CHAPTER 3

IMC STRATEGIES IN HOUSING PROJECTS - A THEORITICAL PERSPECTIVE

This chapter presents the marketing communication strategies adopted by the builders in Bengaluru. Rather being a basic requirement, real estate is looked as a commodity. Therefore, builders in order to gain market attention, has opted various marketing tools, such as full-page news-paper ads, project-specific articles in leading newspapers, radio advertisements, SMS campaigns, hoarding across the city, to sponsoring television shows, real estate exhibitions, etc. Sales promotion in which customers are offered either a special rate or gifts on spot bookings at the event or get special offer such as "No PRE-EMI Scheme", where the builders service the interest component on the home loan, until possession. This chapter presents the exhibits of various advertisements found in various media, and the other promotional tools used by them.

This chapter addresses the second and third objectives of the study that is to compare the different existing methods of integrated marketing communication strategies in marketing housing projects, and to explore and analyze the innovative methods of integrated marketing communication strategies for marketing housing projects.

Bengaluru, the capital of Karnataka, is in the southeast of Karnataka, with an area of 2190 square kilometre (sq km), and has an estimated population of 6.5 million (Census of India 2001). The population density of Bengaluru is 2985 per sq km, as against 276 per sq km for Karnataka, and 324 per sq km for India. With a decadal growth rate of 38 per
cent, Bengaluru was the fastest-growing Indian metropolis after New Delhi for the decade 1991-2001. Some of the major real estate developers in Bengaluru are Brigade Group, Purvankara Projects Ltd, Mantri Group, Embassy Group, Salarpuria Group, ETA Group, Prestige Group, NCC Urban Infrastructure Ltd. and Sobha Developers (ICICI, 2012).

3.1 ADVERTISEMENTS BY BUILDERS OF BENGALURU

Advertising is mass media content intended to persuade audiences of readers, viewers or listeners to take action on products, services and ideas. Any mass medium can deliver advertising. Advertisement medias include Indoors medias such as newspapers, magazines, radio and television broadcasts, films, stage shows, websites, Outdoor medias such as billboards, posters, wall paintings, town criers, human billboards, banners, Sky Balloons, flag post and lampposts, Handouts such as flyers, rack cards, the back of event tickets, Transit Medias such as cars, taxicabs, buses, trainsairplanes etc., Public utilities like subway platforms, bus shelters, street furniture etc.

Advertisement related with housing projects are mainly found in newspapers as classified, column ads, full-page ads, supplements, etc. Housing projects to create a huge attention utilize full page of the front page of the newspapers and many such advertisements can be seen in dailies in Bangalore. Figure 3.1 shows a full-page advertisement in the front page of a newspaper. Figure 3.2 shows a supplement of the newspaper covering advertisement of housing projects. Figure 3.3 shows a 8-column advertisement and Figure 3.4 & 3.5 shows Newspaper Insert.
Figure 3.1 Full page advertisements in the front page of a newspaper.
Building with steel

Real estate sector needs to be regulated
Figure 3.3  Newspaper 8-column advertisement
Figure 3.4 Classified advertisements
Figure 3.5 Paper Inserts
A Mock-up is a scale or full-size model of a design or device, used for teaching, demonstration, design evaluation, promotion, and other purposes. A mockup is a prototype if it provides at least part of the functionality of a system and enables testing of a design. Mock-ups are used by marketers to create an attention of the consumers. Mantri put a mock-up model that was exhibited at the Bengaluru airport with visibility to all the passengers for their Mantri DSK Pinnacle, which is the South India’s tallest residential tower (Fig 3.6 & 3.7). The mock-up model of a project that stood 21 feet from the ground and the agency took a month and a half to fabricate the structure, using materials such as MS pipes, MDS, boards, acrylic sheets and self-adhesive vinyl (SAV).

