



MERX REALTY x ONBEAT

MERX REALTY

Location

prime South Mumbai locations

Campaign

Ganpati Mandal Banner Branding

CAMPAIGN OVERVIEW

During Ganesh Chaturthi 2026, **Merx Realty** partnered with **OnBeat Agency** for a 15-day outdoor branding campaign across prominent Ganpati Mandals and high-visibility locations in South & Central Mumbai.

The campaign used strategically placed branded banners to create strong and r epeated visibility for Merx Realty during one of Mumbai's highest-footfall festive periods



Campaign Strategy

OnBeat Agency developed a hyperlocal OOH branding strategy, identifying prominent locations around Ganpati Mandals and key junctions where banners could deliver repeated visibility.

The campaign focused on four strategic locations:

01 — Saat Rasta Circle

A prominent Mumbai junction selected for high visibility and continuous movement of local commuters and visitors.

02 — C.P. Tank Circle

A strategically located high-traffic area offering strong visibility among the surrounding residential and commercial catchment.

03 — Nana Chowk

A key South Mumbai location providing exposure to residents, commuters and festival visitors.

04 — Katwadi Petrol Pump

A high-visibility roadside location positioned to capture attention from passing vehicles and pedestrians.

Media Format

The Merx Realty branding was displayed through strategically positioned banners across the selected locations.
The banners maintained consistent brand visibility throughout the campaign period, allowing the brand to remain present during the peak Ganesh Chaturthi celebrations.

Campaign Duration: 15 Days

Medium: Banner Branding

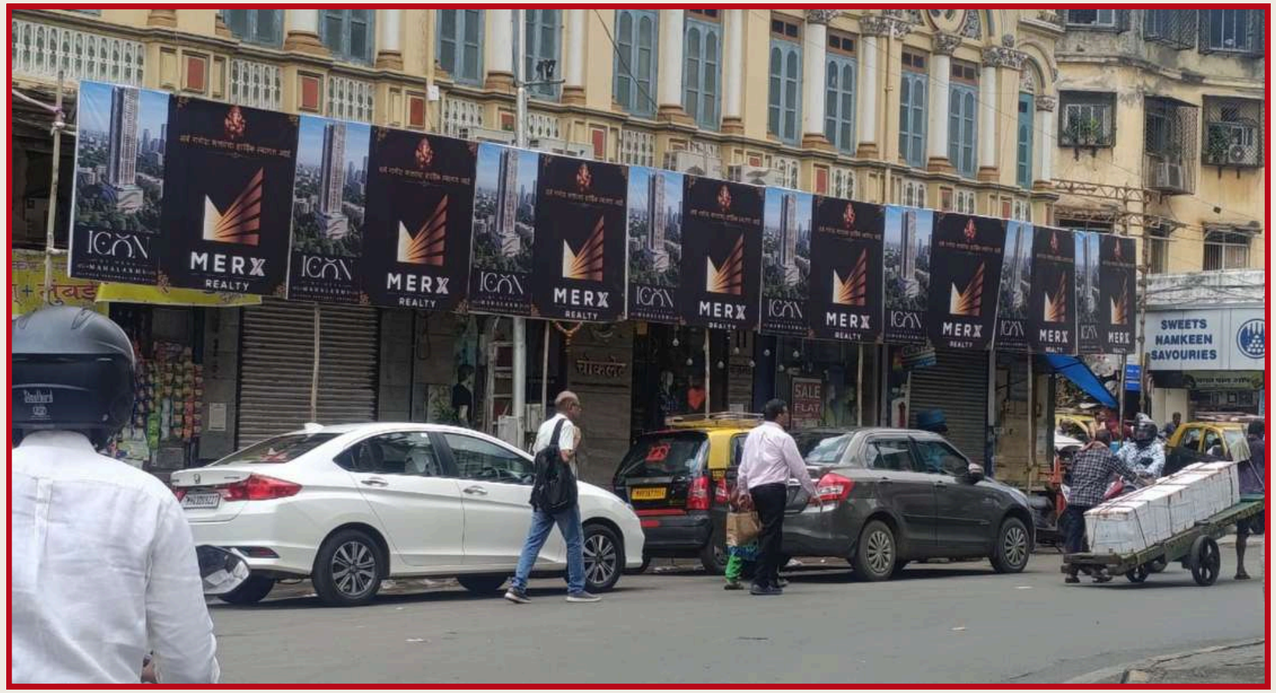
Market: Mumbai

Brand Category: Real Estate

The Impact

The campaign created a strong hyperlocal outdoor presence for Merx Realty during Ganesh Chaturthi, placing the brand in front of audiences across strategically selected Mumbai locations.
The combination of prime-location banner placements, a 15-day duration and the high activity surrounding Ganpati celebrations helped create repeated physical brand exposure during the festive period.

Campaign Gallery



C.P. Tank Circle



Katwadi Petrol Pump

Campaign Gallery



Nana Chowk



Saat Rasta Circle

The Result

The 15-day Ganesh Chaturthi campaign successfully established Merx Realty’s brand presence across key high-visibility locations in Mumbai.

Through strategically placed outdoor banners around prominent Ganpati Mandals and busy junctions, the campaign delivered:

- Consistent brand visibility throughout the 15-day festive period
- Strong hyperlocal presence across Saat Rasta Circle, C.P. Tank Circle, Nana Chowk and Katwadi Petrol Pump
- Repeated exposure to commuters, residents, pedestrians and Ganesh Chaturthi visitors
- Enhanced local brand awareness for Merx Realty within key Mumbai catchments