**Category:** Construction, Property or Infrastructure Campaign

**Company:** BIG Partnership

**Entry title:** Park Quadrant Residences Launch Campaign

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**Brief and objectives:**
BIG Partnership was given a brief for developing and executing a PR and digital campaign strategy for the launch of Park Quadrant Residences – a luxury new residential property development in Glasgow’s West End.

BIG was involved with the project from its inception; however, during a specific pre-launch 3-month period, BIG was tasked with delivering 500 buyer enquiries from prospective buyers. This enquiry target was established based on enquiry-to-sale conversion rate from sales.

An overarching campaign objective was set to generate 15 sales in the first 4 months post launch.

Campaign launch date was June 2017.

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**Rationale behind campaign, including research and planning:**
Early strategy involved in-depth target audience research to identify audience segments, buyer profiles and motivations to develop a clearer buyer persona.

Audiences were identified as high affluence downsizers, young professionals and investors (both local and overseas). Key postcodes were identified for both offline and online targeting and homebuyer data was gathered and assessed to deepen our understanding of purchase behaviour in these areas.

During the planning stages, a key messages workshop was held with the developer to establish the brand tone and unique selling points that would form the basis of the campaign. As part of this process, the development was named and branding was developed by the design team at BI.

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**Strategy and tactics, including creativity and innovation:**
An integrated PR and digital advertising campaign formed the basis of our strategy to raise awareness of the new development and drive enquiries.
BIG designed and developed a simple micro site that was launched in June 2017. Site design provided a very clean user journey with teaser information about the development and a simple data capture for lead generation.

Digital advertising strategies formed the backbone of BIG’s approach in driving website traffic. Google Pay Per Click (PPC) advertising was used to respond to existing search demand in the market from keyword search. Google Display Advertising and Facebook advertising campaign activity was used to raise awareness and stimulate demand. Targeting criteria for these channels was established based on insight from our initial research as well as feedback from the development sales partner.

Running simultaneous digital campaign activity and ad tests meant that we were constantly refining targeting based on results; allowing a data driven approach to be adopted to maximise return on media investment.

BIG partnered with a video production company to develop a hyper-realistic CGI fly-through film of the exterior and interior of the development. The PQ film was instrumental to the success of the campaign as it provided excellent assets for both PR and digital elements of the campaign.

Following sales launch, the CGI flythrough would become a VR experience; providing the sales team with an opportunity to let potential buyers ‘walk around’ a virtual apartment. Feedback from this was incredibly positive in increasing conversion rate.

**Implementation of tactics:**

Digital strategy was rolled out across Facebook and Google on the 1st of June 2017.

Ad targeting leaned on the research from our planning stages to target an audience of high affluence in the surrounding Glasgow area. Handpicked local and national news publications were selected for display advertising to adopt a more blanket approach in raising awareness.

Ad creative was produced by BIG Partnership using the brand guidelines from our original branding exercise. CGI imagery from the video flythrough was converted to still photography for display ads to give ‘teaser-style’ snapshots of the development.

When a prospective buyer enquired, they were added to the PQ Owner’s Club (customer database). Throughout the campaign, the PQ Owner’s Club was given access to additional information, including exclusive previews and events, to further build interest and anticipation.

In maximising the CGI video investment, a separate launch strategy was devised specifically for the PQ film. The video was first shown one month in to the pre-launch strategy as part of an email campaign to the PQ Owner’s Club, after which the video was released to the public.

A private event was then hosted where the architect spoke of his design and an exclusive preview of the PQ film was shown to key stakeholders.

The BIG PR team also used the film as a valuable asset to release to media, to visually bring the development to life. The film was covered extensively on Scottish national news
websites, Glasgow local news websites and consumer property websites which was effective in reaching the key target audiences for PQ and lead to a significant spike in WoW website traffic of 680% with a 217.12% increase in enquiries.

Following its release to media, the PQ film was hosted on the PQ micro site and rolled out across Facebook advertising allowing us to take advantage of the more engaging ad formats available on this platform.

**Measurement and evaluation:**
Park Quadrant Residences website (www.pqresidences.com) received 19,400+ sessions during the pre-launch campaign (June 1–August 31).

The KPI of 500 enquiries was exceeded by 54.8% with 774 enquiries.

The website conversion rate was 3.98% during this period.

Paid advertising on Facebook and Google led to 4,300 sessions and 210 enquiries.

Google display ads were seen 1.9m times in targeted postcode areas with strong visibility on high traffic, targeted news publications available on the Google Display Network including The Telegraph, Daily Express and Daily Record as well as local news outlets including Glasgow Live, What's On Glasgow and Glasgow West End Today.

Adverts were displayed across Facebook, Instagram and Facebook's Audience Network, reaching 28,658 people within the targeted postcode areas. Static imagery and engaging video content promoted via Facebook’s advertising platform resulted in a 4.60% website conversion rate.

23 sales in the first 4 months.