

BUSINESS CASE

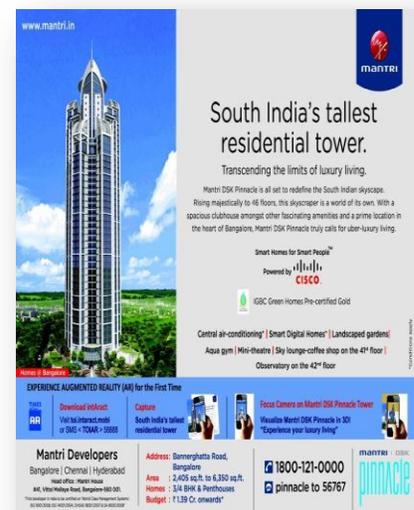
The Indian Real Estate industry is expanding, creating a surge in demand and growth leading to many big players entering the market. This development has created equal opportunities and challenges for all the players in attracting consumers.

Mantri Pinnacle, South India's tallest residential tower by the Mantri Developers, realized that time constraint was the primary challenge for their target audience to visit the property in person and thus wanted to take their property closer to their buyer. Reaching out to their consumers through mailers, pamphlets etc. would only be treated as spam and so wanted to connect with their consumers in a more effective way. The challenge was to make their buyers experience the apartment and its facilities before visiting the site, giving them a stronger reason for a must visit.

SOLUTION

The big idea was make the buyer walk through the apartment virtually and the entire Mantri Pinnacle property. While leveraging online was a solution, it was not instant and could result in drop out of users interested in the product and actually engaging through this. Mobile is the medium that can bridge this gap creating on demand any time opportunity. Consumers capture the print ad through their mobile camera to be transported into the Mantri Pinnacle world for a walk-through of the complete apartment. Users could also take a glance of the panoramic view or watch a 3-D model of the entire building showcasing the pool, gym and all the other amenities available.

Additionally, interested Consumers could mail their enquiries or book for a site-visit at their convenience by emailing or placing a call.



RESULTS

- Users spent over 134,773 seconds engaging with the Brand in first day of launch and is increasing ever since
- Over 66% of the users engaged with all the engagements delivered
- 40% of the users were identified to have carried smart phones, ensuring the right reach for the Brand
- 67% of the users experienced the 3D augmentation of the apartments
- If the duration of brand exposure were to be compared to TV, the number of programs to be delivered would exceed 4400 slots

HIGHLIGHTS

- A solution that let consumers experience & engage before they decide on large investments while buying their dream home
- Property Developers are able to market themselves far more than they could as in the case of conventional ads
- The whole industry now understands the best way to present their brands