

EVERY **CASE** HAS A

STORY

TO TELL

HIRA | **KORE**
TMT REBARS



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.



KORE



TMT REBARS

Brand Name:

KORE TMT

Campaign:

BTL activity

Agency:

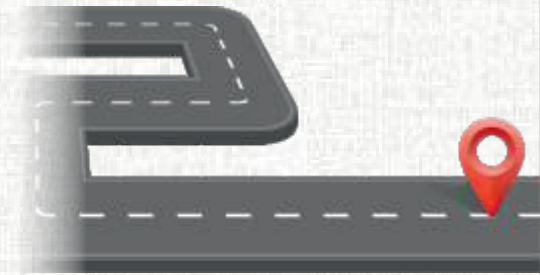
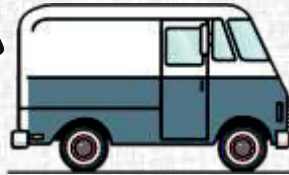
BENCHMARK GROUP

HIRA | **KORE**
TMT REBARS

KARVAAN



brief



The Kore TMT Rebar's management wanted to expand their reach and now they want a deep penetration into the urban and rural area so that the name of Kore can be reached throughout.

We believe there are only ways of branding & promotion, one is Digital marketing, marketing through outdoor & traditional media and the other is BTL i.e Below The Line activity.

So to reach out to the congested urban and rural areas we planned out for The Kore Karwaan, The Canter advertising (Mobile Van Advertising) which had to move in and around the Chhattisgarh state to mark the brand visibility at those locations.

benchmark's role

After this brief we had to execute the plan of BTL activity to reach out to the urban & rural areas of Chhattisgarh.



BRAND VISIBILITY & AWARENESS –

The first & foremost objective of this plan was to make the brand more visible to the untouched areas of Chhattisgarh.



PRODUCT DISPLAY –

To display what the Kore TMT is all about, we designed two mascots that could easily attract & connect with the audience of the urban & rural areas of Chhattisgarh. We pasted the banners of mascots with Kore TMT all over the Mobile-Van that was going to travel in & around the state.



