

A modern living room with a curved concrete wall, a white sofa, a wooden coffee table, and a balcony. The room is bright and airy, with natural light streaming in from a high window. The concrete wall has a textured, layered appearance. The sofa is a light cream color with several pillows. The coffee table is made of dark wood with metal hardware. A small table with a plant is in the background. A balcony with a white railing is visible on the right side of the image.

**The bigness
of the project
depends on
just one thing.**

**An even
bigger impact.**

India needs cities that are smarter, efficient, and sustainable, which offer a higher quality of life to its people. XRBIA is embarking on a new journey that lays the benchmark for quality and modern urban development in the country, while delivering end-to-end urban infrastructure services to create a superior living experience for its inhabitants.

XRBIA recently launched a new project in Karjat, Maharashtra. The objective was to convince the consumers to invest in an opportunity of buying a house in Karjat for lesser money as opposed to paying Rs.50 lakhs for a 1BHK in Kharghar. The task was to sell a township comprising 1 Lac units, almost the size of the whole of Kolhapur city, in over five consecutive phases.

But cracking this one wasn't easy. There were multiple challenges we were facing. To start with, in today's day and age, the consumers don't have a very high opinion about the claims that politicians or builders make. Their perception needed to change. And then comes the most obvious challenge. Being the most populous city of India, Mumbai is bound to have an abundance of real estate players in the market. Needless to say, the newspapers and outdoor media is cluttered with Real Estate advertising. Also, Karjat is not the most sought-after location for Mumbaikars to think of residing in.

Our strategy was to spread out the net as big and wide as possible in order to catch a large audience. By increasing the prospects to 66 lakh households.

A game-changer media mix became the game-changer strategy here. It would dominate the communication on Marathi channels, whilst creating a media-neutral platform 'AATA MAAJI VEL'. We also dominated various strategic touch points across OOH media to drive home the central message, thereby creating a bigger impact.

A cost-efficient Media Plan was developed. Making use of the powerful communication combo – TV + Digital, we also optimized the media reach by using leading publications and top-selling Marathi dailies to boost brand visibility among the value-seekers.

And the icing on the cake was our very unique launch idea. We used 360 degree communication strategy that led to an exhibition centre solely and exclusively for XRBIA along with Times Group at BKC Exhibition Centre. This initiative not only stirred a lot of curiosity among the mass, but also multiple footfalls at the event.

The Result:

Generated **21,000** registrations and enquiries with over **50,000** footfalls in mere 4 days, thereby boosting XRBIA sales considerably. Needless to say, the XRBIA brand recall went rocket-high.

