

# Runwal Developers

Thane Umbrella Campaign Strategy

# Objectives

- Build communication around Runwal association with Thane.
- Strategy around Thane specific projects.
- Umbrella campaign will include zenith, Eirene, 25-hour life.
- Separate strategy for 25-hour life (this is recently launched project hence need more focus)

# BUYER PROFILES:

Who are we talking to?

PERSONA	PROFILE	CHARACTERISTICS
Young Professionals	Age: 25-35 Occupation: Working professionals in Mumbai	<ul style="list-style-type: none"><li>• Commute to work in Mumbai, seeking convenient housing options in Thane.</li><li>• Value modern amenities, proximity to transportation hubs, and work-life balance.</li><li>• Interested in the lifestyle and convenience offered by the projects.</li></ul>
Families	Age: 30-45 Occupation: Working parents, families with children	<ul style="list-style-type: none"><li>• Looking for spacious and family-friendly homes in a safe environment.</li><li>• Interested in nearby schools, parks, healthcare facilities, and community activities.</li><li>• Prioritize quality of life and amenities for family members.</li></ul>
Investors	Age: 35-55 Occupation: Investors, property buyers	<ul style="list-style-type: none"><li>• Interested in long-term investment opportunities in the real estate market.</li><li>• Seek properties with potential for value appreciation and rental income.</li><li>• Value insights into the Thane real estate market and investment trends.</li></ul>
Empty Nesters	Age: 50+ Occupation: Retired or nearing retirement	<ul style="list-style-type: none"><li>• Looking to downsize or upgrade their homes for retirement.</li><li>• Prioritize convenience, amenities, and a peaceful environment.</li><li>• Interested in the lifestyle and social aspects of the projects.</li></ul>

PERSONA	PROFILE	CHARACTERISTICS
Luxury Seekers	Age: 30-60 Occupation: High-income professionals, business owners	<ul style="list-style-type: none"><li>•Seek luxury living with premium amenities and exclusive features.</li><li>•Interested in Runwal Zenith and Runwal 25-hour life for their upscale offerings.</li><li>•Prioritize high-end finishes, security, and a sophisticated lifestyle.</li></ul>
First-Time Homebuyers	Age: 25-35 Occupation: Entry-level professionals, newlyweds	<ul style="list-style-type: none"><li>• Looking for affordable and quality starter homes.</li><li>• Interested in Runwal Eirene as an affordable option with modern amenities.</li><li>• Prioritize affordability, quality, and community.</li></ul>
Environmentally Conscious Buyers	Age: 25-60 Occupation: Eco-conscious individuals or families	<ul style="list-style-type: none"><li>• Place importance on eco-friendly features and sustainable living.</li><li>• Interested in Runwal 25-hour life for its environmental responsibility.</li><li>• Prioritize energy efficiency, green spaces, and eco-conscious amenities.</li></ul>

# Homebuying Needs & Expectations

Buyer Persona	Needs and Homebuying Expectations
Young Professionals	- Proximity to Mumbai for easy commute
	- Modern amenities and work-life balance
	- Quality construction and lifestyle enhancement
Families	- Spacious, family-friendly homes
	- Nearby schools, parks, healthcare facilities
	- Sense of community and safety
Investors	- Long-term investment potential
	- Properties with value appreciation and rental income
	- Insights into Thane's real estate market

A photograph of a row of classical marble columns, likely from a government building or museum. The columns are made of light-colored marble with fluted shafts and ornate capitals. They are arranged in a perspective that recedes into the distance. The text "Content Pillars" is overlaid in a white, sans-serif font in the center of the image.

