LEXXUS NORTON

Case study

Bydlení Jinočany – family houses BETA 2

- Comprehensive marketing and sales strategy for the project

Assigment

The Bydlení Jinočany project is part of a long-term residential development in a town near Prague that began in 2013. Over time, more than 150 apartments and 70 single-family homes have been built here.

LEXXUS NORTON's task was to provide comprehensive marketing and sales services for the single-family homes in the BETA 2 phase.

The single-family homes are designed with an emphasis on practical 4+kk and 5+kk layouts, featuring private gardens, garages, and a quiet setting with excellent access to Prague.
The project targets families seeking a balance between urban convenience and peaceful living surrounded by greenery.

The campaign's objectives were:

- to effectively communicate the benefits of family living in Jinočany across all marketing channels
- to achieve a steady sales pace without the need for price discounts and within an efficiently allocated marketing budget
- to build the project's long-term brand as high-quality family housing outside the capital

The marketing strategy combined performance marketing (Google Ads, Sklik, and Meta PPC campaigns), work with real estate portals (Sreality.cz, Reality.iDNES.cz, Expats.cz), remarketing campaigns, OOH support at the project site and in the surrounding area, video presentations, native advertising in online media, and an emphasis on high-quality visual presentation of the project. Communication focused on the high quality of the homes, practical layouts, accessibility to Prague, and the project's appeal to families with children.

Result

Sales of single-family homes in Phase BETA 2 were successfully completed according to the developer's plan. Sales remained steady even during the residential market downturn, without the need to offer discounts.

The project appealed particularly to young families seeking high-quality housing in a quiet location with good access to the capital.

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