



MODULA MARKETING PITCH

Presented by BYND NETWORK

TABLE OF CONTENT:

I. PROJECT POSITIONING, KEY MESSAGES & CREATIVE STRATEGY

1. Brand Identity
2. Brand Story
3. Keywords
4. Key Messages
5. Creative Strategy

II. STRATEGIC THOUGHT-PROCESS, CRITICAL THINKING, AND OUT-OF-THE-BOX EXECUTION

1. Leveraging Steve Jobs
2. Drawing from Elon Musk's Innovation-Centric Mindset
3. Representing the MENA Construction Market on Different
4. Key Performance Indicators (KPIs) for Measuring Success

III. KEY COMMUNICATION ISSUES & RECOMMENDATIONS

1. Issues
2. Recommendations

IV. 12-MONTH PROPOSAL FOR MANAGING THE ACCOUNT

1. Q2-Q3 2023: Launch the MODULA brand
2. Q3 2023: Roll out an interactive educational campaign
3. Q4 2023: Launch a storytelling campaign
4. Q1 2024: Organize industry-specific webinars and virtual conferences
5. Q2 2024: Evaluate campaign effectiveness and refine strategy

V. PROFILE OF THE TEAM MEMBERS THAT WOULD BE INVOLVED

VI. ANY OTHER IDEAS



I. PROJECT POSITIONING, KEY MESSAGES & CREATIVE STRATEGY

Positioning: *Modula - Building Tomorrow, Today.*

1. Brand Identity:

Modula is revolutionizing the construction industry. It's not just a company; it's a movement. It's a promise of a better, more efficient, and more sustainable future. Our identity lies in our unique approach to construction – blending pioneering technology with traditional methods to create a product that's superior in quality, environmentally friendly, and offers better ROI. We're not just building properties; we're shaping the future of construction.

2. Brand Story:

Every revolution begins with a problem. In our case, it was the realization that the construction industry was stuck in the past, relying on outdated methods that were inefficient, costly, and environmentally damaging. We saw a world that was rapidly advancing in every other industry except construction. That's when Modula was born.

Modula represents a fusion of time-tested construction methods and groundbreaking technology, a blend of the old and the new. Our patented system is transforming the way real estate is built, offering a turnkey solution that's greener, healthier, safer, and delivered faster than any other construction method.

3. Keywords:

Innovation, Efficiency, Sustainability, Revolution, Quality, Flexibility, Faster, Cost-effective, Future

4. Key Messages:

- a. *Modula is **revolutionizing** the construction industry by combining traditional methods with **innovative** technology.*
- b. *Offering superior **quality, flexibility, sustainability, and faster** project delivery, Modula is the **future** of construction.*
- c. *Overcome the challenges of conventional construction with Modula - **efficient, cost-effective, and environmentally friendly.***

Creative Strategy: Our strategy is twofold: Education and Excitement. We'll launch an interactive campaign using augmented reality and 3D models to demonstrate Modula's construction process and benefits. Through storytelling, we'll make construction 'sexy and exciting', showcasing the human side of Modula - the lives improved, the landscapes changed, and the communities built.

II. STRATEGIC THOUGHT-PROCESS, CRITICAL THINKING, AND OUT-OF-THE-BOX EXECUTION

1. We'll leverage Steve Jobs' "Think Different" approach, emphasizing Modula's revolutionary stance in the construction industry.
 - a. **Storytelling and emotion:** *Modula's story would champion its daring revolution - breaking norms for a sustainable, efficient future.*
 - b. **Embracing simplicity:** *Modula's message would remain clear, digestible, and direct, illuminating the brand's innovative essence.*
 - c. **Prioritizing user experience:** *Modula transforms the construction process, making it the sole choice for a better future.*
 - d. **Bold and provocative:** *Modula's communication shakes the industry, questioning the adherence to outdated methods in the face of a superior alternative.*
2. Drawing from Elon Musk's innovation-centric mindset (Futuristic, Rule breaker) we'll highlight the advanced technology and patents driving Modula.
 - a. **Futuristic Vision:** *Modula is catapulting us into the construction of **tomorrow, today**. Our patented technologies are the blueprints for the **future**, reshaping the way we build and design.*
 - b. **Leveraging Technology:** *Just as Musk emphasizes the technological expertise of Tesla and SpaceX. At Modula, we're not just using advanced technology - we're inventing it. Our patented systems redefine what's possible in the construction industry.*
 - c. **Challenge the Status Quo:** *Modula is challenging the construction industry norms. Our patents aren't just pieces of paper - they're evidence of our commitment to innovation and change."*
3. We'll ensure that our campaigns respect and accurately represent the technicalities of the MENA construction market on the below channels:
 - a. **LinkedIn:** This professional networking platform is ideal for engaging with industry professionals, developers, and investors. We can share thought leadership content, company news, and industry insights to build credibility and authority in the construction space.
 - b. **Twitter:** Twitter allows us to engage in real-time conversations with industry experts, share updates about MODULA's products and solutions, and participate in relevant industry discussions through the use of targeted hashtags.