# Content Pillars

## Homebuying Needs & Expectations

Buyer Persona	Needs and Homebuying Expectations
Empty Nesters	- Downsizing or upgrading for retirement
	- Convenience, amenities, and a peaceful environment
	- Lifestyle and social aspects of the projects
Luxury Seekers	- Luxury living with premium amenities
	- High-end finishes, security, and sophistication
	- Exclusivity and a sophisticated lifestyle
First-Time Homebuyers	- Affordable and quality starter homes
	- Modern amenities and community
	- Affordability, quality, and community
Environmentally Conscious Buyers	- Eco-friendly features and sustainable living
	- Energy efficiency and green spaces
	- Commitment to environmental responsibility



PILLARS	WHAT WILL BE COVERED
The Runwal-Thane association	<ul style="list-style-type: none"> <li>- Brand journey since 1978</li> <li>- How and why did Runwal establish its presence in Thane?</li> <li>- How the association has helped both- the brand and the location to flourish</li> </ul>
Thane Living	<ul style="list-style-type: none"> <li>- Rise of Thane as a lifestyle hub in terms of infrastructural and cultural growth</li> <li>- <b>Highlighting how Thane is a lot more than 'outskirts' or 'suburbs' of Mumbai</b></li> <li>- Upcoming residential and commercial pockets in Thane</li> <li>- Real estate trends in Thane</li> <li>- How Thane fares well in comparison to Mumbai (less clutter, more greenery, and other such aspects)</li> </ul>
Runwal Lifestyles	<ul style="list-style-type: none"> <li>- Highlighting the 3 projects in focus and how each one is unique in its own sense</li> <li>- Amenity-driven communication for each project</li> </ul>

PILLARS	WHAT WILL BE COVERED
Runwal Communities	<ul style="list-style-type: none"> <li>- Stories of Runwal residents from completed projects in Thane</li> <li>- Community events and festive celebrations at completed Runwal projects</li> </ul>
Sustainability at Runwal	<ul style="list-style-type: none"> <li>- IGBC or any other environmental certifications</li> <li>- Sustainability practices followed at Runwal in terms of construction, material, conservation, and environment creation</li> </ul>
<b>The 25-Hour Life</b>	<ul style="list-style-type: none"> <li>- <b>The concept behind the 25-hour life</b></li> <li>- <b>Elaboration on the 6 pillars of the project</b></li> <li>- <b>About the planning, architecture and layout of the project</b></li> <li>- <b>About the location</b></li> </ul>

# Content Platforms

## DIGITAL

- Paid Media
- Social Media
- Dedicated Landing Page
- SEO
- Videos

## OFFLINE

- Events
- TVCs
- Radio

IDEAS FOR SEO

# 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

Blog Post



Gorgeous Greens Forever:  
Walkthrough of Thane's  
natural abundance

Bucket  
covered -  
**THANE**

Blog Post



Thane: The Rising Star of  
Mumbai's Real Estate  
Landscape

Bucket  
covered -  
**THANE**

Blog Post



Rise with Runwal: 3 lifestyles  
redefining Thane

Bucket covered -  
**Runwal & Thane**

Blog Post



Top Residential Areas To  
Invest in Thane, Mumbai

Bucket  
covered -  
**THANE**

# SEO – Probable Topics for 3 Projects

Blog Post



Runwal Eirene: A serene oasis  
in the heart of Thane

Bucket  
covered -  
**THANE**

Blog Post



Runwal Zenith: A luxurious  
lifestyle awaits at the top

Bucket  
covered -  
**THANE**

Blog Post



Rise with Runwal: 3 lifestyles  
redefining Thane

Bucket covered -  
**Umbrella**



# SEO – Probable Topics for 25-Hour Life

Blog Post



25 Hour Life by Runwal: A new way of living in Thane

Blog Post



LIVE, WORK, PLAY, EAT, SHOP, LEARN: How the 25-Hour Life redefines your routine

Blog Post



Stay connected, stay content: Exploring the address of prosperity at 25-Hour Life

