

It's important to do good work, but it is equally important to present it well. In today's time you need to keep pushing your brand to the customer else the memory fades. This is what SBP lacked and this is what Flags helped them out with.

CASE STUDY



CHANDIGARH

ABOUT SBP

SBP is a 12 year old real estate developer in Tricity, Chandigarh. it has earned accolades for its high quality homes at pocket friendly prices.

They have multiple projects in multiple locations of Tricity and is primarily a Housing company

PROJECTS UNDER SBP, where Flags assisted

SBP GARDENIA

CITY OF DREAMS

GATEWAY OF DREAMS

HOUSING PARK

FLAGS COMMUNICATIONS ROLE IN THE ORGANIZATION

Flags Comm was roped in with a very clear cut objective of establishing SBP as one of the top real estate company's in the area. The idea was to elevate the overall image of the company and its project. The brand was known as one of the players and biggest threat was from a real estate developer which had a similar name and outlook. The brand required a complete corporate make-over.

- Marketing & Advertising
- Brand Management
- Digital Marketing
- Marketing Consultancy & Strategy

INITIAL BRAND CHALLENGES:

- Tricity is full of real estate developers and their projects. SBP was one of the real estate developers with a very local outlook.
- Brand owners were a little shy of going all out in the market with branding exercises.
- Changing the outlook of a running company mid-way is not an easy task to do
- There was a stark difference between the owners story and brand outlook. Company had satisfied customer base and enjoyed trust in the market, yet the outlook always underplayed this sentiment.

HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

As an integrated MARCOM agency, Flags took upon the complete exercise for SBP and crafted its revamp story. Steps followed were:

- Understanding the entire real estate market of tricity
- Understanding the current brand positioning of SBP.
- SWOT analysis was carried out.
- Understanding the competitors and their working. Also it was important to vet the claims made by the organisation regarding customer trust.
- Crafting customised marketing and communication strategies to create a leadership space for the brand.
- Launch of new projects

B2C COMMUNICATION

B2C communication was the most important work for SBP in its market to draw the customers towards the brand and to keep the brand recall alive. Also multiple projects had to be launched and flags was responsible for that.

- Multiple brainstorming meeting were carried out in Delhi and Chandigarh for brand strategy creation. SBP till now had not been able to encash upon its strength and now was the time.
- Bold decision was taken to get away with the boring and local outlook of the brand and hence the first and the most difficult task in hand was to redefine the brand identity of SBP. It needed to have a complete makeover along with a refreshed feeling. SBP brand identity was created which gave the brand a very confident outlook.



OLD LOGO



NEW LOGO

- External to internal, the outlook of the organisation was completely transformed.
- Extensive campaigns were planned to announce the transition in the market as SBP had been an established player.



- Then came the second challenge... in such a crowded industry, how to set ourselves apart. After much deliberation the biggest campaign was crafted which no one in the target region has ever thought of...The No. 1 housing company of Punjab and this was an immediate hit



- Flagship property by the name of SBP Home Show was created which had never been tried in the market before.



- Various communication materials were created for all the mediums

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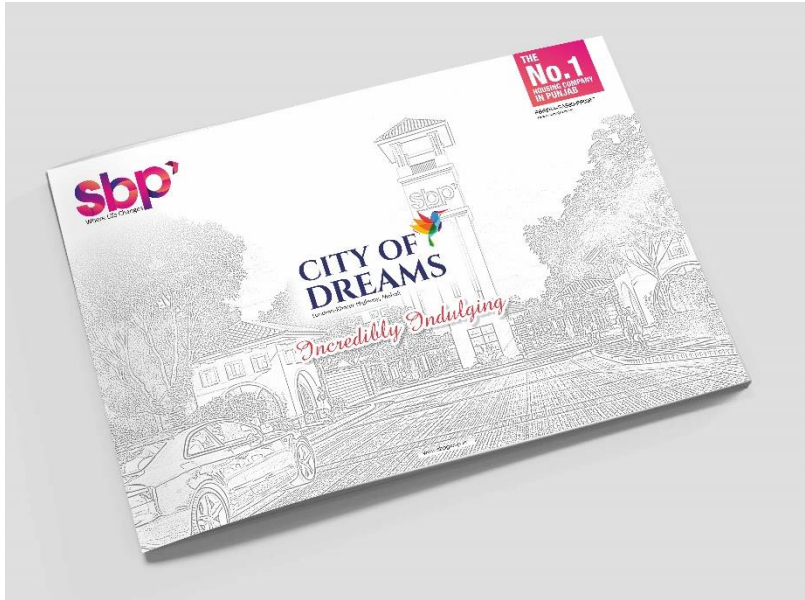
- Brand identities of the projects namely SBP Gardenia, Housing Park, City of Dreams, Gateway of dreams was created.



- Marketing strategies of all the projects were defined and Communication campaigns of all the above mentioned projects were made.
- Internal marketing exercises were carried out







- Various testimonial campaigns were done
- Aggressive digital marketing was done to have a 360 degree impact.



- Strategies were made for upcoming commercial projects, keeping the geography in mind.

B2B COMMUNICATION

B2B strategy for SBP had to do with business communication and channel partner communication.

- Direct connect was established announcing the brand changeover.
- Events were organised to get the stakeholders together

ACHIEVEMENT/ SUCCESS STORY

- SBP from a local brand became a regional player
- Brands over all image got an elevation, which bought visible changes to the organisation as a whole
- The corporate feeling was much visible even to the end customer
- Fresh and positive sentiments were floated around the brand.
- Brand campaigns became the talking point around in the region
- It's been an year and a half and the brand is still running the campaigns given by Flags

FLAGS COMMUNICATIONS TAKES IMMENSE PRIDE IN TRANSFORMING BRAND SBP AND STILL ENJOYS EXTREMELY GOOD RAPO WITH THE BRAND OWNERS. WE PROVIDE OUR STRATEGIC INPUTS, WHENEVER THE BRAND NEEDS IT.



Our association with Flags has made huge difference to our brand. The support from Flags team lead by Mr. Nambiar has played a major role in the entire re-branding and re-positioning of the brand SBP. Their strategies have helped us to improve our brand visibility, brand performance and business growth... I recommend Flags Communications to all those companies who want to stand out from the crowd and grow exponentially!

THANK YOU

LET'S CONNECT @ 0931005585