# **PR & Business Development**



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.





## Leading the Way

THE MOST SIGNIFICANT RETAIL PROJECT CURRENTLY UNDER DEVELOPMENT IN BUDAPEST, ETELE PLAZA WILL PROVIDE THE LARGEST VARIETY OF SHOPPING AND ENTERTAINMENT FACILITIES IN ITS CATCHMENT AREA WHEN IT OPENS IN Q4 2019. RLI TALKS TO FUTUREAL CEO TIBOR TATÁR TO LEARN MORE ABOUT THE CENTRE.

Period developed by Protumal in the southwest of Boslepes, the sporring Ester Risa. In strategical planed as boolspecific revent and largest public transport but. The southwest posterior is not to two major highways and six different halts which holded regional, national and transactional rests services, being with one service, these strends produced transactions, the produced by the service of produced produced and the service of produced produced by the service of produced by the service prod

Lessing within Bade Plaza is progressing well, commercial terms have already been agreed with many entirer senses are exponentiated for the remaining anchor stores and other retailer are underwise.

The emphasis is Exile Plass will be on popular fashion and the sectors will feature a varied rate of incernational and local branch, says Februard CEO Tibor Back. "Visit are in discussions with branch that are not per present in the region and we are froping to sign a matheur before the ont of Articl Inner early."

in addition to three floors of retail Rule Plats will have a arrorp facus on letture elements. The scheme is set to feature a food if features court a multiple comma a chill and leaves a roof servato and an angular data discolor presenting parts for constraint.

It is this subsection of offer which means that one completed, offer project will bring the largest variety of disapping and establishment to the use of 10 May 10

Concept designed by Chapman Taylon, the extended building with moution set officials and security will future. 1000 parking apaces, including VPP parking and more than 200 astero-large family apaces. This building will france a minimalization and modern design apaging particular asterosism to the materials and to make the building as energy efficient as possible, minimating frames operational room for reviews.

"All the functional details of Erele Plata have been designed with sessandality in mind, from the use of district bending and disencing long system, to the first calcing and wear management When built, Erele Plata, will be the route environmentally-frends

This new scheme will be completely integrated into the

"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.

#### ill screen

A,000 sq or Ends Place schools, which is now using — at MAPC. The come, which will scen on affordable fashion, is that to open in

"Hangarian purchasing power has increased exponentially thanks occusionous GDP gravit and the guards improved performance of the economy." Tatas says. "Batalans have accorded doubt-digit turnover growth in the post there years and, so a newly, towards are exply enthusipate about

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### Russia & CEE

