

# BeyondWalls Emaar DigiHomes Case Study Video Script

VO	DURATION
<p>In a world driven by smartphones, smart watches, and smart TVs...</p> <p>Emaar DigiHomes came up with a much-needed upgrade for homebuyers –</p> <p><b>A Genuinely Smart Home</b></p>	00:00 – 00:10
<p>With an array of home automation features,</p> <p><b>DigiHomes</b> stood out from other projects which offered conventional smart home support.</p>	00:11 – 00:21
<p>Such an unconventional and exceptional project had to be marketed in a befitting way</p>	00:22 – 00:27
<p>But there were certain challenges along the way:</p> <ul style="list-style-type: none"> <li>- Developing an immersive digital experience of the project.</li> <li>- Executing branding as well as performance campaigns simultaneously.</li> <li>- Stand out in a highly competitive location.</li> <li>- Attract young, tech-savvy homebuyers</li> <li>- Most importantly, gaining quality leads for campaign success</li> </ul>	00:28 – 00:33
<p>We found</p> <p><b>a smart way</b> to promote this <b>smart home project</b></p>	00:34 – 00:40
<p>But first, we had to come up with a creative campaign idea that would encapsulate the project perfectly</p>	00:41 – 00:47
<p>Through brainstorming, we came up with the concept of:</p> <p>“Luxury Homes That Listen”</p> <p>Four words that summarised the smartness of the project completely.</p>	00:48 – 00:51
<p>Next,</p> <p>we discovered an important insight: smart devices are essentially characterised by interactive intelligence</p>	00:52 – 00:57

<p>So, instead of going for a typical landing page, we broke the barriers to create something innovative &amp; interactive:</p> <ul style="list-style-type: none"> <li>- An interactive landing page was created, which responded to the voice commands of visitors. For example, the visitor could say “illuminate” and the lights in the room shown in the photo would switch on.</li> </ul>	00:58 – 01:08
<p>Knowing that the <b>interactive landing page was heavy to load</b>, we planned to use it only for online product experience and lead generation.</p>	01:09 – 01:14
<p>Simultaneously, we created a <b>simple landing page for conversions</b>. The leads who had registered on the interactive page were later landed on this page through remarketing campaigns.</p>	01:15 – 01:20
<p>To attract the right audience, maximise reach and increase website visits, a comprehensive media strategy was devised.</p>	01:21 – 01:27
<p>This was divided in 3 different phases: Awareness Engagement Acquisition</p>	01:28 – 01:33
<p>Awareness</p> <ul style="list-style-type: none"> <li>- Online activities</li> <li>- Offline activities</li> <li>- Optimizations</li> </ul>	01:34 – 01:44
<p>Engagement</p> <ul style="list-style-type: none"> <li>- Approach</li> <li>- Execution</li> <li>- Optimizations</li> </ul>	01:45 – 01:55
<p>Dissecting the campaign effort</p>	01:56 – 02:06
<p>Results</p> <ul style="list-style-type: none"> <li>- 2800+ Leads Generated</li> <li>- 700 Site Visits Conducted</li> <li>- 100 Cr+ Revenue Generated Through Digital Campaigns</li> <li>- 0.62% Cost Per Conversion From Digital Campaigns</li> </ul>	02:07 – 02:17
<p>CONCLUSION WITH CTA</p>	02:18 – 02:30