

PR & Business Development

Futureal: PR Support

One of the top 20 real estate developers in Europe with investments centered on CEE. They currently have properties worth over €900 million covering 600,000sqm gross built area, and projects worth €1 billion still in pipeline.

Challenges

Futureal wanted to rapidly raise the profile of Etele Plaza with banks, investors and retailers. This development is due to open in 2019 and is designed to be one the most innovative shopping centres in CEE.

What we did

Lodestar developed and implemented a targeted communication strategy and plan to develop market understanding of the scheme:

- A targeted programme of public platforms, sponsorships and awards
- Media campaign: introductions, interviews, thought-leadership pieces
- Development of a social media plan and targeted social media activity
- Event support at EXPO REAL and MAPIC
- Direct promotion to key target audiences

Results

- 31 editorial pieces
- Established Etele Plaza twitter following and ongoing programme
- 27 introductions to press, retailers and industry contacts
- 12 positioning platforms including speaking, awards and sponsorship opportunities.
- PropertyEU developed and scheduled Budapest event to support programme.



"I consider the Lodestar team a proper partner who has proven to be creative in problem resolution, reliable in time commitments, and overall consistent in meeting our expectations."
Peter Karai, Sales Director of Futureal Group.

