

Thala TMT Content Direction

Previous Approach

May

- Focused on storytelling and emotion-driven creatives.

June

- Shifted to cricket-inspired content, leveraging mass appeal through references like **"Thala," "Dhoni," and jersey number 7** to build engagement.

Current Strategy

Brand Positioning

Thala TMT will be positioned as a premium-quality yet affordable TMT brand for the lower-middle to middle-class audience.

The communication will revolve around the belief that everyone deserves a strong, beautiful, and long-lasting home.

Creative Strategy

Reels

- Educational storytelling rooted in real construction scenarios.
- Product-feature and benefit-led content.
- Conversations between homeowners, engineers, dealers, or construction professionals to naturally educate the audience.

Statics

- Primarily educational.
- Product feature highlights (e.g., ISI certification, Fe550D, rib design, ductility).
- Construction tips and awareness.
- Strong one-liner creatives built around universal home-building insights.
- Minimal, premium, and informative visual approach.

Content Deliverables

Total Creatives per Month: 8

- **Reels: 4**
- **Statics: 4**

Publishing Frequency:

- 2 creatives per week

Content Process

Reels

- Real-life construction scenarios.
- Educational conversations.
- Product demonstrations and feature explainers.
- Simple, relatable storytelling that naturally positions Thala TMT as the right choice.

Statics

- Educational and awareness-driven.
- Product-focused and feature-led.
- Construction knowledge and best practices.
- Minimal copy with impactful one-liners and premium visuals.

This direction moves Thala TMT away from trend-based communication and positions it as a **trusted construction companion**—a brand that doesn't just sell steel, but helps people make smarter building decisions.

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