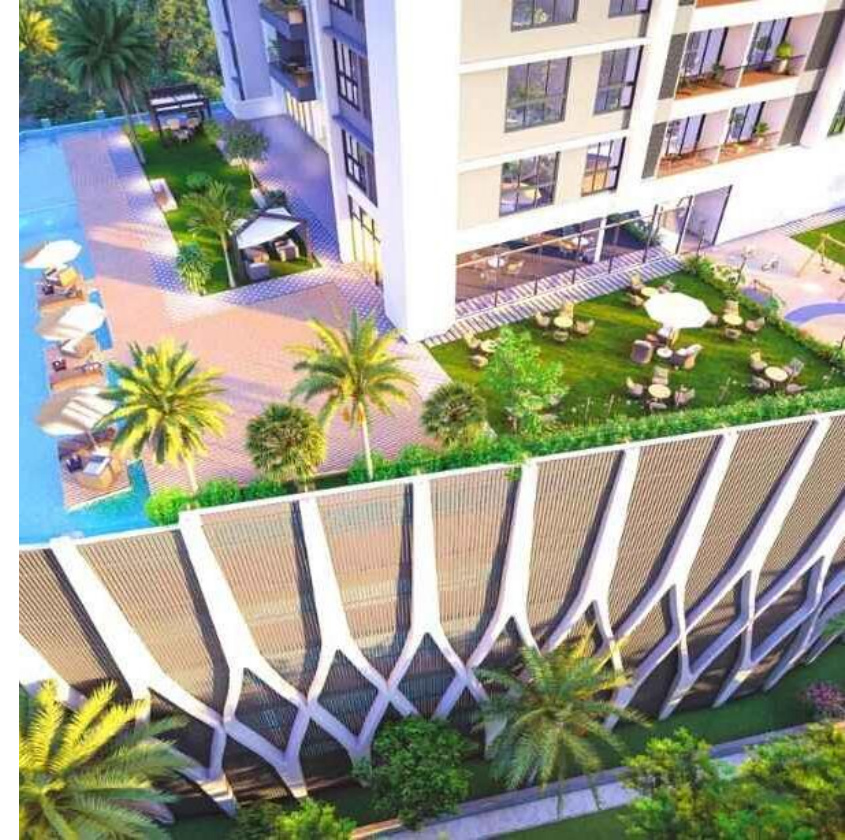
Blog Post



21 Acres of pure bliss: Discover the joy of living within nature at 25-Hour LIFE



# IDEAS FOR VIDEOS



**Enriching Location, Endearing Lifestyle:  
Runwal's presence evergreen Thane**



**A life of luxury, 25x7: How a day feels shorter to experience at the 25-Hour Life**



# VIDEO IDEAS



RUNWAL COMMUNITIES:  
Where every occasion becomes a  
celebration!

**BUCKET:**  
**Runwal Communities**



**Why I chose Runwal?**  
A Thanekar's true story

**BUCKET:**  
**Brand + Communities**

# FLOW FOR CAMPAIGN LANDING PAGE

# Overall Flow

- Video banner with celeb or static banner
- Overview
- Offer
- Three Project Slides
- Why choose Thane?
- Why choose Runwal?
- Testimonials



Thane, get ready to

# #RiseWithRunwal

3 Locations. 3 Lifestyles. 1 Invaluable Association.

EXPLORE



Mandar Dewalkar Photography





Thane, get ready to

# #RiseWithRunwal

3 Locations. 3 Lifestyles. 1 Invaluable Association.

EXPLORE





# OVERVIEW

Runwal x Thane = An Equation of Celebration



GET ASSURED 10 GM GOLD WITH EVERY BOOKING  
LUCKY DRAW WINNER GETS A CAR WORTH 15 LAKH\*



RUNWAL EIRENE



RUNWAL ZENITH



CODENAME 25-HOUR LIFE



# WHY CHOOSE THANE?





# WHY CHOOSE RUNWAL?

## RUNWAL LEGACY

42+



**PROJECTS DELIVERED**

24 PROJECTS UNDER  
CONSTRUCTION

35K+



**HAPPY FAMILIES**

HAVE CHOSEN THEIR DREAM HOME AT  
RUNWAL GROUP

35+

**AWARDS  
& ACCOLADES**



REALTY PLUS EXCELLENCE AWARD (WEST),  
2016 | ULTRA LUXURY RESIDENTIAL PROJECT, 2020 |  
BEST REAL ESTATE COMPANY OF THE YEAR, 2021

