



HERO MOTOCORP
DIGITAL ASSETS RESEARCH



MOTORBIKES
ARE THE NEW HORSES



REPRESENT POWER

AND FREEDOM



AND YOU





YES, YOU

**YOU
CAN
BE A
Hero**



CENTRAL AMERICA

(GUATEMALA, EL SALVADOR,
HONDURAS AND NICARAGUA)

38,000,000 PEOPLE

DOMINICAN REPUBLIC

11,000,000 PEOPLE

COLOMBIA

49,000,000 PEOPLE

ECUADOR

17,000,000 PEOPLE

PERU

32,000,000 PEOPLE

BOLIVIA

11,000,000 PEOPLE

ARGENTINA

44,000,000 PEOPLE



CENTRAL AMERICA

DOMINICAN REPUBLIC

COLOMBIA

TEN COUNTRIES

202,000,000 PEOPLE

PERU

ARGENTINA

BOLIVIA

ONE LATAM

A dark silhouette of the Latin American continent serves as the background for the text.

ONE LATAM

ONE CONCEPT FOR ALL COUNTRIES

TO FOCUS OUR MARKETING PILLARS

ONE CONCEPT FOR ALL COUNTRIES

**AND SYNCHRONIZE OUR
COMMUNICATION ACROSS THE GLOBE**

SOCIAL MEDIA LISTENING & BRAND MANAGEMENT PROPOSAL

As it will be detailed below, our Social Media Listening and Brand Management proposal for Hero Motocorp is aimed at collecting mentions, insights and online brand uses in different markets in Latin America. An integrated report to be digitally presented and sent to the client will be issued as well.

A white and red Hero motorcycle, likely a KTM model, shown from a side profile. It has a black seat, gold-colored front forks, and a black rear wheel.

GOALS

1

Collecting uses,
insights and mentions
of Hero in target markets.

2

Providing a
communication
diagnosis of the brand,
identifying current
trends and insights.

3

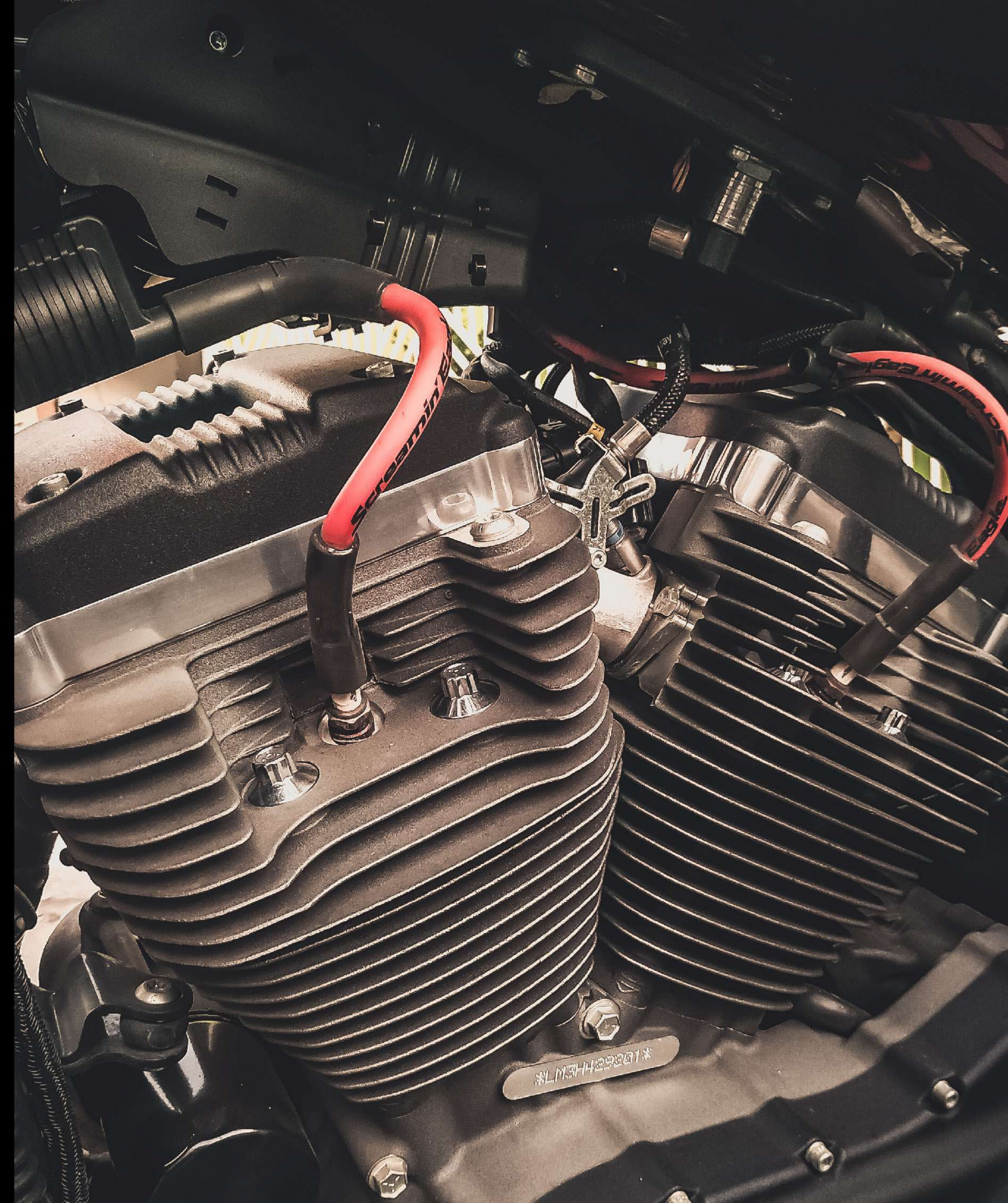
Developing proposals,
working guidelines
and good practices to
be considered
by Hero for a digital
strategy in the region.

