RUNWAL GROUP

Corporate Communication Content Strategy

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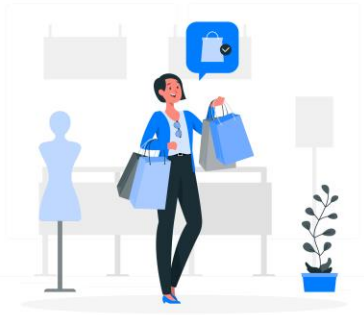
- Objectives
- Identifying The Target Group (TG)
- Mapping The Engagement Parameters
- Content Propagation Stages
- Content Buckets
- Content Ideas
- Defining The Success Metrics

Objectives

- **Generate hype around Brand Runwal** across the digital and offline landscape.
- People already know about the Runwal Group through their projects, **this campaign will enable our TG** to understand the **brand beyond concrete structures**.
- This will be the **perfect prelude** to the Group's upcoming corporate video launch.
- **Promote the corporate videos across the digital landscape.**
- Engage all its stakeholders across various touchpoints.

Who are we doing this for?

END CONSUMERS
(HOMEBUYERS)



END CONSUMERS
(SHOPPERS)

INVESTORS
(INVESTORS FROM INDIA AND NRIS)

ENTREPRENEURS
(FOR RETAIL & COMMERCIAL)

PARTNERS
(BUSINESS PARTNERS, CHANNEL PARTNERS) CONTRACTORS)

WHAT WOULD APPEAL TO THEM?

	HOMEBUYERS	SHOPPERS	ENTREPRENEURS	INVESTORS	PARTNERS
INFO	• Provide the aspiration to buy their dream home • Highlight the project RTBs keeping in mind the need of the TG • Give them with a vision of buying a luxurious home and the perks of it	• Tell them the benefits of having a retail project in particular vicinity • Talk about convenience of having ample choices nearby	* Talk about the opportunity they would get to start their businesses at strategic locations. • Provide them with convincing reasons of investing in the right spaces • Provide them with data of area appreciation and how it secures future	• Explain the perks of investing in particular spaces • Talk about the return on investment • Talk on how it will take their business to new heights • Benefits of choosing the right location • Provide statistical data or information on perks of investing in right spaces	• Tell them more about the brand • Talk about brand legacy • How the partnership will help them • Talk about the successful history and give them the assurance of a bright future.

	HOMEBUYERS	SHOPPERS	ENTREPRENEURS	INVESTORS	PARTNERS
CUES	• * Live the dream • * Live the luxurious lifestyle you always desired	• * Shopping was never so convenient • * Get spoiled for choices • * Everything you need, is just near you.	• * Your greatest chance to grow your business • * An opportunity like never before	• * Invest in the best ventures • * An investment of a lifetime with assured returns	• * Join the league of success • * Let's start a journey of prosperity, together.
CONTENT TYPE	• Informative and engaging posts (campaign) • Advertorials • Videos • Blogs • WA Emailers • Customer testimonials • Downloadable information (brochures, CTB, etc	• Information of associated products and brands • Updates • Location-based information • Offers/promotional content	• Benefit blogs • Newspaper articles • Updates/posts • Downloadable information • Testimonials • Listicles/infographics • Webinars • Videos	• Extensive blogs • Newspaper articles • Paid campaigns • Newsletters • Engaging posts	• Brand collaterals • Videos • Messages from Brand owners • Blogs • Listicles • News articles • Updates and posts

CONTENT PROPAGATION STAGES

- LAUNCH
  - Full-fledged campaign across all digital mediums
  - Offline ideas
  - Social media series
  - Radio spots
  - Buildup blogposts around Runwal Group's presence and portfolio

- SUSTENANCE
  - Digital presence
  - Remarketing ads
  - Event follow-ups

CONTENT BUCKETS

PILLARS	WHAT WILL BE COVERED
Legacy & Leadership	• Runwal brand journey since 1978 • Key stats such as number of projects delivered, customers, land parcel developed, etc. • Recognitions (Awards & Honours)
Landmarks & Locations	• Residential • Commercial • Retail • Presence across Mumbai
Lifestyle	• What makes the Runwal lifestyle unique? • How Runwal introduced audience to luxury living • Experiences/amenities
Values & Brand Philosophy	• Vision-Mission • Values & Philosophy

CONTENT BUCKETS

PILLARS	WHAT WILL BE COVERED
Customers & Communities	• Homebuyer experiences • Communities at integrated townships like Runwal City Centre • How we haven't just built homes, but established communities? • Community celebrations
Technology & Innovation	Innovations in • Construction technology • Project planning • Architecture • Customer experience (actual & virtual site visit experiences, sales interactions, etc.)

CONTENT BUCKETS

PILLARS	WHAT WILL BE COVERED
The talent pool (People at RUNWAL)	• Work culture • Employee stories • Events
CSR Initiatives	• Runwal Foundation • Runwal Scholarships • Runwal Stays • Any other social initiatives
Sustainability	• IGBC or any other environmental certifications • Sustainability practices followed at Runwal in terms of construction, material, conservation, and environment creation

CONTENT PROPAGATION PLATFORMS

- Website & LP FLOW
- Social Media
- SEO
- Print & OOH
- Videos
- Paid Campaigns

SEO
SEARCH ENGINE OPTIMIZATION
https://www
GO

SEO

➢ How this will be important?

SEO assists in brands reach out to the target audience via organic traffic. In order to create **brand awareness** & **build a credible relationship with the consumer**, company needs to follow hygiene SEO practices.

➢ What all we can do:

- Blog posts
- Articles

SEO – Probable Topics

Article Post

CSR Initiatives: A Step Towards Society's Betterment by Runwal Group

Bucket covered - **CSR**

Article Post

1978: The Birth of an Unparalleled Legacy | Runwal Group

Bucket covered - **Legacy**

Article Post

Reimagining retail experiences: Runwal Retail Landmarks

Bucket covered – **Landmarks**

SEO – Probable Topics

Blog Post

5 Pillars of Success: What Defines us at Runwal Group?

Bucket covered - **Philosophy**

Blog Post

Runwal Group: The REAL Game Changers of Mumbai's Luxury Living Standards

Bucket covered - **Lifestyle**

Blog Post

Delighting Customers through a Portfolio of Architectural Landmarks

Bucket covered - **Projects**

SOCIAL MEDIA

How this will be important?

