

Brand Awareness & Market Penetration Campaign

By Manjiri Shete

Brand: JSW One TMT (under JSW One Platforms Limited)

Role: Content Strategist | Channels: Social Media, Retail Collateral, Website, SEO, Outdoor

Duration: Q3–Q4, FY 2024

The Challenge

JSW One TMT wanted to establish itself as a reliable, BIS-certified steel bar brand in Northern India, a region crowded with legacy players like Tata Tiscon and SAIL. Despite being a part of the trusted JSW Group, the TMT product lacked brand recall among individual home builders (IHBs) and contractors.

The Insight

In this space, trust = certification + visibility + word-of-mouth.

IHBs often rely on the advice of contractors, who in turn trust brands that offer consistent quality, availability, and post-sale support. A regional trust gap called for a multi-pronged storytelling approach across platforms.

The Strategy

Create an integrated regional campaign with:

- a clear USP ('100% BIS-certified'),
- retail reinforcement,
- contractor-centric loyalty programs, and
- both digital and traditional touchpoints.

The Idea

Position JSW One TMT as the backbone of every reliable structure — homes, bridges, schools — with messaging that appealed to logic (certifications) and emotion (dream homes, legacy, family safety).

Execution

Digital Assets

- Website Messaging: Simplified value props and SEO content focused on 'TMT bars for home construction,' 'BIS-certified TMT bars in India,' and FAQs that contractors/IHBs Google.
- Content Marketing:
 - Regional blog posts in English
 - Shareable, WhatsApp-friendly infographics about BIS certification, steel strength, corrosion resistance
 - Educational explainers for local influencers to use in short reels

Results (3 Months Post-Launch)

Metric	Outcome
Organic Traffic (Regional)	+47% QoQ increase
Retailer Signups	+30 new onboarded in 6 weeks
Contractor Participation	1,100+ entries in lucky draw programs
Social Engagement (N. India)	+92% increase (vs. previous quarter)

Brand film

Web banner



On-ground Activation

- Retailer Engagement Toolkit: Wall paintings, counter-top standees, and product brochures in Hindi
- Lucky Draws for Contractors executed via distributor channels to drive repeat purchases

Wall paintings



PR article

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