Figure 3.6 A mock up model of Mantri DSK pinnacle at Bengaluru Airport
A gantry (also known as a sign holder, road sign holder, sign structure or road sign structure) is a traffic sign assembly in which signs are mounted on an overhead support, or railway signals supported. Gantries are usually built on high-traffic roads or routes with several lanes, where signs posted on the side of the highway would be hard for drivers to see. Gantries may be cantilevered or one sided on the left, right and center (sometimes referred to as a half-gantry or Butterfly gantry), or they may be bridges with poles on each side. Figure 3.8 shows a Highway gantry of housing project at a toll collection area.
Figure 3.8 Highway gantry of housing project

Airport Media are advertising media within the airport environment and builders have best use of them. Figure 3.9 shows a backlit display near the conveyor belt in Bengaluru airport.
Figure 3.9 Backlit display near the conveyor belt in Bengaluru airport.

Unipole (or monopole) sign is basically an advertising sign frame structure mounted atop a single steel pole or column. A unipole provides solution that makes a billboard visible alongside highways or roads. Its height is usually about 28' to 40'. The effectiveness is enhanced by the fact that this billboard can be seen even from long distances. There are two options when it comes to illumination: this can either be a light box or front-lit for versatility. Bangalore has a good stretch of highways and builders have effectively utilised. Figure 3.10 shows a billboard on unipole
Transit media is a form of out-of-home advertising that displays advertisements in or on the outside of vehicles, such as on the side of or above the seats of a bus or trains. The medium offers a balance between traditional billboards and smaller, more mobile signage. For example, even an individually branded car might be casually driven around a city for the majority of the time, but can occasionally be integrated into a multi-vehicle convoy or parked arrangement suitable for promotional activities. Bangalore provides a wide scope of transit advertisement in terms of Bangalore Metropolitan Transport Corporation (BMTC) and Namma Metro. The trains of the Indian Railways also provides avenue for advertisement. Figure 3.11 shows the advertisement on trains and Figure 3.12 shows the advertisement on BMTC Vajra buses in Bangalore.
Billboards are advertisements that provide information to passing vehicles and pedestrians. These large formats out of home advertising
structures typically found in high traffic areas and are viewed at distances of 50 feet or more. There are a few types of billboards and their sizes usually depend on the speed of traffic and distance from the person viewing it. A billboard on a highway or expressway is commonly called a bulletin. A billboard on a secondary roadway where traffic is 30 mph - 50 mph is commonly called a poster. A poster is usually about half of the width of a bulletin.

![Figure 3.13 Billboard of a builder in Bangalore near highway](image)

**Figure 3.13 Billboard of a builder in Bangalore near highway**

Wallscapes are very large format displays that can be seen from many streets because of their large size. They are usually landmark locations
in a metro area. These are also viewed by pedestrian traffic as well as vehicles. Digital billboards also come in different sizes depending on their audience and traffic. On expressways or highways they are usually the same size as the bulletin. On secondary street or neighbourhood roadways, they can be the size of posters. Their size also depends on the speed of traffic and the proximity to the roadway. Figure 3.13 to 3.15 shows various billboards in Bangalore.
Figure 3.15 A Double Decker Poster type Billboard of a builder in Bangalore.

Radio plays an integral role in the media plans of advertisers who invest billions in media placement. There are different radio technologies and advertisers can choose among the following categories each with individual characteristics: networks, syndication, AM and FM. Additionally, there are now satellite radio options as well as streaming radio broadcasts through the internet. FM broadcasting is a VHF broadcasting technology, pioneered by Edwin Howard Armstrong, which uses frequency modulation (FM) to provide high-fidelity sound over broadcast radio. FM radio transmits much higher quality, attracting a wide range of music formats.
Bangalore has number of FM radio channels such as- BIG 92.7 FM, RED FM, Radio Indigo Advertising, Radio City, FEVER 104 FM, Radio Mirchi, AIR FM Rainbow, and Radio One 94.3 FM. The various types of radio advertising include local spot radio, advertising, network radio advertising, or national spot radio advertising. Figure 3.16 shows the launch of Brigade ads in Radio City FM.

Figure 3.16 Launch of Brigade ads in Radio City FM

Mathew Abraham, Senior DGM - Corporate Communications & PR Brigade Group on said, “Be realistic in your expectations and understand that radio is a recall medium and is used as a media multiplier. Though radio is an intrusive medium, you must schedule your spots such that they don’t put off the listener. However, the optimum number of spots needs to be scheduled such that you are heard and have a recall in the clutter of all the ads.”
Snehal Mantri, Director - Marketing Mantri Developers, in an interview claim that “There is a higher degree of audience selectivity available when using radio advertisement. Advertising works by repetition. You may need to be exposed to a commercial three or four times before you take action or decision. To reach this ‘viable frequency’, radio advertising is often more cost-effective than other media.”