- Social media is a very strong platform to **gain popularity, promote your brand** and **reach your TG** who might be sitting in any part of the world. Having online presence through social media pages has become crucial as it boosts your **brand's visibility**, **enhances engagement** and **brand awareness**. It helps to build and maintain the **brand identity**. Consistent and engaging content can help create **brand recognition** and establish **trust** with the audience.
- Staying active on social media and updated with the global trends will ensure greater visibility of the brand. This helps propagate your **brand's ideologies**, projects/product and **brand story** altogether.
- You can share **informative and engaging content** such as blog posts, articles, infographics, and videos, positioning your brand as experts in the industry.
- Social media platforms provide **powerful targeting options**, allowing your brand to reach specific demographics, interests, and behaviors. This ensures that marketing efforts are directed towards potential clients.

What all can be done?

- Brand Posts
- Cinemagraphs
- Videos/reels
- DYK/Trivia
- Leadership quotes
- Customer testimonials
- Contests

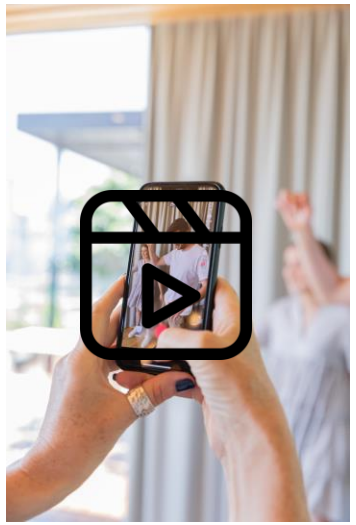
SOCIAL MEDIA – Sample Posts

Static Post

45 YEARS OF RUNWAL LEGACY

Bucket - Legacy

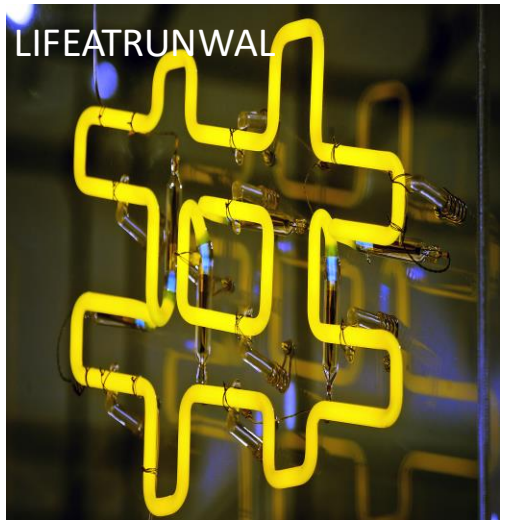
Reel



Every day, every moment, every minute feels like a memory

Bucket - Lifestyle

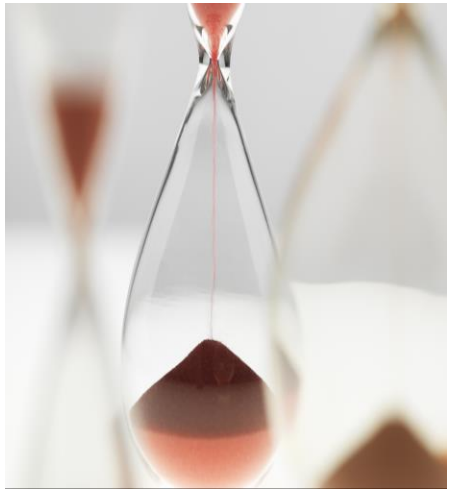
Hashtag series



Hashtag series on #LifeatRunwal

Bucket - Lifestyle

Contest



How will you make the interiors look for your spacious 3 BHK home? Best answers wins an Amazon Coupon.

Bucket – Lifestyle/project specific

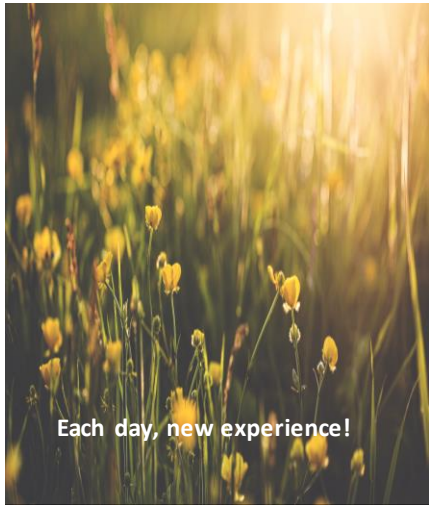
SOCIAL MEDIA – Sample Posts

Static Post

Posts on every project with just one word copy!

Bucket – Project-specific

Cinemagraph



Talking about the greenery in the project, can make reels on it showcasing the beauty inside.

Bucket - Lifestyle

DIY

A did you know series talking about unique facts of the projects, brand, etc.

Bucket – Legacy

ADDITIONAL TOPICS/IDEAS

- We can shoot **celebrity videos** and show how a day at **Runwal projects** look like!
- We can create a **grid of 9 images** to beautify our page, these images can be **brand centric** with minimal content.
- A grid can be made, which looks like a tree diagram showing **Runwal Group's journey** till date, including their various projects.
- We can keep **interactive live sessions** with the experts at Runwal Group for people to join in and know the industry better.
- We can talk about **#CelebrationsAtRunwal** to showcase the work culture at the office. This leaves a positive impact about the brand and enhances brand's online presence.
- A corporate video can be shot on 'Why Runwal it is the most preferred developer of Mumbai,' covering all the **USPs** of the brand.
- We can create a video on Runwal Group's journey, the video can be visualized as a train journey, and the train will be called **Runwal Express**, as the journey moves ahead, we can show Runwal Group's projects, achievements, etc., as each station comes, and we can name the station as per the projects, for example, Kanjurmarg Station for Runwal Bliss, Runwal Forests, etc.

