

# Brand Strategy

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Collated

## THE CONTEXT

# The Status Quo

Real estate has always been considered transactional & speculative in nature, with opaque practices a very common industry norm.

Also, most players thrive on faster developments, rapid scaling and build & sell model.

**What if a brand chose people over pipeline?**

THE FOUNDATION

# What sets us apart

## Fair, purposeful, people-first — by design.

### Fair dealings

Every buyer, every time — no exceptions based on status or network.

### Post-handover care

The relationship doesn't end at handover. Facility management is part of the promise.

### Full transparency

Clear processes, clear payments — no surprises buried in fine print.

### Community first

End users are designed for, not around. People sit at the centre of every project.

### Thoughtful design

Every space is considered from the occupant's view. Form follows function follows feeling.

### Efficient & Sustainable Buildings

Greater efficiency compared to traditional buildings with high sustainable measures in place; always aiming for IGBC platinum certification

# MISSION

We are

Collated  
Ventures

What?

Concept-led & purpose-built real estate projects with a service-driven approach appealing to a discerning audience.

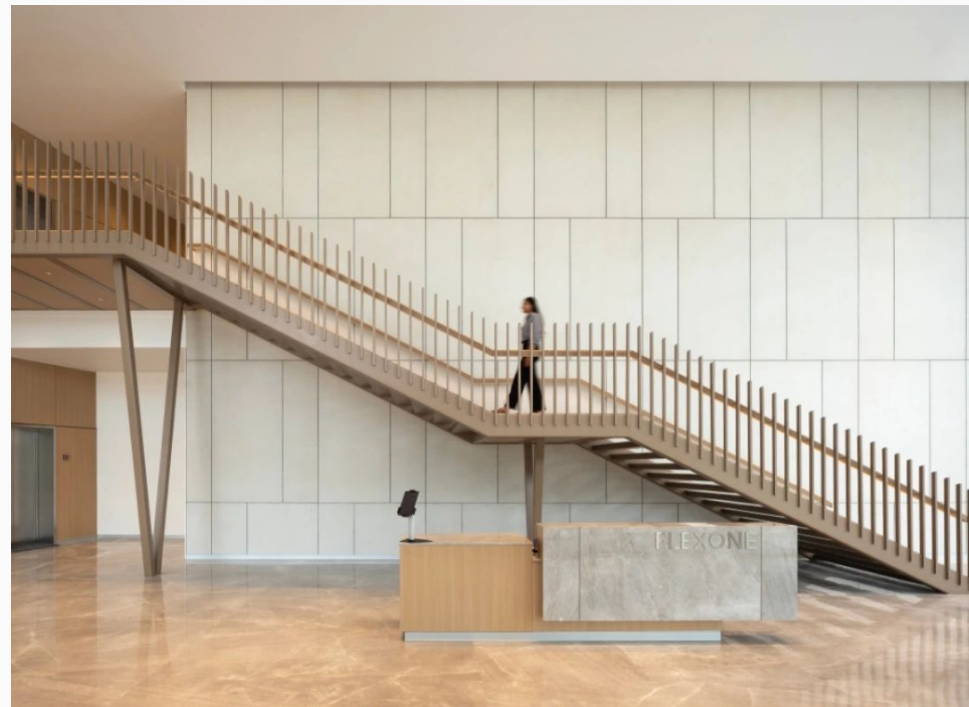
POSITIONING



Why?

Turning a brick-and-mortar business into thoughtful, purpose-driven thriving communities, by developing meaningful spaces that interact and engage.

Purpose Of Existence/  
Shared Belief with customers



For ?

**Discerning audience who is value-conscious rather than price conscious.**

Breakdown:

Investors, HNI's, Accomplished Independent Professionals (Lawyers, CAs, Ex Servicemen, Doctors etc), Business Owners

Legacy Businesses, Corporate MNCs, Pharma & Biotech firms, Retail & F&B brands

Target Audience



Collated

We don't build projects.

We build conviction.



# CONVERSATION STARTERS

Collated's **enemy** is not a competitor. It is the sterile, soulless built environment – spaces that exist to be sold, not lived in.



Industry absurdities

## What our customers laugh at.

### "Spacious" homes

Marketed as generous - then calculated on super built-up area with a 40% deduction. The numbers lie before the ink dries.

### Hard-sell culture

Pushy communication that respects no one's intelligence. Every hoarding shouts. Nobody listens.

