

Nová Květnice

- Creation of a complete creative concept
- Efficient sales thanks to internal database

Assignment

The developer's aim was to build a project with three- and four-bedroom two-storey houses - detached, terraced and semi-detached. The first stage included 22 houses.

Aims and Strategies

LEXXUS NORTON developed the complete creative concept for the project (with the exception of the project name and logo).

We designed an appropriate media mix and facilitated the individual media and campaigns. Everything for this project is paid for by the developer, based on an agreement.

We supported the project with marketing through internal marketing channels - our own database of more than 30,000 currently enquiring clients - and on our long-established company profiles on social networks. We also exported advertising to selected effective real estate servers.



The result?

Pre-sales started on 3 February 2021 by reaching out to clients from the LEXXUS NORTON database.

The official launch of sales was on 8 February 2021. The prices of the houses started at CZK 7,909,125 including VAT.

Of the 22 houses in the project's first stage, we closed on eight, almost half, in the first month. Most of these sales were made thanks to contacts from our own database. After the first price increase of about CZK 500,000, we sold another five houses. In the first three months we therefore sold a total of 13 houses.