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# Disney characters brighten Sunteck's OOH drive

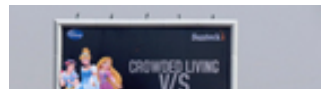
By [Priyanka Nair](#)  
Thursday, Oct 25, 2012

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Sunteck Realty recently created an extensive outdoor buzz in Mumbai to announce the launch of its latest luxury residential project – SunteckCity.

The V/S campaign was designed for the end consumers to decide the side of life they wish to choose for themselves. The storyboard of the campaign was designed by Origin Beanstalk so as to communicate and position the project being launched as a lifestyle city within the city. The campaign aimed to revive and make consumers relive the moments that the city life takes away and subtly linked in the amenities offered on outdoors.



In a pioneering association, Sunteck City has also tied up with Disney consumer products and is offering Disney inspired homes in this housing project. Disney

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palettes, bedding products, bath fittings and more to bring alive the Disney experience for the family. Sunteck has attempted to bring these features on the outdoor displays as well. The outdoor presence was a mix of landmark sites at South Mumbai, Western Suburbs and the Western Express Highway.

Commenting on the execution of the campaign, Kamal Khetan, Managing Director, Sunteck Realty, said, "The outdoor campaign was executed keeping in mind the target audience and the various touch points they encounter while on the city roads. Targeted marketing forms the core of the entire execution of the campaign with a focus on quality of sites rather than quantity. The outdoor burst was driven by innovation at key sites. Other media vehicles such as print media have been planned keeping the target audience in mind so as to achieve a high RoI."

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TAGS Sunteck | Origin Beanstalk | Kamal Khetan | Disney | Priyanka Nair |

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