

GTM Blessed Floors - Nainital

Current Mindset



- Ambitious driven.
- Highly insecured.
- Unfocused.
- The current mindset has become highly stressful where individuals are not realizing the value of life.
- Youth/youngsters are willing to take steps in life where they lack patience and the direction of moving ahead with their lives.
- The real essence/value of life is missing in individuals across all age groups.

Solution: We all need a Guide/Mentor/Guru who is **credible** and **can give us a direction of how we can live our meaningfully**

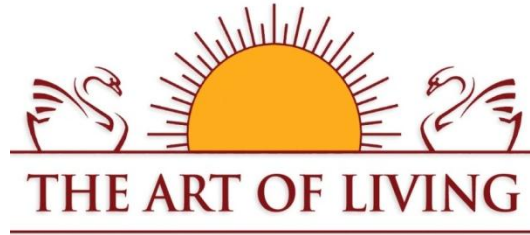


HENCE THE SOLUTION





Sri Sri Ravishankar's Philosophy of peace:
**"Unless we have a stress-free mind and a violence-free society,
we cannot achieve world peace."**



Need of the HOUR

- Art of Living helps individuals get rid of stress and experience inner peace.
- It offers stress-elimination programs which include breathing techniques, meditation and yoga.
- Sri Sri Ravi Shankar, founder of The Art of Living Foundation, inspires thousands
- of people across the world. He plays many roles for many people – as a humanitarian ambassador, spiritual leader or a meditation teacher, as well as a peace advocate.
- Art of Living is becoming indispensable in the current lifestyle.

What Matters and Why?

- To know the real essence of life where one can get space and also achieve self introspection, it is the place and the environment which matters.
- Nainital as a place offers the space where one can get complete relaxation.






Highlights of GTM Blessed Floors

- The USP of the Project is the association with Sri Sri Ravishankar
- It is strategically planned in approx 6 acres of the land in the scenic environment of Tallital (Nainital).
- The site is situated 1.5 km from Nainital Lake at an altitude of approximately 5300 ft height from sea level.
- For the first time ever, the project has Golf Carts for commuting with in the project.




Objective:

- GTM Blessed Floors as a brand should become aspirational for the target audience. It is the environment which matters where Art of Living is concerned. This should create an impact in the minds of Target Audience.
 - Overall GTM Floors should become the preferred Art of Living Destination for the target audience.
 - Your Own Art of Living Home at GTM Blessed Floors.
- 



CONSUMER INSIGHT

- **Members of Art of Living:** They are implementing Art of Living in their own metropolitan places. However while implementing Art of Living over the period of time it has become mechanical. They need a place where they are completely stress free from their day to day lives.
 - **Middle Management:** These section of the target audience are highly ambitious and take stress/pressure in their professional lives beyond their limits. They need a break of for a week or ten days which refreshes their soul.
 - **Top Management:** They have reached a level of self actualization. They have achieved success. They are looking for opportunities where they can get complete relaxation.
 - **An ideal Gift for Parents:** One always wants to give gifts where they appreciate. What better gift can be there than GTM Floors.
 - People who want that their life should be planned meticulously and would like to implement it practically in their day to day lives.
- 



Our Approach for GTM Blessed Floors


Integrated Marketing Communication Approach

- Strategic
- Behavioral
- Accountable

The approach will be research driven which will help us in understanding the focused Consumer behaviour.



Proposed IMC Mediums

- E Brochure on Art of Living Website
 - Show House Kiosk at Important Events of Art of Living
 - Direct Mailers to Database
 - E Mailers
 - Google Ad Campaign
 - Social Media
 - YouTube
- 



Creative

(Ad Campaign, e-mailers, newsletter)



Pleasures of meditation

Blessed floor give you a ultimate pleasure of meditation where you will be in pleasure of heaven. Blessed Floor along with The Art of Living Center is strategically planned in the land of Tallital (Nainital). A perfect place for rejuvenation and relaxation away from the hustle bustle of the metro cities.