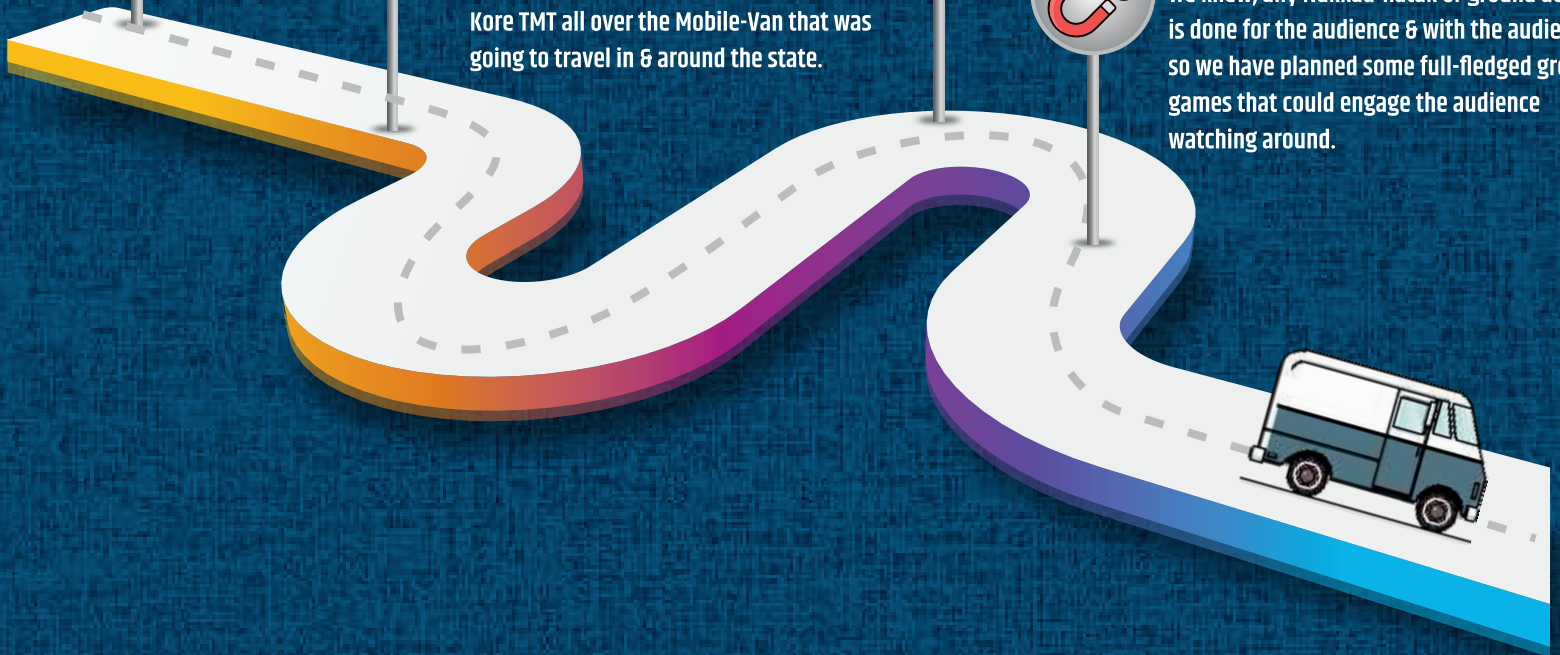
URBAN & RURAL AREA COVERAGE -

After getting the banners pasted all over the Mobile-van, we were ready to give the van A green Signal so that it can move across the Chhattisgarh for better coverage & branding.



