

p (Bhageerath)

Understanding The Construction Industry

Of all things that have steadily taken over the Indian economy recently it is the construction industry that has shown most promise. In fact, after agriculture, construction has contributed the most in the Indian economy, accounting nearly 11 per cent of India's GDP. This sector has further evolved to perform major construction projects and the rest diverting to niche activities. LRL and Soma are some of the most prominent names in this business.

- Knowhow and experience is the backbone of this Industry
- It is labour-intensive & provides maximum opportunity for employment

The Client:

The Unnamed Hero

Started by two partners Nayak and Gopinath, Bhageerath is a construction and development business which borrows its philosophy from the age-old legend of King Bhagiratha who brought river Ganga from the heavens to earth. Likewise, their work explicitly illustrates their engineering ingenuity and technological skill in this field. Landmarks like Ramiah Institute, Silk Board Building and HAL Airport Arrival Dome are evidence of their engineering marvel. Regardless of the credibility in their work, they choose to stay away from the spotlight and remain unknown.

“It was high time for us to get known in the market, but we didn’t know how.”

The Overture

Apart from being an ace in this market, they still needed to penetrate the wider masses. With all the expertise and right channels they wanted to enter the new-age trend and come out of their old traditions.

“We wanted to enter the new market but our competitors were hostile.”



The Solution:

Creating an identity

Our objective was to give them a new outlook and a brand identity with which they could instil their brand image in the minds of their audience. Combining the first letter from their names 'Nayak and Gopinath' we created a new logo which was inverted to look like the letter 'b'. A banyan tree represents knowledge and skill, which has more roots than its branches, so we aligned the name 'Bhageerath' below the logo which looked like the roots of a banyan tree and also symbolized their dexterity in this profession. The colour dark brown in the logo represented earth and humbleness and gold represented prosperity.





BHAGIRATH
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Keeping **The flow**

We made sure its every element carried the same progression and pattern, example: uniforms, stationeries, building sheet, concrete mixer, crane, etc.





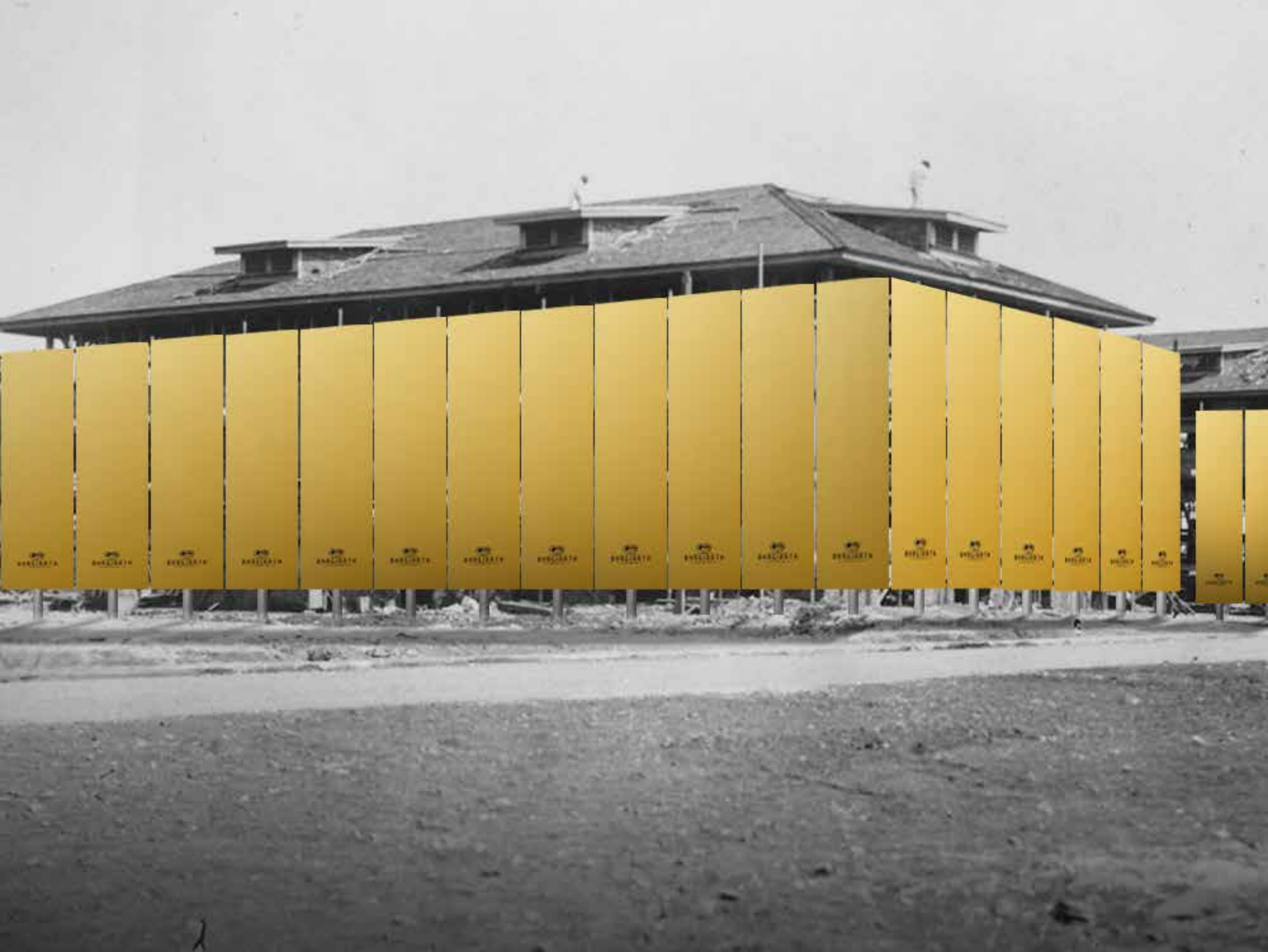

BHAGIRATH
CONSTRUCTION











The Outcome

After giving the brand a new identity and refurbishing its brand image, our result was overwhelming. We managed to reach out to the new target audience and give them assurance and promise that once the brand gave.

Due to the success and favourable criticism, our creative approach has been a subject to study for marketers and advertisers in this field.

