

EVERY **CASE** HAS A
STORY
TO TELL



**AISHWARYAM
VILLE**
A Prosperous Lifestyle

CASE STUDIES BY

BenchMärk
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**

BRAND NAME :

**AISHWARYAM
VILLE**

OFFERINGS :

REAL ESTATE

AGENCY

BENCHMARK GROUP



BRIEF

We met the whole and sole decision maker of Aishwaryam Ville, Mr. Kishore Veerani Ji for a pre diwali campaign. His thoughts were clear that he wants to highlight the project's priceless amenities.

Now our role was just to give this thought a shape of an outstanding tagline that can attract the target audience.



OUR ROLE AS AN ADVERTISING AGENCY



Internal Brief

After the meeting with Aishwaryam Ville, The time was to move on with the internal brief sessions with the creative team and copywriters.



Brainstorming

After the successful completion of internal brief we called a meeting to brainstorm the thought and give that thought a crystal clear shape.



Output

After two-three brainstorming sessions, our creative team cracked the line that can easily connect with the target audience group.



SWOT ANALYSIS

STRENGTH

- Premium amenities
- Premium connectivity to the city.
- Competitive rates of the bungalows.
- Easy bank finance



WEAKNESS

- Location



OPPORTUNITIES

- Highly competitive market
- Can easily target every income budget group.



THREAT

- Location of the project
- Rising competition daily.



THE OUTPUT

We tried to make the tagline as short and crispy as it can be and after certain brainstorming we had this line

“ करोड़ों की सुविधायें
लाखों में ”



And it says it all

PAPER AD CAMPAIGNS

08

Awesome Mockups

Amazing Newspaper Mockups and Templates by Zipps Pixels

Photorealistic Newspaper Mockup

High Resolution PSD Brand Identity

Branding Presentations Mockups

Amazing Newspaper Mockups and Templates by Zipps Pixels

Item	Price	Downloads
Layout PSD Mockup with Smart Object	90231	1306
Amazing Mockup and Templates by Zipps Pixels	2024	879
High Resolution Brand Identity	50228	22258
PSD Newspaper Presentations Mockups	74135	11234
Branding Designs	222814	78258
	384238	44255
	43254	3435

रेश्वर्यम विले
एक समृद्ध जीवनशैली

इस त्यौहार करिए एक समृद्ध जीवनशैली में प्रवेश और पाइए करोड़ों की सुविधाएं लाखों में

3 BHK & 4 BHK BUNGALOWS

GRAND ENTRANCE GATE

CLUB HOUSE

LANDSCAPE GARDENS

SPORTS ARENA

SOLAR GARDEN

Amenities

- Swimming Pool
- Gymnasium
- Temple
- Indoor Kids Play Area
- Space for Commercial Complex
- Gathering Space
- Dance & Yoga Hall
- Cafeteria
- Digital Library

Site & Corp. Address :
Daldal Seoni, Mowa, Raipur (C.G.)

7725 800 800

APPROVED

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Member of CREDAI

FINANCE AVAILABLE from all Leading Banks

WYATAK HOMES

JV Realty

OOH MEDIA OUTDOOR



Pole Kiosk

HOARDING CAMPAIGNS



AISHWARYAM VILLE
A Prosperous Lifestyle

मात्र 31 लाख* से शुरू करोड़ों की सुविधाएं लाखों में

FOR BOOKING
7725 800 800

PCBRESA200919001045 | www.aishwaryamville.com

Site Address : Daldal seoni Mowa, Raipur (C.G.)

Finance Available from all Leading Banks

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ASSISTED BY **JV Realty**
LIFE IS LONG TOGETHER

A VISION BY **VINAYAK HOMES**
THE BEST OF BOTH WORLDS

3 BHK & 4 BHK BUNGALOWS

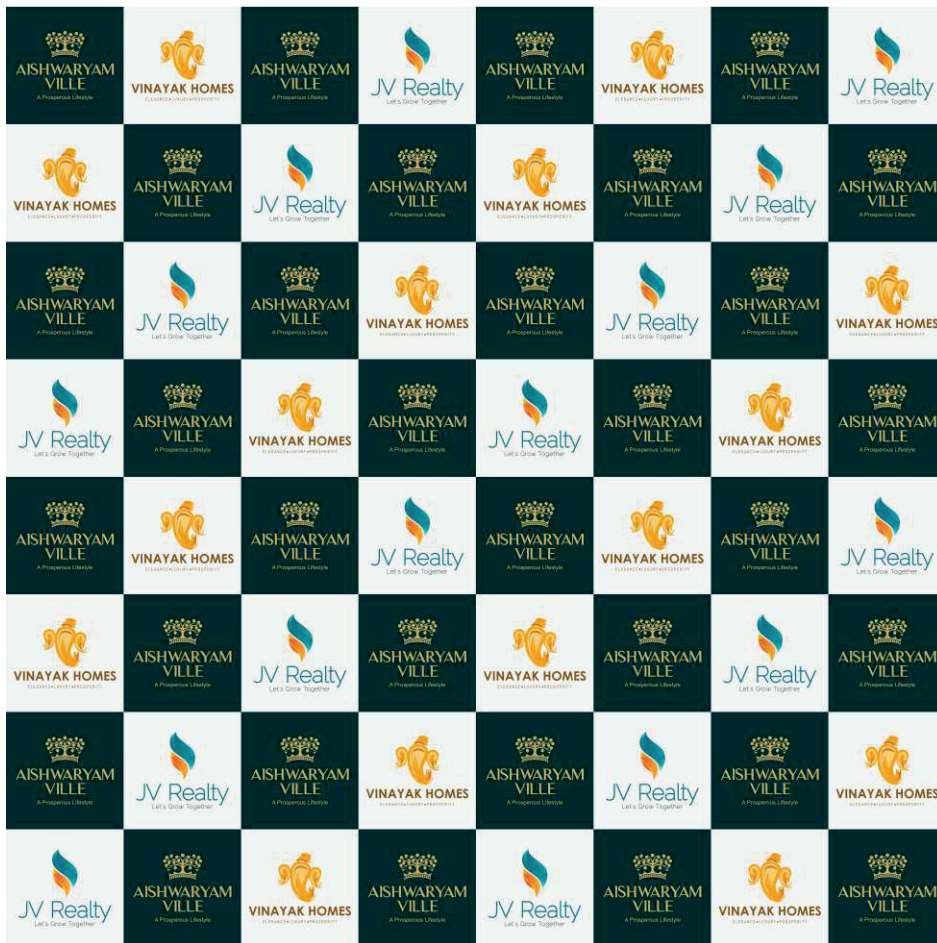
CLUB HOUSE

LANDSCAPE GARDENS

THE PRE-DIWALI EVENT



A VISION BY VINAYAK HOMES ASSISTED BY JV Realty **BOOKING OPEN 7725 800 800**



A VISION BY VINAYAK HOMES ASSISTED BY JV Realty **BOOKING OPEN 7725 800 800**



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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