

An Advertising Campaign for Iron-Hand Roadside Assistance Service



Aadil Rehman Khan*

Nimra Saleem†

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Abstract: *As vehicle ownership has gone up in Pakistan in recent years, maintenance costs have also skyrocketed, particularly those of highway recovery services. It is the need of the hour to develop and promote new recovery services that are both cheap and efficient. This PR proposal is centred around the promotion of a fast, reliable, and cost-effective novel roadside assistance service for the people of Islamabad among vehicle owners and automobile mechanics. The PR campaign will be multi-pronged in approach and will generate significant brand awareness under diverse media promotion tools.*

Key Words: Service, Assistance, Vehicle, Roadside, Campaign, Breakdown, Cost, Pakistan, Advertisement

Introduction

Roadside assistance service is designed to assist drivers in an emergency. If you own a car or a bike, then you will know better than the breakdown is frequently surprising. This is the reason why this service is very useful in this modern and digital age. Most of us look towards roadside assistance service as something which is there for your convenience. Not every person can replace a tyre themselves or has the devices to kick off their battery. With roadside assistance service,

a repairman or towing organization can tackle the issue.

Roadside assistance service is expected for well-being reasons. For example, if your vehicle stalls around evening time on a bustling expressway, it is undependable for you to escape your vehicle and evaluate the situation. Roadside help can utilize the property well-being estimates like setting up flares or cones while dealing with your vehicle. Usually, roadside assistance service is provided

* BS English, Department of Mass Communication, National University of Modern Languages, Islamabad, Pakistan. Email: aadilrkhan477@gmail.com

† Research Scholar, Faculty of English, National University of Modern Languages, Islamabad, Pakistan.

by insurance companies or third-party suppliers ([Rivelli, 2020](#)).

Globally roadside assistance marketing is stretching day by day. According to recent reports, the worldwide market for roadside assistance services is expected to enlarge at a CAGR (Compound Annual Growth) of around 5.5% from 2021 to 2028. It is predicted that the overall vehicle roadside assistance market will grow up to 38 billion dollars by 2028 ([Acumen Research and Consulting, 2021](#)). The rising interest in vehicle availability arrangements like climate alerts, street security cautions, and other different arrangements are supporting the road assistance service market development. At present, towing service is the most famous help type in the market ([Fact, 2020](#)).

Pakistan has seen an increase in the sale and purchase of private transport vehicles like cars and motorcycles over the last two decades because of affordability and widespread local production. Pakistan Automobile Manufacturers Association (PAMA) has reported a figure of over 800,000 motorcycles and over 120,000 cars sold in 2020 despite it being a sluggish year because of COVID-19. Which is 62% more than the fiscal year 2019 ([The Express Tribune, 2021](#)).

As vehicle ownership has gone up in Pakistan maintenance cost of those vehicles has gone exuberantly high. On the other hand, due to the rough environment of Pakistan in general and faulty bumpy road infrastructure in most of the country, cars and motorcycles owners must frequently visit workshops routinely for maintenance. As dealer-provided maintenance is very expensive, people must resort to local mechanics who not only

promise good quality work but also cost-effectiveness. Now, this is the time to develop and promote that service that is cheaper and cost-effective.

The main thoroughfares connecting the twin cities of Islamabad and Rawalpindi, namely the Kashmir Srinagar Highway and Islamabad Expressway, are notorious for an absence of roadside assistance service in case of car or bike related mechanical emergency. Car mechanics are usually present in sector "Markaz", and they charge exorbitant amounts called for roadside assistance. This proposal is made to address this caveat by offering the residents of Islamabad cost-effective and good-quality mechanical roadside assistance and diagnostics on call. This service will be run via a smartphone application, along with a dedicated hotline number. In case of emergency, the customer will specify the location on the app or call the hotline number, and a mechanic will reach him/her in less than twenty minutes. The mechanic will be equipped to deal with troubles regarding tire puncture or tire-tube problems and will also assist and diagnose mechanical ordeals. The roadside assistance provided will ensure that the vehicle is in running condition after recovery and may be sent to the workshop for additional work.

