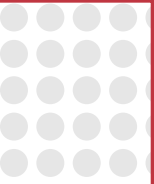


When you are ready to take a flight and suddenly there is a push stop, the challenge is to prepare for a take-off again, keeping in mind all the hindrances!

Uptown was in a dilemma, the property was fully ready and pandemic struck!



CASE STUDY

upt  wn
new stories everyday

ABOUT UPTOWN

Uptown is the first uber-cool and premium high-street, dine-in, and entertainment destination in Noida. Spread over 180,000 sq. ft. (approx.), Uptown offers an extensive location for F&B, entertainment, and other world-class amenities that seemed like a far-fetched idea previously. The complex is situated at a prime location in Noida (Sector-137) and is easily accessible through the metro and Noida Expressway from Delhi, Noida, Greater Noida, and Gurgaon. Apart from F&B and chic brands, they offer a thoroughly-crafted social hub for youth and families to spend some quality time.

FLAGS COMMUNICATIONS' ROLE IN THE ORGANIZATION

Flags Comm came on board as a Marcom agency for the brand and our primary objective was to create the hype around the brand and make it visible.

Our Scope includes:

✿ Marketing & Advertising

✿ Brand Launch

✿ Brand Marketing

✿ Branding

✿ Digital Marketing

✿ Media Buying

✿ Events & Exhibitions

INITIAL BRAND CHALLENGES:®

- ✿ Uptown's biggest challenge was its biggest strength - the name "Advant" . Advant is a landmark property in Noida and it completely overshadowed the very existence of Uptown.
- ✿ Initially, it was a chicken and egg story. The property neither had customers nor brands. The challenge was to simultaneously work around both the aspects. At a later stage, the challenge was also to retain the existing brands and simultaneously rope in the new ones.
- ✿ Uptown is comparatively smaller than other malls in Noida.

HOW FLAGS PLAYED THE ROLE OF A **MARCOM AGENCY**?

As an integrated MARCOM agency, Flags took upon the complete exercise for Uptown to create its brand persona.

Steps followed were:

- ✿ Thorough understanding of the geography , the sector, the surroundings & the needs.
- ✿ Understanding the current positioning of the brand
- ✿ Transforming the brand identity and defining the brand positioning which would create a differentiator.
- ✿ Crafting customised marketing strategies for both B2B and B2C Target Group.

HOW FLAGS PLAYED THE ROLE OF A **MARCOM AGENCY**?

- ✿ BRAND NAME WAS CHANGED FROM UPTOWN SQUARE TO UPTOWN
IDENTITY WAS REVAMPED TO MAKE IT FRESH, LIVELY, COLOURFUL AND
ATTRACTIVE.

BEFORE

UPTOWN S  UARE

AFTER

upt  wn
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B2C MARKETING

🌸 TAGLINE : It had to define what Uptown offers you! What Uptown stands for! What Uptown brings in your life!



New Stories Everyday

B2C MARKETING

- ✿ The entire look & feel of Uptown needed to be revamped. Fresh Photoshoot, Videoshoot were planned and very fresh looking website was created.