A Studio Apartment community in the beautiful surrounding of Nainital Hills along with The Art of Living Center Blessed by Param Pujya Sri Sri Ravi Shankarji



GTM
Let's Make It Happen...



BLESSED
FLOORS
LIMITED EDITION

... in the lap of nature, Nainital



Meditation is the solution to a serene mind,
which is above craving and aversion.

— Sri Sri Ravi Shankar —



Site Address: Blessed Floors, Tallital, Near Parwati Prema Jagati School, Nainital, Uttarakhand



Essence of love

Blessed floor gives you a love and affectionate environment in the lap of nature. Blessed Floor along with The Art of Living Center is strategically planned in the land of Tallital (Nainital). A perfect place for rejuvenation and relaxation away from the hustle bustle of the metro cities.

A Studio Apartment community in the beautiful surrounding of Nainital Hills along with The Art of Living Center Blessed by Param Pujya Sri Sri Ravi Shankarji



GTM
Let's Make It Happen...



BLESSED FLOORS
LIMITED EDITION

... in the lap of nature, Nainital



Love is the essence of the universe.
Love in action is service.

~ Sri Sri Ravi Shankar ~



Site Address: Blessed Floors, Tallital, Near Parwati Prema Jagati School, Nainital, Uttarakhand



Peace of mind

Blessed floors gives you a peace and stress free mind and environment in the lap of nature. Blessed Floor along with The Art of Living Center is strategically planned in the land of Tallital (Nainital). A perfect place for rejuvenation and relaxation away from the hustle bustle of the metro cities.

A Studio Apartment community in the beautiful surrounding of Nainital Hills along with The Art of Living Center Blessed by Param Puja Sri Sri Ravi Shankarji



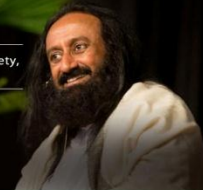
BLESSED FLOORS
LIMITED EDITION

... in the lap of nature, Nainital



Unless we have a stress-free mind and a violence free society,
we cannot achieve world Peace.

— Sri Sri Ravi Shankar —



Site Address: Blessed Floors, Tallital, Near Parwati Prema Jagati School, Nainital, Uttarakhand



Creative

(Scroller, House Kiosk)





**BLESSED
FLOORS**
LIMITED EDITION

... in the lap of nature, Nainital

*Serenity will be the
only companion*

Blessed Floor Immerse yourself into heavenly sensuous in the lap of Nature, Nainital. The warmth of masseurs' optimum lighting, mind relaxing will take away all signs of stress and leave you alone in a state of pure bliss. Come, feel your mind, body and soul unified with nature.

Meditation is the solution to a serene mind,
which is above craving and aversion.
... Sri Sri Ravi Shankar





Creative

(e-brochure, digital scroller)





BLESSED
FLOORS
LIMITED EDITION

... in the lap of nature, Nainital



**BLESSED
FLOORS**
LIMITED EDITION

... in the lap of nature, Nainital



BLESSED FLOORS LIMITED EDITION

... in the lap of nature, Nainital

Blessed Floors along with The Art of Living Center is strategically planned in approx 6 acres of land in the scenic environment of Tallital (Nainital). The site is situated 1.5km from Nainital Lake at an approx 5300ft height from sea level.