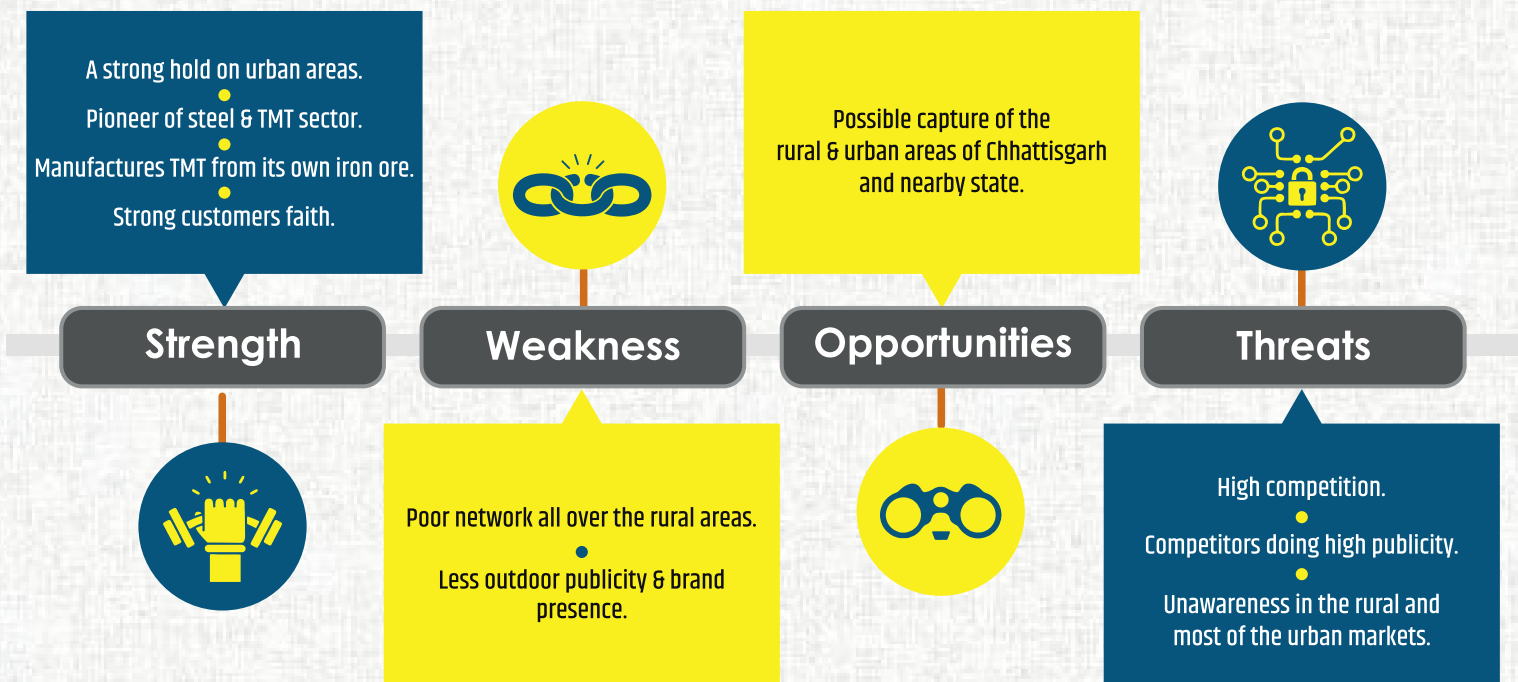
AUDIENCE ENGAGEMENT –

We knew, any Nukkad-natak or ground activity is done for the audience & with the audience, so we have planned some full-fledged ground games that could engage the audience watching around.



swot analysis

Kore BTL activity



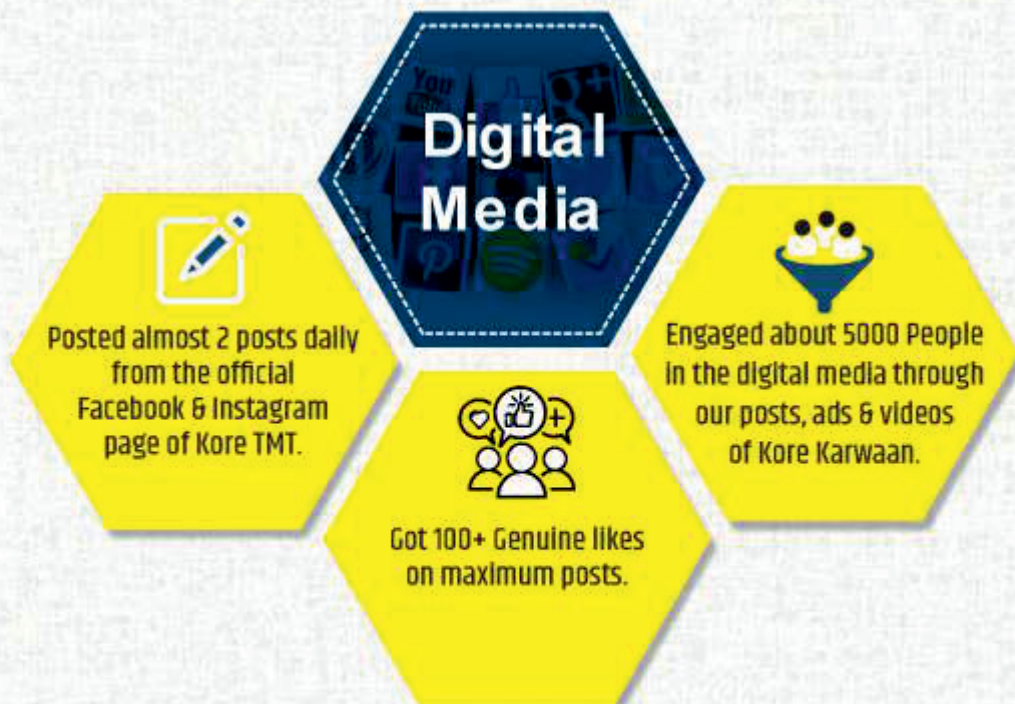
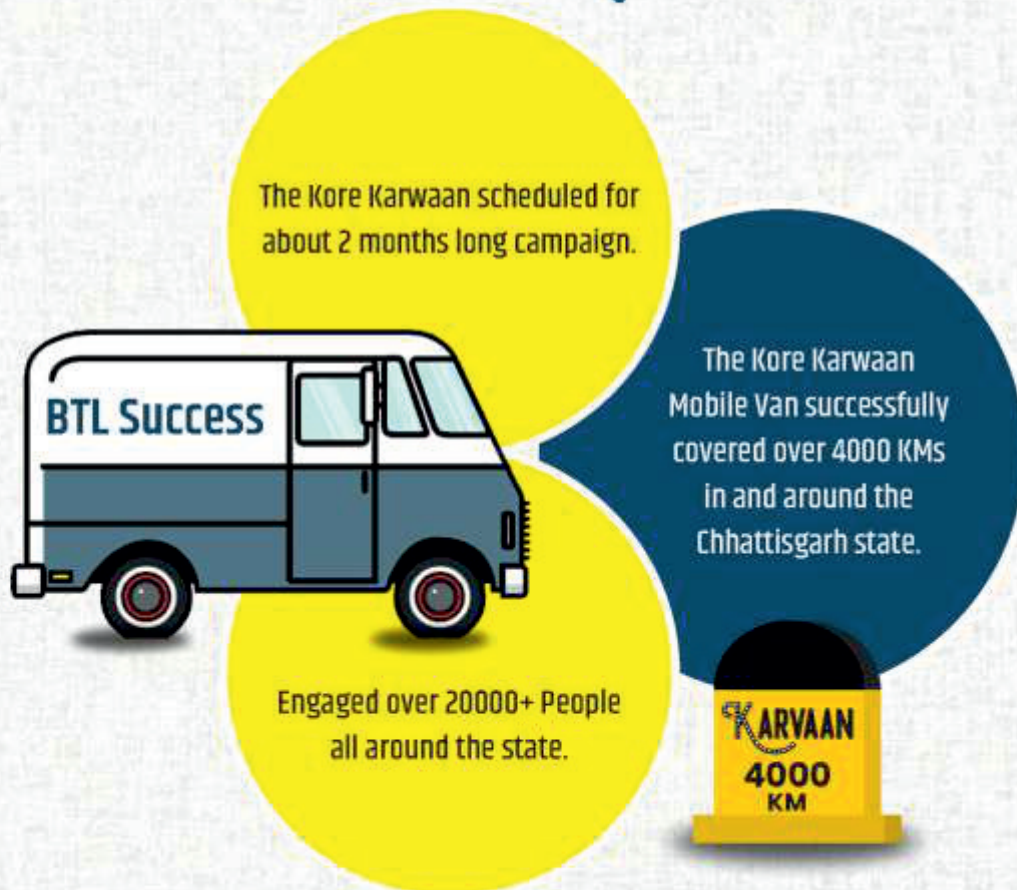
the jingle story



