

Arcus City – Residential Project

- Marketing focused on a peaceful family environment close to greenery
- Extensive OOH support and numerous special events

Assignment

Arcus City is a modern residential complex of contemporary buildings located on the border between Prague's Stodůlky and Řeporyje districts. It offers a total of 221 units (including 5 retail units) ranging from studios apartments with an area of 39 m² to spacious three bedroom apartments with an area of up to 101 m². The first phase began with buildings A, B, C, and D, which were later followed by buildings E and F, and then phase II with buildings G, H, and I. Most apartments have a balcony, terrace, or garden.



The goal of the sale was to attract various groups of clients, from individuals and couples to families with children and seniors. This neighborhood is known for its picturesque setting and high level of security, offering all civic amenities—kindergartens, elementary and secondary schools, shops, services, sports facilities, restaurants, and healthcare facilities. In addition, thanks to its proximity to the Řepora Biopark, Prokopské Valley, and Dalejské Valley, it is an ideal place for active leisure time in nature. It also has excellent transport links to the center of Prague, both by public transport and by car.

What did we want to achieve?

The task was to completely sell out the project using a well-designed strategy reflecting current market developments. The key was to emphasize the peaceful and family-friendly environment close to greenery, which is undoubtedly one of the project's greatest advantages. Thanks to its extensive experience, the marketing team worked with the developer to set up a communication strategy that covered both online and offline channels. Online communication included PPC campaigns, Facebook and Instagram campaigns, including dynamic and remarketing campaigns, and reaching out to a database of 30,000 contacts. All these activities were complemented by an extensive OOH campaign at selected locations around the project and print advertising in lifestyle media. Throughout the sale, there was close cooperation between the developer, real estate brokers, and the marketing team to ensure that communications always reflected the construction completion and sell-out status of the project. In addition, the entire sale was accompanied by a number of special promotions, such as subsidized mortgages and free parking spaces, which were always emphasized in online communications.

Result

Sales of Phase I began in August 2020, and by 2022, 73% of all 150 units in buildings A–F had been sold. The project was completely sold out in December 2023. In the summer of 2022, construction began on the second phase, consisting of buildings G, H, and I, followed by the start of sales. This phase saw the same steady wave of interest as the previous phase, with 86% of units sold by the end of 2024. In September 2025, the last available unit was signed, and the project was finally sold out according to the developer's plans, almost five years after sales began.