

KASPER
MARKETING

ADVERTISING SOLUTIONS

SKILLS



Brand
Development



Communication
Strategy



Creative
Development



Execution

BRAND DEVELOPMENT



Branding and corporate identity

- Logo.
- Brand identity design.
- Stationery design (business card, letterhead, etc).



COMMUNICATION DEVELOPMENT



Mainline Communication

- Print ad designing (Press, Magazine, etc).
- Outdoor designing (hoardings, bus shelter, vans, etc).
- Product Collaterals (Brochure, Flipcharts, leaflets, pamphlets etc).
- Events & Exhibitions (Backdrop, standee, gate arch etc),



Digital Communication

Static Content

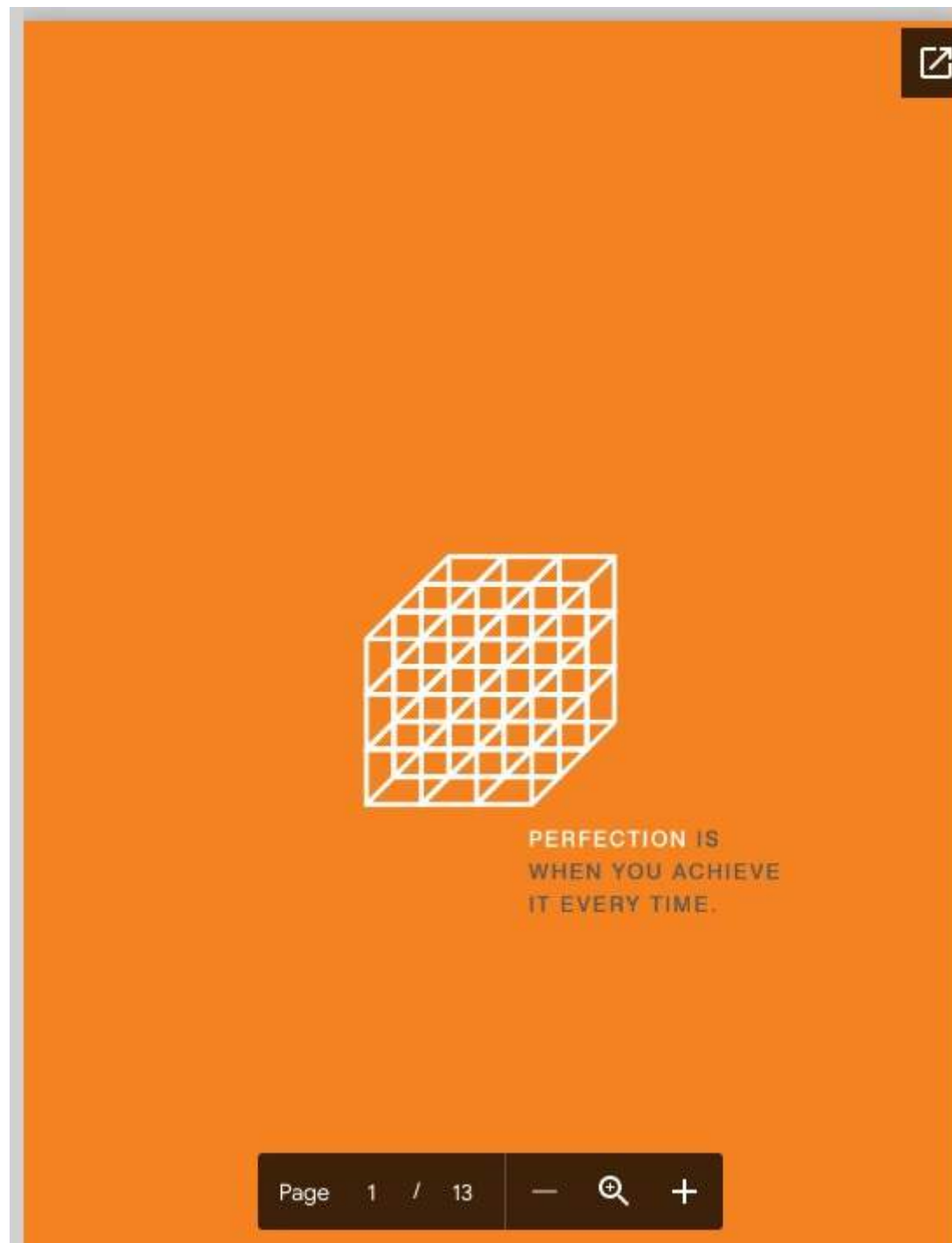
- Web Banners.
- Social Media Posts (Facebook, Instagram, LinkedIn, etc).
- E-commerce tiles.
- Blogs.

Dynamic Content

- Videos (Gifs, Animations, Reels, engagement ideas).