The Kore Karwaan had to travel deep into the places of Chhattisgarh that also included the rural areas where people don't even know hindi properly and only speak in the regional language – Chhattisgarhi So we planned a jingle in Chhattisgarhi which can instantly get pasted in the listener's mind as soon as they listen to it. It was such a clever move that made the Kore Karwaan get started with a bang.



Karwaan of success



HIRA KORE
 THE BRAND

KARVAAN

देखो दोस्तों
 कब कब हमें खबर आएगी

गौदम

हमारे हावर्ड कारों में हर दिन नए नए
 गैटस और नए नए गैटस हैं
 हर दिन

धरम और मरती के लिए कोर दो नुहें हैं

HIRA KORE
 THE BRAND

KARVAAN

आज बीजापुर में

कोरों धानदाव खेल और नीतों टी-शर्ट

धरम और मरती के लिए कोर दो नुहें हैं

HIRA KORE
 THE BRAND

KARVAAN

TODAY AT
AMODA

Exciting games & win Kire T-shirt

Stay tuned for KORE ... Stay tuned with KORE

HIRA KORE
 THE BRAND

KARVAAN

आज कांकेर में

कोरों धानदाव खेल और नीतों टी-शर्ट

धरम और मरती के लिए कोर दो नुहें हैं

HIRA KORE
 THE BRAND

KARVAAN

HELLO PEOPLE
 Come with us

Join us for
 Exciting games & win Kire T-shirt

Stay tuned for KORE ... Stay tuned with KORE

HIRA KORE
 THE BRAND

KARVAAN

देखो दोस्तों
 कब कब हमें खबर आएगी

बीजापुर

हमारे हावर्ड कारों में हर दिन नए नए
 गैटस और नए नए गैटस हैं
 हर दिन

धरम और मरती के लिए कोर दो नुहें हैं



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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