

brand[®]
geeks

VishwaGreen

Project Plan M- Case Study

Objective

- To **effectively rebrand** and market the client's real estate project, increasing sales significantly.

Challenges

- The client's previous agency had **failed to deliver results**, despite significant investment in creative assets.
- Only **10 units had been sold**, indicating a significant lack of traction in the market.

So what did
BrandGeeks do?

- **Designed** a fresh and modern visual identity, including a new logo, color palette, and typography.
- **Developed** effective advertising campaigns for various channels, including print, digital, and outdoor media.



- A **comprehensive marketing strategy**, encompassing advertising, brochures, hoardings, and more, drove significant results.



Plan[®]
M
BUSINESS PARK
IKEA ROAD

YOUR NEW BUSINESS ADDRESS,
WITH A 24 CARAT FESTIVE OFFER.

SPOT BOOKING OFFER

**10gms
GOLD COIN**

BUSINESS SPACES

**₹63* LAKH
ONWARDS.**

OFFER VALID FROM 14 OCT TO 9 NOV, 2021 | GOVT. CHARGES EXTRA | T&C APPLY

Call : 74004 05777 / 74004 06999

A project by
**VISHWA
GREEN**
In collaboration with
PLUS



MahaRera No.: P51700023125

Plan[®]
M
BUSINESS PARK

SPOT BOOKING OFFER:

**GIFT
10gms
GOLD COIN**

₹63*
LACS
ONWARD.

OFFER ENDS 4TH NOV, 2021 | GOVT. CHARGES EXTRA | T&C APPLY

Site Decor

MahaRera No.: P51700023125

PlanTM
BUSINESS PARK
IKEA ROAD, NAVI MUMBAI

THE SEA VIEW!
WEST WING

A project by
VISHWA GREEN
DESIGN & CONSTRUCTION

In collaboration with
PLUS>>>

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Site Address : 9/9A, MIDC TTC Area, Opposite Turbhe Station, IKEA Road, Navi Mumbai- 400 705.

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WORK. PLAY. RELAX.
AVANT-GARDE AMENITIES

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IKEA ROAD, NAVI MUMBAI

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PlanTM
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IKEA ROAD, NAVI MUMBAI

THE CITY VIEW!
MIDAS WING.

A project by
VISHWA GREEN
DESIGN & CONSTRUCTION

In collaboration with
PLUS>>>

8km

District Court
Belapur

30km

MTHL
(Mumbai Trans - Harbour Link)

2km

APMC Market
Asia's Largest Fruit &
Vegetable Market

30km

JNPT Port

18km

Navi Mumbai
International Airport

brandgeeks.in

Hoardings



PlanTM

M

BUSINESS PARK

TURBHE, NAVI MUMBAI

YOUR BUSINESS ADDRESS
MAKES A STATEMENT. MAKE SURE IT HAS
ALL GOOD THINGS TO SAY.

.....

LUXE BUSINESS SPACES STARTING AT Rs. 61* LAKH ONWARDS.

A project by

VISHWA GREEN

DEFINING FUTURE LIVING

In collaboration with

PLUS>>>

For Bookings, Call : 74004 05777 / 74004 06999

Site Address: 9/9A, MIDC TTC Area, Opp. Turbhe Station, Navi Mumbai- 400705.



PlanTM

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BUSINESS PARK

TURBHE, NAVI MUMBAI

THE CITY. THE SEA. THE MOUNTAINS.
TAKE A 180° TURN FOR A 360° VIEW.

.....

LUXE BUSINESS SPACES STARTING AT Rs. 61* LAKH ONWARDS.

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BUSINESS PARK

TURBHE, NAVI MUMBAI

**THE WAIT OF INDIA'S BUSINESS CAPITAL
FOR A ULTRA MODERN BUSINESS
ADDRESS FINALLY ENDS.**

.....

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Newspaper ads

A BUSINESS ADDRESS THAT CARES FOR YOU AND MOTHER NATURE ALIKE.



PlanTM
BUSINESS PARK
IKEA ROAD

Dummy copy pls dont read While others can only think of rail, air, sea and road, the Plan M Business Park offers more. It connects you to the thriving city, thus ensuring endless business opportunities.



EXCLUSIVE BUSINESS SPACES STARTING AT ₹63* LAKH ONWARDS.

Project Highlights : G+30 Storey Business Park | Office Height 11 ft. | 8 Level Covered Parking Area | Electric Car Charging Stations on all Parking Floors | High Speed Branded 10 Passenger & Pre Service Lift | Swimming pool with Jacuzzi | Gymnasium, Yoga & Meditation Centre | Indoor Mini Golf & Indoor Games | Children's Crèche & Themed Library | Themed Spa & Salon | Cafeteria & More...

