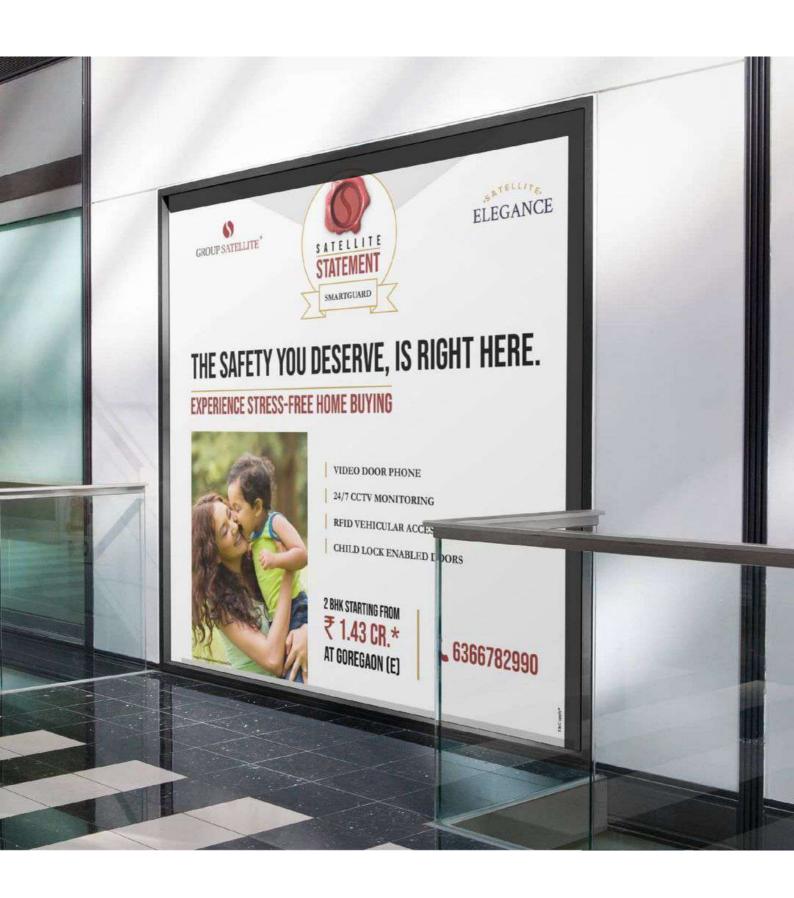


2020 COVID-19 CONID-19 CONID-19 CONIDEMIC PANDEMIC VIRUS BAD NEWS ONLY



Keeping in mind the current market scenario wherein there is a lot of uncertainty in the minds of the consumers; we recommend a campaign which would offer Security and Assurance to the consumers from all major aspect and hence this is what we feel our campaign should offer to our home buyers.





Seals are used to authenticate documents, moreover here we are using it to add firmness in our "Statement". Also, the "S" of GroupSatellite Logo and the color naturally goes in sync with the style of a "Seal"









6)

CONCEPT

As we are positioning our communication as a statement, even visually we wanted the graphics to follow the same logic and thus we have crafted the look and feel that goes in sync with paper cut outs with little touch of newspaper elements! Amidst bad news all around, we are here with a good news!