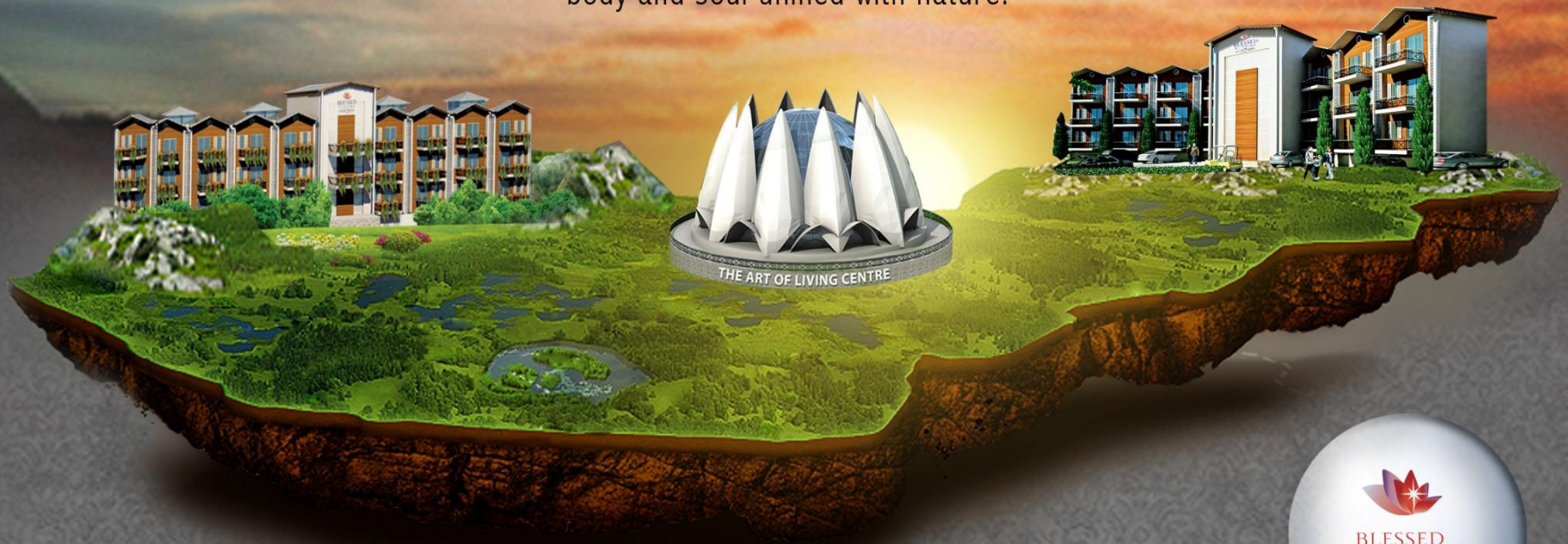
You are in heaven



*Inspired by Sri Sri Ravi Shankar, proud to announce 'Blessed Floors'
A Studio Apartment community in the beautiful surrounding of Nainital Hills along with The Art of Living Center
Blessed by Param Pujya Sri Sri Ravi Shankarji (Founder of The Art of Living)*

Enliven your senses and spirit

Blessed Floors Immerse yourself into heavenly sensuous in the lap of Nature, Nainital.
The warmth of masseurs' optimum lighting, mind relaxing will take away all signs of stress and
leave you alone in a state of pure bliss. Come, feel your mind,
body and soul unified with nature.