SCOPE

The Social Media Listening and Brand Management Project involves the collection and analysis of the activity of distributors and concessionaires of the Brand, users and consumers in general.

The platforms to be included are Facebook, Instagram, Twitter, YouTube and LinkedIn*. The working tools will consider the collection and processing of up to 400.000 mentions and 10 keywords.

The collection will be based on the online activity of target markets during the weeks in which the project is to be carried out.



The online activity of the following markets in Latin America will be collected and analyzed.

The official distributors indicated by Hero are in brackets:

Argentina (Marwen)

Bolivia (Arand Motors)

Central America: Guatemala, El Salvador, Honduras and Nicaragua
(Indy Motos)

Colombia (HMCL Colombia SAS)

Ecuador (Sudmo)

Peru (Socopur)

Dominican Republic (Andaya)

*NOTE

Due to privacy policies, the only activity to be collected on Facebook will be that in posts and comments on commercial fan-pages and open groups, as individual users' profiles will be excluded. As regards LinkedIn, the activity is to be collected manually, since said platform is not integrated to the listening tools to be used. When collecting mentions in social media networks, the main focus will be on hashtag detection, post texts and metadata, to the detriment of the uses in videos and pictures. For instance: if "Hero" brand is used in a posted picture on Twitter yet it is not mentioned in the post, the post at issue might not be detected unless manually.



STAGES

The Project involves the following key stages:



Kick-off: initial criterion validity
and tools set-up



Online activity collection in
different social media platforms



Social media listening analysis
and strategic diagnosis



Competency benchmarking
and relevant references
Brand Management for target
markets proposals



Formal presentation
of the report



Adjustments
(if requested)



Presentation of the final
version and Project closure.

Estimated period:

45-50 days, once the budget is approved.

QUOTATION

The quotation for the Project includes the following items:

Strategic consulting hours
(analyses, proposals, meetings,
calls, presentations etc.)

Design and development
of the integrated report
Listening platforms licenses

USD 3.250.- + TAXES AND
WITHHOLDINGS

FORM OF PAYMENT:

50% at the beginning of the project
and 50% upon the completion of the project.

This proposal is valid through **August 30th, 2019.**

ADDITIONAL COSTS DEPENDING ON THE BILLING COUNTRY

In case Hero Motors Corp is a tax withholding agent.

Were Colombia the billing country, the cost will be increased by 42%, given that the withholding taxes imposed by Hero Motors Corps on the payment to Eje Publicitaria SA (25% income tax, 5% capital flows and 12% VAT) represent expenditures for Eje Publicitaria SA due to the lack of a double taxation agreement with Colombia.

Were the USA the billing country, said withholding taxes will not affect the payment since there is a double taxation agreement with the USA.

This proposal is valid through August 30th, 2019.

THE FOLLOWING ITEMS ARE NOT INCLUDED IN THE PROPOSAL

- Other services or deliverables in addition to those explicitly mentioned
- Transportation
- Content development or action implementation in social media networks
- Other kinds of data collection (interviews, surveys, etc.)
- License agreements extensions beyond the term of the project
- Training hours



**LET'S RIDE
TOGHETER**



THANKS FOR YOUR TIME
+50 YEARS DOING THE SAME, **BEING DIFFERENT.**

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