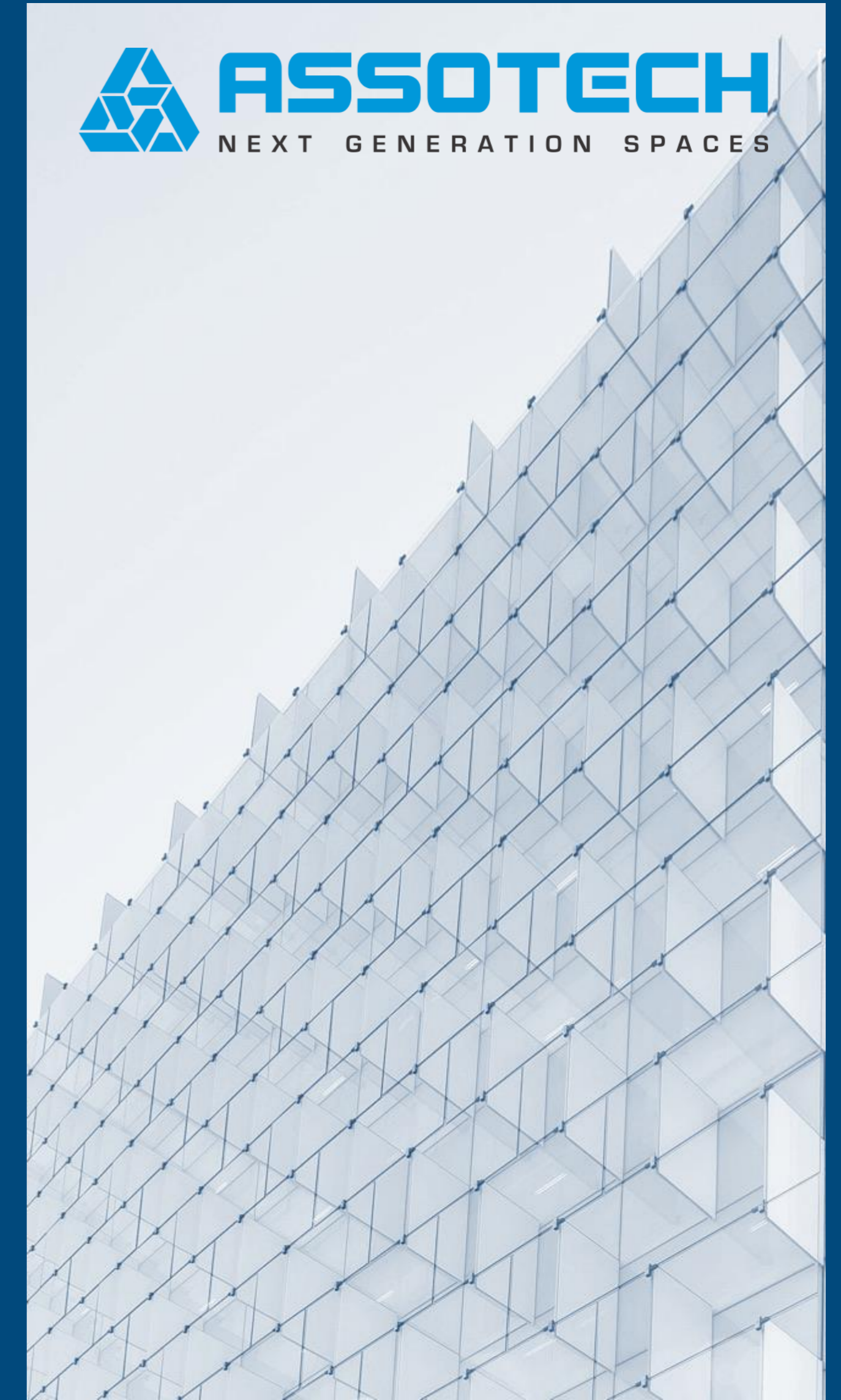


BRAND Building & EOI Generation

CORPORATE & TEASER CAMPAIGN

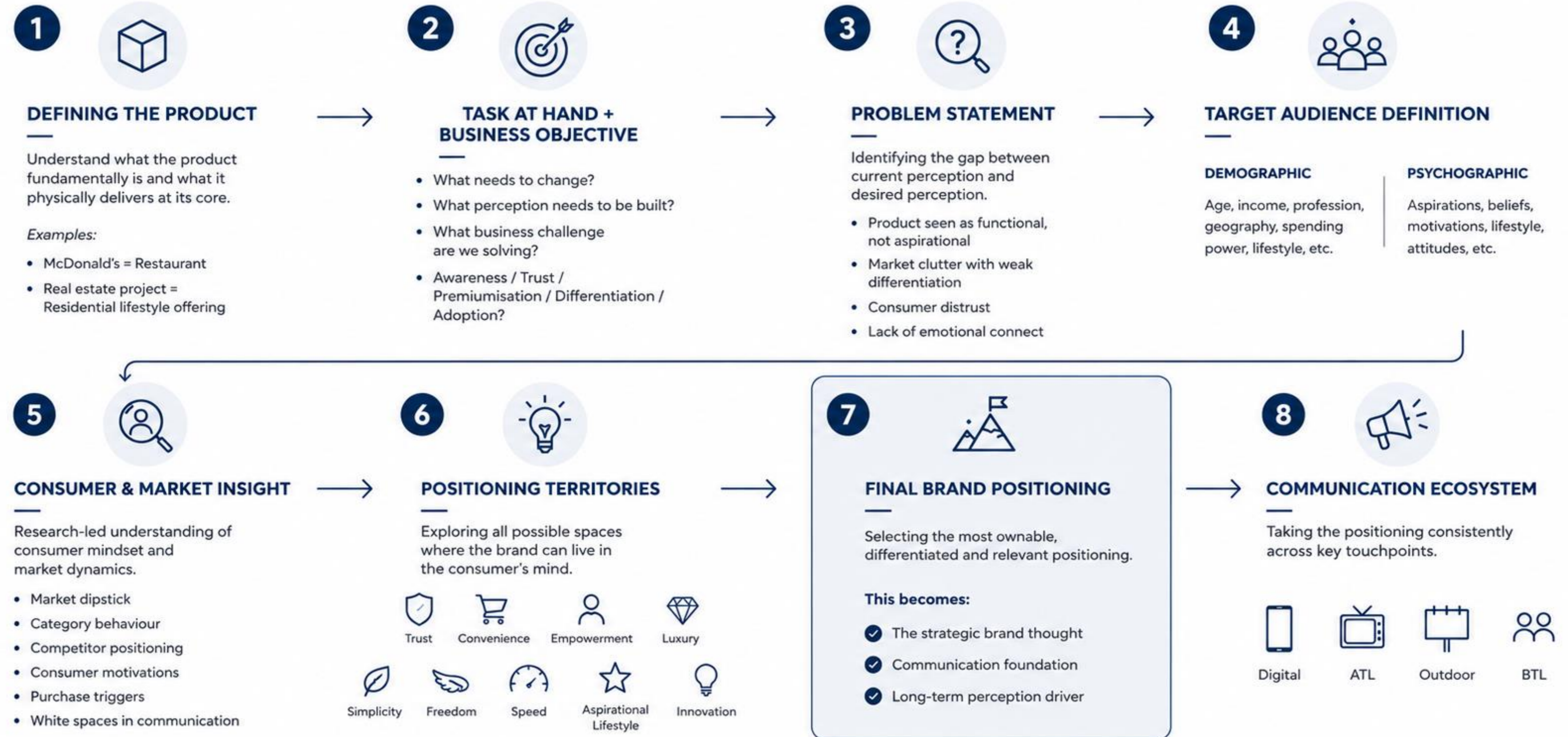
ASSOTECH PRIDE (Atlas & Kronos)

Presented by: ConceptKanva



OUR BRAND POSITIONING PROCESS

A strategic, insight-led approach to define, position and communicate a brand that creates impact.