TUESDAY
August
2
WEDNESDAY
August
3
E-Mail
VDO Viral
Roi
Paid Advertising
AD
Website / AD
Blog

PAID CAMPAIGNS

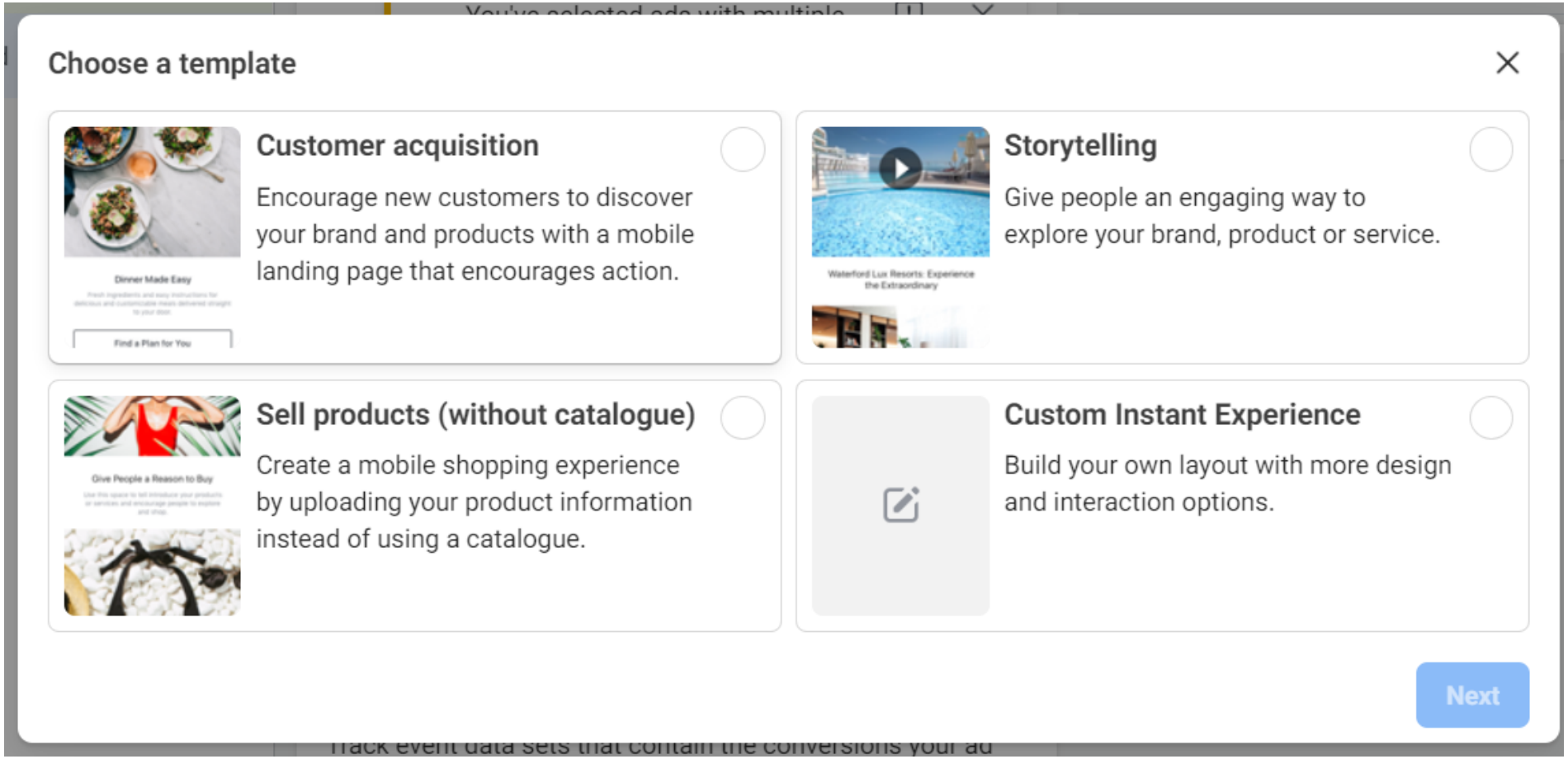
Importance of Paid Campaigns for Brand Promotion:

- Crucial for enhancing **brand visibility** and **recognition**.
- Reach a broader and more **targeted audience**.
- Establish **brand authority** and **trust** in the competitive real estate market.
- Showcases the brand's unique values, mission, and offerings.
- Drive **brand engagement**, interaction, and recall among potential customers.
- Create a **strong online presence** and stay ahead in the digital landscape.

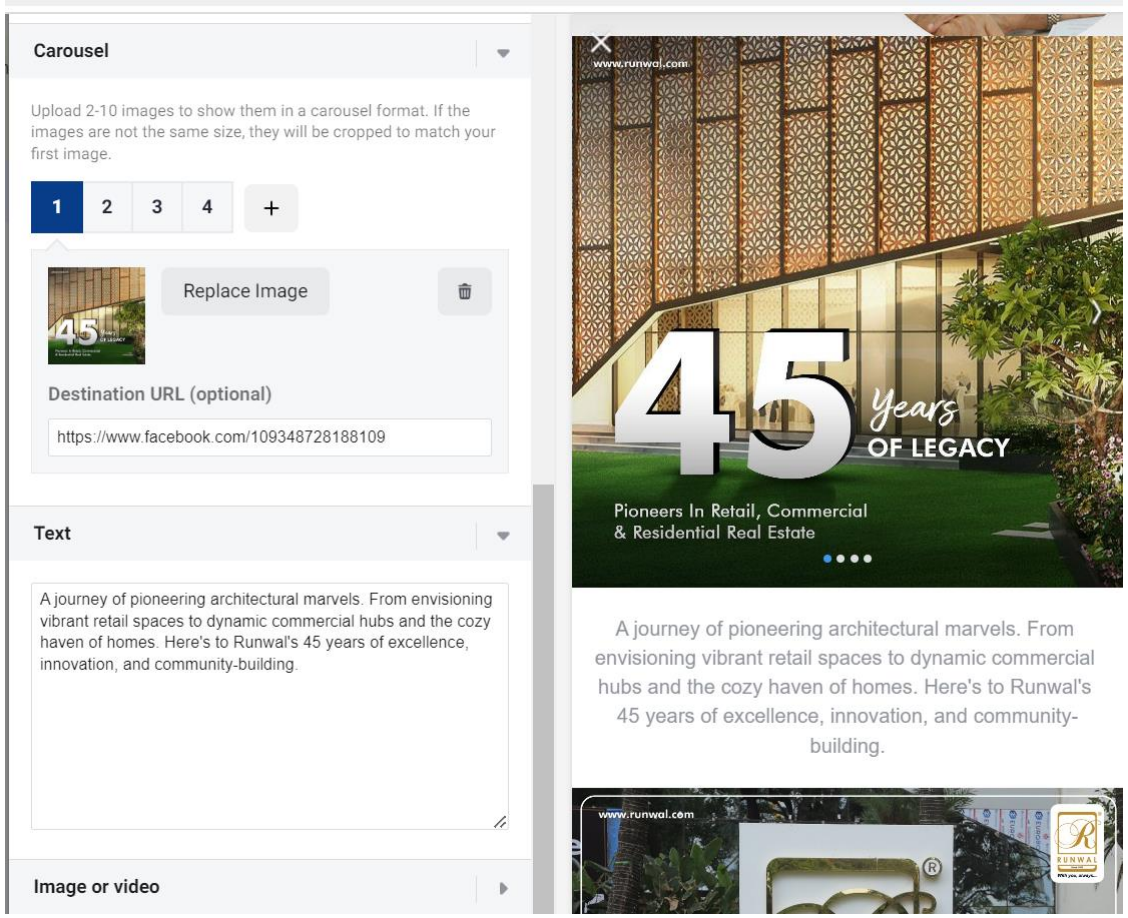
Platforms and Types for Brand Promotion:

