

Asset Selfie

— Product Launch —

Background

- Asset Homes, a responsible builder in Kerala, identified through their research that there was an unaddressed gap in urban housing specifically catering to the needs of single residents
- To bridge this gap, Asset Homes introduced a unique concept that provides a multitude of conveniences for individuals living alone, particularly students, those in the early stages of their careers, as well as bachelors and singles

Objective

- Address the problems of single residents and give them world class facilities and a world of convenience.
- Provide them with low investment apartments that deliver a new and exquisite experience of living big in a small space with optimum utilisation of space
- Promote singular living in cities through innovative and experiential solutions

Strategy

- Define the specific demographic of single residents who would benefit the most from the new project. This includes students, young professionals, bachelors, and singles. Gain insights into their preferences, lifestyle needs, and pain points to effectively tailor marketing efforts
- Clearly communicate the key features and advantages of the project that make it an ideal choice for single living. Emphasize the convenience, security, affordability, and amenities that set it apart from traditional housing options

- Develop a comprehensive marketing campaign to target the identified demographic. Utilize a mix of digital marketing, social media platforms, online listing platforms, and targeted advertising to reach and engage potential customers effectively
- Create visually appealing model units that demonstrate the functionality and aesthetics of the project. Organize open houses, virtual tours, or experiential events where potential customers can explore and experience the living spaces firsthand.

Creative Idea

- Establish a sub-brand under Asset Homes called Asset Selfie, offering 96 sq ft low-investment micro apartments designed for students, young professionals, bachelors, and singles
- Establish mockup apartments where potential customers can firsthand experience the features and benefits of Asset Selfie
- Implement a comprehensive 360-degree marketing campaign using various channels such as digital media, brochures, PR, and media coverage to promote Asset Selfie

Execution

- Mock-up apartments were set up at the Asset Homes office during the Malayala Manorama Home Exhibition, a prestigious event conducted by the leading media. Similarly, they were also featured at the Kochi Design Week, an event popular among young individuals
- To attract audiences to the mock-up apartments, a comprehensive 360-degree campaign was launched, gaining significant traction on social media. The campaign utilized various mediums including radio, PR, print ads, and more

Result

- The campaign successfully raised awareness about the new concept in urban living
- The campaign generated an unprecedented number of inquiries, resulting in a significant demand for Selfies
- The campaign concluded on a successful note, with all available units sold and a pipeline of leads generated for future Selfie projects

Assets

The logo for Solfi6 features the word "Solfi6" in a stylized, rounded font. The letters "S", "f", and "i" are red, while "o", "l", and "6" are orange. Below "Solfi6" is the text "BY ASSET" in a smaller, black, sans-serif font. The entire logo is centered within a white rectangular box.

Solfi6
BY
ASSET

YOUTHFULLY YOURS

Logo

Assets

Video Links :

- <https://www.youtube.com/watch?v=qUQuPI2Ts-Y>
- https://www.youtube.com/watch?v=tKYd_MmUuhc



Brochure



MY BIG SMALL WORLD!

Enjoy the stunning experience of living in a world-class skyscraper, overlooking a huge Pool, outdoor sports arena, 2 acres and more in India's largest of housing and entertainment zones.





ASSET

INDIA'S FIRST LIFECYCLE BUILDER

As a Residential Builder we care for a customer's long-term needs. And that's why we're here to stay.



OUR PROMISE TO YOU

- SAFETY**
We are committed to providing the highest quality of construction.
- QUALITY OF CONSTRUCTION**
We are committed to providing the highest quality of construction.
- SAFETY**
We are committed to providing the highest quality of construction.
- SAFETY**
We are committed to providing the highest quality of construction.




MY SELFIE IS SAFE, PRIVATE AND SELF-CONTAINED.

Asset's identity, Selfies are single living private apartments starting from 74 sqft. They are ergonomically designed to fully utilize the available space. These low maintenance spaces will cater to students, career-oriented individuals, professionals, and bachelors/couples.

MY SELFIE COMES WITH CHOICES.

114 Selfie Apartments are coming up at Asset's Next City. There are 74 Selfies, 30 Selfie Premiums and 10 Selfie Plus apartments coming up in the project.





Thank You