

Dosti West County



Township Positioning

Realatté
#1 DIGITAL AGENCY FOR REAL ESTATE

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FRIENDS FOR LIFE

Objective

To create awareness for Dosti West County township, so that the equity created can continue to generate higher ROI when promoting a building within the township.

Project Analysis

Why should home buyers choose Dosti West County?

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Value Proposition

Mini City

Lush Green Backdrop

900 Existing Residents

Tie-ups with top institutes

10 mins from Viviana

Well-connected

Established brand

Buyer Analysis

Who is our target audience? What is their persona?

Demographics: Age Group: 30 - 50/55

Location: Mumbai

Mature Bachelors, new couples, rentors, locals, first time home buyers

Work & income: Salaried / Small business owners

Lifestyle: Lives a Mumbaikar life. Wants to enjoy access to Mumbai without having to pay a hefty amount as rent or buying cost.

Interests: Work, family, entertainment, socialisation

Challenges: Time, Money & Space

Goals: To reduce living expenses, get better value for money while still being connected to the business hubs of the city.

Buyer Persona




Competition Analysis

Who is our competition? How are they positioned?

Lodha Palava City

- Location: Dombivali
- Positioning: Exceptional Every Day
- Endorsements - Kalki Koechlin

MENUPALAVA CITY



PALAVA CITY - EXCEPTIONAL EVERY DAY.

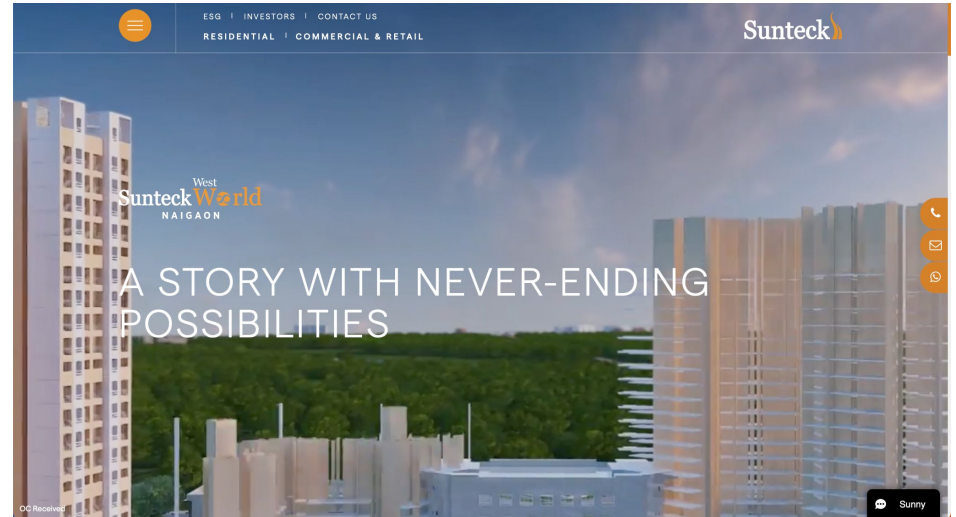
Palava, a place designed to raise your expectations of city life, is built to provide premium living, on par with the world's finest cities. This well-integrated visionary city sprawling across 4500 acres of land is crafted by India's leading brand Lodha, seamlessly blending modern urban living with nature.

Nestled a short drive away from Dombivli, at the economic triangle of Thane, Navi Mumbai and Kalyan, Palava epitomizes the essence of India's next metropolis.

The city embodies an international standard of living with meticulously planned infrastructure, world-class amenities, and serene green spaces and waterbodies - ensuring an exceptional living every day.

Sunteck West World

- Location: Naigaon
- Positioning: Infinite Everything



Positioning Ideas & Applications

How can we position ourselves and how does the message translate to mainline and digital ads?

Thought Process

Considering the TG, the chaotic billboard traffic and competitor analysis,

Our goal is to design a positioning which is:

Simple. Sticky. Versatile.

Positioning #1

Karo Sapno Se Yaari At Dosti West County

Concept:

The majority of TG is a first time buyer who dreams of owning a home in and around Mumbai. This positioning resonates with the target audience, giving them aspirations of what their ideal home should be like.