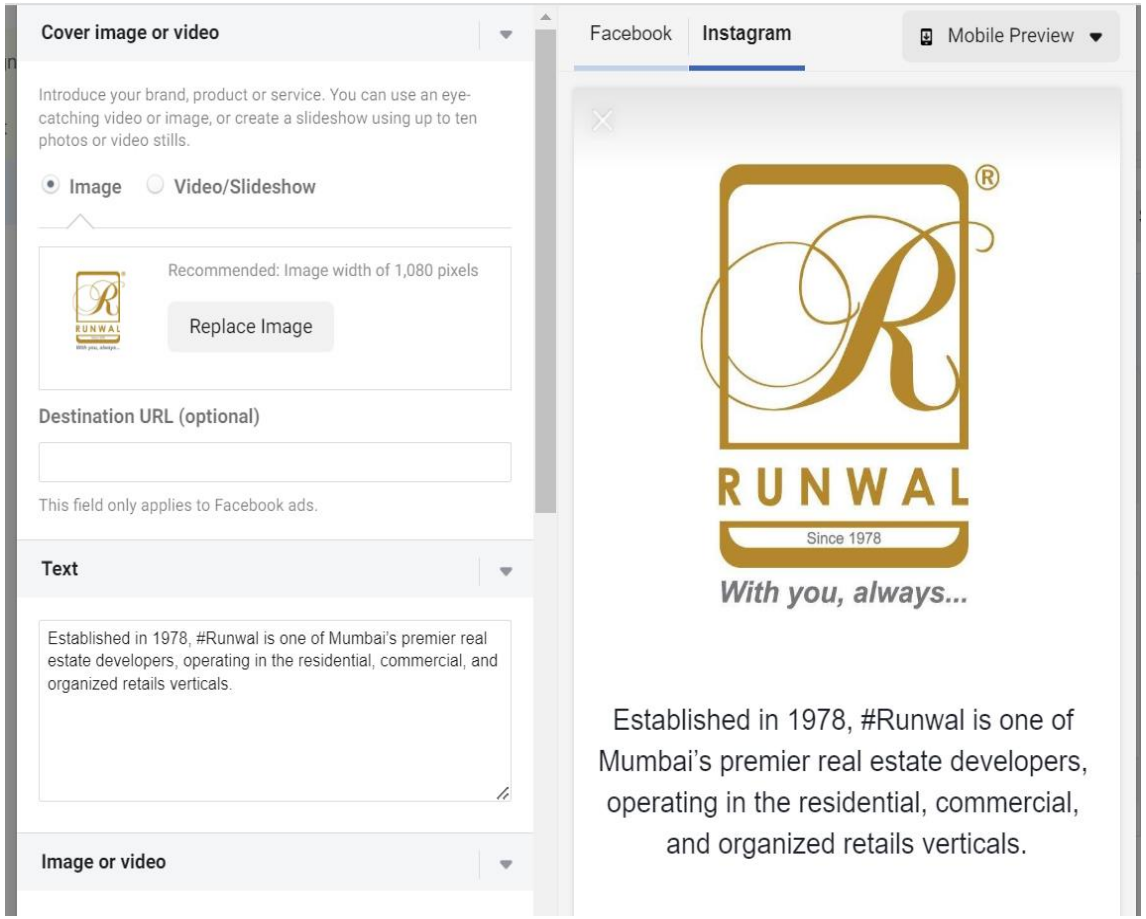
- **Facebook:** Utilize Sponsored Posts and Brand Awareness campaigns to reach a wide audience and build brand recognition.
- **Instagram:** Leverage Instagram Ads to showcase the brand's visual appeal and unique style.
- **Google Ads:** Utilize Display Ads and Video Ads to promote brand messages and offerings.

