

BOOK MY 

CASE STUDY

HCC

Client Requirement

HCC aimed to promote the inauguration of the Bogibeel Bridge, India's longest and first fully welded rail and road bridge over the Brahmaputra River in Assam. They also sought to establish themselves as a proud contributor to India's infrastructure development.

Brand : HCC

**Product : Bogibeel Bridge Inauguration
Newspaper Ad -TOI & ET**

Budget RS. 34 LACS*

Advertising Goals



Brand Building

Objective

The newspaper ad celebrated the inauguration of the Bogibeel Bridge, showcasing HCC's dedication to building world-class infrastructure and its role in connecting India.

Strategy

The strategic placement of the ad with the captivating headlines "Connecting India, One Bridge at a Time" and "Building India's Infrastructure" in renowned newspapers such as The Times of India and The Economic Times amplified its reach and emphasized HCC's role in nation-building, positioning HCC as a leading player in India's infrastructure sector, and inspiring a sense of pride among the readers for their nation's progress and achievements.



Results

BookMyAd successfully enabled the promotion of HCC's ad celebrating the inauguration of the Bogibeel Bridge. The ad showcased HCC as a hallmark of world-class engineering and construction with an impressive portfolio of landmark projects. It provided key information about the Bogibeel Bridge, its inauguration date.

Thank you



Call : +91 88003 34456, +91 88003 37036

✉ sales@bookmyad.com

🌐 www.bookmyad.com

BOOK MY  **ad**
.com

Check our other services



DIGITAL



PRINT



DIGITAL PR



RADIO



CINEMA



INFLUENCER
MARKETING