

BTL Activation & Experiential Plan

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Plans BTL/experiential activation for an FMCG brand — mandi/mela/society activations, in-store sampling, van campaigns, RWA and school/office tie-ups — so you build trial and salience on the ground, especially where digital does not reach. Use it for ground marketing. For sampling specifics use the Product Sampling & Trial Drive tool.

Purpose of this tool & output

Reach consumers on the ground

How the output is used

Use it to reach consumers on the ground — a BTL activation and experiential plan for markets, events and sampling.

Important cautions

BTL builds trial in under-reached markets; always tie activation to nearby retail availability.

Companion documents

- Brand Marketing Plan
- Digital & Social Media Plan
- Influencer & Creator Campaign
- Content Calendar & Creatives
- PR & Communications Plan
- Consumer Loyalty & Community Program

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.