Instant Experience



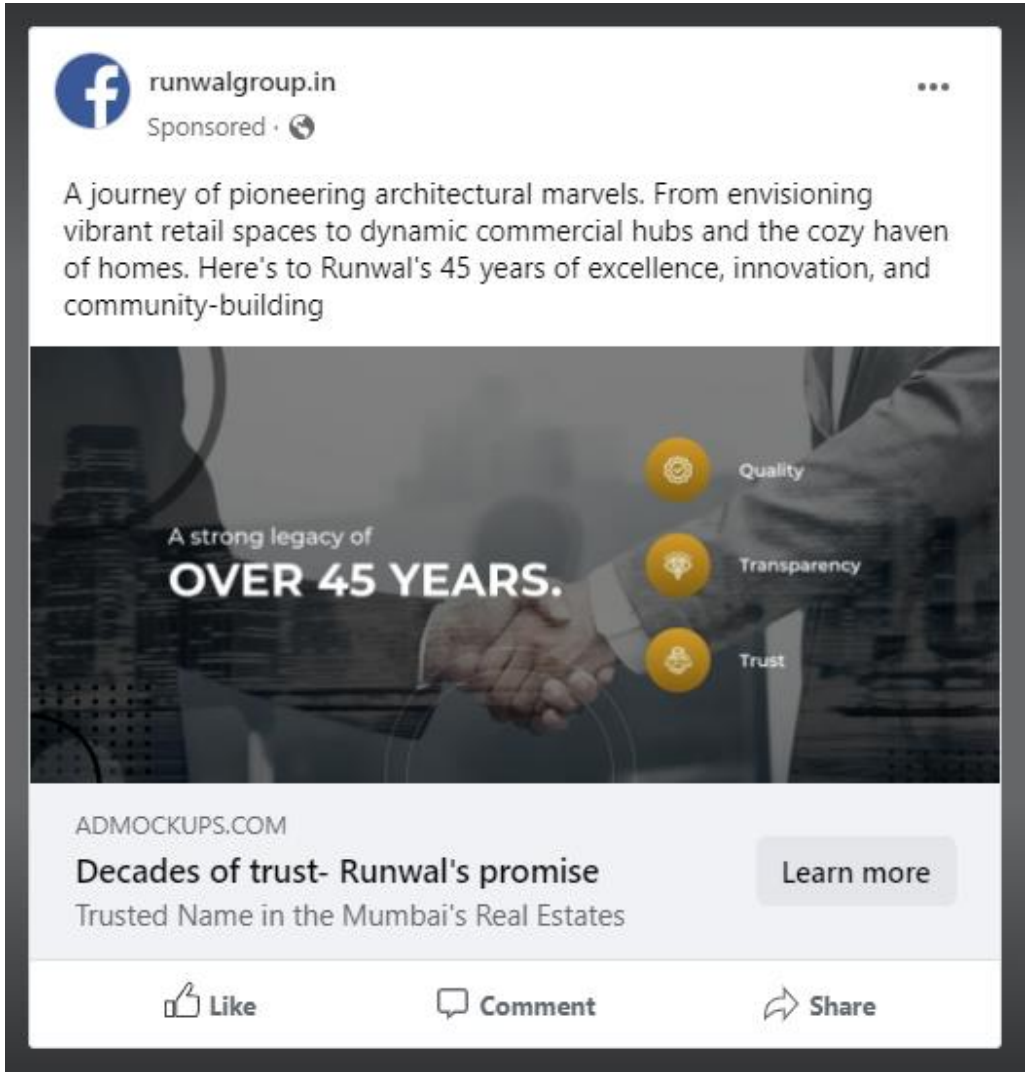
Instant Experience Ads



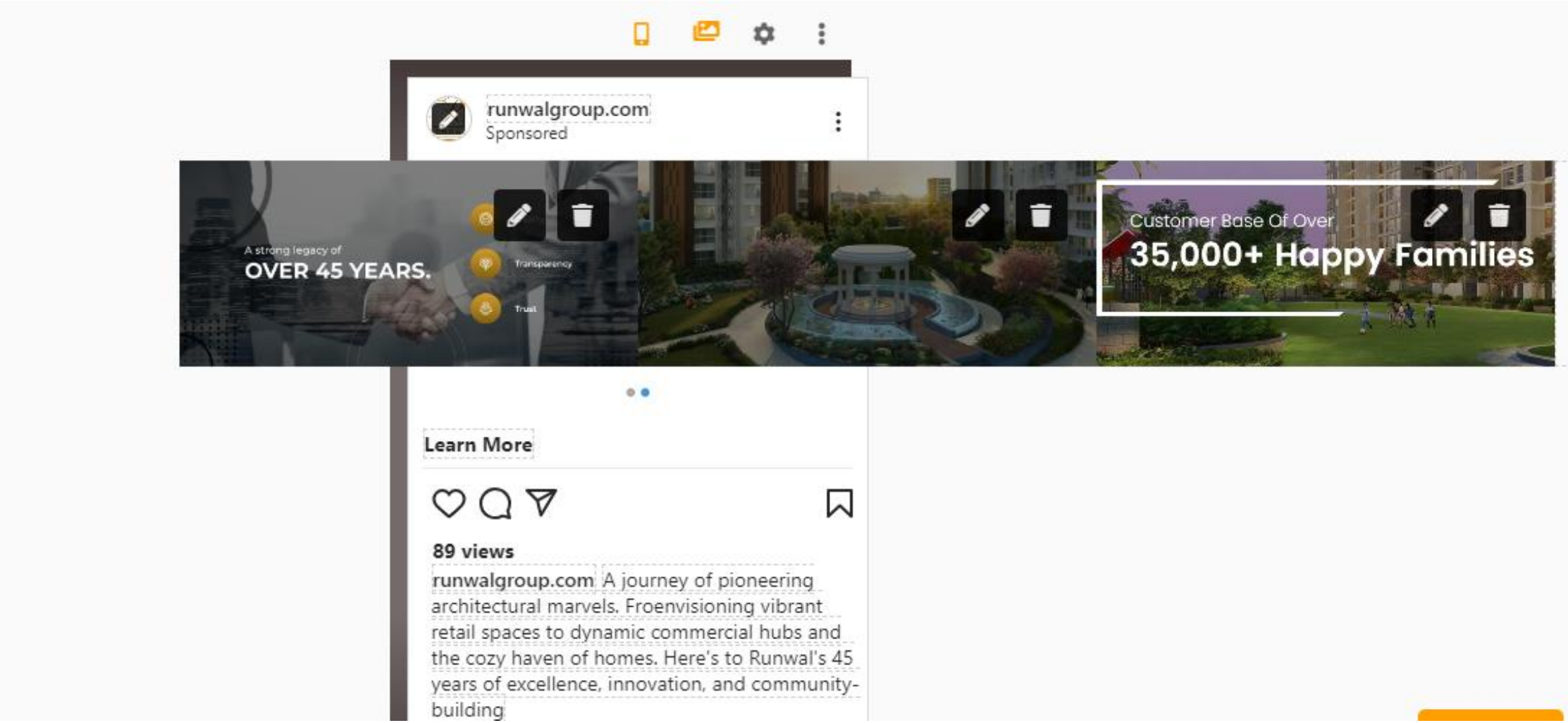


Static Ads

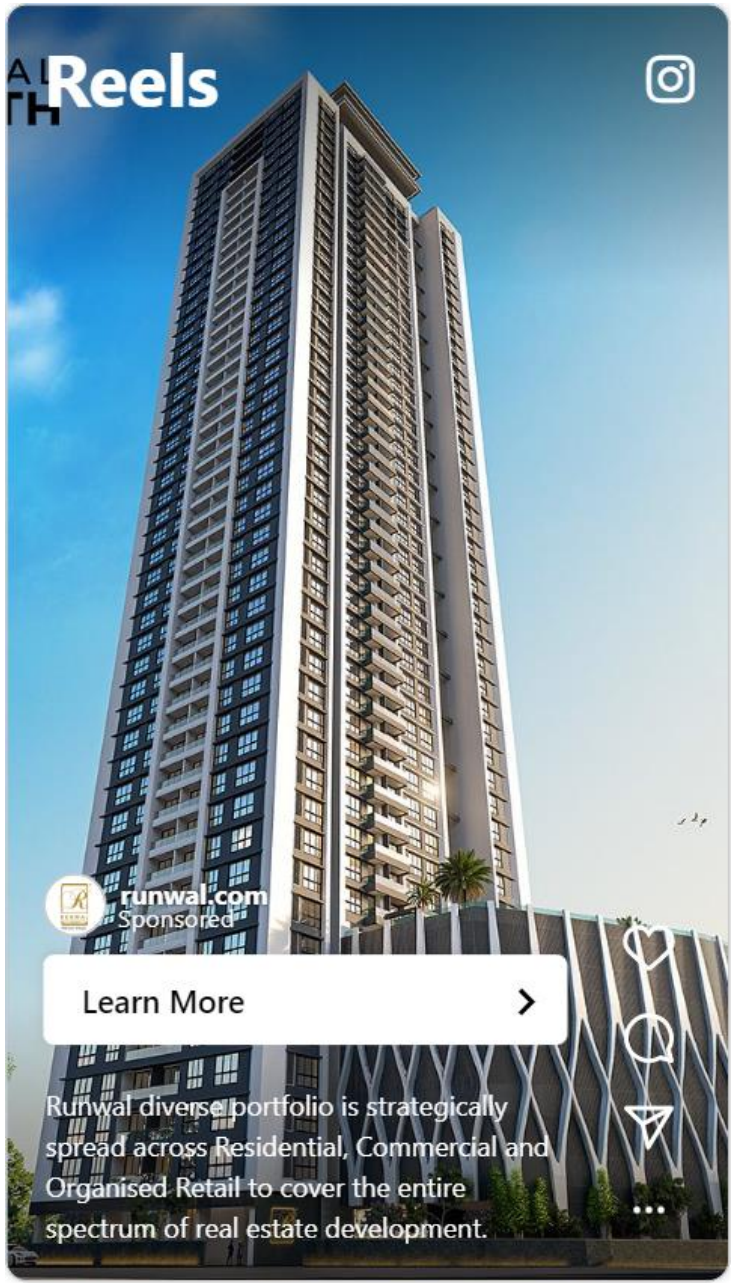
runwalgroup.in
Sponsored
A journey of pioneering architectural marvels. From envisioning vibrant retail spaces to dynamic commercial hubs and the cozy haven of homes. Here's to Runwal's 45 years of excellence, innovation, and community-building
Customer Base Of Over
35,000+ Happy Families
ADMOCKUPS.COM
Building Thriving Communities
Trusted Name in the Mumbai's Real Estates
Learn more
Like
Comment
Share


runwalgroup.in
Sponsored
A journey of pioneering architectural marvels. From envisioning vibrant retail spaces to dynamic commercial hubs and the cozy haven of homes. Here's to Runwal's 45 years of excellence, innovation, and community-building
A strong legacy of
OVER 45 YEARS.
Quality
Transparency
Trust
ADMOCKUPS.COM
Decades of trust- Runwal's promise
Trusted Name in the Mumbai's Real Estates
Learn more
Like
Comment
Share

Carousal Ads



Reel Ads


Reels
runwal.com
Sponsored
Learn More
Runwal diverse portfolio is strategically spread across Residential, Commercial and Organised Retail to cover the entire spectrum of real estate development.

WEBSITE & LANDING PAGE IDEAS

WEBSITE & LP

How this will be important?

The website is of significance as it acts as the virtual gateway to your brand. It offers a pivotal opportunity to captivate and engage your target audience and let them know all about your offerings.

