



- > High storage capacity
- > Tremendously fast
- > Supports the most advanced digital cameras & camcorders



Know More

www.SanDisk.in
SanDisk
 STORE YOUR WORLD IN OURS

Advertisement



In the Spotlight

Kareena's call for 'Pyasa Badhao' inspires a fan to create a record



UbiSlate 7C+ vs iBerry Auxus AX01

From The Mobile Indian



Creative Showcase

Is it Katrina or Lux that makes SRK 'Bekabu'?

Home News Advertising Media Directories Community Jobswitch afaqs! TV

Search

Latest News People GuestArticles Points of View Interviews Case Studies afaqs! Reporter Special Reports Industry Events Last 30 Days

Sunteck Realty ties up with Disney to cut across ages

By Rashmi Menon, afaqs!, New Delhi, November 01, 2012 Section: News Category: OOH News

Print Email Like 0 Tweet +1 [PODIUM]

The realty firm has used Disney's characters to appeal to younger audiences, while promoting its new residential project.



To promote its new residential project, realty firm Sunteck Realty has tied up with Disney and Marvel for its out of home (OOH) campaign that aims to tap the festive season. The hoardings use popular Disney characters such as Mickey Mouse, Donald Duck, Pluto and Spiderman to capture the interest of children.

The OOH campaign, titled 'Versus', was conceptualised by Mumbai-based Origin Beanstalk Creative Consultants. It began on October 16 and will continue till November 10.



The campaign is spread across 50 hoardings in Mumbai, with seven different creatives at arterial intersections with maximum flow of commuters, such as Bandra Sea Link, where the entire campaign is displayed through 12 hoardings.

Kamal Khetan, chairman and MD, Sunteck Realty, says that Disney and Marvel characters resonate childhood moments and happiness, which is what the new project tries to achieve. Thus, the campaign aims to make an emotional connect during the festive season.

The Sunteck City campaign Click on the images to enlarge

online friends vs on ground friends, closed minds vs open spaces, crowded living vs castle living, the campaign addresses the emotions of parents, who would want a place for their children to play with other children.



Kamal Khetan

Besides the hoardings, the campaign also covers the online medium. Through texts such as chatroom vs childhood friends,

Upendra Singh Thakur, co-founder, Origin Beanstalk Creative Consultants, says, "We opted for an aspirational differentiation rather than a functional differentiation, which is witnessed often in the real estate domain. The aim was to 'drive a conversation' with the consumer rather than mere selling to them. Through the campaign, we connected to the aspirational side of each individual. The Versus campaign outlines how each consumer is special and instils a ditto reaction in their minds that the project, too, is special. It highlights the nuances of a city life that people can relate to."

"As a premium and luxury segment project, the Versus campaign was conceptualised as a unique campaign to bring out the essence of a lifestyle city within the city. Through our

association with Disney, it rises far above the mundane amenity-driven or elevation (building)-driven advertising campaign. The use of aspirational and lifestyle imagery further accentuates the visual appeal of the campaign. Leveraging the Disney experience by use of the multiple characters adds freshness to the campaign," says Khetan.

Tags: Sunteck Realty, Origin Beanstalk Creative Consultants, Mumbai, Sun City, Upendra Singh Thakur, Kamal Khetan, Versus, Disney, Marvel

Follow Rashmi Menon

DAILY NEWSLETTER

Show

Advertisement

RELATED STORIES

- DB Realty aligns business with Percept/H
- TBWA wins creative mandate for Amanora Town Centre
- Contract Advertising wins creative duties for Piramal Realty
- Rediffusion Y&R wins creative duties for Tata Realty and Infrastructure

Advertisement

Today's News

Most Commented

Most Read

- Pepsi gets the title sponsorship for IPL till 2017
- Nestle retains Zenith Optimedia for media duties
- StrawberryFrog launches India operations; Raj Kamble named managing partner and CCO
- Life OK gets Pratik Seal as marketing head
- Windows 8 and Talaash use app for promotion
- NDTV brings two international channels to India
- Bang in the Middle enters Kolkata
- GiftBig.com rides the social media wave with Facebook-based gift vouchers
- Monica Tata moves on from Turner
- eBay India dons new logo
- H&R Johnson adopts single brand identity
- afaqs! TV: An effective storyteller
- Building blocks of India's digital revolution
- Piaggio's top-down strategy
- Cadbury-Kraft new avatar to begin Rs 2,200-cr cocoa pivot
- Sistema may buy into Aircel
- Africa revival revs up Maruti 800 redux
- FIPB approves IKEA's single-brand entry

Major stories over the last 30 days



© 2012 afaqs!

1 comment



Leave a message...

Discussion | Community



dawg • 20 days ago

borrrringggggggggggggggggg

0 ^ | v • Reply • Share >

ALSO ON AFAQS!

StrawberryFrog launches India operations; Raj Kamble named managing partner ...

7 comments

StrawberryFrog launches India operations; Raj Kamble named managing partner ...

1 comment

The Hindu: It's time to behave! > afaqs! news & features

13 comments

Life OK gets Pratik Seal as marketing head > afaqs! news & features

3 comments

NDTV brings two international channels to India > afaqs! news & features

2 comments

RECOMMENDED FOR YOU

What's this?

10 Great Tablets That Aren't an iPad

My Life Scoop

Caught on Film - Celebrities Without Makeup

Style Bistro

The Nikon D4 does have one huge advantage--its incredibly-good low...

Reviewed

100 Wedding Hairstyle Ideas to Obsess Over

Style Bistro

3-Minute B.A.: A Writer's Guide to Sounding Smart at Parties

Contently

HOME

About us
Advertise
Register
Contact us
Sitemap
Service Agreement

NEWS

Latest News
People
Guest Articles
Points of View
Defining Moments
Case Studies
afaqs! Reporter
Special Reports
Industry Events
Last 30 Days Stories
Company Briefs
Interviews

ADVERTISING

Creative Showcase
Storyboards
News
Interviews
Account Movements

MEDIA

Latest News
Television
Print
OOH
Digital
BTL
Radio
Media Briefs
Interviews

DIRECTORIES

Office Finder
Brand Finder

COMMUNITY

Blogs
In the Spotlight
Brand Birthdays
Planning Room
Face Off

JOBSWITCH

All Vacancies
Charter Members
Post Resume

EVENTS

TV:NXT 2012
101 Markets 2012
AJAMCL 2012
The Future of News 2011
Mobile Conversations 2011
The Round Table Series- Challenges in Real Estate Industry, Challenges in Education Industry, Education, Real Estate, PSUs
More Events

Copyright © 2012 afaqs!. All pages of the Website are subject to our terms and conditions and privacy policy. You must not reproduce, duplicate, copy, sell, resell or exploit any material on the Website for any commercial purposes.