Location Advantages : 2 kms APMC Market | 8 kms District Court, Belapur | 14 kms upcoming BKC 2, Kharghar | 18 kms Navi Mumbai Airport | 30 kms JNPT | 30 kms Mumbai Trans-Harbour Link | 134 kms Pune City | 30 kms BKC (Bandra Kurla Complex) | 14 kms Kharghar Golf Course/Central Park

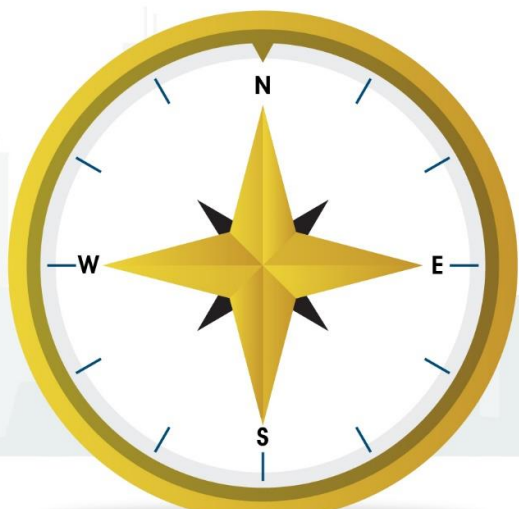
A project by
VISHWA
GREEN
REAL ESTATE PRIVATE LIMITED

In collaboration with
PLUS>>>

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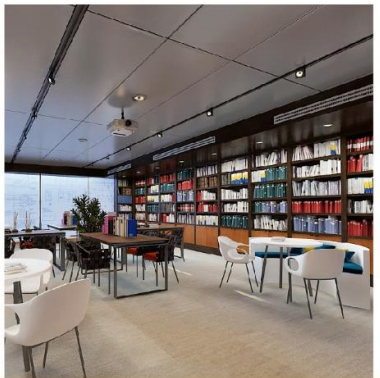
Site Address : 9/9A, MIDC TTC Area, Opposite Turbhe Station, IKEA Road, Navi Mumbai- 400 705.

SO MUCH FOR SO LITTLE.
WE BET, YOU WON'T FIND IT ELSEWHERE.



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BUSINESS PARK
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GREEN
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PLUS>>>

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STRATEGICALLY LOCATED
TO KEEP YOU AHEAD OF COMPETITION.



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Newspaper ads

www.vishwagreenrealtors.com

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BUSINESS PARK

IKEA ROAD

REAL ESTATE VALUES

ALWAYS INCREASE OVER TIME.

53*

LAKHS

2020

63*

LAKHS

2022

++

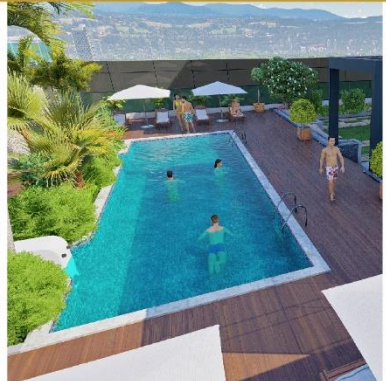
LAKHS

2024

HENCE, BOOK NOW AT ₹63* LAKHS.

EFFECTIVE INCREASE IN PRICING FROM 1ST MAY, 2022: ₹70*LAKHS







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2km

APMC MARKET

Asia's Largest Fruit & Vegetable Market

30km

MTHL

(Mumbai Trans - Harbour Link)

30km

JNPT PORT

32km

NARIMAN POINT

8km

DISTRICT COURT

BELAPUR

14km

KHARGHAR GOLF COURSE

CENTRAL PARK

18km

NAVI MUMBAI

INTERNATIONAL AIRPORT

30km

BKC

(Bandra Kurla Complex)

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Call / WhatsApp: 74004 06999

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BUSINESS PARK

IKEA ROAD

MAKE A PROFITABLE DECISION

WHILE THERE IS STILL TIME.

53 lakhs in 2021 to 63 lakhs in 2022. Simply overjoyed with 17% appreciation in just one year.

- Mr. Pradeep Narode, Brandgeeks

HENCE, BOOK NOW AT ₹63* LAKHS.

EFFECTIVE INCREASE IN PRICING FROM 1ST MAY, 2022: ₹70*LAKHS







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BUSINESS PARK

IKEA ROAD

PLAYING THE WAITING

GAME MAY NOT ALWAYS BE

THE WISEST DECISION.