Tone: Hearty, aspirational, promising

Messaging

Karo **Fitness** Se Yaari with world-class gym

Karo **Fursat** Se Yaari with great connectivity

Karo **Apno** Se Yaari with close-knit community

Karo **Savings** Se Yaari with (offer)

Creatives

KARO SAPNO Se YAARI AT



Dosti West County - Dosti Oak project is registered under MahaRERA No. P51700006565, Dosti West County - Phase 2 - Dosti Cedar project is registered under MahaRERA No. P51700015258, Dosti West County - Phase 3 - Dosti Westwood project is registered under MahaRERA No. P51700015501 and Dosti West County - Phase 4 - Dosti Pine project is registered under MahaRERA No. P51700025834, Dosti West County - Dosti Tulip project is registered under MahaRERA No. P51700032666, Dosti West County - Dosti Nest - Phase 1, 2, 3 & 4 is registered under MahaRERA Nos. P51700033640, P51700033663, P51700049724 & P51700050253, Dosti West County - Phase 5 - Dosti Olive - Wing B project is registered under MahaRERA No. P51700054037 and are available on website - <https://maharera.mahaonline.gov.in> under registered projects. Please note that the sale/lease of premises in the above referred project shall be subject to and governed by the terms and conditions of Agreement for Sale/lease.



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KARO
SAPNO Se YAARI

AT



2 & 3 BHK HOMES

[illegible]

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KARO FITNESS *Se* YAARI AT OLIVE



GYMNASIUM | MULTIPURPOSE SPORTS COURT | OLYMPIC-SIZED SWIMMING POOL

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KARO
FITNESS *Se* **YAARI**
— AT —
OLIVE



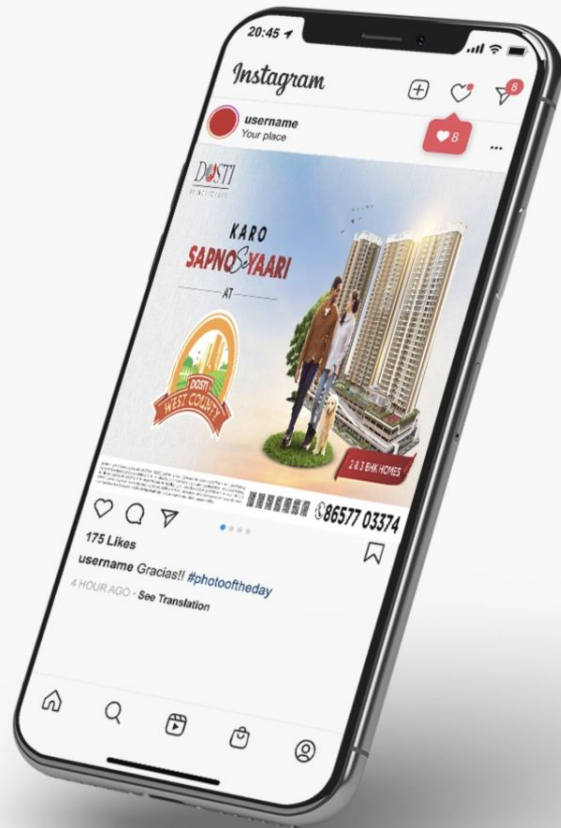
GYMNASIUM | MULTIPURPOSE SPORTS COURT | OLYMPIC-SIZED SWIMMING POOL

BALKUM, THANE WEST

2 & 3 BHK HOMES

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Ad film

Ad film
30s-40s

Concept:

A man is looking at a property-buying app on his phone. Nothing seems to fit into his idea of a dream home or sapno ka ghar...

He gives up and starts ranting in rhymes!

*"Hai sarr pe zimmedari,
Aur ghar ki talaashi jaari,
Koi app ya scheme kaam nahi aa rahi,
Toh kaise milega sapno ka ghar for my family!"*

Suddenly we see a Dosti spokesperson burst with a dramatic entrance!

"Chahiye agar sapno ka ghar toh karo sapno se yaari at Dosti West County!"

We show a montage of features and amenities at Dosti West County, with a suitable VO from this spokesperson, followed by CTA, with the man shaking hands with the spokesperson in the BG.

Performance Reel Concept for Olive

Yaari kahin saaro ke saath hoti hai.

With your loved ones, your beloved belongings and sometimes, even with strangers.

At Dosti West County, karo sapno se yaari!

Introducing Olive by Dosti. Ye 33 storey tower part hai Dosti West County ka, jo ki Thane ka fastest selling township project hai which already homes over 900 residents!

Dosti Olive has thoughtfully designed 2 & 3 BHK Homes that offers comfort, space and luxury all at once.

Only a minute away from the Balkum Metro Station, Dosti West County offers several ways to reach any part of Mumbai.

Surrounded by international schools, public parks, waterfronts, shopping malls and multiplexes, Dosti Olives ensures you are at the centre of all-things-fun!

(cont. Project features)

Positioning #2

Everything In Plenty At Dosti West County

Concept:

Using rhyming words have usually helped the viewers in remembering and recalling the message. This positioning harps on the psyche that a catchy phrase (even though a bit cheesy) sticks to the viewer's memory. Moreover, there are many angles we can take using this positioning / style.