45+



**YEARS OF LEGACY**

PIONEERS IN ORGANIZED RETAIL &  
RESIDENTIAL REAL ESTATE



# RUNWAL STORIES



# OFFLINE PROMOTION IDEAS

- Newspaper ads in leading dailies
  - Full-page, half-page, quarter page
  - Advertorials in real estate supplements
- OOH
  - Ambient outdoor hoardings(with LEDs or 3D Elements)
  - Site branding
- Radio Spots
- Events
  - Launch events
  - Festive celebrations
  - Happy streets
- TVCs
- Influencer tie-ups

# Campaign Concepts



Concept #1:  
Suburb Nahi, *Sab Kuch* Hai Thane



## MASTER CARD

Suburb nahi,

# Sab Kuch Hai Thane!

Runwal brings the finest lifestyles to the liveliest city

<b>RUNWAL 25-Hour Life, Manpada</b>	<b>RUNWAL EIRENE, Balkum</b>	<b>RUNWAL ZENITH, Balkum</b>
2&3 Bed residences from 1.06 Cr.*	2 Bed Residences from 1.15 Cr.*	3 Bed Residences from 1.85 Cr.*

GET ASSURED 10 GM GOLD WITH EVERY BOOKING  
LUCKY DRAW WINNER GETS A CAR WORTH 15 LAKH\*

Extension #1: For 25-Hour Life

# Suburb nahi, Sab Kuch Hai Thane

## A 25-Hour Life, only in Thane

Presenting

**CODENAME 25-HOUR LIFE**

LIVE | WORK | PLAY | EAT | SHOP | LEARN

2&3 Bed residences from 1.06 Cr.\*

Manpada

RTB:

21 Acres Gated Community | 4.5 Acres of Open Space | 50+ Curated Amenities | 1 Min from R-Mall

Extension #2: For EIRENE

Suburb nahi, Sab Kuch Hai Thane  
A life of luxury, getting ready only in Thane

Presenting  
**RUNWAL EIRENE**

Nearing Possession 2 Bed residences from 1.15 Cr.\*

Balkum

RTB:

5.15 Acre Project | 3.4 Acres Of Open Space | 40+ Amenities

Extension #1: For 25-Hour Life

# Suburb nahi, Sab Kuch Hai Thane

## A Life at its peak, only in Thane

Presenting

### RUNWAL ZENITH

Luxurious 3 Bed Residences from 1.85 Cr.\*

Balkum

RTB:

Thoughtfully Designed Spacious Residences | Rooftop Indulgences at the 46th Floor | Unhindered Creek Views

Concept #2:  
Thane, get ready to  
#RiseWithRunwal



## MASTER CARD

Thane, get ready to

# #RiseWithRunwal

2 Locations. 3 Lifestyles. 1 Invaluable Association.

<b>RUNWAL 25-Hour Life, Manpada</b>	<b>RUNWAL EIRENE, Balkum</b>	<b>RUNWAL ZENITH, Balkum</b>
2&3 Bed residences from 1.06 Cr.*	2 Bed Residences from 1.15 Cr.*	3 Bed Residences from 1.85 Cr.*

GET ASSURED 10 GM GOLD WITH EVERY BOOKING  
LUCKY DRAW WINNER GETS A CAR WORTH 15 LAKH\*

Extension #1: For 25-Hour Life

Thane,  
Get ready to *redefine* your routine  
#RiseWithRunwal

Presenting  
CODENAME 25-HOUR LIFE

LIVE | WORK | PLAY | EAT | SHOP | LEARN

2&3 Bed residences from 1.06 Cr.\*

Manpada

RTB:

21 Acres Gated Community | 4.5 Acres of Open Space | 50+ Curated Amenities | 1 Min from R-Mall



Extension #2: For EIRENE

# Thane, Get ready for life of luxury #RiseWithRunwal

Presenting  
**RUNWAL EIRENE**

Nearing Possession 2 Bed residences from 1.15 Cr.\*  
Balkum

RTB:

5.15 Acre Project | 3.4 Acres Of Open Space | 40+ Amenities

Extension #3: For ZENITH

# Thane,

Get ready to live at the ZENITH

## #RiseWithRunwal

Presenting

### RUNWAL ZENITH

Luxurious 3 Bed Residences from 1.85 Cr.\*

Balkum

RTB:

