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Awards and Accolades
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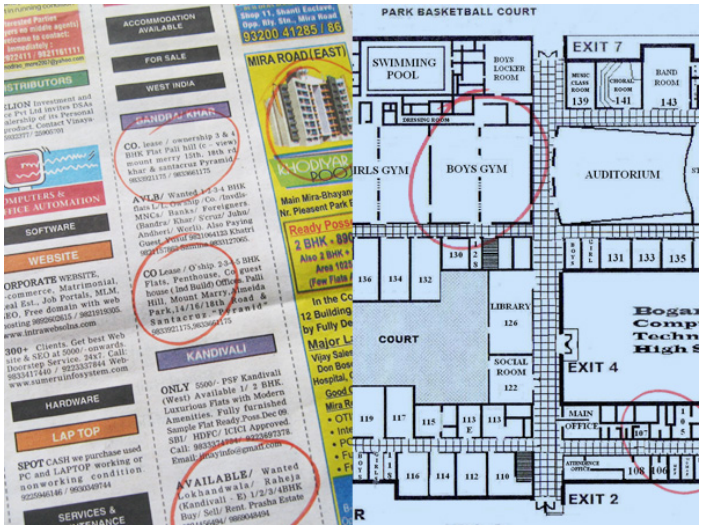


EKTA Housing, a premium real estate firm in Mumbai that has been around for 2 decades, to get in the next level of corporatization and growth through a major image makeover exercise. The activity involved going beyond the scope of the assignment through an exhaustive process that involved internal stakeholder audits, competitive landscaping, understanding consumer mindsets and arriving at a new brand vision and positioning statement. The result was an identity that represents EKTA world's new philosophy. What follows is a showcase of work done for the corporate identity, internal communication and stationeries, mass media campaign in print and outdoor announcing the new identity.

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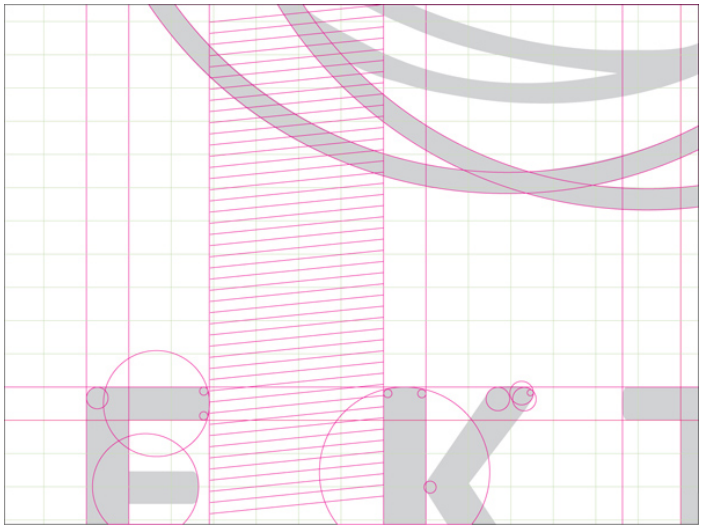




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