



Client : Esteem Developers
**Work : Communication Strategy &
Content Bank**

Highlights

No. of posts per project

- Misty Hilly - 2
- Aeropark - 4
- Splendor - 3
- Emblem - 2
- King's Court - 4

Budget Bifurcation per day

- Splendor: ₹1000
- Emblem: ₹1000
- Aeropark: ₹1500
- King's Court: ₹1500
- Misty Hills – ₹1000

- Total budget –
- Digital – ₹150,000
- Google – ₹50,000 – Aeropark and Splendor



Communication Strategy

Esteem Aeropark

Location - The first development from the airport and within 5 kms from the Aerospace Sez - Surrounded by global companies

Investment opportunity - Guaranteed appreciation given the rapid pace of area development

Price with exclusive amenities - Great investment opportunity, world-class amenities, paved roads, beautifully landscaped gardens starting at Rs. 40 Lacs

Placement - BIAPPA, 900 sq. ft to 3000 sq. ft. plots, closest residence to the airport

Competition - Century Greens, Asset Atmos, Salarpuria Serene, Citrus Florence. Manyata Earthsong

Target group - Business person who commutes frequently on flights, people who take many vacations, working professionals who travel back home, people who love watching flights take off



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Campaign idea

Objective: Build a personality of Aeropark so it stands out from the real estate clutter

Insight: The plot is the perfect investment, considering the proximity to the upcoming aerospace SEZ

Idea: **#EscapeHome**

These plots are the first development from the airport so let's leverage it as a party spot before leaving the city

Execution: Google ads, Instagram posts, FB ads

Example:

Copy: Leave the city traffic behind at our #EscapeHome plot

Caption: If you're always missing your flights thanks to our wonderful Bengaluru traffic, invest in our #EscapeHome plot today! The first property from the airport.



Aeropark: Social Media Content

S.No	Idea	Creative Copy	Caption
1	Since we're the first development from the airport	Watch flights take off into the night Buy a development five minutes away from the airport Invest in an Aeropark #EscapeHome plot today!	Close enough to catch a glimpse, far enough to escape the airport chaos. Invest in a highly appreciating plot for your family today, at our #EscapeHome Prices starting at ₹40 lacs only.
2	To bring in the investment opportunity aspect	Buy a 900 sq. ft plot ₹40 lacs today Wait and watch it appreciate Sell your #EscapeHome for a hefty profit soon	With the construction of the new Aerospace SEZ under way, your land will appreciate quicker than you think. Book your plot at our Aeropark #EscapeHome today at ₹40 lacs only!
3	To give them a feeling of escapism	Never miss a flight again Buy at our #EscapeHome plot today!	Buy the first development from the airport in a BIYAPPA layout. Book your #EscapeHome plot at Aeropark today!
4	Talk about the amenities	Out of the world amenities at ₹40 lacs only! ● Swimming Pool ● Party Lawn ● Gymnasium	Revel in the world-class amenities including paved roads and beautifully landscaped gardens of the Aeropark #EscapeHome plot. And ensure your vacation never ends.



Esteem Misty Hills

Location: Nandi Hills is a pollution-free space that good for the heart and mind. Esteem Hills gives owners an adventure of their lifetime, so they don't miss another misty morning sunrise.

Investment Opportunity: Invest ₹27 lacs for a plot that's the perfect vacation home for owners, their family, and friends.

Price Benefits with Exclusive Amenities: For a mere sum of money, clients get a highly appreciating plot, access to a fully functional clubhouse where they can stay with family and friends.

Touristy spot: Do you have family/ friends visiting often? Do you need a place to relax and enjoy nature? Head over to Misty Hills, where you wake up to chirping birds, fun monkeys, and a warm cup of coffee. Reach on time for the sunrise atop the hill.



Misty Hills: Social Media Content

S.No	Idea	Creative Copy	Caption
1	A plot that's within the proximity of Nandi Hills, clients get to	Missed the mist? Stay at our clubhouse next time And watch the sunrise on time	Buy a 1200, 1500, or 2400 sq. ft. plot next to Nandi Hills. Stay the weekend at our exclusive clubhouse with your family. And never miss a beautiful moment again.
2	Pollution-free Clean and clear surrounding, good for the heart and the mind.	Wake up to chirping birds daily Buy a villa plot near Nandi Starting at ₹27 lacs only!	Did the airport traffic ruin your vacation? Don't worry, book your plot at Misty Hills and live in nature.



Esteem Emblem

Location: Electronic City is the melting pot of Bengaluru - The center of the IT boom. We push multiculturalism, as the best of everything, everywhere can be found here which making it the city's center of attraction. And it's only 400 meters away from the National Highway.

Investment Opportunity: Invest ₹65 lakhs for an occupancy certificate obtained exclusive 3 BHK flats and penthouses and watch the money grow multifold. The property has a thriving community 90 families. With loans available immediately from leading banks,

Price with Exclusive Amenities: For a pocket-friendly price, the property provides world-class amenities and a fully functional clubhouse with the highest quality finish. The open terrace is bustling with stunning views of E-City the main highlight considering one can view the whole city from there.

Profile of Clients: IT executives, Mid level IT executives, Tech Mahindra, Infosys, Biocon, Syngene, TCS, Bommasandra Industrial Area, APMC fruit market, BTM Layout, HSR layout.



