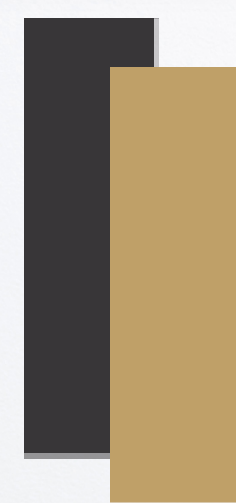


CASE STUDY



TRUMP[®]
TOWER
KOLKATA



CAMPAIGN OBJECTIVE



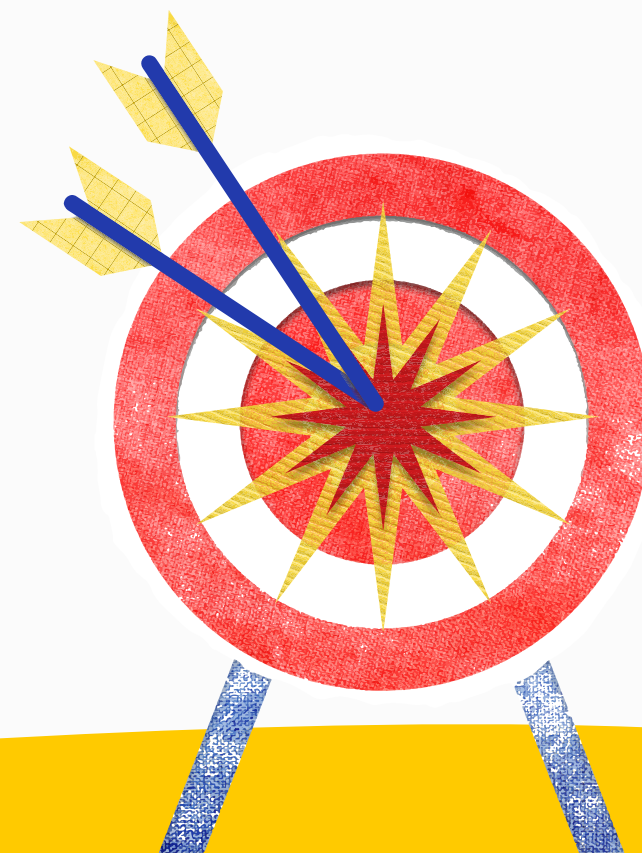
Increase
engagement on
social media



Brand awareness
+ better recall



Create a unique positioning
for Trump Tower Kolkata
with a central theme



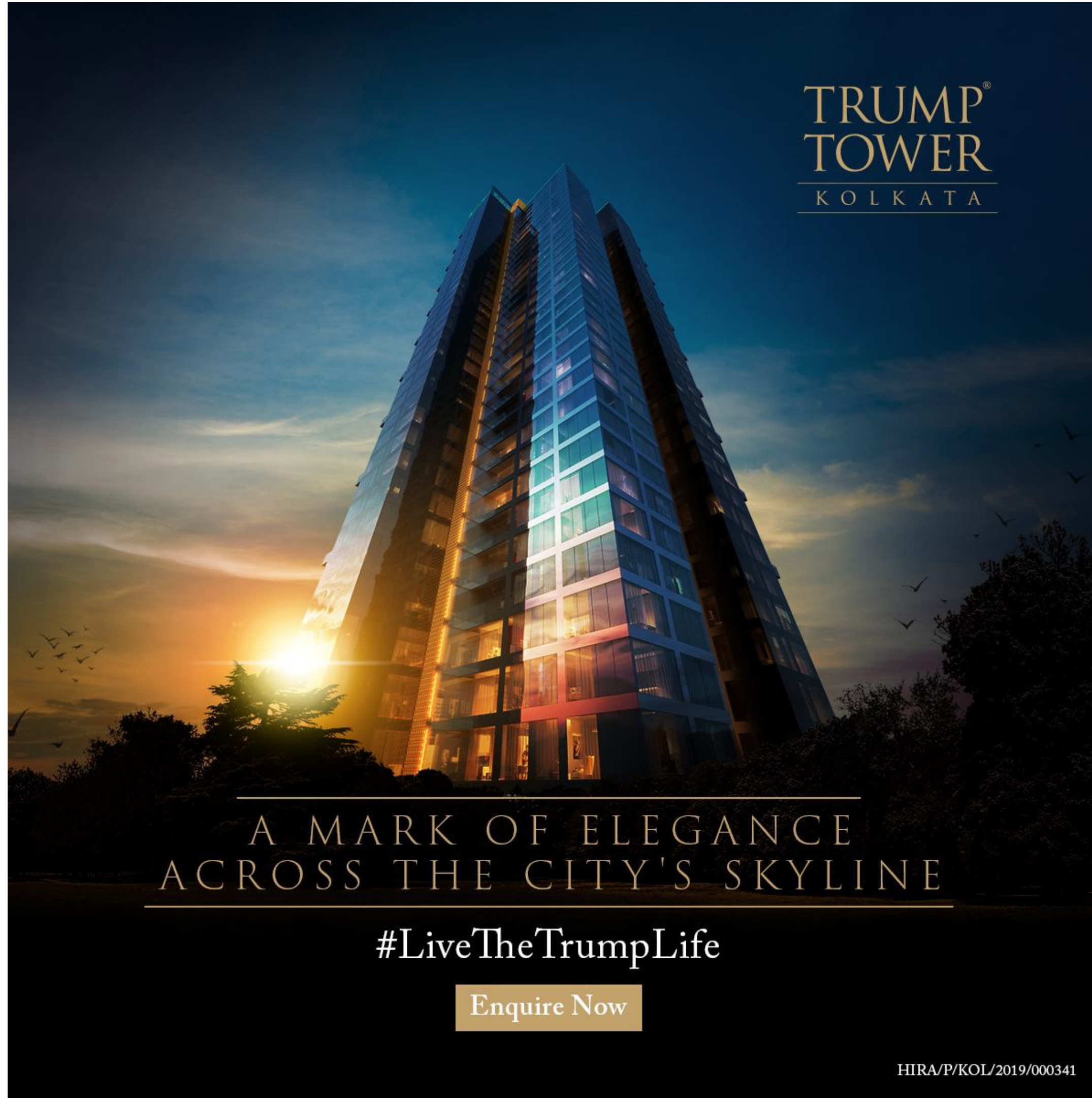
IDEA NARRATIVE

Unimark Trump Tower is the award-winning brand and is recognized in the international real estate market. It offers not just a premium but an exclusive lifestyle with amenities that offer a whole new level of luxury.

It is not just another high-end property but a status symbol that sets you apart from every other premium property owner. And hence the central theme...

