

EVERY **CASE** HAS A

STORY

TO TELL



CASE STUDIES BY

BenchMärk
BRANDING CREATIVELY



W

...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.



Brand Name:

AGROHA TMT

Product:

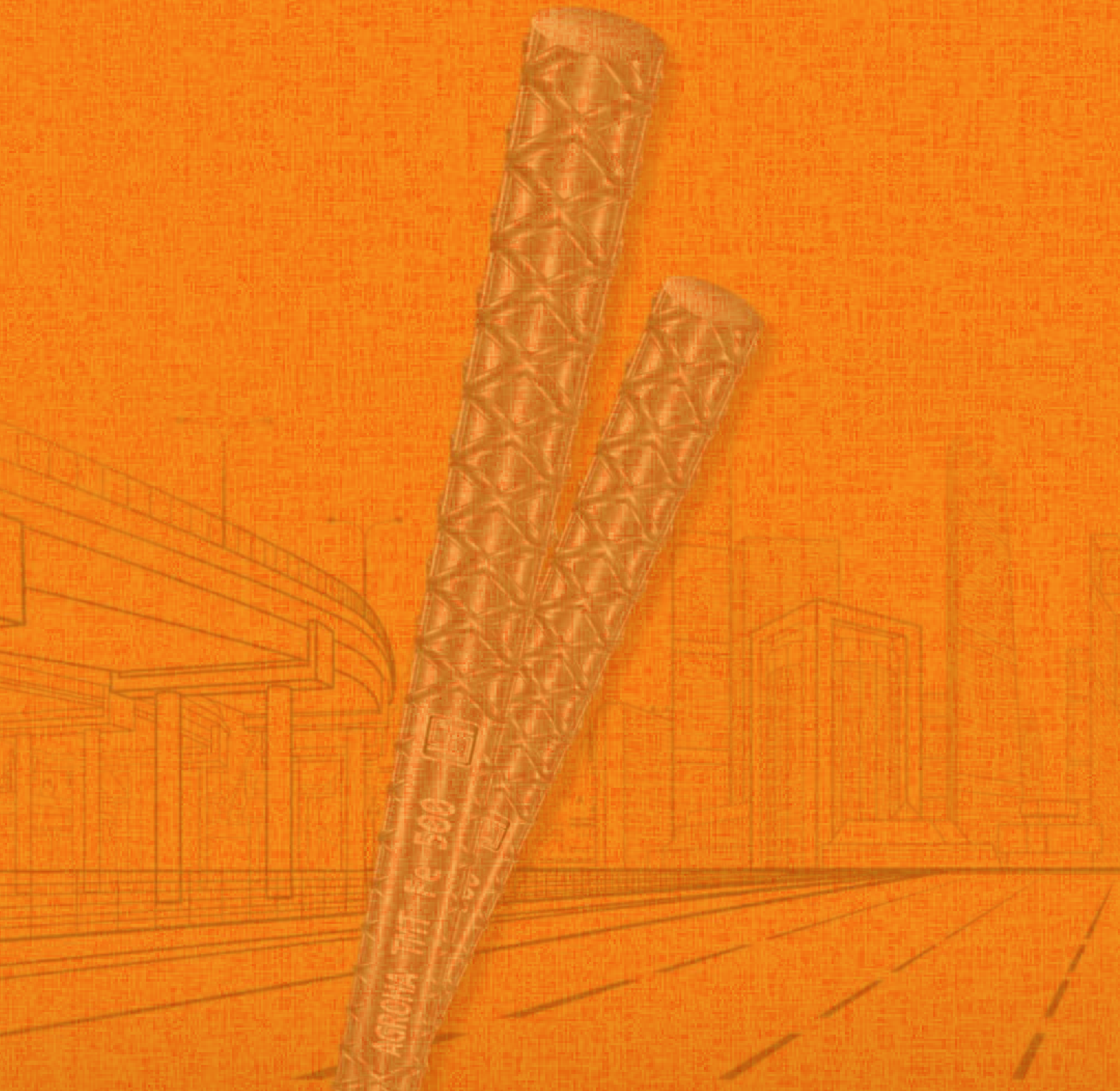
TMT Bar

Agency:

BENCHMARK GROUP



TMT एक-निर्माण अनेक



BRIEF



Today where the infrastructure is touching new heights in the world, the need for tough steel is increasing day by day.

Individual house makers, builders and the government demand for the strong TMT bars to make the construction stronger till eternity.

To fulfill the demand of strong TMT bars, AGROHA IRON AND STEEL INDUSTRIES from raigarh came forward to provide the strongest, economical and competitive TMT bars.

We needed to reposition this brand in the market as there was no solid market presence before.

Benchmark's role



How do we work



Assessment

Understanding and analysing the needs of the client and identifying the target audience.

1



Concept Creations

Developing visuals such as illustrations and designs according to the campaign.

3

Developing Compelling Campaigns

Creating compelling campaigns which would communicate the brand across the market.

2

The Rollout

Introducing the creatives in different media's

4



SWOT analysis

Central India's first diamond ribbed TMT.

Covers whole of the central India and parts of south INDIA too.

Smart TMT as it is 20% more cost effective

Strength



Weakness

No market presence as compared to its competitors

Lockout during the lockdown and post lockdown.

Being a TMT brand that is already present in the central INDIA, it can be marketed throughout the INDIA.

Opportunities



Threats

Low production during lockdown and post lockdown.

A market captured by the big private brands and the SAIL.

The Repositioning



Before planning for any campaigns, we moved ahead to prepare a brand TAGLINE.

It took a lot of efforts in brainstorming but after certain discussions and team planning, we cracked this line that can be marketed

Campaign 1

अंदर की ताकत

AGROHA TMT
GRADE FE 500+

मध्य भारत का पहला
DIAMOND RIBBED सरिया

- EXCELLENT GRIP
- EARTHQUAKE RESISTANT
- HIGH STRENGTH TMT BARS
- FIRE RESISTANT

TMT एक-निर्माण अनेक

FOR DEALERSHIP & SALES CONTACT - 00500 00030

AGR HA™
 TMT GRADE FE 500+
 — TMT एक-निर्माण अनेक —

अंदर की ताकत

मध्य भारत का पहला
DIAMOND RIBBED
 सरिया

EXCELLENT GRIP
 EARTHQUAKE RESISTANT
 HIGH STRENGTH TMT BARS
 FIRE & CORROSION RESISTANT

FOR DEALERSHIP & SALES CONTACT
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Media used

- Traditional Media (Billboards , Wall Paintings , Pamphlets , Newspaper)
- Digital media (Facebook, INSTAGRAM & TWITTER)



Marketing colletarls



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!

📍 404-406, 4th Floor, Raj Chambers,
Beside Mowa over bridge, Mowa, Raipur

✉ info@benchmarksgroup.com

● www.benchmarksgroup.com

📞 **0771-3552497 +91 81031 30039**