53* LAKHS

2020

63* LAKHS

2022

++ LAKHS

2024

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Social Media Creatives



Plan[™]
BUSINESS PARK
IKEA ROAD

**TOP ENTREPRENEUR
MAKE PROFITABLE DECISIONS.
EVEN WHILE DECIDING ON
THEIR NEW BUSINESS SPACE.**

EXCLUSIVE BUSINESS SPACE STARTING AT ₹63* LAKHS ONWARDS.

brandgeeks.in



Plan[™]
BUSINESS PARK
IKEA ROAD

**PRESENTING
THE BEST INVESTMENT PLAN.
IN THE FORM OF YOUR NEW
BUSINESS SPACE.**

EXCLUSIVE BUSINESS SPACE STARTING AT ₹63* LAKHS ONWARDS.

brandgeeks.in



Plan[™]
BUSINESS PARK
IKEA ROAD

**BIG THINGS COME
IN SMALL PACKAGES.
LIKE OUR BUSINESS SPACE
AT PLAN M.**

EXCLUSIVE BUSINESS SPACE STARTING AT ₹63* LAKHS ONWARDS.

brandgeeks.in

Social Media Ad Creatives

Plan[™]
M
BUSINESS PARK
IKEA ROAD

UNLIKE OTHERS,
THE PLAN M BUDGET
MAKES COMPLETE SENSE
.....
EXCLUSIVE BOUTIQUE SPACES STARTING AT
₹63 LAKHS
ONWARDS

Plan[™]
M
BUSINESS PARK
IKEA ROAD

MAKE A PROFITABLE
INVESTMENT. CHOOSE
PLAN M BUSINESS PARK.
EXCLUSIVE BOUTIQUE SPACES STARTING AT ₹63 LAKHS+

Investment Option	Return (%)
OTHERS	+10.3
CRYPTO	+12.0
EQUITY	+22.6
MUTUAL	+41.9
REAL ESTATE	+83.0

Plan[™]
M
BUSINESS PARK
IKEA ROAD

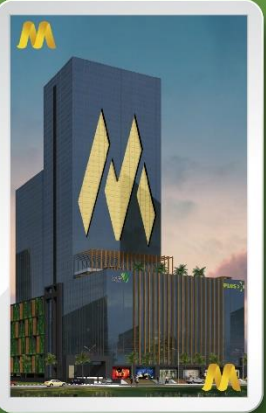
ADVANTAGES OF
CHOOSING OFFICE
OVER HOME:
HIGH RENTAL.

Ad Blockers



Plan[®]
M
BUSINESS PARK
IKEA ROAD

BET ON A LUXURIOUS BUSINESS ADDRESS
THAT'S **REASONABLY PRICED.**



.... OFFICE SPACES STARTING AT ₹55* LAKHS



Plan[®]
M
BUSINESS PARK
IKEA ROAD



WORK. PLAY. RELAX.
AT PLAN M BUSINESS PARK.

.....
OFFICE SPACES STARTING AT ₹55* LAKHS



Plan[®]
M
BUSINESS PARK
IKEA ROAD
MahaRera No.: P51700023125

**SIMPLY MAKING YOUR
BUSINESS EXPERIENCE MORE
REWARDING WITH US.**

FLAT 3%
ON EVERY UNIT
WITH EXCITING REWARDS.



7 Units & Above
Royal Enfield Himalayan



14 Units & Above
Hyundai Santro



21 Units & Above
Mahindra Thar

*VALID TILL 30TH JUNE, 2022.

Outcomes



Plan[™]
M
BUSINESS PARK
IKEA ROAD

PLAYING THE WAITING
GAME MAY NOT ALWAYS BE
THE WISEST DECISION.

EFFECTIVE PRICE FROM 1ST MAY, 2022: ₹70*LAKHS

BOOK NOW AT ₹63* LAKHS.

MahaRera No.: P51700023125 | GOVT. CHARGES EXTRA | T&C APPLY

307
UNITS SOLD OUT
103
UNITS LEFT

A project by
VISHWA
GREEN
SUSTAINABLE LIVING

In collaboration with
PLUS>>>

Call : 74004 05777 / 74004 06999

MahaRera No.: P51700023125

Plan[™]
M
BUSINESS PARK
IKEA ROAD

PLAYING THE WAITING GAME MAY
NOT ALWAYS BE THE WISEST DECISION.

BOOK NOW AT
₹63*LAKHS.

75%
UNITS SOLD OUT

25%
UNITS LEFT



brandgeeks.in

EFFECTIVE PRICE FROM 1ST MAY, 2022: ₹70*LAKHS

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(Sandra Kuria Complex)

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PLUS>>>

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- Over 400 units were sold through the newly implemented traditional marketing & advertising campaign.
- The rebranding of the project successfully elevated the client's brand awareness in the market.
- The revised communication strategy effectively resonated with our target audience, leading to a significant increase in conversions.

THANK YOU!

