

Poděbradské zahrady – building plots

- Broad marketing support from strategy to implementation
- All plots successfully sold

Assignment

The Poděbradské zahrady project brought 31 building plots with complete infrastructure in a quiet part of the village of Khot'anku u Poděbrad. Each plot was ready for immediate construction and the entire project included completed roads, sidewalks, public lighting and other amenities.

The location was aimed at those who were looking for a place for a family house with a pleasant rural atmosphere, yet with excellent accessibility to the centre of Poděbrady - a spa town with high quality services.



Objectives and strategies

The main objective of the campaign was to present the project as an ideal opportunity for individual construction and to appeal to those interested in living outside of Prague, but with convenient accessibility. We were given an exclusive mandate for the project and the marketing was fully led by our team, without any intervention from the developer.

The marketing strategy was built on a combination of performance and brand channels. The campaign included PPC ads on Google and Seznam search and content networks, Meta social media ads, remarketing and native PR articles on key online portals. We used billboards, banner ads and other OOH formats to boost local visibility.

We emphasized on communicating the project's strengths: quiet environment, proximity to nature, perfect traffic connections and readiness of the plots for immediate construction.

Result

The project was completely sold out, while maintaining a quality price level. There was a great interest in the plots, especially among families and individuals from Prague and the wider area, who appreciated the combination of a pleasant location, ready infrastructure and access to services.

The marketing support contributed significantly to the quick sales and confirmed LEXXUS NORTON's role as a strong partner for development projects, new buildings and plots for individual construction.