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A MARK OF ELEGANCE
ACROSS THE CITY'S SKYLINE

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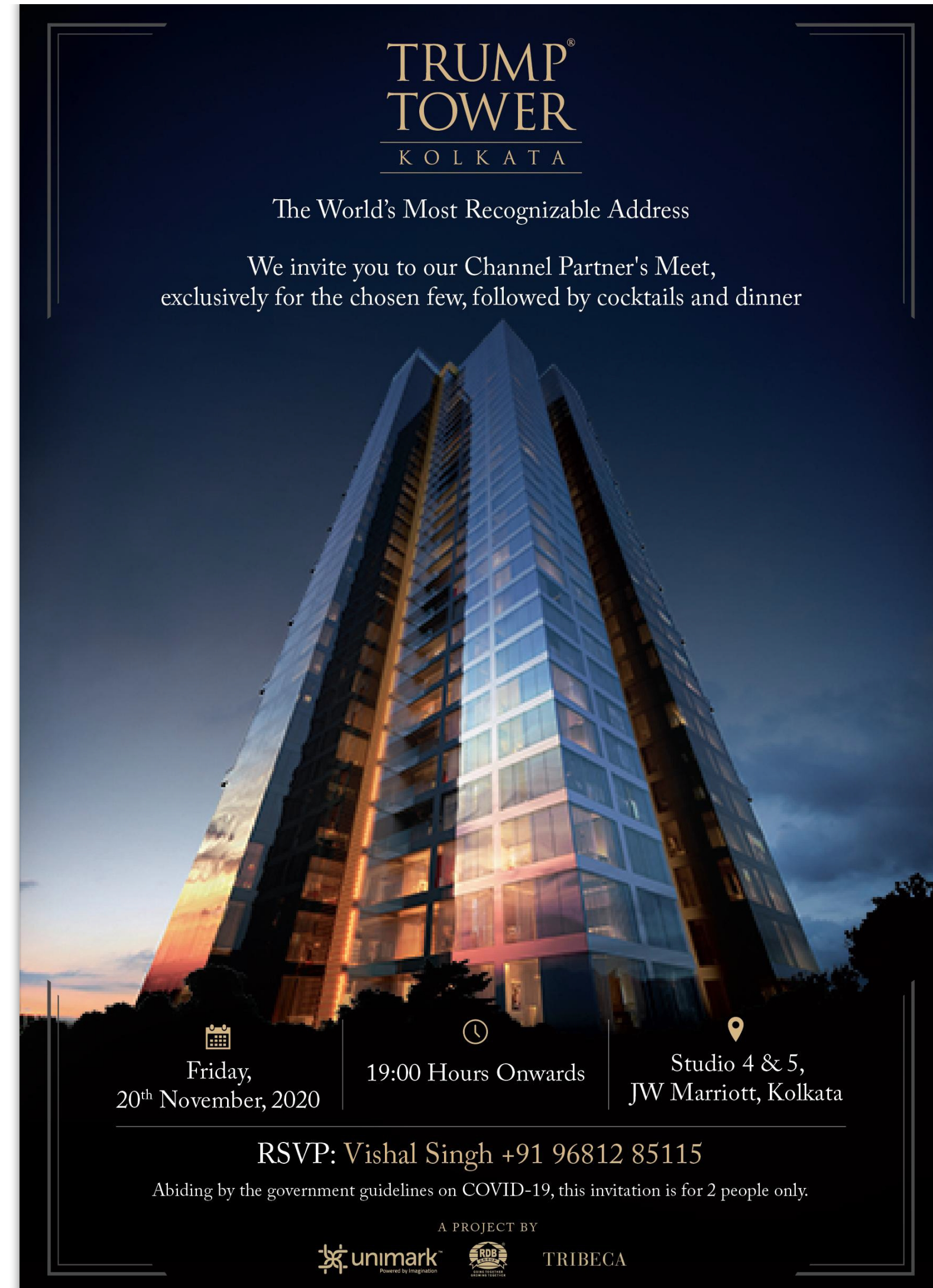
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Friday,
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19:00 Hours Onwards

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Abiding by the government guidelines on COVID-19, this invitation is for 2 people only.

A PROJECT BY

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complemented by unparalleled amenities*

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crafted with excellence & opulence*

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*A name synonymous with
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*Experience luxury at its finest
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#MarkOfExclusivity

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*Enjoy an exhilarating workout at the
state-of-the-art fitness center*

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*Make the world's most iconic lifestyle
your own*

#LiveTheTrumpLife

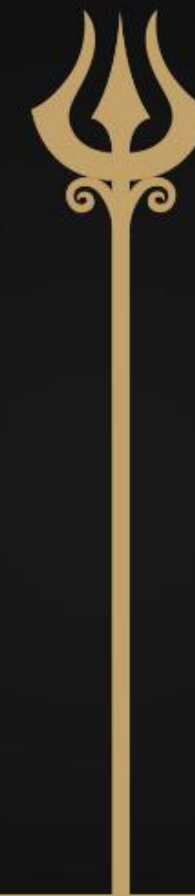
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TRUMP[®]
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Wishing you a very
MERRY
CHRISTMAS

TRUMP[®]
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May our homes be blessed
by the Divinity of our Goddess

