



Abhimaan Township (1150 Flats in 12 Towers at Shirgaon) is a meticulously planned residential development near the Pune-Mumbai Expressway and is well-connected to all the major hubs of Pune like Hinjawadi and Pimpri-Chinchwad.

Requirement

- To increase the conversion rates of their organic and paid leads
- To boost sales in Pune/PCMC & Navi Mumbai residents
- To increase walk-ins
- To make people aware about the advantages of the location
- To showcase an investment opportunity

CHALLENGES

PROJECT CHALLENGES

Location – As Abhimaan is located on the outskirts of Pune (near Mumbai-Pune Expressway)

Awareness – Having been a good project, locals were not introduced with the term 'gated community'.

MARKETING CHALLENGES

- Setting diverse communication for a wide variety of audience
- Repurposing existing content
- Setting new content guidelines in presence of the original one
- Increase overall awareness through digital media



PUMBAl

SOLUTIONS

We coined the branding idea - 'Pumbai' - and ran a campaign to showcase the location as a great investment opportunity.

We changed the content strategy and ran a time-bound paid campaign.

RESULTS

We ran our campaign between May 2019 and November 2019. Here are the results which followed:

