





# PIRAMAL REALTY x OnBeat

# PIRAMAL REALTY

Location

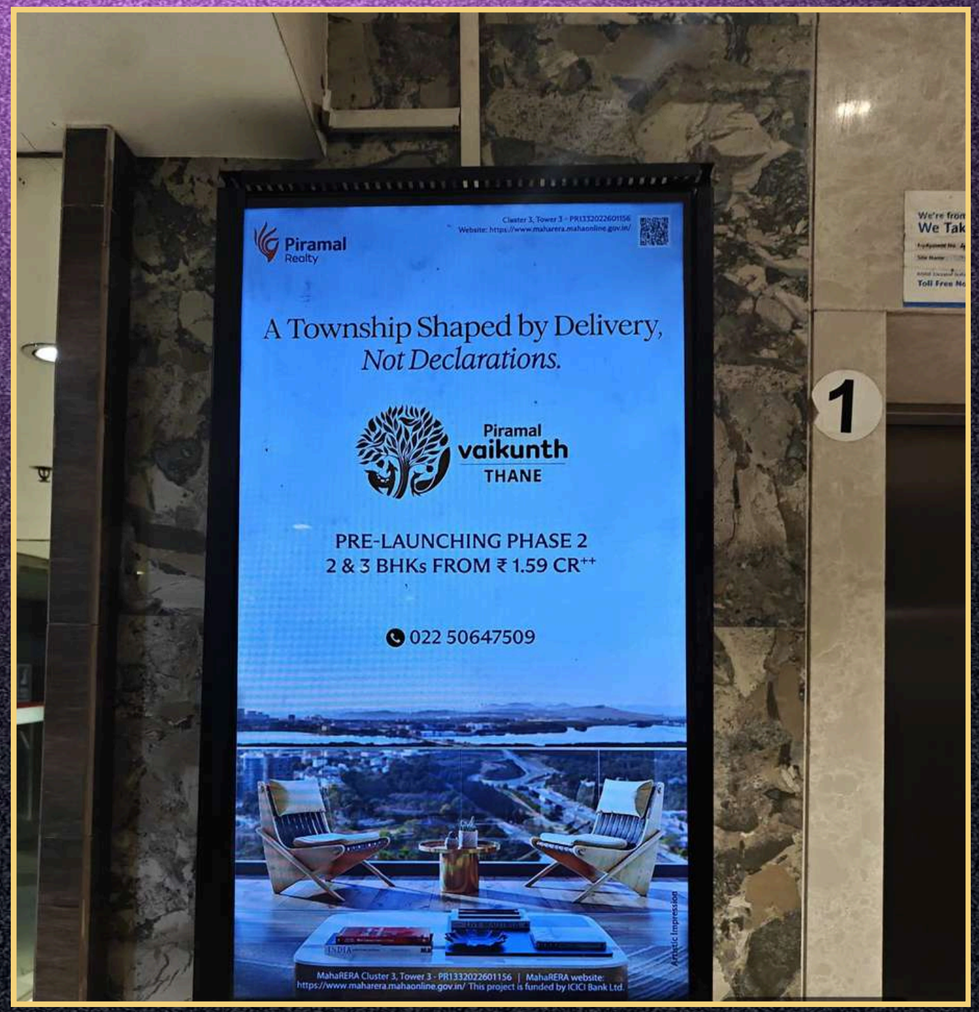
Thane, Maharashtra

Campaign

Residential Digital Screen Advertising

# Overview

Piramal Realty partnered with OnBeat to create high-visibility brand communication across residential communities in Thane.
The campaign leveraged digital screens installed within residential societies, enabling Piramal Realty to communicate directly with residents and visitors in high-footfall community environments.
The objective was to build consistent brand visibility and create repeated exposure among a relevant residential audience



# The Challenge

For real estate brands, reaching potential homebuyers in a relevant environment is critical.
Traditional outdoor advertising can deliver visibility, but residential communities provide an opportunity to communicate with an audience in a highly contextual environment.

# Our Solution

**OnBeat executed a residential digital-screen branding campaign for Piramal Realty across selected residential societies in Thane.**

The campaign used strategically positioned digital screens in common and high-visibility areas of residential communities.

# Key Execution

## 01 — Residential Screen Placement

Digital screens were placed across selected residential properties to ensure regular visibility.

## 02 — Strategic Positioning

Screens were positioned in high-traffic areas where residents and visitors regularly pass through.

