*  
Dance – Solo; Singing – Solo; Extempore

#### **Finals – Choosing the Hyderabad Metro Rail Brand Ambassador - 22<sup>nd</sup> September 2013**

20 Finalists competed in the following rounds to win the title - Self –Introduction; Judges Q&A; Talent Round

1 Boy & 1 Girl were finally chosen as '**Hyderabad Metro Rail Brand Ambassador – Category Students (Schools)**'

### **b. Category: Colleges Students**

#### **Round 1 – Group Discussion**

- All eligible registered applicants were called to participate in this round.
- Participants were divided into groups of 8 and given a topic to discuss on
- Participants were evaluated on leadership, communication, inter-personal, problem solving ability, persuasive skills, attitude and general awareness

#### **Semi Finals - 25th August 2013**

Top 500 *Students showcased their talent in ALL THREE of the below categories*  
Dance – Solo; Singing – Solo; Extempore

#### **Finals – Choosing the Hyderabad Metro Rail Brand Ambassador - 22<sup>nd</sup> September 2013**

20 Finalists competed in the following rounds to win the title - Self –Introduction; Judges Q&A; Talent Round

2 participants – 1 Girl & 1 Boy were finally chosen as the **Hyderabad Metro Rail Brand Ambassadors Category – College Students.**

## 2. Category – Executives

**Corporates HMR Event Activation Venues:** 10 prominent corporates were activation centres in the twin cities.

### **Auditions:**

**Round 1 – Psychometric Test:** Conducted on 25<sup>th</sup> April to 10<sup>th</sup> May 2013

Participants were provided with Multiple Choice Questions testing them on their: Personality, Aptitude, Soft Skills, Quantitative Skills & Language Skills

### **Round 2 – Group Discussion – May 18<sup>th</sup> 2013**

Over 1300 executives from Round 1 were short-listed for Round 2

- Participants were divided into groups of 10 each
- The participants were given a topic to discuss on. The topics for the Group Discussion were connected with Hyderabad
- Executives were judged on communication, presentation, awareness and attention grabbing prowess

### **Semi Finals - 25th August 2013**

Top 500 Executives *showcased their talent in ALL THREE of the below categories*  
Dance – Solo; Singing – Solo; Extempore

### **Finals – Choosing the Hyderabad Metro Rail Brand Ambassador - 22<sup>nd</sup> September 2013**

10 Finalists competed in the following rounds to win the title - Self –Introduction; Judges Q&A; Talent Round

1 Executive has been finally chosen as '*Hyderabad Metro Rail Brand Ambassador – Category - Executives*'

## 3. Category - Housewives

### **Semi Finals: 24th August 2013**

#### **Semi-finals – Talent Round**

All eligible registered applicants were called to participate in this round.

- Participants displayed talent of Smart Buying.
- The Theme Smart Buying is on regular home needs.
- Participants were judged on confidence & Smart Buying.

### **Finals – Choosing the Hyderabad Metro Rail Brand Ambassador - 22<sup>nd</sup> September 2013**

10 Finalists competed in the following rounds to win the title - Self –Introduction; Judges Q&A; Talent Round

1 Housewife has been finally chosen as '*Hyderabad Metro Rail Brand Ambassador – Category - Housewives*'

#### 4. Category – Senior Citizens

**Senior Citizens HMR Event Activation Venues:** 10 prominent Housing Societies were activation centres in the twin cities.

**Semi Finals: 24<sup>th</sup> August 2013**

##### **Semi-finals – Experience of life**

- All eligible registered applicants were called to participate in this round.
- **Experience of life:** In this competition, the participants were given a specific topic to speak for 3 minutes. These topics ranged from anything specific about Hyderabad or the Metro rail Project.
- Participants were judged on their communication, confidence and presentation skills.

**Finals – Choosing the Hyderabad Metro Rail Brand Ambassador - 22<sup>nd</sup> September 2013**

10 Finalists competed in the following rounds to win the title - Self –Introduction; Judges Q&A; Talent Round

1 Senior Citizen has been finally chosen as '*Hyderabad Metro Rail Brand Ambassador – Category – Senior Citizens*'

#### 5. Category – Entrepreneurs

**Semi Finals: 24<sup>th</sup> August 2013**

##### **Semi-finals – Business**

- All eligible registered applicants were called to participate in this round.
- **Business:** In this competition, the participants are given a specific topic relating to their business to speak for 3 minutes. Other topics ranged from anything specific about Hyderabad or the Metro rail Project.
- Participants were judged on their communication, confidence and presentation skills.

**Finals – Choosing the Hyderabad Metro Rail Brand Ambassador - 22<sup>nd</sup> September 2013**

10 Finalists competed in the following rounds to win the title - Self –Introduction; Judges Q&A; Talent Round

1 Entrepreneur has been finally chosen as '*Hyderabad Metro Rail Brand Ambassador – Category - Entrepreneurs*'

**HMR GRAND FELICITATION CEREMONY  
UNVEILING OF THE 8 HMR BRAND AMBASSADORS  
23rd November 2013**