

Scaling New Heights

An impressive 21-foot mock structure of an upcoming real estate project is the attention-grabber at Bengaluru Airport. By Surina Sayal

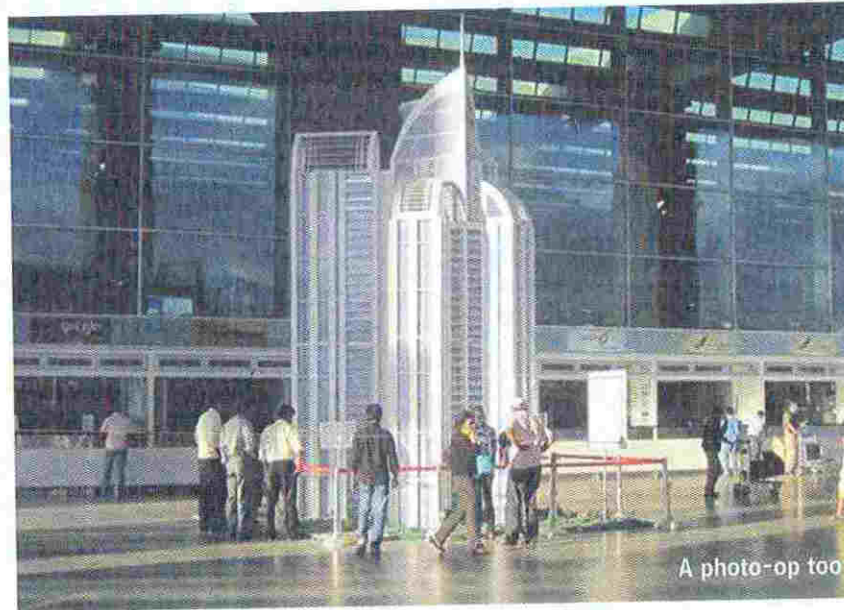
South-based real estate company, Mantri Developers, recently launched an ambitious project, the Mantri Pinnacle, which claims to be the tallest residential tower in South India. Located at Banerghatta Road, Bengaluru, the 46-storey tower offers world-class planning and lavishly proportioned houses. The project will be completed in the next three years.

To create a buzz about this project, Mantri Developers' outdoor agency, Posterscope came up with the idea of creating a mock-up model of the residential tower. Thus, a 21-foot high realistic structure was created, and was set up at the Bengaluru Airport, in order to reach out to Mantri Developers' target for this project - the SEC A, A+ audience.

Fabrication of the tall structure took the agency a month and a half, with material such as MS pipes, MDS, boards, acrylic sheets and self-adhesive vinyl (SAV) being used to bring this to life.

Haresh Nayak, MD, Posterscope, says, "Our key task was to create impact in the TG intensive environment. And we were able to do that by creating a first time ever ambient idea for our client." He adds that the mock-up also served as an interesting backdrop for many people, who clicked photos with it.

Apart from the innovation at the airport, Posterscope also created a billboard campaign



A photo-op too

Posterscope created a billboard campaign for the launch, taking up about 40 sites around Bengaluru.

for the launch, taking up about 40 sites around Bengaluru. Commenting on the campaign, Niranjana Tadanki, general manager, marketing, Mantri Developers, says, "With the help of the agency, we were able to design an ingenious campaign that helped Mantri Pinnacle elicit one of the



best-witnessed responses in the real estate industry in the recent past."

A prelude to this ambient innovation was another campaign launched a month ago, which was executed across four cities in India. This campaign unveiled the real estate company's new corporate identity and logo. The new identity reflected the expanded strategic focus of the

brand, as it evolved from a realty brand to an aspirational luxury brand. The revamped corporate logo was inspired by the signature of its founder and CMD, Sushil Mantri.

Posterscope also unveiled the new identity with the tagline, 'More than a new logo, a mark of personal assurance'. The brief was to create a high share of voice (SOV) in Bengaluru and a visible campaign across Hyderabad, Chennai and Pune. Thus, the outdoor campaign focused on high traffic zones in these cities, using large-format hoardings, unipoles, backlit signs, gantries and airport media. ■