

# PASHMINA DEVELOPERS



## MARKETS

Bengaluru

## ABOUT

- Pashmina Developers is one of the prominent residential real estate companies in Bengaluru and they wanted to reach out to their audience for a special event on Women's day 2014.

## SOLUTIONS & INNOVATIONS

- Ibroad7 created a high frequency campaign along with RJ mentions and show sponsorship tags that revolved around this event.
- Though the campaign was for less than a week the reach was maximum and planned to fit in a thin budget.
- Ibroad7 used its proprietary expertise to reach out to target a mostly female audience.

## OUTCOMES

- The event had a maximum share of female attendees who precisely recognized and appreciated the radio campaign which conveyed a message of gratitude on this special day (International Women's day 2014).