### The "seth" stereotype

Gold chains, flashy cars, opaque dealings. Terms that reward the seller, not the buyer. Buyers see through it.

# What they actually hate.

Deep, shared frustrations that run across every buyer profile.

No uniform experience across buyers. Status and connections dictate service quality.

Basic project information requires extra effort to access. Transparency is a privilege, not a default.

Timelines slip. Documentation is tedious. Post-handover facility chaos becomes the buyer's problem.

Every developer says the same thing. The word has lost all meaning — and buyers know it.

# Brand Personality

## We are

A considered partner.  
Not a transaction.

### Our principles

1. Conversational, not corporate
2. Design-led, not decor-obsessed
3. Transparent, not opaque
4. Purposeful, not speculative
5. People-first, always

## We are not

Just another developer.  
We don't do volume for its own sake.

### What we reject

1. Pushy or loud communication
2. "Luxury" as an empty word
3. Indifference after handover
4. Scaling fast and moving on
5. Just another hoarding on SG Highway

# If we were a... //

## Car //

Skoda Octavia

### A reliable PARTNER

/ Driver-assisted systems; / high on safety; solid build quality. 'Simply Clever' solutions and thoughtful features for daily life.

## Sport

Midfield Playmaker

### An intelligent TEAM-PLAYER

Makes others better; takes smart risks, not reckless ones. Leads without needing the spotlight; wins trust before wins.

## Dessert

Tiramisu

### A striking CONTRAST

Rich coffee and cocoa layers; creamy & light mascarpone. Reflects corporate precision & compassionate warmth.

## Celebrity

Ryan Reynolds

### A dynamic VISIONARY

Hands-on business involvement; use of humor & wit to ease pressure. Identifies & builds on emerging trends.

## Food

Avocado Toast

### A modern PROBLEM-SOLVER

Smart, self-aware; a symbol of modern challenges with efficient solutions.