Tone: Quirky, Memorable, Offbeat

Messaging

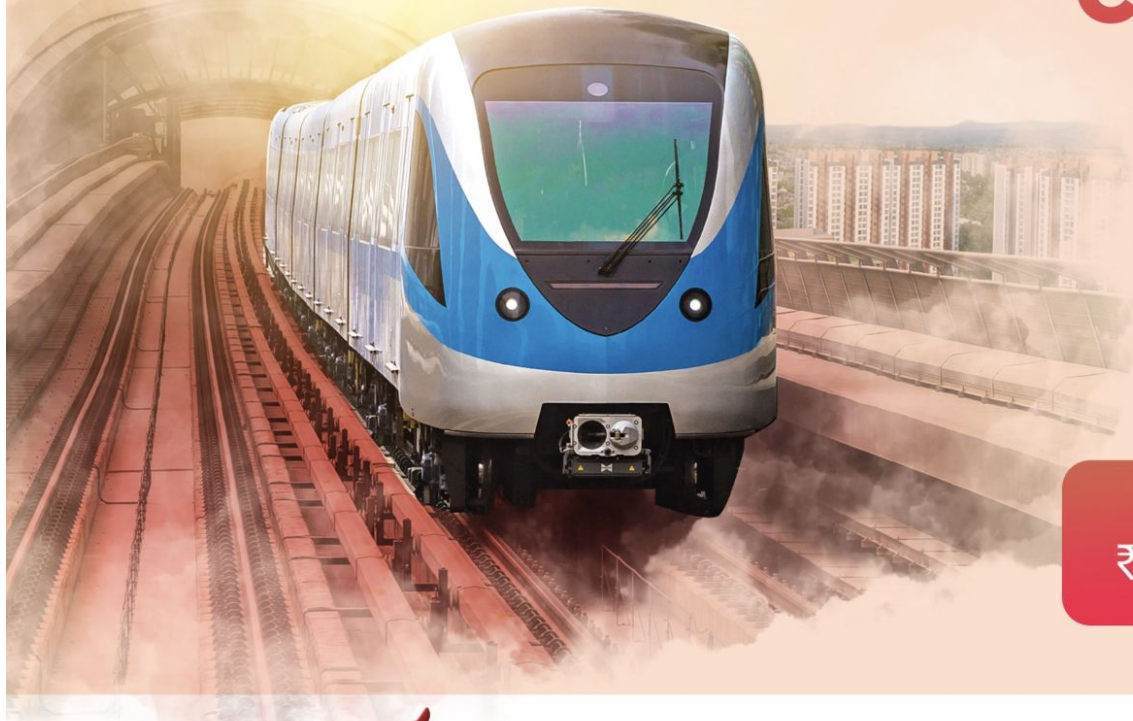
Get Everything In Plenty, only at Dosti West County

Connectivity options? Milenge In Plenty, only at Dosti West County

Amenities? Milegi In Plenty, only at Dosti West County

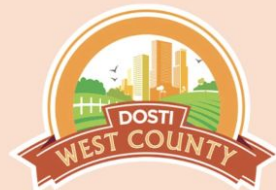
Home offers? Milenge In Plenty, only at Dosti West County

Creatives



CONNECTIVITY OPTIONS? IN PLENTY

— AT —



SAVE UPTO
₹ 5 LAKHS*

ANY FLOOR
SAME PRICE*

2 & 3 BHK HOMES

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CONNECTIVITY OPTIONS? IN PLENTY

— AT —



SAVE UPTO
₹ 5 LAKHS*

ANY FLOOR
SAME PRICE*

2 & 3 BHK HOMES

*Subject to availability. Offer valid for new bookings only. Offer ends on 31st March 2023. For more details, visit www.dostirealestate.com or call 86577 03374. Dosti Real Estate Pvt. Ltd. is a registered real estate agent. All rights reserved.