Campaign GOALS &

THE PROBLEM STATEMENT

Assotech was entering a rapidly evolving Bhubaneswar market that was becoming increasingly competitive with rising premium aspirations.

01

BRAND AWARENESS GOALS:

Strengthen Assotech's brand presence within target demographics by highlighting its novel offering in that particular market

02

MARKET REALITY

- Rapid IT and infrastructure growth
- Rising affluent and globally exposed consumers
- Increasing demand for premium lifestyle housing

03

THE STRATEGIC CHALLENGE FOR ASSOTECH:

- Create strong differentiation in a premium housing segment
- Build an aspirational identity beyond just infrastructure and amenities
- **Emotionally connect with the emerging affluent Odia consumer**
- Position Assotech Pride as a symbol of elevated and international-standard living

TARGET AUDIENCE

Understanding the people we are building for—
their aspirations, lifestyles and what drives their choice.



DEMOGRAPHIC



IT professionals
& service class employees



Business and mining-linked
affluent families



NRI Odia consumers
and globally exposed families



30 – 50 years
Age group



Upper middle class
and affluent buyers



PSYCHOGRAPHIC



Aspirational and globally exposed
with high ambitions



Proud of Odia identity,
deeply rooted yet forward-looking



Wanted visible symbols
of success and achievement



Desired elevated lifestyle
experiences and international standards



Emotionally driven by social mobility
and the desire to be seen as having “arrived”



Wanted Odisha to be seen differently
on the national and global stage



Campaign GOALS &

CONSUMER INSIGHT

People did not just want a better home. They wanted to prove that Odisha had arrived.

01

The new affluent Odia consumer saw premium housing not merely as ownership but as:

- a statement of aspiration
- a reflection of achievement
- a symbol of social rise
- an expression of modern Odia's confidence

02

Consumers were emotionally ready for a new narrative:

