

WHAT DOES
IT TAKE TO
SELL A
UNIQUE
IDEA?

A PLAN
THAT'S AS
UNIQUE.

SKYi Songbirds is a unique building project in Pune, planned and developed with a lot of care and attention to detail, while going the extra mile to protect the environment. A lot of builders claim being environment-friendly in order to sell, but SKYi meant serious business. We believed that. But would the TG have believed it? The problem in today's day and age is that consumers don't have a very high opinion about politicians and builders.

We took up the challenge. The objective was to sell 2500 flats in a 3-year period (from Oct 2012 - Sep 2015) that was segregated in to 4 phases. And this had to be done in a country which was experiencing a second slowdown, and in a city that possesses a highly cluttered real estate market. Most of Pune's leading newspapers and hoardings are filled with developer advertising.

Our strategy was to come up with a unique media mix. Print media that gives the highest reach was used for only for the launch. Digital reach proved to be better than Radio for our TG, and hence communication was constantly exposed on various digital platforms through the pre-launch, launch and sustenance phases. Also, digital platform is the most cost-efficient medium. Hence, use of digital communication was maximized in order to connect with Puneites residing within and outside the city or country.

OOH was used to advertise about SKYi during the pre-launch in order to focus on the mother brand. Focus was later shifted to the Songbirds post the launch of the project.

The competitor developers heavily use TOI for their coverage. But we knew that Marathi newspapers enjoy a very heavy reach too. Hence we skipped TOI, and only communicated through Marathi dailies. With the use of 280 cc sized ads in those publications, we managed full-page 'visibility' at almost half the cost. By that, we managed to reach almost 50% of our prospective TG with print medium alone.

The result

Phase I of the project was sold out within 6 weeks. The campaign was later put on hold midway.