Iron Hand is Islamabad's 1st online based roadside assistance service platform in Pakistan. It will provide an all-day roadside assistance service anywhere, any time, wherever you want in Islamabad. Iron Hands-Free Android/iOS application removes the mystery and gets a side of road aide to you when you want it most in only a couple of taps. You don't need to pay any participation or yearly expense to utilize the application.

Benefits You Get

Our service gives you satisfaction while you're out on Kashmir Highway or any highway in Islamabad. (Mercedes-Benz Burlington, 2020).

As per our expertise, we cover basic repairs like:

- Mechanical Aid
- Wheel Changing
- Emergency Fuel (Patrol-Diesel)
- Towing
- Tire Puncture
- Flat Tire
- Battery Assistance
- Jump Start/Pull Start
- Recovering keys locked inside a vehicle
- Others

How to Use Iron Hand

To get help from Iron Hand, you have to do certain steps, which are as follows:

- Download the app
- Register / Create your account
- Your name
- Mobile number
- Location of the vehicle
- Description of problem (Mercedes-Benz Burlington, 2020)

We will provide fast, reliable, and cost-effective roadside assistance service for the people of Islamabad among vehicle owners and automobiles automobile mechanics. Therefore, the PR campaign will be divided into two stages, one concerned with the promotion among mechanics and workshop owners and the other concerned with the promotion among the public.

Objectives of the Campaign

- To promote Iron Hand and related

applications among car and motorcycle mechanics and workshop

owners in Islamabad.

- To promote Iron Hand and related applications among car and motorcycle owners in Islamabad.
- To create awareness among mechanics and workshop owners on how an online service can boost their business and build clientele.
- To create awareness among mechanics and workshop owners on how this service would provide them with the cheapest source of advertising and business promotion.
- To create an environment of healthy competition among mechanics and workshop owners.
- To create awareness among the public, particularly university students, on the benefits of using the service and its comparison with expensive pre-existing recovery services.
- To create brand recognition for Iron Hand among the public through catchy advertisements and slogans.

Outcomes of the Campaign

- Mechanics and workshop owners will enlist their services on the smartphone application.
- Awareness among mechanics and workshop owners regarding the promotion of their businesses via novel online channels
- Development of foundational knowledge among mechanics regarding the use of the smartphone application
- Awareness among the public regarding the service and its benefits and

advantages over pre-existing recovery services

- Development of brand recognition of Iron Hand and a team of early adopters.
- Creation of a word-of-mouth campaign for the service among university students.

Significance of the Campaign

This PR campaign is paramount for the success of Iron Hand and is divided into two stages, one focused on creating a base of service providers (mechanics) and the second focused on creating a base of consumers (vehicle owners). The success of the campaign will determine the readiness to adapt such a novel service once it goes full scale.

Literature Review

Road assistance service is defined as help that helps the driver of a vehicle if there should be an occurrence of a breakdown. It works via auto help experts to sort minor mechanical and electrical fixes and changes trying to make a vehicle drivable once more. Roadside assistance service presents nearby help to vehicle proprietors and drivers with essential help, which remembers for site minor electrical and mechanical fix, punctured tyre support, battery kick-off, lost or lost keys (lockout administration), towing of the vehicle, and fuel conveyance administration.

Today most individuals utilize their vehicles for movement. While traveling, most of us are bothered with a breakdown of our vehicle out and about ([Nivetham, 2021](#)). Vehicle overhauling and breakdown help are two significant administrations for the car industry. A breakdown could cause gridlock in

metropolitan regions, where it might prompt bothersome circumstances for vehicle drivers ([Baharudin, 2016](#)). In light of the AAM yearly report, about 70% of assistance is figured out quickly, which is named a minor breakdown issue. The minor breakdown has been isolated into a few classifications like motor start-up issues, heating issues, lockout, and others. These states come from a single association separated from different administrations accessible across the country. This shows that the quantity of vehicles experiencing such crisis circumstances requires help to be accessible ([Haridas, 2016](#)).