## Apparel

Unstructured Blazer

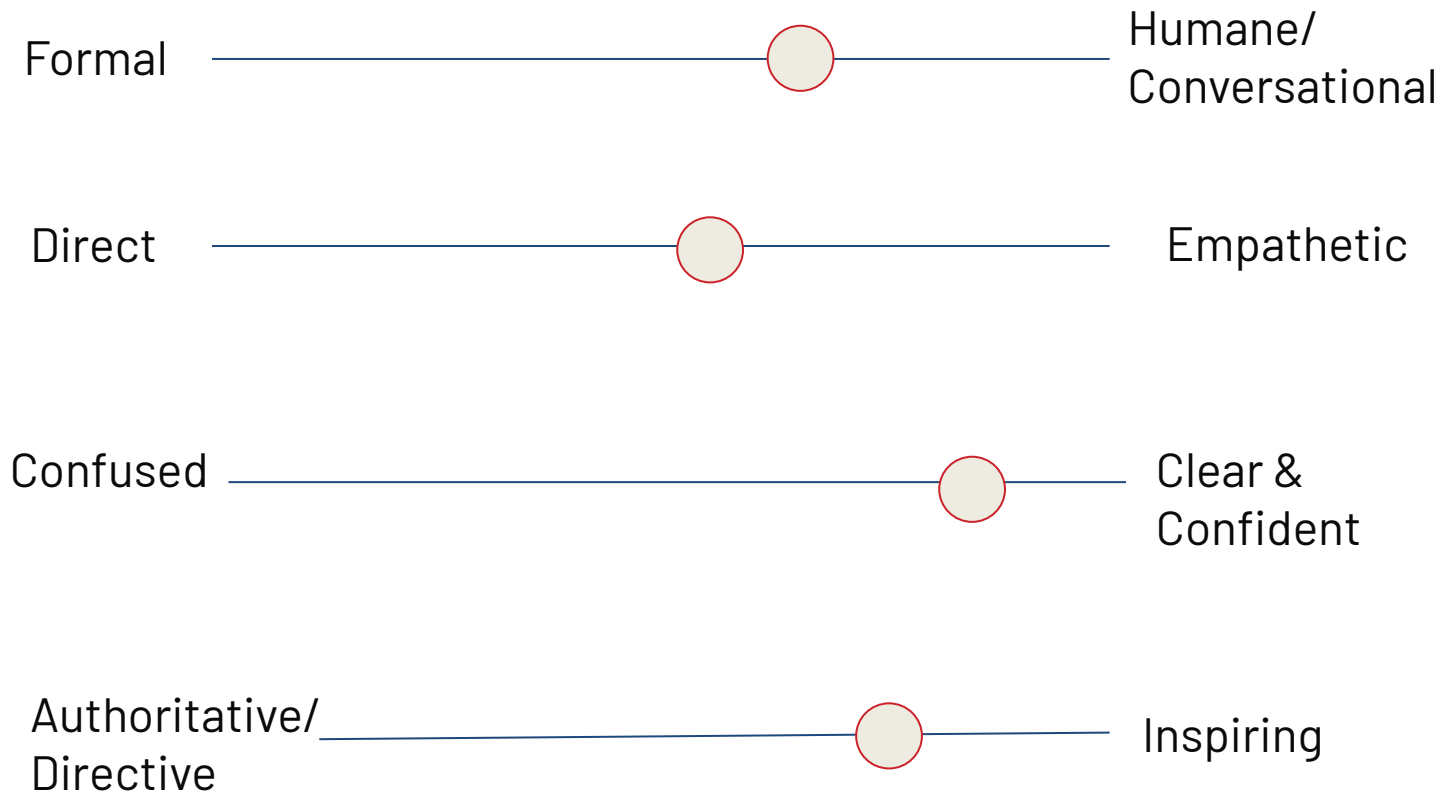
### An approachable LEADER

Professional intelligence combined with ease. Conveys quiet confidence and approachability. ///



# Brand Tone Scale

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# Tone of voice

Collated speaks like a trusted advisor — conversational, clear, and confident. Never formal for the sake of it.

Formal → **Humane and conversational**  
Authoritative → **Inspiring**  
Confused → **Clear and confident**  
Direct → **Empathetic**

## Voice examples

**On a sale:** "We don't just build homes, we shape experiences. Concept-led spaces for the purposeful ones."

**On a launch:** "Introducing ONE91 Thaltej. Next-gen retail and workspaces that complement your status."

**On a meetup:** "An evening for the like-minded business elite."



# Brand Tonality Usage

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## **Promote an existing product:**

A life of peace after 55

**Ikaria**

Premium Senior Living Apartments

## **Ask people to sign up for your newsletter:**

Experience the dynamism of Ahmedabad's ever evolving real estate scene, at your comfort. Sign-up now for monthly updates, early deals and a design-led perspective.

## **A product insert to go inside the package:**

Option 1: Thank you for making us a partner to your dreams & ambitions. Happy Diwali

Option 2: For believing in us, Thank you.

{Happy Diwali/greeting}

# CONTENT EXTENSIONS



Content Strategy

# Content landscape

## Hero, hub, hygiene

1

### Hero

High-impact, campaign-led content.  
Tied to launches and major moments.

2

### Hub

Regular content for specific interests.  
Community, events, insider perspective.

3

### Hygiene

Always-on, search-optimised content.  
FAQs, explainers, testimonials, BTS.

Each tier serves a distinct audience need — together they build a consistent, compounding brand presence.

## Sample {Content Marketing Roadmap}

A strategic plan to amplify brand presence and engage stakeholders through compelling content that showcases expertise and builds trust.

### **Monthly Snippet Video Series**

#### Expert-Led Content

A 2-minute monthly video series featuring company's subject matter experts sharing insights from their domain expertise, aligned with brand positioning.

Format: Short-form educational videos for LinkedIn and social platforms

Goal: Position team as thought leaders while humanising the brand

PS: The guys to follow already put out titbits on their Linked-In posts; would be of value to feature them and give them a spot on the company pages.

## Expert Video Series Lineup



**Ingid**

Construction process, challenges, solution approaches, and quality benchmarks



**Shivan**

Closing deals, negotiation strategies, and client relationship management



**Dhruv**

Facility management best practices and operational excellence

## Production Plan

A strategic plan to amplify brand presence and engage stakeholders through compelling content that showcases expertise and builds trust.

**Owned Content:** Snippet videos, articles, social media, website, whatsapp business, emailers, pitch decks, concept films

**Shared Content:** Clips from published talks, event gatherings where SZ has shared his opinion, shared updates on Linked-In, news pieces on key developments and CV's take on it

**Paid Content:** Amplifying the content to right set of audience, to spread brand awareness and initiate brand affinity

**Earned Content:** Reach out to influencers, journalists, industry veterans and more to earn mentions

Building trust.

Designing value.

Creating legacy.

THANK YOU