

Rezidence U Boroviček

- Complete Turnkey Visual Identity for Project
- Fast sales thanks to precise targeting

Assignment

The developer's aim was to build a small-scale project in Prague 6, on the border of Bílá Hora and Břevnov. The creative concept was designed to differentiate this project from the competition, to build the brand of a developer that focuses exclusively on small-scale, premium projects and to capture the project's benefits and uniqueness.

Aims and Strategies

LEXXUS NORTON facilitated the creation of a unique creative concept specifically for this project. Our job was to think

through the sales and marketing strategy and focus on selling apartments quickly. The biggest challenge was to effectively target a very narrow group of creditworthy clients who had sufficient funds and were also willing to wait more than a year for completion.

The creative concept for this project included the project logo, claim, layout design of complete advertising materials - from banners for PPC campaigns, through visuals in print advertising, design of billboards, a newsletter and a printed brochure.

The result?

Thanks to the precise, high-quality design of the marketing materials and the precise targeting of the campaigns, we were able to sell 1/3 of the project within two months of the start of sales even in the state of emergency and "post-COVID" market situation in the spring of 2020. By autumn 2020, at the time of completion of the shell and core, 60% of the units had already been sold. The benefit to the developer is not only lower marketing costs, but also quicker sales leading to higher developer revenues from the remaining units at increased prices.