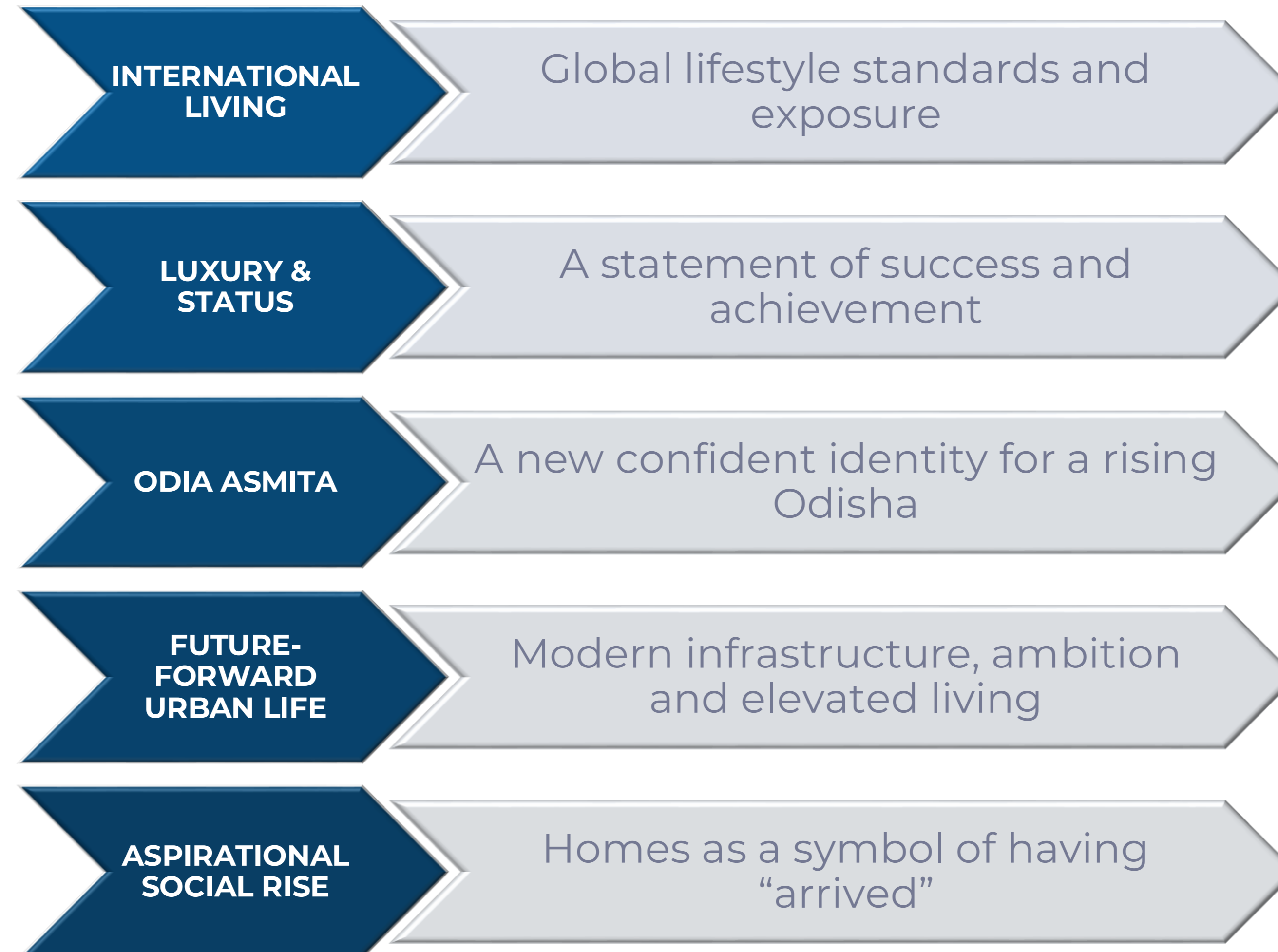
*not modest living...
but elevated living.
Not catching up...
but rising globally.*

In other words, Odisha's '*asmita*' had to be asserted in the order of the RE universe.

And all Assotech needed was to dip into this unsaid demand

BRAND

POSITIONING SPACES EXPLORED



FINAL POSITIONING

RISE

Rise to international-class living.

The positioning transformed **Assotech Pride** into more than a residential development.

It became:



a symbol of aspiration



a statement of arrival



a reflection of modern Odisha's confidence



an expression of elevated urban living



a narrative that connected global lifestyle with regional pride

The thought of “**RISE**” emotionally aligned with:



the city's rapid transformation



the ambitions of the new affluent Odia consumer



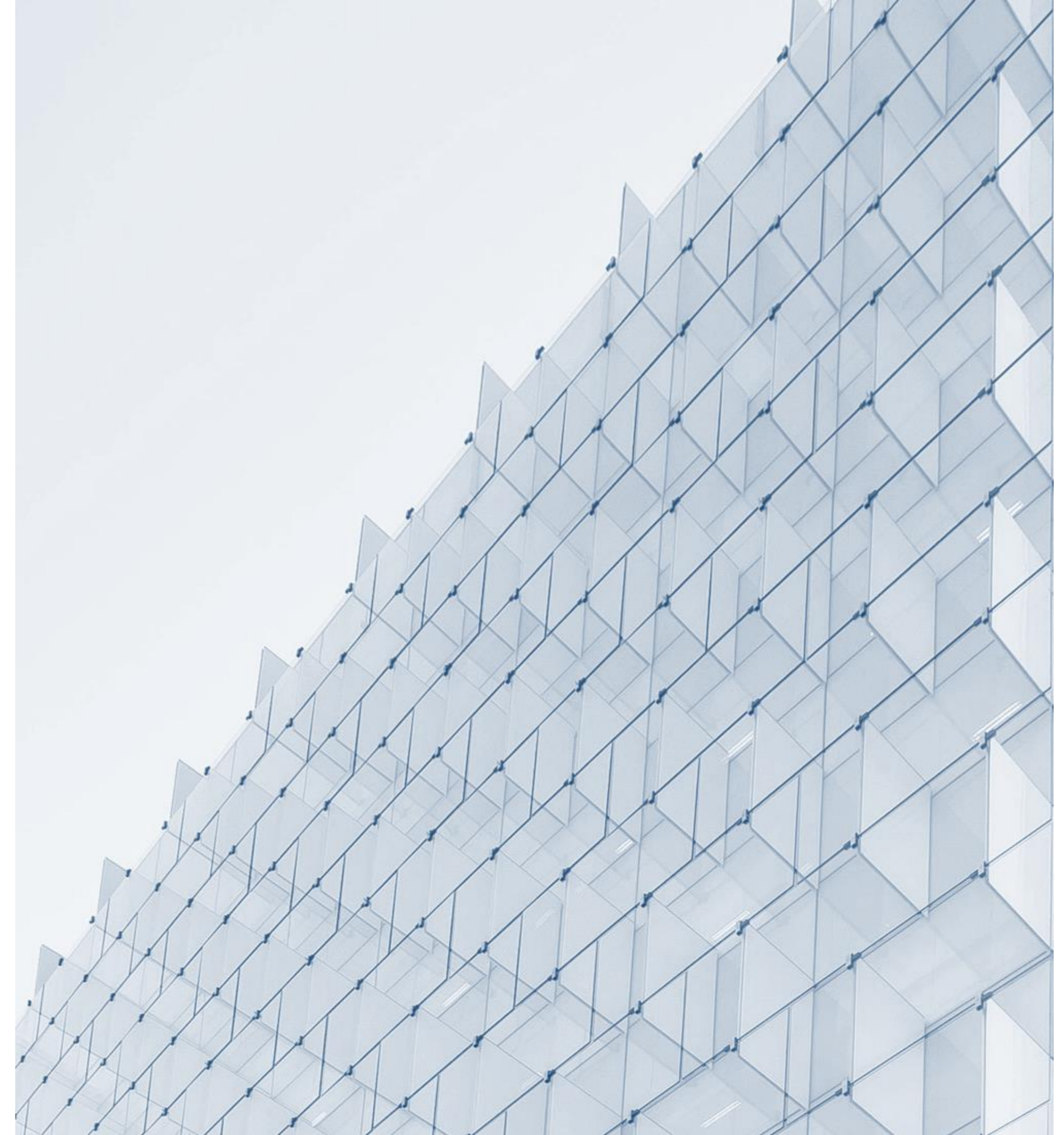
the larger sentiment of Odisha stepping onto a bigger national and global stage



CAMPAIGN

ROUTE

The Rise of Majestic
Living!



TEASER PRINT AD

This 2022
get ready to experience

THE RISE OF MAJESTIC LIVING

#OwnTheThrone

Prepare yourself to witness
the mesmerizing rise of world class opulence!



ASSOTECH LEGACY - BUILDING TO BELONG

34 YEARS OF DELIVERING HOMES & HAPPINESS & 15 YEARS OF GROWING LEGACY IN ODISHA
• Over 45+ Projects Delivered • Presence in 6 States • 40,000+ Units Delivered



Assotech Bhubaneswar Office: Assotech Pride, Plot No. 274, Rudrapur, Adjacent to NH- 16, Bhubaneswar - 752101
Assotech Corporate Office: H-127, Sector-63, Noida | www.assotechlimited.com

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TEASER PRINT AD

ORERA MP/19/2021/00585

This 2022
get ready to experience

THE RISE OF MAJESTIC LIVING

#OwnTheThrone

Behold the Grandiose of Space & Design



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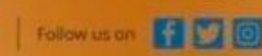


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Strategic Partner
capdeal



TEASER PRINT AD

This 2022
get ready to experience

THE RISE OF MAJESTIC LIVING

#OwnTheThrone

Embrace yourself to witness the masterpiece
& Own the Luxury that you seek!