## 03 — Digital Brand Communication

Piramal Realty's campaign creatives were displayed digitally, allowing the brand message to remain visually prominent.

## 04 — Repeated Brand Exposure

The digital format enabled recurring communication, helping maintain consistent brand visibility throughout the campaign period.

# Campaign Highlights

**94+ Digital Screens**

**Location - Thane**

**Campaign Duration - 1 Month**

# Impact

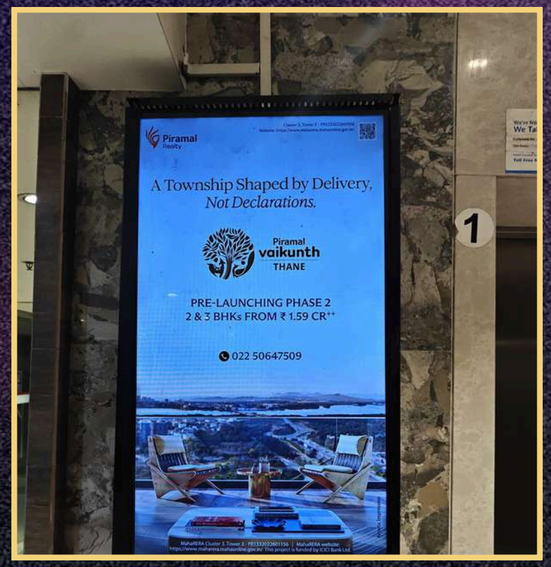
The campaign helped Piramal Realty establish a consistent digital presence across residential communities in Thane, creating multiple opportunities for residents and visitors to encounter the brand. The execution demonstrated how residential digital media can complement a broader real-estate marketing strategy by bringing brand communication directly into targeted communities.

# ONBEAT'S ROLE

OnBeat managed the residential digital-screen media execution, including:

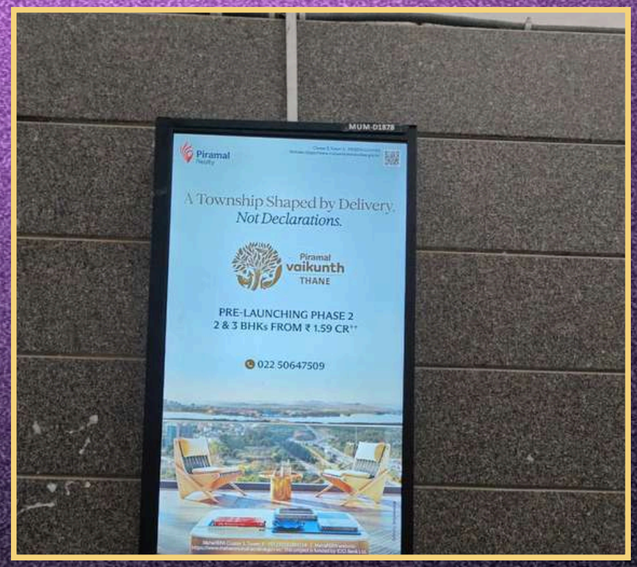
- Media planning
- Residential society selection
- Screen inventory
- Campaign coordination
- Creative deployment
- Campaign execution
- Media monitoring

# Campaign Gallery



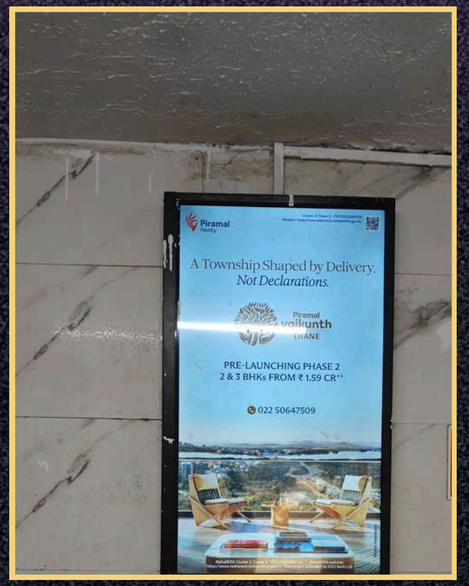












# The Result

## Turning Residential Spaces Into Brand Touchpoints

Through a network of **94+ residential digital screens in Thane**, OnBeat helped Piramal Realty bring its brand communication directly into the residential ecosystem.

## Piramal Realty × OnBeat

Digital Visibility. Residential Reach. Consistent Brand Presence.