With the advancement of new innovative technology in the field of portability has changed the current society immensely ([Hassan et al., 2021](#)). As everything is going online then, now it is time to develop such a platform to assist drivers in any situation. The primary point of the current work is to construct a stage that gives prompt neighborhood help during a vehicle breakdown ([Uthirasamy, 2021](#)). This affects the primary emotions of the customers ([Shafi, 2019](#)). If any breakdown happens, the following events will be observed between the event and the leeway of an occurrence. During this period, the accompanying exercises happen episode identification, confirmation, reaction, freedom, and recuperation.

In parts of the episode, the board incorporates traffic, the executives, and traffic data. To achieve this, data is traded between the various gatherings included, including the police and the breakdown recuperation administration ([Wang, 2005](#)). The quality and promptness of emergency assistance are highly dependent on the location of existing emergency vehicles. In this work, Joana [Dias](#)

(2021) proposed a new model for optimizing emergency vehicles' location that takes into account the existence of different types of emergency vehicles and the level of care they can provide. Driver help frameworks can make the reason for future versatility arrangements (Elsevier, 2021).

Numerous Android applications are accessible for roadside emergency services (Masood et al., 2020). Our vehicle assistance service introduces the applications and straightforwardly interfaces with the google GPS framework, and it shows the client's current area (Kapadi, 2017). Nadeeshani proposed a vehicle breakdown Assistance that can be utilized to track down a repairman premise in the client area. It is an Android Application. Subsequently, numerous android clients can get to this application. This application will assist with diminishing burning through client time for tracking down an appropriate specialist. The client can enlist utilizing their subtleties and send a demand for arrangement. In the wake of logging into the application, the client can look through the technician premise on the client area, and the client can look through the repairman premise on a claim to fame of the specialist. The client can refresh and erase their vehicle data (Nadeeshani, 2020).

Methodology

Demographic Segmentation

Target Audience

The target audience will be different for both stages of the PR campaign. The first stage will focus on mechanics and workshop owners, while the second stage will focus on the public, particularly vehicle owners. The special focus

will be on university students as they represent a generation that readily adapts to online services.

Location

The PR campaign will be localized to Islamabad, where the mechanics and workshops located in sector Markaz will be targeted. In the second stage, the public and major public/private sector universities will be targeted.

Medium of the Campaign

The campaign will be multi-medium, incorporating a wide range of media like billboards, social media like Facebook and Instagram, newspaper ads, short messaging service (SMS) campaigns and pamphlets. In addition to pamphlets, a door-to-door campaign will also be directed toward mechanics and workshop owners.

Campaign Strategies

The strategy of this PR campaign will be to create a self-sustaining system for both service providers and end-users. Service providers (mechanics) will be encouraged and convinced to enlist their services on the smartphone application. This will be done through door-to-door marketing and pamphlets. In the next stage, end-users (vehicle owners) will be encouraged to register for the service along with their vehicle details. This stage will also focus on university students, who will then promote the service by word-of-mouth marketing. University students will function as opinion leaders to generate brand awareness.

Theme

The main aim behind this campaign is to provide fast, reliable, and cost-effective roadside assistance service for the people of Islamabad. This is an advertising campaign to build a good reputation for this business in Islamabad. After the time frame of one month, we will know about the success of this campaign.

Colour Scheme

Colour Schemes are as follows:

- Black
- Orange
- Blue

File Format

JPEG file format will be used for this campaign.

Radio Advertisement

Script

Duration: 30 second

Music: Bensound presents Bright Afternoon

Voice Over: Voice over is done by a woman who says in a one go. Iron Hand is the technology you need for staying safe on the road. With Iron Hand, roadside assistance is always right at your fingertips. Say you're

driving down the road, and oh something happens to call a repairman to use the app we will pinpoint your location and send help quickly. No matter what time of day or night, rain or shine, we are here for you. Iron Hand will help keep you going to the places you need to go. Iron Hand is the technology designed to make your car smarter and safer.

Script: This is an animated ad where a husband and wife come in a car. We have done a voice over on it when their car becomes punctured and in another short, their car gets a collision with the tree. So, they need assistance to fix their problem.

