



Created by Brand Studio

Objective:

- Build awareness and consideration of the TVS iQube electric scooter among consumers.
- Position TVS as a leader in the EV segment.

Campaign:

- A series of interactive infographics highlighting the USPs of the TVS iQube.
- Clickable graphics spotlight each feature of the TVS iQube along with CTAs leading to TVS' website.

Results:

Total Articles Reach	1 Mn+	Page views	1.6 Mn+	Time Spent Reading	~6 min
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Ctrl+Click on media to know more