Additionally, the inclusion of a dedicated landing page will help to measure KPIs and the success of the content marketing strategy with respect to different platforms/buckets. (paid media, social, organic search, etc.) This dedicated page not only showcases your brand's identity, values, and unique offerings but also enhances the user experience by simplifying the decision-making process.

What all can we do:

- Website changes/revamp
- Fresh new LP for brand campaign
- Inclusion of media on the LP
- Clearly showcase Runwal's offerings
- Create a difference between its various services

LP FLOW/INCLUSIONS

Banner

Comprising a **Purpose Statement** + **Concept** + **Legacy Numbers**

Who We Are

An overview of the Runwal Group with **4 Sections** beneath:

- **Homebuyers**
- **Commercial Real Estate**
- **Investors & NRIs**
- **Partners**

A 1-3 min **Brand Video** taking the visitor on a brief journey

Timeline

Infographic representation of the group's legacy since inception

CSR Initiatives

Showcase **Runwal's Commitment** of giving back to the community

The Runwal Community

All the **latest happenings** in the world of people at Runwal Homes and Communities

News & Media

A look at the **latest developments** at Runwal Group. It will include:

- News Articles
- Blogs
- New Projects
- Sandeep Runwal's Videos
- Awards & Recognition

Enquiry Form

Footer

ADDITIONAL TOPICS/IDEAS

- Recreating the core video on the corporate website
- A pop-up for enquiring (catered to different TGs)
- Inclusion of a timeline since inception
- FAQs can be included (good for SEO too)
- Text-based testimonial along with the video
- A better flow of information, opposite to the corporate website's transition that takes time to load
- Inclusion of Director's Message

OFFLINE MARKETING

PRINT AND OOH

How will this be important?

