

## Campaign Brief: Memaar Almorshedy Skyline Brief

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15 November 2023

### OUR AMBITION

Our ambition for this brief is to position Skyline as the epitome of luxury living, leveraging its unique features to create a lasting impact on the real estate market. We aim to push boundaries to captivate our audience and establish Skyline as the largest smart residential building globally.

### WHO DO WE NEED TO WIN?

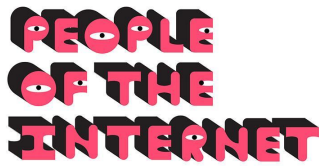
We need to win over individuals and families aged 25-50 in SEC A & B Class, seeking a new trendsetting home with all-in-one convenience. Our campaign must resonate with this audience, showcasing the distinction of Skyline through an innovative campaign.

### WHY ARE WE HERE? WHAT IS THE PROBLEM?

The problem is the need for a shift in the real estate market. Skyline aims to address the lack of fully integrated development projects, providing a comprehensive solution to the diverse needs of families and individuals. The challenge lies in the singular complex structure with 14 apartments per floor—a challenge we aim to address.

### HOW COULD WE SOLVE IT?

By redefining the real estate narrative by showcasing Skyline as a physical masterpiece. Rethinking traditional approaches to deliver a truly unique living solution.



## WHO IS OUR AUDIENCE?

Our audience is individuals and families aged 25-50 in SEC A & B Class, seeking a modern and convenient living experience. We aim to counter stereotypes and present a full view of their aspirations, showcasing Skyline as the answer to their lifestyle needs.

## WHAT DO THEY CARE ABOUT?

Our audience is passionate about modern living, convenience, and the cultural shift towards integrated communities. Skyline aligns with these values, providing a solution to their aspirations.

## HOW DO WE WIN HEARTS AND CHANGE MINDS?

We want people to feel inspired and awestruck by the possibilities Skyline offers. The emotional response should be a sense of belonging to a community that understands and caters to their needs. Proof points will showcase Skyline's heritage, features, and commitment to delivering on its promises.

## WHAT COMPETES FOR THEIR ATTENTION?

Our audience seeks content and experiences that align with modern living, innovation, and luxury. We must create experiences that not only compete but surpass their expectations.

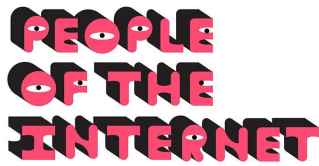
## THE BIG ORGANIZING IDEA

Skyline: Beyond Living

## OUR STRATEGIC PROVOCATION

Real estate is not just about buildings; it's about crafting a lifestyle. Skyline challenges the convention that a residential building is just a place to live—it's an immersive city experience under one roof.

**EVERYTHING UNDER ONE ROOF**



## DELIVERABLES

- 360 Campaign - One comprehensive copy encompassing all aspects of the project
- 3 Hard sell message tactical

### **Creative Directions:**

- **Direction One:** Feature a female artist engaging with all amenities, showcasing the scale and luxury of the complex. However, we can explore other options.
- **Direction Two:** A second direction recommendation from the agency's side is open for creative exploration.

## TIMELINES

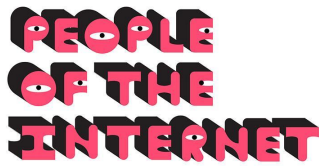
The campaign launch is targeted before Ramadan in February.

## **RENDERS**

[https://drive.google.com/drive/folders/1j0xsokK8TAdfZ6h0A0wINo1T5d6UCzA?usp=share\\_link](https://drive.google.com/drive/folders/1j0xsokK8TAdfZ6h0A0wINo1T5d6UCzA?usp=share_link)

## **LIST OF AMENITIES**

- Retail shops
- Gym
- Spa
- Club house
- Rooftop infinity pool
- Cafes and restaurants
- Cinema
- Kids area



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## FROM THE CLIENT BRIEF

### BACKGROUND/PRODUCT DESCRIPTION

- Memaar Al Morshedy was established in 1983 with a clear business strategy to penetrate the real estate development industry. Introducing a new concept of living which provides fully integrated development projects that combine residential, administrative and commercial buildings in one place with innovative and streamlined architectural designs that are inherently creative and specifically tailored to the Egyptian market.
- In 2017, Memaar AlMorshedy launched a new masterpiece in the heart of Cairo, Skyline.
- Where the project is planned to be the largest smart sustainable residential building in the world, covering a total area of about 200,000 meter square.
- Skyline is characterized by a variety of unit spaces ranging from small studios to one, two or three bedroom apartments with spaces ranging from 59 to 149 which all have a distinctive mark in Skyline such as: Open green areas or water features.
- Skyline is located in Kattameya. 10 minutes away from new Cairo, 10 minutes away from Maadi and 20 minutes away from Madinet Nasr.

### COMMUNICATION/BUSINESS OBJECTIVES

- **Communication:** Create awareness about the project and reviving the project as the largest smart residential building in the world,

# PEOPLE OF THE INTERNET

hammering on the edge we do have over the competition in regards to the price point, location & amenities, up lifting the project brand.

- **Business:** Acquire new customers
- It needs to communicate that it is a whole city under one roof, in the best location, and features all the amenities and facilities that one could want, as mentioned previously.

## USPS

- Modern landmark
- Recognized as the largest residential building in the world by Guinness World Records
- All you need under one roof
- European and unique designs
- Unique location (close to everything)
- Smart and sustainable Building

## REFERENCE

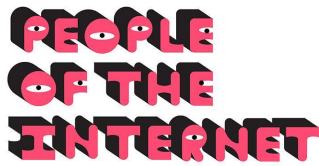
<https://m.youtube.com/watch?v=DboU3C8vfrQ>

## MEETING MINUTES

### **Relaunch Scenario:**

- First launch for Skyline was in 2017. However, licensing issues prompted residents to return their apartments, leading to a pause in communication.
- The current scenario resembles a relaunch, involving revamped payment terms, brochures, prices, and renders. The challenge lies in the singular complex structure with 14 apartments per floor—a challenge we aim to address.

**Building Configuration:** The complex comprises one building split into zones with 14 apartments on each floor, emphasizing a mix of amenities and commercial spaces.



**Communication Challenge:** Addressing the challenge of communicating the presence of 14 apartments per floor without discouraging potential buyers. Highlighting the privacy afforded to each resident is key.

**Copy Tone:** The copy tone should lean towards a corporate style rather than a jingle or song.

**Key Messaging:**

- Emphasize the Guinness World Record attempt, positioning Skyline as the largest smart residential building globally.
- Highlight the convenience of having everything under one roof.
- Showcase Mohamed Hadid's involvement as one of the main designers and the collaborative efforts of international architects, including VDP from Spain.

**Additional Considerations:**

- Shooting outside Egypt is viable.
- We can explore talents that are not necessarily Egyptian.