WORK REAL-ESTATE

Kasper Marketing



BROCHURE LINK:
https://drive.google.com/file/d/1If11rjx5_0M6UUDWfInveBt1BLuQjpH4/view?usp=drivesdk



Imperia
THE ART OF FINE LIVING

Luxury homes in the exclusive neighborhood of T2 Tower

- Offers 60 units of 4 D+R apartments (3000 sq ft, 3125 sq ft and 3600 sq ft) and 100 sq ft penthouses (3300 sq ft, 4000 sq ft and 5110 sq ft).
- An exceptional apartment.
- Access 75% of space around the tower is left open, with no high rises in the vicinity.
- A swimming pool, hot tubhouse for recreation.
- 24-hour surveillance by security guards and CCTV cameras.
- Close to international schools, hospitals, multiplexes and most key places in the city.
- Ample parking space.



LOTUS
LOTUS REAL ESTATE

A premium project of 45 villas in Suburban, with lush green surroundings

- Big size 4 BHK independent villas with huge courtyard.
- Type A villas: 325 sq ft, Type B villas: 325 sq ft.
- Master bedroom including the beautiful swimming pool with wooden deck.
- Dedicated sitting area, dining area and a courtyard with lawn attached to the bedroom.
- Double height living room, beautiful lounge area.
- Fully equipped kitchen with fully operational kitchen, stainless steel sink.
- Fully equipped interior and exterior with a concrete road.
- One attached parking space, provision for a second garage.
- Separate entry for servant room.



ETERNIA
HAPPINESS FOREVER

A premium project of residential apartments right in the heart of Ahmedabad.

- 4 towers of 18 stories with 4 units per floor.
- 2BHKs with 1285 Sq. Ft. to 1385 Sq. Ft.
- Full height with open for natural light and ventilation.
- Split house with multi-garage hall and gymnasium.
- Indoor games / recreation area.
- Security system with CCTV surveillance.

EMPIRE
THE GROWTH HUB

A premium project of commercial space right in the heart of Ahmedabad.

- G + 10 stories.
- Ground to 2nd floor for retail / office spaces between 725 Sq. Ft. to 2210 Sq. Ft.
- 4th floor onwards offices between 510 Sq. Ft. to 1680 Sq. Ft.
- Full height, road facing displays / Separate entry for the office.
- Corporate level amenities: VC room & facilities, Board Room area.
- Best location with lush green surroundings.

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WORK AUTOMOBILE

Kasper Marketing



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ONROAD WITH ALL ACCESSORIES
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INTEGRATED ENGINE START AND KILL SWITCH WITH SUZUKI EASY START SYSTEM
LUXURIOUS LED HEADLIGHT & POSITION LIGHTS
FLEXIBLE FOOT POSITION FOR RIDER

Shop No.3, Devi Tower, Co-op. Hsg.Soc., Kacharam Statue, UMC Road, Ulhasnagar-3

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WORK


F&B



WORK HEALTHCARE



Advertisement for the B Healthy app. The ad features a smartphone displaying the app's interface, which includes a list of products and a shopping cart. The text on the ad reads: "JUST LIKE SHOPPING APPS, HEALTH APPS ARE ALSO IMPORTANT!" and "DOWNLOAD NOW". The B Healthy logo is visible in the top right corner and on the phone screen. The bottom of the ad includes the website www.whealthyfy.com, social media icons for Facebook, Twitter, and Instagram, and download links for Google Play and the App Store.



Advertisement for Siddha Inner Power Benefits. The ad features a central graphic with four icons representing different benefits: Relax (leaf), Rebalance (star), Rejuvenate (lotus), and Retreat (sunburst). Below the icons are silhouettes of four people in yoga poses. The text on the ad reads: "Siddha Inner Power Benefits". The Siddha Wellness logo is in the top right corner. The bottom of the ad includes social media icons for Facebook and Instagram, the website www.siddha-wellness.com, and a phone number: +971 55 885 1336.

Work we are proud of (BFSI)



Category: BFSI

Marketing Objective: To create interest awareness and excitement amongst distribution channel.

Communication Solution: To draw attention to the necessity and significance of insurance in the lives of consumers, and to present ICICI Prudential as the finest provider capable of meeting their needs.



Category: BFSI

Marketing Objective: Bringing alive special occasions in the visual identity.

Communication Solution: Brand connecting with audience on special occasions with an emotional connection by merging seamlessly with current visual identity (logo).







Category: BFSI

Marketing Objective: To promote the availability of home loan facility to citizens of the United Kingdom and the United Arab Emirates so they can purchase a residence in India.

Communication Solution: Connecting with Indians residing in the United Kingdom and the United Arab Emirates by creating campaigns that entice them to connect with their country and highlighting our bank as one of the best in terms of customer service and processing ease.

"Judd
jao
phir"
se

**Expert knowledge
and advice**

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ATTENTION NRIs & PIOs

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Category: BFSI

Marketing Objective: Drive conversions about free score service.

Communication solution: Creative and strategic campaigns were developed in order to run on various social media platforms.



Campaign 1

Borrowers believe their known and visible financial health is sufficient to determine their creditworthiness.

He is Vishwas Kumar - A loan applicant



But is he Creditworthy?

His **CIBIL** score can decide.

You can also know your creditworthiness
by downloading your **FREE CIBIL** report now. >

T & C Applied

**Vishwas Kumar
is trustworthy.**



But is he Creditworthy?

His **CIBIL** score can decide.