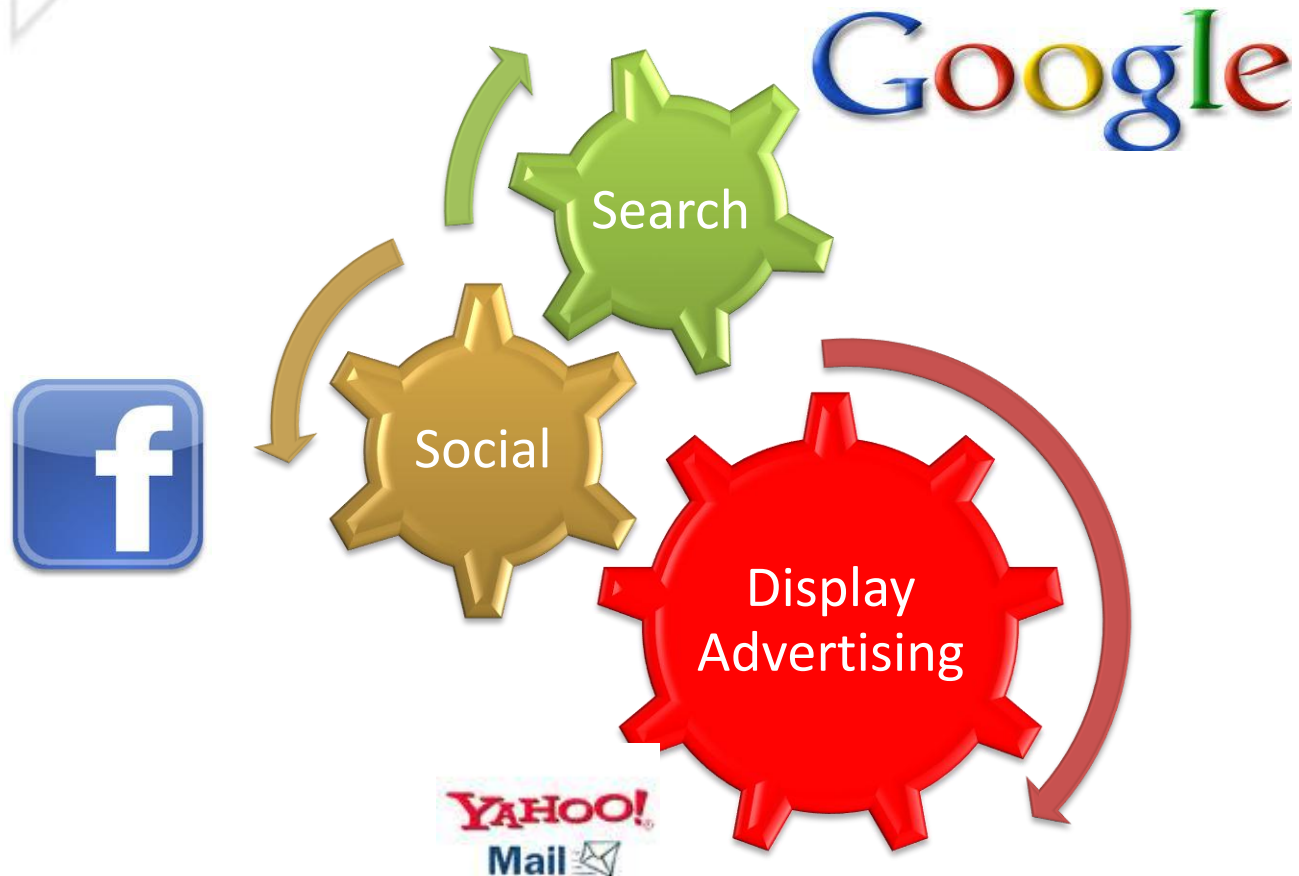




MEDIA STRATEGY

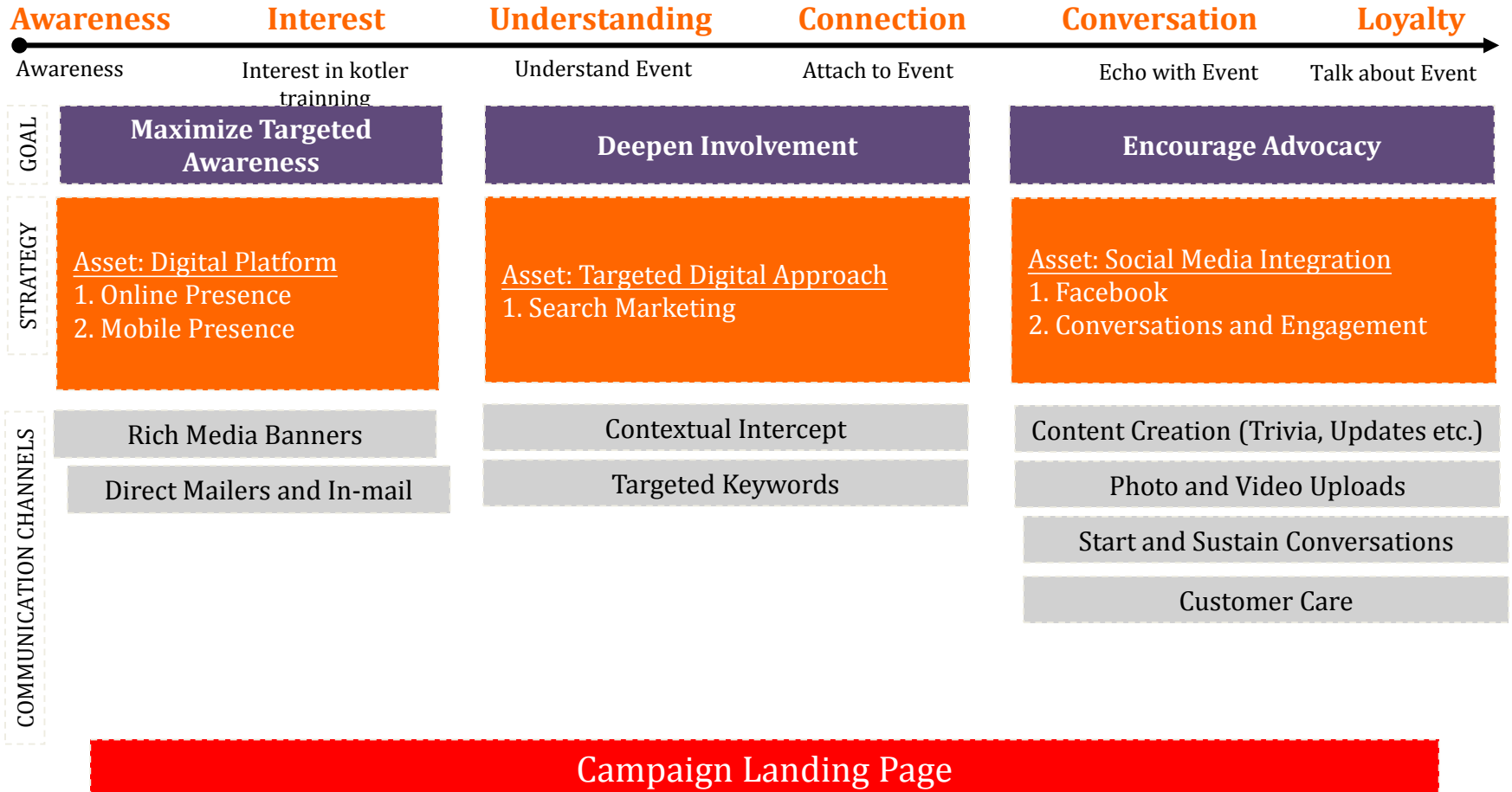


Strategic Route Map



Other Educational Site, News, Agency faqs & Exchange for Media, for Lead Ad Networks

Digital Strategy Framework






Paid Media Ads
Google Adwords






Google Adwords

Google Adwords advantages

- Reach people who are specifically searching for your information and products
 - Receive immediate and detailed feedback on performance of campaign.
 - Reach thousands of potential customers within minutes.
 - Unlimited clicks for the traffic that will go through your website
 - 24hrs , 7 days a week listing.
 - Advertising network of sites and products for increased ad exposure.
 - Budget flexibility.
- 



Our Process

- Click-Through Rates (percentage of Searchers who see your ad and actually click on it.)
 - Conversion Rate (Percentage of Visitors to your site who have done exactly what the site is designed to do i.e. buy a product or fill out a lead form.
 - ROI – The sales figures generated over a defined period of time vs. the marketing cost.
- 

Adwords Management Activities

- Ongoing keyword research, discovering relevant positive and negative keywords.
- Creation and expansion of ads.
- Removing /Pausing keywords as necessary.
- Adjusting bids as necessary
- Management of optimal ad positioning for the most conversions.
- Adding / Pausing / Removing ad groups as necessary
- Monitoring and reviewing Roi tracking and ad words reports to correct any issues or see any opportunities to take advantage of.
- Competitive monitoring.
- Click fraud monitoring
- Detailed monthly report summarizing your account performance, Changes made, your monthly spending, How many conversions took place, and comparison to previous months numbers.
- Landing page optimization and testing.