3.2 SALES PROMOTION BY BUILDERS OF BENGALURU

Sales promotion is any initiative undertaken by an organisation to promote an increase in sales, usage or trial of a product or service (i.e. initiatives that are not covered by the other elements of the marketing communications or promotions mix). Sales promotions include Free gifts, (f) Discounted prices, Joint promotions, Free samples, Vouchers and coupons, Competitions and prize draws, Cause-related and fair-trade, Finance deals. One of the popular promotional methods is Buy-One-Get-One-Free (BOGOF). Builders in Bangalore use various sales promotion methods such as contest, EMI holiday, financial deals, free additional facilities etc. Figure 3.17 shows a contest for women that gifts 2-bedroom flat, a car and many other prizes.

![Figure 3.17 Contest for women](image-url)
On the festival of Navaratri Dreamz Infra provided huge discounts / offers through “Navaratri Gruha Utsav”. Free surprise gift worth of 3 lakhs rupees with every flat / apartment (Figure 3.18).
Puravankara offered price bidding for Women’s day (Figure 3.19) and limited offer of lower interest rates (Figure 3.20) as a sales promotion.

Figure 3.19 Price bidding special offer by Puravankara for Women’s Day
3.3 PERSONAL SELLING BY BUILDERS OF BENGALURU

Trade fair is the frequently used personal selling by builders. Figure 3.21 to 3.24 shows the trade show by Bangalore builders.
Figure 3.22 A stall by Brigade group in CREDAI exhibition

Figure 3.23 Home Exhibition by The Times of India
3.4 INTERACTIVE MARKETING BY BUILDERS OF BENGALURU

Interactive Marketing refers to the evolving trend in marketing whereby marketing has moved from a transaction-based effort to a conversation. Interactive marketing is not synonymous with online marketing, although interactive marketing processes are facilitated by internet technology.

Digital marketing is marketing that makes use of electronic devices (computers) such as personal computers, smartphones, cellphones, tablets and game consoles to engage with stakeholders. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and
mobile) and social networks. Social Media Marketing is a component of
digital marketing.

Builders in Bangalore have used digital marketing to a larger extent. Organisation website, Search engine, Social networking such as facebook and media like facebook has been frequently used by builders in Bangalore for marketing. Figure 3.25 shows the website of Brigade group that has many interactive features. Figure 3.26 and 3.27 shows media of housing projects of Bangalore available in Youtube.

Figure 3.25 Website of Brigade group
Figure 3.26 Youtube media of Sobha Builders

Figure 3.27 Youtube media of Provident Builders
Social media presence of builders provides them huge interactive ability. A Facebook page has many potential benefits for business. While some of these benefits are similar to having a website, a number are unique to Facebook. Combined, the benefits listed below can lead to increased sales and profits for your business. Facebook provides a low-cost marketing strategy and helps in sharing basic information about your business. It helps in sharing pictures and videos from your business. It helps in talking to existing and potential customer, Provide customer support, Raise brand awareness and promote positive word-of-mouth, Offer deals through Facebook Places. Figure 3.28 and 3.29 shows facebook pages of Salarpuria Sattva and presitege group respectively.
Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising. Figure 3.30 shows a search page for keyword “Bangalore housing projects”. This also include the AdSense. Google AdSense is a program run by Google that allows publishers in the Google Network of content sites to serve automatic text, image, video, or interactive media advertisements, that are targeted to site content and audience. These advertisements are administered, sorted, and maintained by Google, and they can generate revenue on either a per-click or per-impression basis. There are different types of AdSense such as AdSense for Content, AdSense for Feeds, AdSense for Search, AdSense for mobile content, AdSense for domains and AdSense for video. AdSense for search allows enables publisher to display ads relating to search terms on their site.
AdSense custom search ads can be displayed either alongside the results from an AdSense Custom Search Engine or alongside internal search results through the use of Custom Search Ads.