You can also know your creditworthiness
by downloading your **FREE CIBIL** report now. >

T & C Applied

(unreleased)



Vishwas Kumar has
a very strong
savings account,
multiple FDs,
and the branch
manager knows
him personally.

But is he Creditworthy?

His **CIBIL** score can decide.

You can also know your creditworthiness
by downloading your **FREE CIBIL** report now. >

T & C Applied

(unreleased)

Vishwas Kumar is
well educated
and earns good
salary.



But is he Creditworthy?

His **CIBIL** score can decide.

You can also know your creditworthiness
by downloading your **FREE CIBIL** report now. >

T & C Applied



**Vishwas Kumar
is using 5
credit cards
since last
5 years.**

But is he Creditworthy?

His **CIBIL** score can decide.

You can also know your creditworthiness
by downloading your **FREE CIBIL** report now. >

T & C Applied

(unreleased)



Campaign 2

CIBIL score is seen as a technical evaluation parameter and customers are not aware about the benefits they can get once they know it.

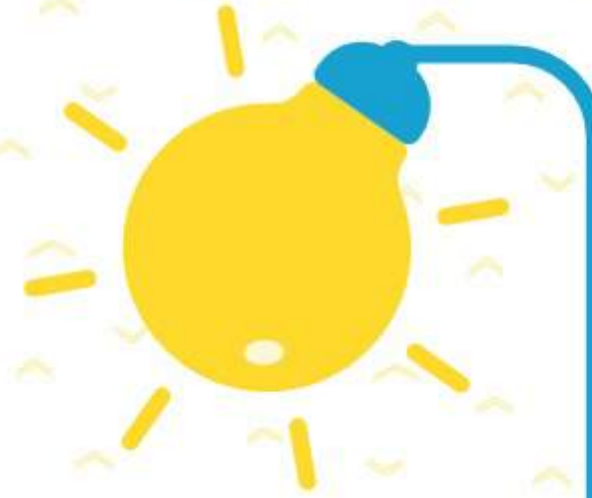
DID YOU KNOW?



Knowing **CIBIL** score is
beneficial, while applying
for a loan.

Get your **FREE CIBIL** report now

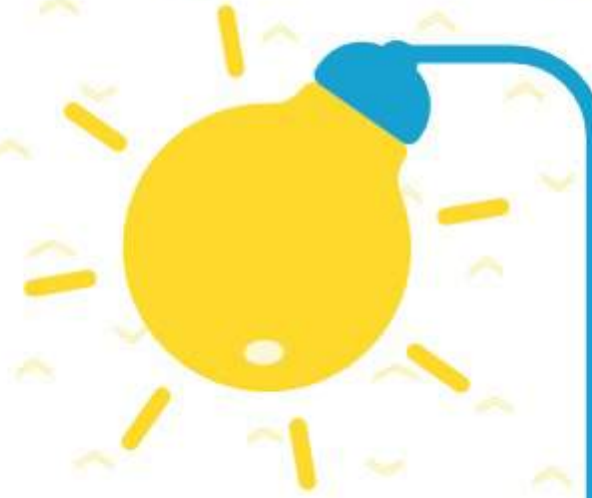
DID YOU KNOW?



Your **CIBIL** score can give
you the power to
negotiate with lenders.

Check your **CIBIL** score now

DID YOU KNOW?



Your **CIBIL** score can give
you **better benefits** and
rewards on credit cards.

Check your **CIBIL** score now

DID YOU KNOW?



Your **CIBIL** score can give
you **higher limit** on
credit cards.

Check your **CIBIL** score now

DID YOU KNOW?



Your **CIBIL** score can
speed up the process
of loan application.

Check your **CIBIL** score now

DID YOU KNOW?



Your **CIBIL** score can
help in getting
loan with longer tenure.

Check your **CIBIL** score now

Work we are proud of (Other)



Category: Electrical

Objective: To create a brand identity as well as marketing collateral for the brand





Category: F&B

Marketing Objective: Increase engagement on social media channels to drive walk-ins.

Communication Solution: Created engaging and informative product detailers; managed social media pages to increase reach and engagement by creating sharply targeted campaigns.



Category: Fashion and Lifestyle.

Marketing Objective: To use the bag design to highlight the brand uniqueness.

Communication Solution: First-in-category differentiated bag designs using brand assets and properties.



Category: Automobile

Marketing Objective: To generate enquiries from local customers

Communication Solution: Tactical creatives were developed and targeted PPC campaigns were run on social media platforms. This resulted in increased sales.



Category: F&B

Marketing Objective: Increase contribution of online orders and sales.

Communication Solution: Created exciting digital campaigns that promoted new products and also excited customers through offers. These targeted campaigns were used on social media platforms.



Category: Real Estate

Marketing Objective: Announce the launch of a new project on digital medium.

Communication Solution: Created informative and engaging content for owned media i.e. website and social media pages. This excited prospects by giving new details about the project and resulted in more online inquiries.



Category: Health and Wellness

Marketing Objective: Create brand awareness through website and dynamic online content.

Communication Solution: Website content and dynamic YouTube ads were created to educate customers and drive brand preference.

THANK YOU!

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Kalyan West – 421301.