

# KRISHNA HOMES



Krishna  
enterprises

## MARKETS

Bengaluru

## NO. OF CAMPAIGNS

3

## SOLUTIONS & INNOVATIONS

- Ibroad7 created a youthful jingle with a rap theme to reach out to the young IT professionals and 1<sup>st</sup> time home buyers.
- This jingle was aired across Hindi & English Stations alone which ensured that the brand's essence was not diluted.
- The frequency was maintained for a period of 3 months which ensured excellent brand recall.

## ABOUT

- Krishna Homes is one of the leading mid-segment residential real estate companies which launch atleast 3 projects every year.
- Their homes are known for good locations and their affordability without compromising on build quality.

## OUTCOMES

- After the initial success, different offers were promoted in tandem with the existing campaigns and 2 new campaigns were also released through Ibroad7.