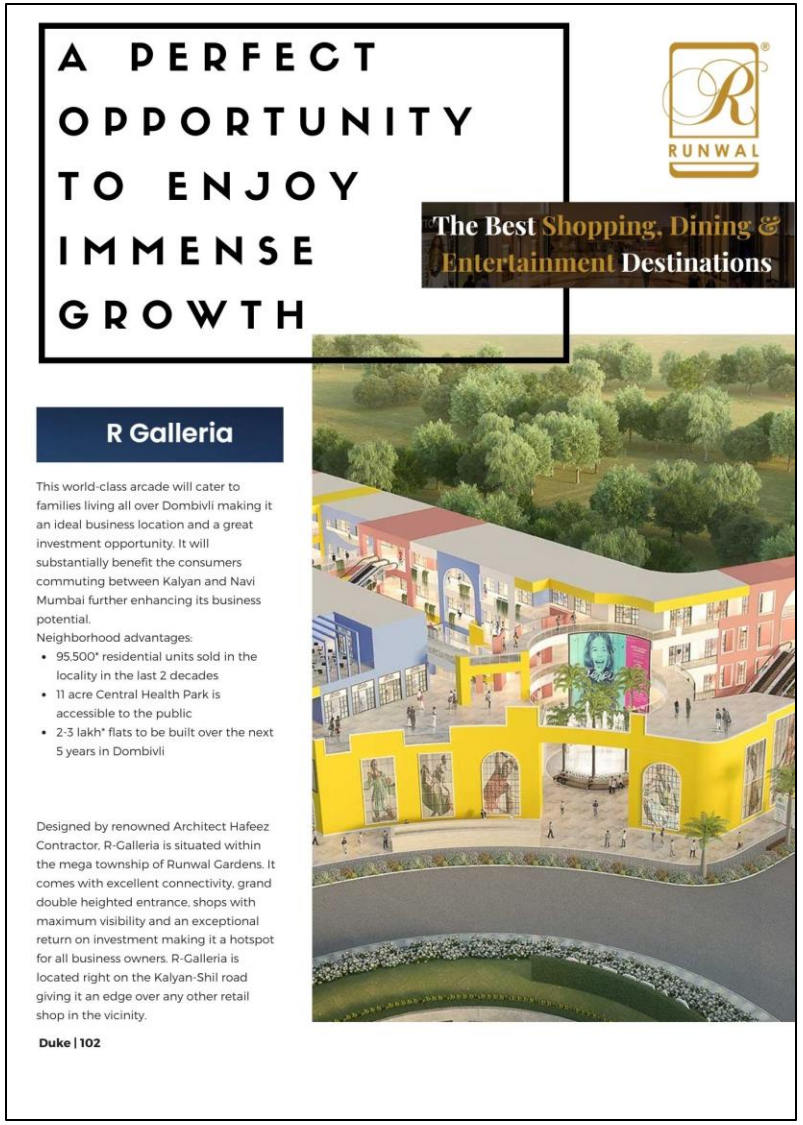
- While digital marketing has revolutionized real estate advertising, **print and OOH advertising** still offer **unique advantages** in terms of local presence, tangibility, targeted marketing, and **brand recognition**. An integrated marketing strategy that combines both digital and traditional approaches can maximize your **brand's visibility** and appeal to a wider range of potential clients.
- Print and OOH helps in creating a **strong local presence** through Newspaper ads, Magazine ads, Hoardings, Billboards and other mediums. Billboards and transit ads can contribute to **brand recognition** and **recall**. When potential clients see your branding consistently while driving to work or taking public transport, it reinforces your presence in their minds. This can lead to increased **trust** and **familiarity** with your brand.
- It adds to the **brand’s credibility** and caters to the **targeted demographics**.

PRINT: What all can be done?

- **Newspaper ads:**
- Full Page and Half Page Ads
- Jacket Ads for Project Launch
- Quarter Page Ads (Front Page)
- Magazine Ads:
- Brand promotions
- **Full Page Advertorials:**
- Interviews of Stakeholders
- Project details
- Brand stories
- Customer testimonials
- **Brochure/Mini Brochure:**
- Brand centric and project centric (separate)
- **Coffee Table Books:**
- About Brand/projects

Newspaper Print Ad Mock-up

Magazine Print Ad Mock-up



OOH: What all can be done?

➢ **Hoardings:**

- Ambient Outdoor Hoardings (With LED or 3D elements)

➢ **Transit Advertisement:**

- Large billboards across the city at prime spots like airports, bus stands, Railway stations, subways and others.
- LED Billboards across prime spots.

➢ **Site Branding/ Building wraps**

OOH- Hoarding Mock-up

ADDITIONAL TOPICS/IDEAS

- Event Sponsorships
- Radio Advertisements
- Pamphlets & Inserts
- Merchandize Printing
- Standees and Collaterals

VIDEO CONTENT MARKETING

IMPORTANCE OF VIDEO CONTENT

Today, video content is a powerful, engaging, easy-to-consume format that is preferred by most of the online audience.

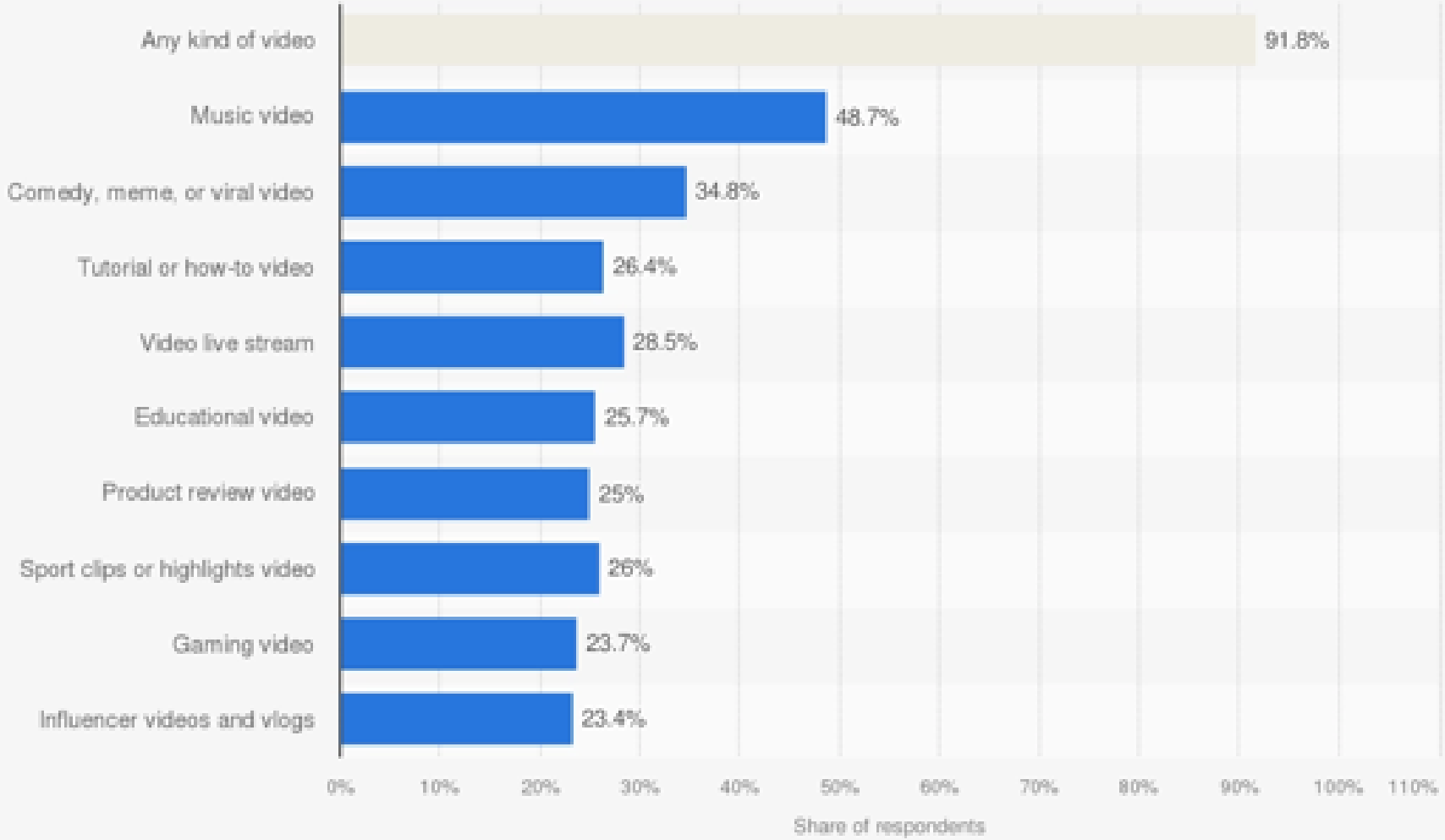
In 2023, there will be an estimated 3.5 Bn internet users consuming video content.