Sample Ads

meditation - Google Search

https://www.google.co.in/search?q=meditation&tbm=vid&source=lnms&sa=X&ei=Q3GcUrGIJYzRkQWrzoCgBg&ver


Google

meditation


Web Images Maps Books **Videos** More Search tools

About 194,000,000 results (0.30 seconds)


How to meditate - YouTube

 www.youtube.com/watch?v=e0rSmxsVHPE
Jul 13, 2007 - Uploaded by Rohit.Sharma
A video over **meditation**, how to **meditate**. <http://sunnyisfunny.co.nr>.
5:47

One-Moment Meditation: "How to Meditate in a Moment" - YouTube

 www.youtube.com/watch?v=F6eFFCi12v8
Mar 2, 2011 - Uploaded by Martin Boroson
Learn to **meditate** in a moment with this hugely popular animated video, based on Martin Boroson's book ...
5:36

Online Guided Meditation by Sri Sri Ravi Shankar - YouTube

 www.youtube.com/watch?v=NEPzjZt2EGU
Sep 16, 2012 - Uploaded by ArtOfLivingTV
Transform your emotions to positive emotions by **meditating**. An online guided **meditation** by Sri Sri Ravi ...
19:30

3 hours of Meditation Music | Yoga Music - YouTube

Estimated Plan for One Month activity

		Estimated Daily Clicks	Estimated CPC (INR)	Estimated Avg. CPC (INR)
Estimated Daily	Total	150	25	3000
Estimated Monthly	Total	4500	25	112500
Campaign Set-up Cost				25000
Campaign Management Cost				25000

- Note:-
1. The above report is as per estimates provided by Google adwords and may vary once the campaign is live .
 2. Service Tax will be lived as applicable.



Paid Media Ads

Facebook Paid ads



facebook

Ads



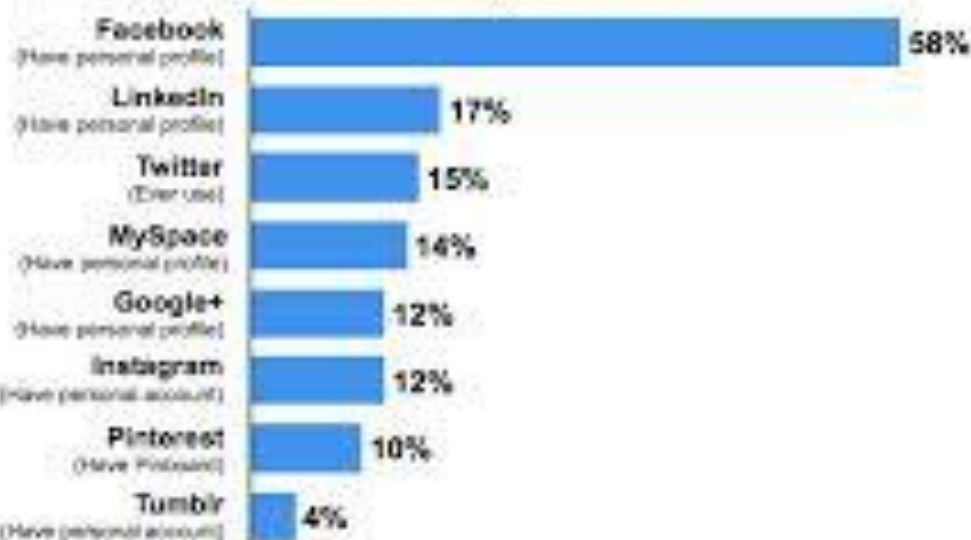
Face Book ads

Yoga & Meditation



Facebook Is the Dominant Player in Social Networking

% Using Each Social Networking Site/Service



Source: Total Population 18+



Source: Arbitron Inc. data based on research conducted in 2014

Target Ads

Choose Your Audience [Learn More About Targeting](#)

Location: (?)