- c. Facebook: Facebook is a versatile platform for sharing a mix of content such as articles, videos, and images to engage with a broader audience. We can leverage Facebook to target both B2B and B2C audiences and create a community around MODULA's brand.
 - d. Instagram: Using Instagram, we can showcase MODULA's visually appealing projects, behind-the-scenes content, and company culture. This platform will allow us to humanize the brand and engage with potential customers on a more personal level.
 - e. YouTube: Video content is a powerful way to explain complex concepts and showcase MODULA's innovative construction solutions. We can create engaging and informative videos that highlight the benefits and features of MODULA's products and services.
4. To effectively measure the success of our marketing campaigns for MODULA, we will establish a range of Key Performance Indicators (KPIs) that align with our objectives. Here are some of the primary KPIs we will track:
- a. Brand Awareness:
 - i. *Increase in brand mentions across media platforms*
 - ii. *PR coverage: number of articles, interviews, and features in industry publications and mainstream media*
 - iii. *Share of voice compared to competitors*
 - iv. *Increase in organic search traffic for MODULA-related keywords*
 - b. Website Traffic:
 - i. *Number of unique visitors*
 - ii. *Bounce rate*
 - iii. *Average session duration*
 - iv. *Conversion rate (leads generated, newsletter sign-ups, etc.)*
 - c. Social Media Engagement:
 - i. *Follower growth across all channels*
 - ii. *Likes, comments, shares, and reactions to content*
 - iii. *Click-through rate (CTR) on social media ads*
 - iv. *Engagement rate (total engagement divided by total followers)*
 - d. Lead Generation and Conversion Rates:
 - i. *Number of leads generated through online forms, email sign-ups, event registrations, etc.*
 - ii. *Conversion rate (percentage of leads who become customers or take desired actions)*



- iii. *Cost per lead and cost per acquisition*
- iv. *Customer Lifetime Value (CLV)*

III. KEY COMMUNICATION ISSUES & RECOMMENDATIONS

Issues:

1. Perception of construction as uninteresting and complex.
2. Skepticism towards new technologies in construction.
3. Concerns about the quality and reliability of modular construction.
4. Limited track record of Modula.

Recommendations:

1. Simplify construction jargon and create engaging content that can be understood by anyone.
2. Use success stories and testimonials to build trust and showcase the advantages of Modula's technology.
3. Offer transparent insights into Modula's production process to reassure the audience about quality and reliability.
4. Highlight the credentials and achievements of Modula's chairman and parent companies to build credibility.

IV. 12-MONTH PROPOSAL FOR MANAGING THE ACCOUNT

1. Q2-Q3 2023: Launch the MODULA brand through a high-profile event, press releases, and a B2B and B2C digital media campaign.
2. Q3 2023: Roll out an interactive educational campaign using AR and 3D modeling across social media platforms.
3. Q4 2023: Launch a storytelling campaign showcasing real-world applications and benefits of Modula's products.
4. Q1 2024: Organize industry-specific webinars and virtual conferences to engage industry experts and potential clients.
5. Q2 2024: Evaluate campaign effectiveness and refine strategy based on analytics and feedback.



V. PROFILE OF THE TEAM MEMBERS THAT WOULD BE INVOLVED

1. Strategic: Marvin Mounzer
2. Strategic: Chady Haddad
3. Creative director: Scarlet Barella
4. Senior graphic designer: Mahmoud El Halabi
5. Account manager: Lynn Bitar
6. Performance marketing & Media booking: Ralph Ibrahim
7. Account coordinator: Angela El Zoghbi
8. Copywriter: Mario El Helou
9. Video Editing: Khaled Chatila

VI. ANY OTHER IDEAS

1. Partner with influential architects and real estate developers for testimonials and endorsements.
2. Develop an interactive Modula app where users can design their projects using Modula's system.
3. Launch a 'Future of Construction' contest for university students to design buildings using Modula, fostering relationships with the next generation of industry professionals.