Online videos have an estimated reach of 92% worldwide.

For this brand campaign, we can create a repository of videos centered around:

- Brand
- Projects
- Thought Leadership
- CSR
- Processes
- Homebuyer stories
- Influencer videos

Most popular video content type worldwide in 4th quarter 2022, by weekly usage reach



Sources
We Are Social; DataReportal; GWI; Meltwater
© Statista 2023

Additional Information:
Worldwide; DataReportal; GWI; Q4 2022; 16-64 years; among internet users

VIDEO IDEAS

CONTENT BUCKET: LANDMARKS | LIFESTYLE

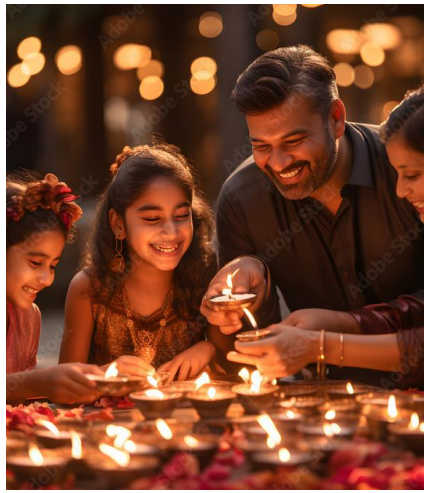
Life Is A Celebration: A Day At

VIDEO IDEAS

CONTENT BUCKET: LEGACY & LEADERSHIP

CHARTING RUNWAL GROUP'S JOURNEY SINCE 1978

VIDEO IDEAS



RUNWAL COMMUNITIES:
Where every occasion becomes a celebration!

**BUCKET:
CUSTOMERS &
COMMUNITIES**

Fostering the future of India:
Runwal Hostels

**BUCKET:
CSR**

Retail Experiences, Retold:
Runwal Group's Retail Marvels

**BUCKET:
LANDMARKS**

EVENTS

Organizing Outdoor and Digital Events

How this will be important?

- Organizing **in-person and online events** is crucial for a real estate brand as they provide **opportunities** to connect with potential clients, showcase properties, and build a **strong brand presence**.
- Outdoor events offer great **brand visibility** and **exposure.** In-person events leave more **impact on the minds** of the customers, and they get to **experience** the brand closely. This showcases **trust** and **credibility** of the brand.
- Online events expand your reach **beyond geographic constraints**, helping you connect with a broader audience like **NRIs** and investors from all over the globe.
- These events provide diverse opportunities for **engagement**, and differentiation, all of which contribute to **long-term success** in the real estate industry.

Outdoor/In-person events:

- Open Houses
- Community Events
- Real Estate Workshops/Seminars
- Outdoor Real Estate Expos
- Seasonal Events (in Malls)
- Environmental or CSR Initiatives

Online events:

- Online Property Expo (For NRIs)
- Expert Interview/ QnA Session

ADDITIONAL IDEAS

- **Picnic and Property Viewing:** Host a picnic event in a scenic location near one of your properties. Combine it with property viewings to give your customers an enjoyable experience.
- **Golf or Sporting Events**: If your target audience includes sports enthusiasts or golfers, sponsor or host a sporting event. Combine it with property viewings and networking opportunities.
- **Art and Property Exhibition**: Collaborate with local artists to host an outdoor art exhibition on one of your properties. This can attract art lovers who might also be interested in real estate.
- **Food Festival**: Organize a barbecue or food festival on one of your properties. Food events tend to draw large crowds and provide an excellent opportunity for property viewing.
- **Sponsorship or Celebrity events:** Organize celebrity shows at your project site like Garba event or singing concerts.

PODCASTS

Podcast culture stats

- India became the **3rd largest podcast listening market** in the world in 2020 after USA and China
- Listener base in india: 4Mn in 2016 to 90mn in 2022
- India currently has 57 million active podcast listeners
- The top three favourite podcast genres were news policy (62%), comedy and entertainment (53%) and business and finance (47%)

PODCAST NAME SUGGESTIONS

- Runwal PropTAKE
- Real Talks
- Realty Speaks
- PropTalks
- Home Advantage

PODCAST CONTENT BUCKETS

TOPIC	**EXAMPLE**
Informative	10 things to know for first home buyers
Market Analysis	• Real Estate developments in 2023 • 2024 Budget implications on Real Estate • Preparing for the festive season in real estate
Enterprise Efficiency	Optimizing your sales team.
PropTech Innovations	5 PropTech tools that can transform your real estate processes
Sustainable Development	Understanding the need for nature-centric lifestyles

How do we measure campaign success?

Blog Posts	New Users | Pageviews | Time on Site | Social Engagement
Videos	Video Users | Time on Site | Social Engagement
Social Media	New Users | Social Engagement Metrics
Email Marketing	Open Rate | New Users
Podcasts	Unique & Active Listeners | Downloads | Average Consumption Rate

THANK YOU!