Emblem: Social Media Content

S.No	Idea	Creative Copy	Caption
1	To push our location a little harder	Live in a 3BHK at the hub of Silicon Valley for ₹65 lakhs onwards	View the bustling IT community of Bengaluru from our beautiful penthouse terrace. Thrive in the Emblem of Electronic City with a strong tech network. With loans available from leading banks, you can move in today!
2	Show the investment opportunity and create a hurry	Invest in a home at the center of the IT boom Apartments starting at ₹65 lacs only	Give your kids a safe and relaxing surrounding to grow around families from the IT community. Emblem at Electronic City is the place to be. With 3BHK flats and penthouses available from ₹65 lakhs onwards.



Esteem Splendor

Location: Koramangala is the busiest spot of Bengaluru and is one of the most happening spots for young audiences. It's close to the Central Business District, High Street, and the IT belt. Locals yearn to live in this this posh and lavish area.

Target Group: People who relocated for work and wish to settle down next to the affluent section of society like doctors, army veterans, and the young crowd that commutes to schools/ colleges in Hosur.

Price: While this area is predominantly made for the elite section of society, prices are still affordable for this location.

Amenities: In-house amenities, premium specifications – high end vitrified tiles, glass railings, biometric locks, 8 feet veneer doors, and private kitchen.



Client profile: Doctors – Apollo hospitals, Fortis, Sagar Apollo, IT clients – high level executives, Army background, Students from affluent families from out of Bengaluru who are moving to Bangalore permanently.

Clients: Accenture, Oracle, IBM, Bosch, HP

Areas: Indiranagar, HSR layout, Central Bangalore, Shantinagar

Competition: Prestige Pinewood, Mythri Nimisha, Salarpuria greens, G corp, Sterling Infinia,



Splendor: Social Media Content

S.No	Idea	Creative Copy	Caption
1	Talk about the premium features available	Blend sophistication with opulence at ₹1.2 Cr	Shift into a chic apartment in Koramangala with biometric locks, glass railings, a jacuzzi, and swimming pool. Move into Esteem Splendor, the center Bengaluru.
2	Talk directly to the young TG directly to make a sale	Groove to the young and energetic vibe of Koramangala Book a flat at Splendor (1-3 BHK) at just ₹1.2 Cr	The hub of everything new, Koramangala though one of the oldest residential areas in Bengaluru has the youngest population. 1-3 BHK flats available, starting at ₹1.2 Cr.
3	Talk about Koramangala as symbol of pride and status	Let colleagues envy your new home	Live next to the most affluent families of Bengaluru. And gain full access the glorious nightlife. Shift to the Splendor of Koramangala at ₹1.2 Cr today!



Esteem King's Court

Location: Posh locality in Dollars Colony with the world class facilities premium residential houses.

Investment Opportunity: An investment that exudes luxury and royalty, close to malls, colleges, theatres, central business district.

Price with Amenities: 2, 2.5, 3, and 4 BHK projects with access to the premium ambience, restaurants ,and everything around just at your service.

- Exclusive indoor and outdoor amenities
- Dedicated clubhouse
- Opulent entrances and lobbies
- Exclusive glass railings for balconies. Garden pathways and podiums

Competition: Shriram Southern Crest, Mahaveer Sitara, Peninsula Land, Vaishnavi Terraces, B&B Infra, Prestige Song of the South, and Forest Breeze

Profile – Doctors, business owners living in South Bangalore, Mid/ high level IT executives, Home owners from Jayanagar, JP Nagar, Basavangudi, BTM Layout, and Koramangala.



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Campaign Ideas

Campaign Name Suggestion

1. Live a Life of Royalty
2. The Era of Sovereignty
3. Live in a Modern Empire

Concept: Bring out the project's specifications - the royalty with modern architecture. Highlighting the vintage essence along with the top notch amenities of the property. The idea is to give people a feel of an empire and the lifestyle of the royals.



Execution:

Our content will focus on three major touchpoints

1. The Architecture
2. Amenities
3. Prime Locations Nearby

Desired Result:

Since we are having a budget problem with our leads, our goal is to reach the right audience. By showing the majestic living experience at King's Court we aim at targeting the in-market audience



King's Court: Social Media Content

S.No	Idea	Creative Copy	Caption
1	Live a Life of Royalty	Live at the King's Court, an embodiment of royal luxury Airy and luminous apartments with Landscaped Gardens Exclusive Club Lavish Finish Starting from ₹1.5 Cr	Welcome to our not so humble space at King's Court, and live a life of royalty. Email us sales@esteemdevelopers.com Call us +918088009944
2	The Era of Sovereignty	Own a posh piece of history at just ₹1.5 Cr Beautiful landscaped gardens Indoor and outdoor gaming area State-of-art facilities Opulent entrances	Enter the era of sovereignty. Invest in a home that's worth every penny. Book 2, 2.5, 3, and 4 BHK apartments at Dollars Colony to live the royal life.



King's Court: Social Media Content

S.No	Idea	Creative Copy	Caption
3	Live in a Modern Empire	Marvel at the royal luxury of King's Court Opulent entrances Garden pathway and podiums Steam room	You no longer have to spend every dime you made to live at Dollars Colony. Shift next to politicians, film stars, and celebrities at an affordable price of ₹1.5 Cr only. Live in a modern empire today!
4	Live a Life of Royalty	Spoil yourself with royal opulence at ₹1.5 Cr Swimming Pool Media Room Steam Room	Live a life of royalty in a home that exudes luxury. Revel in the ambiance of King's Court. Reside in Dollars Colony with 24*7 security to ensure your wealth is invested well.





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