☒ Country
☐ State/Province
☐ City
☐ Zip Code

Age: (?) - ☐ Require exact age match (?)

Gender: (?) ☐ All
☒ Men
☐ Women

Precise Interests: (?)

Broad Categories: (?)

Interests	
Mobile Users (All)	<input type="checkbox"/> Auto Intender (US)
Mobile Users (Android)	<input checked="" type="checkbox"/> Autos
Mobile Users (iOS)	<input type="checkbox"/> Beer/Wine/Spirits
Mobile Users (Other OS)	<input type="checkbox"/> Charity/Causes
Movie/Film	<input type="checkbox"/> Education/Teaching
Music	<input type="checkbox"/> Entertainment (TV)
Retail/Shopping	<input type="checkbox"/> Environment
Sports	<input type="checkbox"/> Health & Wellbeing
	<input type="checkbox"/> Home & Garden

Audience

7,379,880 people


- who live in the United States
- between the ages of 25 and 45 inclusive
- who are male
- who are in the broad category Autos

This ad targets people:

- Who live in India
- Who live within 50 miles of Manali, Nainital, Rishikesh, Haldwani, Almora, Dehra Dun, Tehri-Garhwal, Masuri or Kashipur
- Age exactly 34 and older
- Who like #Yoga or #Meditation
- Who are in the broad category Health & Wellbeing



Facebook - Paid Ads Costing

- Days – 30 days
 - Property – Facebook
 - Audience – 10 Lacs to 12 lacs (Estimated)
 - Clicks - 30K to 50K (Estimated)
 - Creative – Customized as per Facebook specification
 - Cost – 1.35 lacs (INR) Estimated
- 

Suggestion

- Banner on Home page of Art of Living Website.
- SMS – All Art of Living Members
- Direct Mailer to all Art of Living Members
- Mobile ads to all art of Living Members.
- Ads on Newsletter published for Art of Living Members
- Press Lunch with Special Invities of Sri Sri Ravi Shanker ji
- Press Release.

Home Page Banner on Art of Living Website

The screenshot shows the homepage of the Art of Living website. At the top, the browser address bar displays 'www.artofliving.org/in-en'. The website header includes the 'THE ART OF LIVING' logo, navigation links (Home, Search, Contacts, Newsroom, Store, Global), a language selector set to 'India' and 'English', and a main menu with links to About Us, Courses, Yoga, Meditation, Service Projects, Wisdom, and Founder. A search bar labeled 'Find Your Local Center' is also present.

The main banner features a large image of a smiling girl on the left. To its right, the text reads: 'Pledge to Protect the Girl Child', 'The Art of Living along with UNICEF and MTV India is launching a national campaign inspiring people to make their pledge', and 'Join millions of people in a Pledge to Protect the Girl Child'. A vertical 'feedback' button is on the right side of the banner.

Below the banner, the 'Our Courses For' section lists three categories: 'Happy Relationships' (with an image of hands lighting a diya), 'Personality Development' (with an image of a smiling man), and 'Spiritual Experience' (with an image of a woman meditating).

On the right sidebar, the 'The Art Of Living Courses' section includes a 'Find A Course Near You' button, a 'Course Helpline' with contact information (+91 7676 440044, Monday-Sunday 8 am - 8 pm IST), and a grid of service icons: Sri Sri on Tour, Bangalore Ashram, Live Webcast, Online Blessings, Drop Boetherations, Quick Links, Art of Living Radio, and Art of Living Shop.

Mobile ads to all Art of Living Members.





Thank you