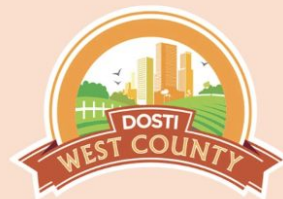


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AMENITIES? IN PLENTY

— AT —
MAPLE



SAVE UPTO
₹ **5 LAKHS***

ANY FLOOR
SAME PRICE*

2 & 3 BHK HOMES

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AMENITIES? IN PLENTY

— AT —
MAPLE



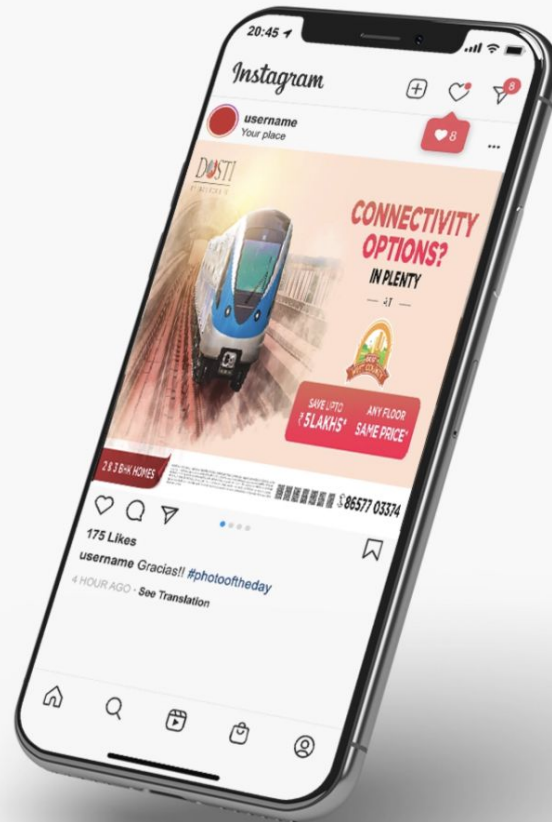
SAVE UPTO
₹ 5 LAKHS*

ANY FLOOR
SAME PRICE*

2 & 3 BHK HOMES



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Ad Film Concept

A guy is seen praying. A modern looking God-like figure appears.

God: Bol Bhakt, teri kya zaroorat?

Bhakt - Ghar chaiye wo bhi jabarjast!

Amenities chaiye
Tathaastu

Convenience chaiye
Tathaastu

Connectivity chaiye
Tathaastu

Prabhu, meri harr zarurate pe tathaastu? Jannat me ghar dilaa rahe ho kya?

Wahi samajlo, dharti pe swarg hai Dosti West County, jahaan sab mile in plenty!

Performance Reel (Maple)

<i>Visuals</i>	<i>Script</i>
Raghav p2c, sitting in his living room sipping coffee. Shriya comes and sits next to him	Raghav: <i>"When we got married, Shriya wanted to live in a place that kept her close to city life. And See, I made it happen"</i>
Shriya, interrupting Raghav	<i>"Umm umm"</i>
Raghav looks at Shriya and says...	Raghav: <i>"Actually, she made sure that I made it happen"</i>
Wide shot of Maple	Shriya: <i>"We found a place that gives us the best of everything..."</i> Both: <i>"Maple at Dosti West County"</i>
Cut to the scenes of Entertainment Zones, Schools & Hospitals.	Raghav: <i>"Located in the vibrant locale of Balkum, Thane, this 2 / 3 bhk property is right in the center of all activity in the area"</i>
Cuts of amenities	Shriya: <i>"Here amenities are just extraordinary with offerings like an Olympic pool, high-end restaurants, serene temples, and a gym!"</i>
Raghav relaxes back on the couch with a smile. Shriya gives him a look, and they both start giggling!	Raghav: <i>"This had to be our dream home! After all, I selected it..."</i>
The logo is to be displayed with CTA	VIO: <i>"Ready to find your dream home? Contact us today and find Everything in Plenty at Dosti West County"</i>

Think Tank

Ideas to increase recall value of DWC

Project AV

Create a project AV that talks about the whole township.

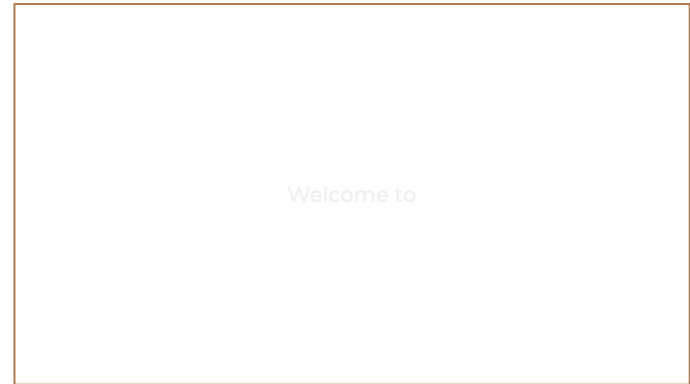
We highly recommend this!

Where to share -

- Sales office
- YouTube
- Digital Hoardings
- Share with CPs
- Ads



Click to play



Drone Project Walkthrough

Since we have a huge space to cover, a drone walkthrough can take the potential buyer through the property quickly and effectively. REAL > REEL

Where to share -

- Sales office
- YouTube
- Digital Hoardings
- Share with CPs
- Performance Ads

Testimonial Video

Since 900 residents are already living in the township, we can create testimonials that talk about their experience. These will serve as genuine review for potential buyers.

Where to share -

- YouTube
- Digital Hoardings
- Share with CPs
- Performance Ads
- Static hoardings
- Social media

Thank you

We look forward to growing together!