



How does one push construction walk-throughs to a new level?

When looking at the Chennai real estate market, it is evident that Ramaniyam Real Estates is one of the largest players on the field, with over two hundred residential and commercial projects completed since their inception in 1986. Ramaniyam approached SingylStroke to work on making marketing collaterals more effective for their residential complexes, looking for a strategy that would draw in buyers and ensure that apartment units were sold out before the construction was completed. The key consumer demographic that Ramaniyam wanted SingylStroke to focus on consisted of urban, affluent, working professionals and their families in Chennai. An advertising agency in Chennai, we were able to analyse Ramaniyam's demographic and tailor-make our marketing, branding and communication strategy to appeal to them.

We focused on the two sales collaterals that had the maximum customer reach— brochures and walk-throughs. Our brochure design packaged floor plans, building specifications and amenities lists with fresh creative material to make them persuasive and informative. We used the brochures to create a unique, independent narrative around each residential project. Each brochure was characterised by its own colour scheme and brochure design. Photography services were provided, and these photographs were utilised by Ramaniyam for their communications materials. These measures ensured that buyers viewed each apartment as a potential home, not simply a list of facts, figures and specifications.

We also made certain that our creative vision evolved from the existing brand. By incorporating their tagline and their brand profile into our copy for their brochures and the scripts, we made sure that though each building was given its own unique character, they still cohesively fit the Ramaniyam brand.

Our second sales collateral was developed specifically to enable the conversion of each enquiry into a sale. We realized that the architect walk-throughs could be utilized to enable potential buyers to really imagine themselves in the project being advertised, however, they needed to be relatable. Stock 3D animated characters lent the walk-through an impersonal air, which we needed to change to fulfil Ramaniyam's brief. The question we were left with then was this: How do you make a walk-through for a project that has yet to be fully constructed, while having to limit the use of 3D rendering to make it feel more personal for buyers?

SingylStroke's solution was to intersperse the 3D visualization with live footage from existing Ramaniyam residential complexes to display not just an apartment, but a home. The 3D visualization helped buyers see the complex under construction as a finished product while organic live footage allowed them to get a glimpse of family life in a Ramaniyam project. Existing Ramaniyam residents were asked to be the actors for our live footage, to ensure that buyers would be able to see how real Chennai families populated and lived in the homes that they were considering buying. We developed a script that listed all the amenities and features of the complex in an engaging, conversational tone and interspersed it with footage of people using these amenities. We scripted and shot important moments of family life that instantly strike a chord with people, like siblings having a spirited game of carrom, a family laughing and enjoying a Rajini film in the in-house theatre, a mother and son doing homework, a grandmother stealing a moment of peace and quiet from the busy day by sipping a cup of tea in a peaceful, green balcony.

The video was uploaded to the Ramaniyam website and has become an integral part of their marketing strategy for future projects. We made it possible for people to not just imagine their lives in a Ramaniyam complex, but to actually see it.