Thoughtfully Designed Spacious Residences | Rooftop Indulgences at the 46th Floor | Unhindered Creek Views

Concept #3

Thaan liya hai Thane

## MASTER CARD

# Thaan liya hai Thane

3 Locations. 3 Lifestyles. 1 Big Brand.

<b>RUNWAL 25-Hour Life, Manpada</b>	<b>RUNWAL EIRENE, Balkum</b>	<b>RUNWAL ZENITH, Balkum</b>
2&3 Bed residences from 1.06 Cr.*	2 Bed Residences from 1.15 Cr.*	3 Bed Residences from 1.85 Cr.*

GET ASSURED 10 GM GOLD WITH EVERY BOOKING  
LUCKY DRAW WINNER GETS A CAR WORTH 15 LAKH\*

Extension #1: For 25-Hour Life

# Thaan liya hai Thane

Ab aap 25-HOUR LIFE enjoy karenge

Presenting

**CODENAME 25-HOUR LIFE**

LIVE | WORK | PLAY | EAT | SHOP | LEARN

2&3 Bed residences from 1.06 Cr.\*

Manpada

RTB:

21 Acres Gated Community | 4.5 Acres of Open Space | 50+ Curated Amenities | 1 Min from R-Mall

Extension #2: For EIRENE

# Thaan liya hai Thane

Ab EIRENE ke liye ready ho jaenge

Presenting

## RUNWAL EIRENE

Nearing Possession 2 Bed residences from 1.15 Cr.\*

Balkum

RTB:

5.15 Acre Project | 3.4 Acres Of Open Space | 40+ Amenities

Extension #3: For ZENITH

# Thaan liya hai Thane

Ab aapki life ZENITH pe le jaenge

Presenting

## RUNWAL ZENITH

Luxurious 3 Bed Residences from 1.85 Cr.\*

Balkum

RTB:

Thoughtfully Designed Spacious Residences | Rooftop Indulgences at the 46th Floor | Unhindered Creek Views

Concept #4:  
Three Cheers for Thane



## MASTER CARD

# Three Cheers for Thane

3 Locations. 3 Lifestyles. 1 Invaluable Association.

<b>RUNWAL 25-Hour Life, Manpada</b>	<b>RUNWAL EIRENE, Balkum</b>	<b>RUNWAL ZENITH, Balkum</b>
2&3 Bed residences from 1.06 Cr.*	2 Bed Residences from 1.15 Cr.*	3 Bed Residences from 1.85 Cr.*

GET ASSURED 10 GM GOLD WITH EVERY BOOKING  
LUCKY DRAW WINNER GETS A CAR WORTH 15 LAKH\*

Extension #1: For 25-Hour Life

# Three Cheers for Thane

As Runwal redefines your routine

Presenting

**CODENAME 25-HOUR LIFE**

LIVE | WORK | PLAY | EAT | SHOP | LEARN

2&3 Bed residences from 1.06 Cr.\*

Manpada

RTB:

21 Acres Gated Community | 4.5 Acres of Open Space | 50+ Curated Amenities | 1 Min from R-Mall

Extension #2: For EIRENE

# Three Cheers for Thane

As Runwal readies you for a life of luxury

Presenting

**RUNWAL EIRENE**

Nearing Possession 2 Bed residences from 1.15 Cr.\*

Balkum

RTB:

5.15 Acre Project | 3.4 Acres Of Open Space | 40+ Amenities

Extension #3: For ZENITH

# Three Cheers for Thane

As Runwal elevates your life to ZENITH

Presenting

**RUNWAL ZENITH**

Luxurious 3 Bed Residences from 1.85 Cr.\*

Balkum

RTB:

Thoughtfully Designed Spacious Residences | Rooftop Indulgences at the 46th Floor | Unhindered Creek Views

# Additional Spaces

- Not suburban, but fully urban
- Runwal x Thane = Equation of a lifestyle celebration
- **Runwal x Thane: An association of celebration**
- Trending Thane / Trendsetter Thane
- The RUNWAL LIFE IN THANE
- Thane ki Shaan, Runwal
- Runwal & Thane: Weaving Dreams into the Fabric of a City

THANK YOU!