In another step in interactive marketing, Prestige Estates Projects Ltd., one of South India's leading Property Developers have come out with an Official iPhone App. The App will allow you to see the latest developments from Prestige, sorted city-wise. The App also displays Prestige's Properties, which are available for Rent & Resale. Additionally, owners of this App would be privy to exclusive offers, invites and a host of other uber cool features. The App is currently available to all iPod, iPhone & iPad users for Free (Figure 3.31).
Figure 3.31 iPhone App of Prestige Group

3.5 PUBLICITY BY BUILDERS OF BENGALURU

Publicity or public relations like sponsoring of events and public utility like bus shelters, news clippings, and Television news are widely adopted by Builders of Bangalore. Figures 3.32 to 3.39 show some of the personal relationship activities by builders of Bangalore.
Figure 3.32 Golf Event Sponsored by Puravankara
Figure 3.33 IPL Cricket Sponsored by DLF

Figure 3.34 Bengaluru Marathon sponsored by Shriram Properties
Sobha launches luxury project in south Bangalore

Sobha Developers has recently launched a luxury project called Arena in south Bangalore. Set in 10.75 acres, the project will propagate the active living theme.

"Health is a major cause for concern these days, mainly due to the sedentary lifestyle that we lead. Although, there are a few professional sporting facilities and a hand-full of swimming pools in the city, they are few and far between. Arena will offer to its residents access to many sporting facilities. For instance, there will be a 50m Olympic size, three-lane swimming pool along with a 25m kiddie pool," said JC Sharma, vice-chairman and MD, Sobha.

The project comprises 657 units, offering choices between 2BHks and three BHk apartments. There will be basement parking, plenty of open space and two entrance and exits, respectively. The apartment sizes vary between 1,206 sq ft and 1,222 sq ft for two BHk and between 1,530 sq ft and 1,695 sq ft for three BHk configurations.

The project will also comprise a skating park and a rain forest built specially for kids. Another unique aspect of this project is that it is pet friendly. The property will include a first-of-its-kind pet park. The project will also include a multi-sport playground, a massive lake-facing open amphitheatre and many other outdoor sporting facilities, Sharma said.

Arena is strategically located and in close proximity to various IT parks, corporate homes, some of the best schools, healthcare centres and entertainment sources, making it a viable investment option. The connectivity via NICE road to Electronic City and its proximity to the upcoming Vajjapalli metro station only serve the project well, the company said in a statement.

Sharma said, "South Bangalore has emerged as one of the most sought-after localities when it comes to high-end homes. In the last four years, we have seen an appreciation in the property prices by about 65 per cent. In fact, south Bangalore has witnessed peripheral growth leading to an increase in the demand for homes in this part of Bangalore. Understanding the importance of the area and its real estate potential, we felt the need to expand Arena, at Kanakapura Road, to meet the growing demand of luxury homes," said Sharma.

Some of the ongoing projects of the company are Bellandur Metro City and Forest View. "These are also located at Kanakapura Road and have shown over 50 per cent increase in value over the last three to four years," Sharma added.

Besides landscaped gardens and a picturesque lake, promenade, the property has a drop-off zone and an outdoor janitor.

Jhamma Mazumdar
@jammamazumdar
Sobha Developers to invest ₹ 250 crore in Pune project

HRISHIKESH JOSHI
Pune, 20 August

Bangalore-based real estate player Sobha Developers is expanding its footprints in Pune by developing new projects and tie ups with smaller developers here. The company has targeted to develop over one million square feet of area primarily in residential space.

After developing three projects in eastern side of Pune, it is coming up with projects in the western suburb’s skyline indicating the rising demand of high end luxurious homes at Kothrud in Pune. To start with, Sobha Developers is coming up with the total investment of ₹ 250 crore, the project will consist of three and four BHK apartments, duplex and a commercial lifestyle club.

“Our aim is to develop the company as one of the most trusted real estate player of Pune city. With three projects, we have built a strong reputation in city. Our plan is to develop over one million square feet of area in residential space in Pune in the next few years. We are also looking for joint ventures with local land owners for the projects. The Kothrud would be our fourth project in the city. We intend to reach million square feet sales milestone at the earliest. Development of that will also go hand in hand, said Surajit Chanda, Regional head, Sobha Developers. Since its foray into Pune market in 2007; the company has invested ₹ 300 crore in Pune. Our aim is to at 20-25 per cent on year-on-year basis.

