

### Bydlení Jinočany – Buildings E1, E2, E3

- Complete turnkey marketing service
- All apartments sold by April 2025 as per developer's plan

#### Assignment

Apartment houses E1, E2 and E3 within the project Bydlení Jinočany represent the last stage of residential construction in a popular village near Prague. Each house contains only 9 residential units and builds on the successfully completed previous phases of the project. The whole concept emphasizes practical layout, quiet location, good connection with Prague and convenient combination of urban and rural lifestyle.

All apartments have a balcony, terrace or front garden, there is also a garage with the possibility of charging an electric car, triple glazing or preparation for outdoor blinds. The project is aimed at target groups looking for affordable but quality housing within commuting distance to the city centre.



#### Objectives and strategies

The aim of the campaign was to effectively communicate the final phase of the housing development, to encourage sales and at the same time raise awareness of the whole Bydlení Jinočany project, which has already proven its viability in previous phases.

We focused on a combination of performance marketing, brand communication and strong local intervention. The online campaign included PPC advertising via Google Ads and Sklik, dynamic campaigns on Facebook and Instagram, as well as remarketing activities. There was also advertising on real estate portals such as Sreality.cz and reality.iDNES.cz.

At the same time, we also chose offline channels - billboard advertising in the vicinity of the project and print advertising in local and regional media to reach a wider target group, including residents of surrounding villages and investors looking for stable opportunities outside the city centre. The communication built on the strengths of the project - the intimate nature of the development, the modern standard of the facilities, the excellent accessibility to Prague and the possibility to use the apartments both for one's own living and as a long-term investment.

#### Result

The sale of the residential units started on 30 June 2023 and ended in August 2025. In two years, all apartments were successfully sold. The interest was continuous - even during the downturn in the residential market in 2022, the apartments were sold almost without discounts, and the last units were resold at the inflated prices recommended by LEXXUS NORTON in order for the developer to maximize its profit.

The project attracted especially young couples, families with children and individuals looking for a compromise between quiet living and accessibility to the centre of Prague. The growth of the brand of the project itself has also played a significant role, having built a positive reputation over several years of its existence.