B2C MARKETING

Videoshoot



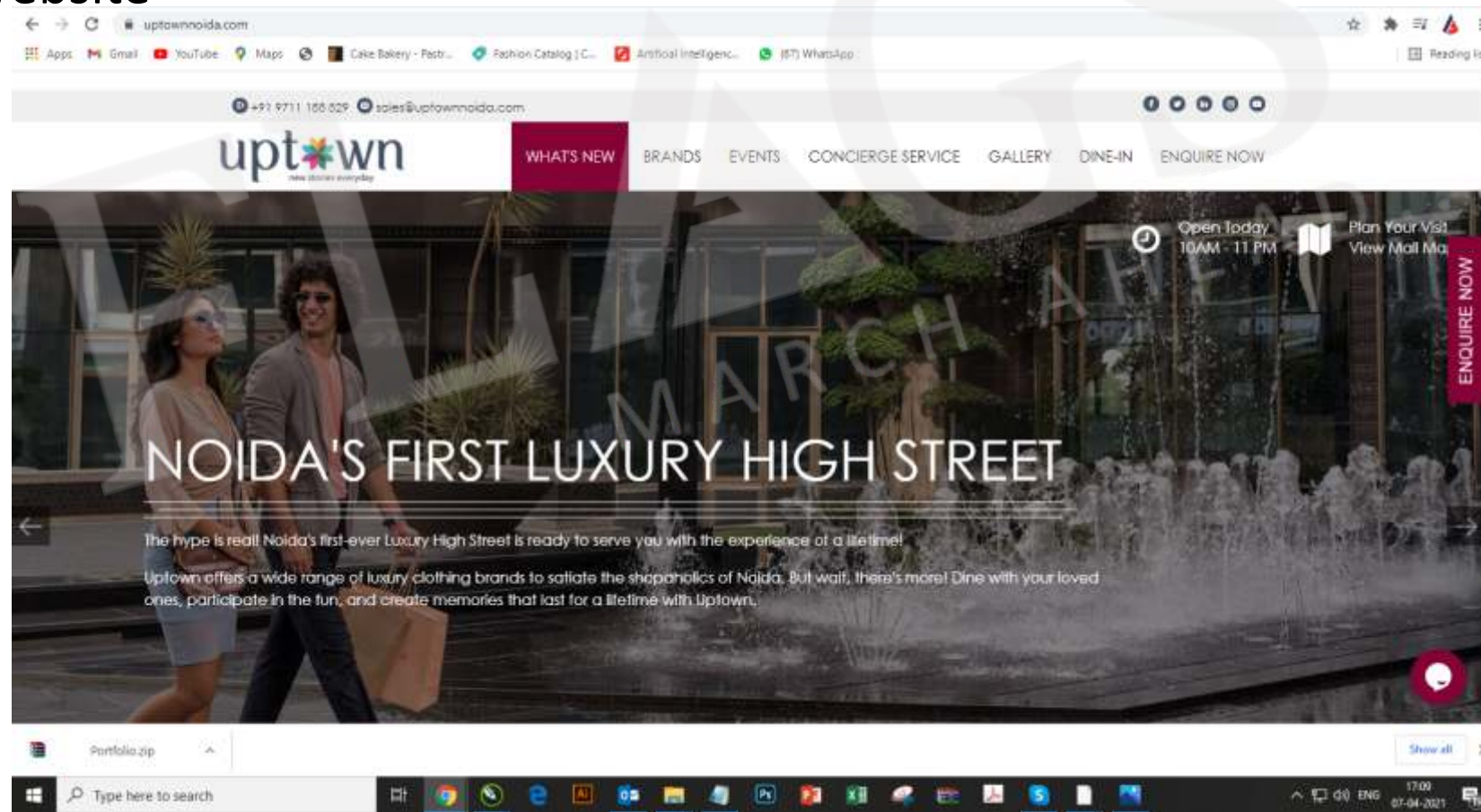
<https://www.youtube.com/watch?v=7yJLI2H8mPg>



<https://www.youtube.com/watch?v=vbQpdCrKQws>

B2C MARKETING

Website



B2C MARKETING

- ✿ BRAND POSITIONING: We wanted to call Uptown as a weekend destination but not a mall for sure. With total of 40 stores space , mall would have been a misleading term.

Then what was Uptown?

How will it stand apart?

Why should people visit it?

What will be the differentiator?

- ✿ The answer lied in its openness and offerings. With beautiful water bodies and green spaces, one gets more than shopping and dining experiences. It's an wholesome experience!

PRE-LAUNCH CAMPAIGN

Noida's First Luxury High Street

STILL GOING
TO THE MALL?

COMING SOON

AT
ADVANT NAVIS BUSINESS PARK,
SEC-142, NOIDA EXPRESSWAY

YOUR
ULTIMATE
HANGOUT SPOT

COMING SOON

AT
ADVANT NAVIS BUSINESS PARK,
SEC-142, NOIDA

EVER WITNESSED A TRUE
WEEKEND DESTINATION
IN NOIDA?