HAPPY
DURGA PUJA

TRUMP[®]
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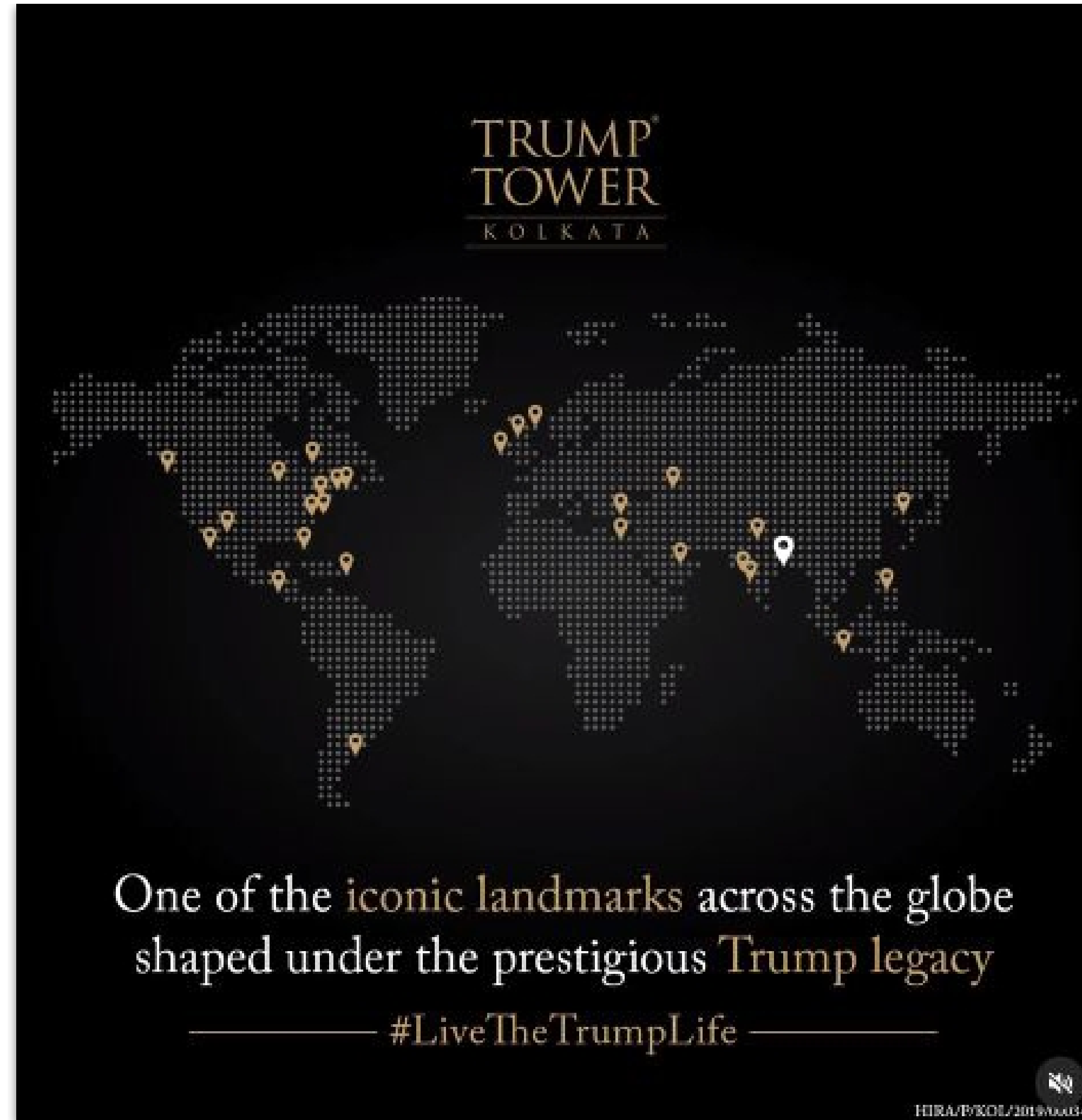
Let's light the diya of hope
for a healthier & happier home

HAPPY DIWALI

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Let your dreams take flight
HAPPY MAKAR SANKRANTI



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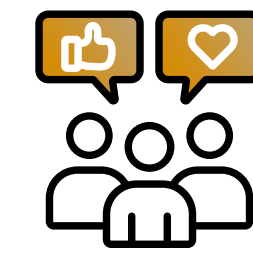
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AND IT RESULTED INTO..



39.87%

Rise in Brand
Recall



25.26%

Increase in
Engagement



THANK YOU

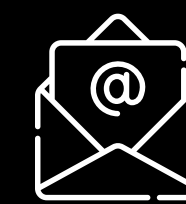
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