

***Innovative Real Estate Marketing Campaign of the Year Award to MARG ProperTies***  
**Dinabhoomi ---- Dt.05.03.2012**

MARG ProperTies, the real estate arm of MARG Ltd a leading name in the real estate space bagged the *“Innovative Real Estate Marketing Campaign of the Year Award”* in the prestigious ‘Realty plus Excellence Award 2012’.The award was presented in a glittering function held at Bangalore on 2<sup>nd</sup> March.

Mr. Joy, the brand mascot of MARG ProperTies, a carefully designed mascot in the form of a home has a brand personality that stands for traits that generate consumer goodwill and confidence. valuable. In a nutshell, Mr. Joy exemplifies the qualities of a mentor and guide towards helping customers to make the best use of available choices.

Commenting on this path-breaking campaign, Atul Raja, Group Vice President & Head of Corporate Communications at MARG who spearheaded the campaign said, *“Brands today are faced with myriad challenges as they grapple for customer attention and mind space. The customer, hence, is given little reason to make an easy choice. With MARG ProperTies having a no. of customer centric and unique features, it is is communicated to the customers effectively and Mr Joy is a platform for the same. The importance of differentiated branding in today’s keenly competitive real estate market is paramount. The Mr. Joy campaign clearly succeeded in creating a brand differentiator in an otherwise cluttered category and gave MARG ProperTies a unique identity that is instantly recognizable.* Touted as a thought led category innovation, this awarded campaign was adequately supplemented by a carefully woven media mix at launch which focused on the high cost print advertising and more rationalized cost approach of PR, outdoor and other BTL ground level activities. The **innovation** of putting up **Mr. Joy lit inflatable’s on hoardings & pole kiosks and lit cut outs on bus shelters** took the entire city by surprise. This was supplemented by other unique BTL activities like human backlits, mall promotions and lit branding on tri-cycles.