COMING SOON

AT
ADVANT NAVIS BUSINESS PARK,
SEC-142, NOIDA EXPRESSWAY

A POSH DESTINATION
NOIDA HAS
ALWAYS BEEN MISSING

COMING SOON

AT
ADVANT NAVIS BUSINESS PARK,
SEC-142, NOIDA

MALLS ARE ABOUT RUSH
WE ARE ABOUT PLUSH

COMING SOON

AT
ADVANT NAVIS BUSINESS PARK,
SEC-142, NOIDA

NOIDA'S FIRST
LUXURY HIGH STREET

COMING SOON

AT
ADVANT NAVIS BUSINESS PARK,
SEC-142, NOIDA

PRINT LAUNCH

THINK BEYOND MALLS, THINK UPTOWN



SOCIAL MEDIA LAUNCH

uptownnoida.com

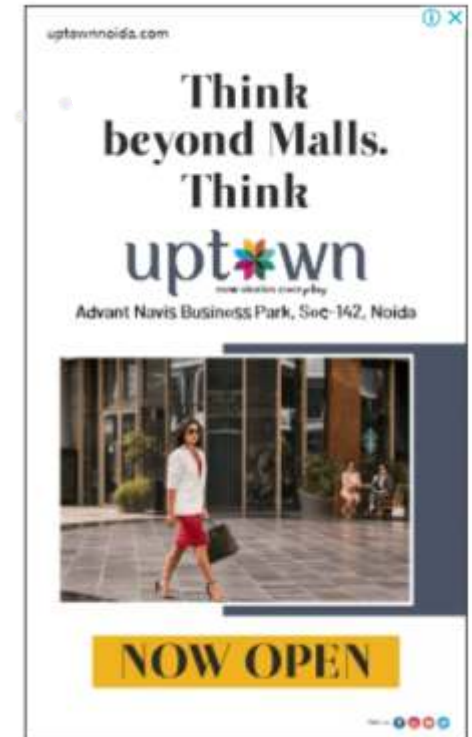
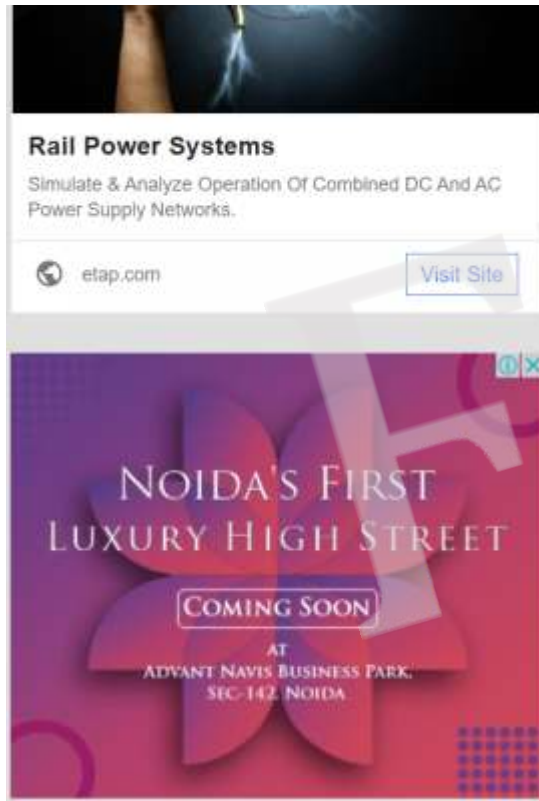
Think beyond Malls. Think
uptown
new stories everyday

Advant Navis Business Park, Sec-142, Noida



NOIDA'S FIRST LUXURY HIGH-STREET

DIGITAL PAID CAMPAIGNS PRE-LAUNCH & LAUNCH



EVENTS

- ❁ No. of events were being planned and all the important days were being celebrated. Be it Christmas, New Year, Valentine's Day, Comedy Night, Live Bands or simply a rocking DJ... Fun never ends at Uptown.



EVENTS



LAUNCH CAMPAIGN

THINK BEYOND MALLS, THINK UPTOWN

✿ **Target Region: Noida, South Delhi and Central Delhi**

Mediums Used:

- ✿ Newspaper advertising
- ✿ Social Media Marketing
- ✿ Digital Paid Campaigns
- ✿ Whatsapp Marketing
- ✿ Neighbourhood Marketing
- ✿ On-ground Activations

B2B MARKETING

- ✿ Crowd / customers started coming in but not many brands were there. So the B2B marketing process started. The idea was to tell the brands that if you are not in Uptown, you are missing out.

CAMPAIGN:

“AN ELITE BUSINESS AND RETAIL HUB THAT HOSTS FORTUNE 500 COMPANIES”



ACHIEVEMENT/ SUCCESS STORY

- ✿ Uptown today is an instant crown puller from not just the neighbourhood areas but also from across Noida. Even during the dull weekdays, you see the crowd moving around.
- ✿ Almost all of the property is leased out and the rest will be done shortly.
- ✿ Uptown has created a name for itself and has been able to come out of the shadows of Advant.

**FLAGS COMMUNICATIONS IS PROUD TO BE
STILL ASSOCIATED
WITH THE BRAND AND A HAPPY CLIENT-BRAND
RELATIONSHIP CONTINUES...**

THANK YOU
LET'S CONNECT @ 09310055885