Television Advertisement

Script

Duration: 30 second

Background Music: Bensound presents Bright Afternoon

Script: A father leaves his office in a hurry so that he can reach the children's school on time. Suddenly something happens, and the car gets damaged due to a flat tyre. The father becomes very upset because he is already late. Instantly here comes the idea of Iron Hand in his mind, the smile on his face comes back. Due to the fast, reliable and cost-effective roadside assistance, the father reaches on time.

Table 1. Advertisement Theme and Description

S. No	Description	Visuals
1	A man coming out of the office.	A father coming out of the office in a rush because he is already late to pick up his children.
2	Suddenly the car get damaged.	While driving fast to reach on time. The car got punctured, and he has to park on the roadside.

S. No	Description	Visuals
3	He becomes very upset.	He is seen as very upset coming out of the car. Kicking the tyre, thinking about what to do to fix this issue.
4	Calling for roadside assistance service help	He is very upset, looking here and there about what to do, when suddenly he looked at the billboard of Iron Hand Roadside Assistance Service. Then he starts smiling and calls for help.
5	The arrival of roadside assistance service.	Iron Hand roadside assistance service reaches just in 5minutes changes the tyre, and happily departs the customers.



Image 1: An Outdoor Shot of an Office



Image 2: A Man Looking upset about being late



Image 3: A Man coming out of his Office



Image 4: Sitting in the Car



Image 5: He is on his way toward School to Pick up his Children



Image 6. Suddenly the Tyre got Punctured



Image 7: Calling for Assistance



Image 8: A Repairman come for help to Assist the Driver



Image 9: A Happy man after the Issue is Fixed

Technical Details

Software

Photoshop, an online software, was used to design the methodology of this comparison.

- Poster: 11*17
- Newspaper: 3.5*2 Inches
- Broucher: 9*12 Inches
- Flyer: 6*4
- Banner: 12*8 Ft.

Tool

- The rectangle tool is used to draw squares to write some text.
- Shape to draw multiple shapes.
- Selection tool
- Ellipse tool
- Text tool
- PNG images are used
- Colour gradient
- Colour palette
- Opacity level Budget

Budget

Table 2. Printing Details

Items	Cost Per Item	No of Items	Total Cost
Poster	100	300	30000
Flyer	50	300	15000
Brochure	80	200	16000
Banner	200	80	16000
Total Cost			62000

Table 3. Television Advertisement

Per 30sec Ad cost	No of Ads per week	Cost per week	No of weeks	Total cost
5000	7	35000	3	105000

Table 4. Newspaper Advertisement

	Cost per Ad	No of Ads per week	Cost per week	No of weeks	Total budget
Express	2000	5	10000	3	30000
Dawn	3000	7	21000	2	42000

Table 5. Radio Advertisement

	Cost per Ad	No of ads per week	Cost per week	Number of weeks	Total Budget
Radio commercial	1000	8	8,000	2	16,000
Sponsored Program 30 minutes	3,000	5	15,000	3	45,000

Printing budget: 134,000

Digital budget: 151,600

Total budget: 285,600

Limitations and Recommendations

This campaign was time-bound, due to which it was not possible to execute and implement certain ideas while designing it. The budget was also limited, due to which it was unable to expand this campaign. As I worked on this service to ensure that residents of twin cities were facing severe problems related to their vehicles on the road. The main purpose is to introducing this service in these cities is to ensure their security related to their journey throughout the twin cities. They may call directly or use this app to avail themselves of the services mentioned. To implement this service one has to spend a lot of money on advertisements to mobilize the people. It takes time to adapt this service in a region like

Pakistan. Due to the limited budget, we are bound to launch this service in twin cities. If someone tries to carry out this service all across the country, it has a chance to be successful. Because roadside assistance service has a huge market globally.

Conclusion

Cheap roadside recovery and assistance services are the need of the hour in this day and age of inflation and sky-high maintenance costs. Successful completion of the campaign will result in the early adaption of the service will lead to a committed service provider and consumer base. The name of the service itself will be connected to instant brand recognition and brand loyalty.

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