

EVERY **CASE** HAS A

STORY

TO TELL



ANAND ARCADE

CASE STUDIES BY

BenchMark

BRANDING CREATIVELY

...from business to brands

WELCOME ON BOARD

The case study carefully compiled in this book show how well-targeted campaigns and creative designs launched with right planning worked for our clients. Naturally, we understand that need of every product or service is different. Likewise, different media platforms are required for achieving best results for client businesses to evolve them into brands. Let us show you how this transformation happened at Benchmark.



EFFECTIVE BRAND POSITIONING TRANSLATES INTO HIGHER PROFITS

COMPANY TYPE:

**REAL ESTATE
COMMERCIAL SPACES**

COMPANY NAME:

ANAND ARCADE

Anand Talkies was a favourite entertainment spot for every family since so many years. The company re-incarnated yester year's favourite Anand Talkies into a modernized Commercial Complex, Anand Arcade that offers retail space at the prime location of Raipur.

BRIEF



Through BrandPositioning, the company aimed to create brand's status in the marketplace.

Objective

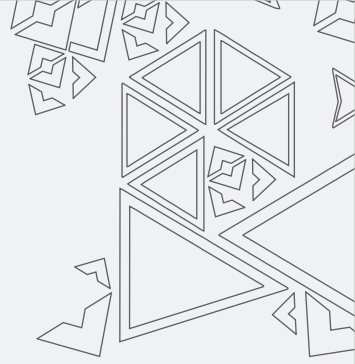
Launching commercial spaces of Anand Arcade taking advantage of the lineage of Anand Talkies. This new development makes well developed office spaces, shops etc available to everyone at the prime location of Raipur leading to

- Create a corporate identity of Anand Arcade
- Increase the brand awareness
- to generate bookings / stimulate sales
- explore newer potential markets

Challenge

- Creating brand awareness across target locations for better conversion on the product launch
- Generating large lead volumes in order to achieve sales target
- Rising above the several existing competitors

OUR ROLE AS AN ADVERTISING AGENCY



Repositioning

To reposition the brand in customer's mind and create brand awareness



Creating Brand Persona

Create a brand persona through a variety of integrated campaign and collaterals



Building Reputation

Build trust to develop and consolidate brand's reputation.

OUR WORK PROCESS



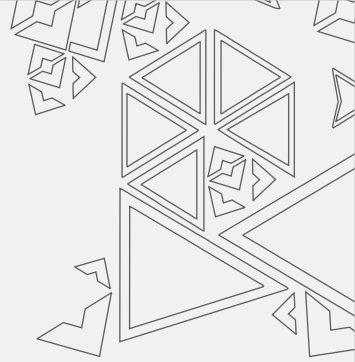
Target Market Segmentation

- Shopkeepers who want to own their own space

PRODUCT SWOT ANALYSIS

We analysed and assessed these four aspects of project for deciding and devising a new strategy.

OUR WORK PROCESS



STRENGTH

- Prime Location near Ghadi Chowk, Raipur
- Well planned & ergonomic
- Ample Parking Space even in the middle of city rush



WEAKNESS

- Launch rate is very high
- Spaces are not very big



OPPORTUNITIES

- Location brings a big opportunity
- Excellent in terms of space planning and elevation
- Easy to reach from every location of city for all business workers



THREAT

- Competition from nearby commercial complexes
 - Low price of competitors
- This Analysis helped us to build on project's strengths, boost the weaker areas, head off any threats and exploit every opportunity. So we were ready to take a leap into action



STRATEGY

We devised a strategy on the basis of our Research and studies and the goal was to effectively launch the project through traditional media, online media & website.



LOGO STORY

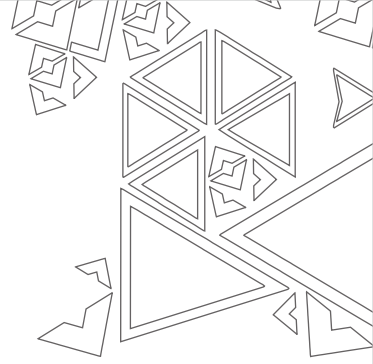
The client wanted a clear logo, simple and easy to remember. We took the initials AA of Anand Arcade to create upward growing peaks to showcase the growth of business. The clean bold typeface was combined to match appropriately.