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MAINLINE CAMPAIGN





ASSOTECH
NEXT GENERATION SPACES



ASSOTECH PRIDE
THE PRIDE OF ODISHA!
Located on Bhubaneswar-Cuttack
6-lane Expressway, NH-16, Rudrapur

Inside Out, THE RISE IS BREATHTAKING



KRONOS
THE PRIDE OF ODISHA

4.5 BHK | ₹3.00 Cr.
332 sq. mtr. | 3575 sq. ft.



ATLAS
THE PRIDE OF ODISHA

3.5 BHK | ₹2.30 Cr.
259 sq. mtr. | 2795 sq. ft.

TALL. ICONIC. LUXURIOUS.

#OwnTheThrone

For an exclusive & indulging experience, call our dedicated Luxury Relationship Manager at **+91 8505 882 882 NOW!**

ORERA No. : MP/19/2021/00585 | This project is approved by Bhubaneswar Municipal Corporation, Bhubaneswar vide letter No. 71780/ Date 20-09-2021

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ASSOTECH
NEXT GENERATION SPACES



ASSOTECH PRIDE
THE PRIDE OF ODISHA!
Located on Bhubaneswar-Cuttack
6-lane Expressway, NH-16, Rudrapur

The Rising Landmark of Luxury & Exclusivity, bigger than the biggest in Odisha, at 123 mtr. across 33 floors, & international style elevation.



Representative Image

- Ultra luxury select apartments with upscale neighbourhood
- 37000 sq. ft. plush club house with 5-Star facilities
- Aerial deck equivalent the size of a 2BHK
- Grand double height entrance lounge with high-speed elevators
- Climate controlled air conditioned apts. with premium wardrobe & modular kitchen
- Exquisitely designed landscape & features

Assotech Pride - A City In Making, thoughtfully planned, sprawling across 16 acres...& more

- Vibrant community, 35,000 sq. ft. central club house
- Multi-sports court with day night facilities for tennis court, basketball court, badminton, cricket & mini soccer
- Relaxing & rejuvenating landscape design & oxy rich environs with ample greenery
- Kids play area & open gym
- Direct access to Bhubaneswar- Cuttack National Highway -16 & close proximity to City Centre, Biju Patnaik Intl. Airport, Infocity etc.
- Zero garbage disposal, recycling of treated water & solar lights
- Construction in full swing with the ever-evolving MIVAN™ technology

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MEMBER



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Exclusive Realty Partner



ORERA No: ORA/0003/2017

COMMUNICATION STRATEGY &

COMMUNICATION CHANNELS

The “RISE” narrative was amplified consistently across multiple touchpoints to build both aspiration and recall.

COMMUNICATION CHANNELS

- Teaser campaigns
- Print
- Digital
- Social Media (NRI-focused communication)
- OOH

The campaign language, visual identity and messaging continuously reinforced the idea of Odisha rising towards a more global and aspirational future.



WHY RISE CAMPAIGN WORKED

RISE

WORKED BECAUSE IT MET

A RISING ASPIRATION.



ELEVATED
LIFESTYLES



GLOBAL
STANDARDS



VISIBLE
SUCCESS



MODERN
IDENTITY



The campaign became a
EMOTIONAL BRIDGE
between aspiration and ownership.

CAMPAIGN

OUTCOME

Created differentiation in a rapidly growing premium housing market

Connected emotionally with Odisha's emerging affluent class

Positioned Assotech Pride as a symbol of elevated urban living

So much so that next phase got pre-booked!



THANK

YOU

conceptkanva