Sobha Developers claims to be India’s largest and the only real estate company to have a backward integration model which enables the company to manufacture all the key components used in construction in house; from concrete blocks to aluminum windows. It includes an interiors division with one of India’s largest woodworking factories, a metal works and glazing factory, and a concrete products factory.

Commenting on luxury home market of Pune, he said, “There is potential market for luxury homes in Pune. With increasing income levels, global exposure and higher aspirations has led to a rise in demand for high quality and premium housing in Pune. The city is consistently recording a steady demand for high-end luxury houses & premium category apartments.”

Figure 3.36 NewsClip of Sobha builders
A player like no other

INNOVATION EXEMPLIFIED
Mantri Developers is now leveraging its expertise by foraying into competitive international markets such as Dubai, Singapore, and USA.

For the world to become a greener place, real estate players need to do their bit. They have to develop ecologically sustainable projects, with a strong emphasis on environmental management and safety standards. And when that happens, the results will speak for themselves.

Mantri Developers is a perfect case in point. The first real estate company to receive the International Standard Integrated Management System (ISM) Certification for its commitment to health, quality, environment, occupational health and safety, and social accountability, the developer has been credited with a number of firsts: First to sell the apartments on carpet area, first to start FDI in real estate, first to offer individual swimming pools for penthouses, home concierge, telemedicine, 24x7 gym and smart homes. Known for its pioneering innovations, Mantri Developers is the first realty company to have launched the digital interactive multimedia, augmented reality tool to engage customers and introduced Unified Video Chat solution where the customers can take a quick decision with regards to buying the properties.

Every developer uses the same cement, same steel and brick to construct their buildings, but what makes a company stand apart is the innovation that it tries to bring in every project. Since inception, innovation has been a part of all Mantri projects which includes recent projects like Mantri Vellore and Mantri Lido, the city. Established in 1999 by Sushil Mantri, it has been the pioneering force behind the rapidly changing skyline of South India, with developments that span the residential, retail, education, commercial and hospitality sectors.

Today, as part of diversified portfolio, Mantri Developers cumulatively has more than 160 million square feet of constructed area, over 30,000 satisfied residents and over 25 million square feet under various stages of construction in residential, retail, office, hospitality, and townships in the high-growth urban centres. Under residential segment, Mantri Developers offers villas, row houses, luxury apartments, super luxury apartments, and semi-luxury apartments. Mantri Developers has a track record of delivering 1.4 homes per day since inception.

INNOVATION IS WHAT MAKES A COMPANY STAND APART.

inception: Mantri Developers has also changed the commercial reality senor with a host of premium and ultra-luxury complexes. The company has recently made a foray into the high-growth area of office leasing in Pune and Hyderabad, which is spread over 11 million sq. ft.

Recently, Mantri Developers added another feather in their cap by launching the first ever connecting bridge in the country, from Sompeta Metro station to Mantri Square. The connecting bridge will lead commuters from the station directly to the first floor of the mall. The connectivity to the Sompeta Road Metro Station has been jointly developed by BBMCL and Mantri Developers. This is the first and the only metro mall connectivity in India.

Also, Mantri Developers is the only real estate company to have launched an exclusive customer loyalty programme, ‘Mantri Inspire,’ providing an unparalleled experience of pure indulgence. Besides being a customer-centric company, with its phenomenal performance, it is no surprise that Mantri Developers has garnered many prestigious accolades, including the Top Ten Builders of India Award and the CII-ITC Sustainability Award 2022, presented by the President of India, Shri Pranab Mukherjee.

Mantri Developers’ pace of progress amongst its peers in the industry and the sheer volume of its offerings is a clear reflection of the group’s exceptional passion, commitment and expertise. An amalgamation of the company’s many key strategic initiatives have elevated it to the pinnacle of excellence. It is now leveraging this expertise by foraying into competitive international markets such as Dubai, Singapore and the USA. Domestically, it will continue to focus on residential, retail, office, hospitality, townships and educational institutions in high-growth urban centres such as Bangalore, Chennai, Hyderabad and Pune.
Figure 3.38 Bus Shelter sponsored by Mantri Builders

Figure 3.39 TV News about Building Expo