With many alterations and trials, we cracked the right version, corporate and sophisticated.

Revisions/Approval



CAMPAIGN



CORPORATE IDENTITY



CAMPAIGN CREATIVE



Print Media

DIGITAL MEDIA

OUR COMMITMENT TO QUALITY IS WHAT SETS OUR BUSINESS CENTRE APART FROM THE COMPETITION



SHOPS START FROM ₹24.99/- Lakh

OFFICES START FROM ₹16.99/- Lakh

ANAND ARCADE
PCGPERA200818000705
www.nra.ignite.gov.in

Site: Anand Arcade, Anand Talkies Road, Behind Moudhapura Police Station, Near Jai Stambh Chowk, Raipur (C.G.)

For Enquiry, Site visit or booking Contact
☎ 8010 864 864
www.anandarcade.com
info@anandarcade.com

YOUR WORK IS GOING TO FILL A LARGE PART OF YOUR LIFE SO, WORK AT THE EXCLUSIVE BUSINESS CENTER OF THE CITY



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ANAND ARCADE

PENS UP A GATEWAY FOR YOU TO & ENHANCES YOUR CONNECTION WITH INTERESTED BUYERS



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YOUR WAIT IS OVER!

ANAND ARCADE PROVIDES THE BEST BUSINESS ENVIRONMENT FOR NEW BUSINESSES & START-UPS IN DIVERSIFIED INDUSTRIES



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भारत भाग्य चरचरति में एक नयी दुकान या ऑफिस खोलने जा रहे हैं, तो आनंद आर्केड सबसे बेहतर विकल्प है



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रायपुर शहर के मध्य बुक करें

अपनी शॉप मात्र रु. 24.99 लाख से

अपना ऑफिस मात्र रु. 17 लाख से




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HAPPY BASANT PANCHAMI

Wishing you happiness, good fortune, success and progress this Vasant Panchami and always!



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स्वयं की दुकान से करें बिज़नेस

जयस्तंभ चोक की लोकेशन पर

अपनी शॉप खरीदें मात्र रु. 24.99 लाख में

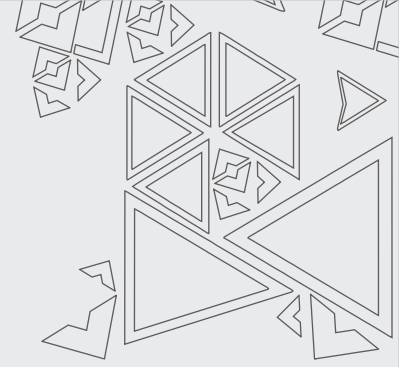


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THE SUCCESS WHEEL



Traditional Media



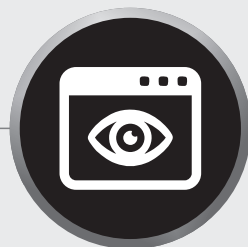
The marketing and communication designs were incredibly effective in

- Generating leads
- Driving traffic to social media

Digital / Online Media




Facebook page received over
0000
new "Likes"



website received over
000
new unique pageviews.



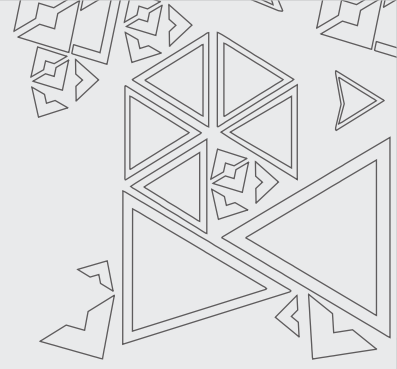
WORDS OF PRAISE



Right from the start, Benchmark has propelled our brand till date. After a successful launch campaign, we never could think of anyone else in Chhattisgarh who could provide us with integrated services covering all relevant media. Thanks to the team! Highly professional & Dedicated.

Mr. Brajesh Patel





*Thank
You!*

As responsible creators and designers, we care deeply about how our work is seen, understood and interpreted which is helpful for creating a brand.

We hope this presentation is helpful to you.

Do get in touch...to know more!

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Beside Mowa over bridge, Mowa, Raipur

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