

EMGEE GREENS × SPECTACLE MEDIA · CASE STUDY

BUILDING DEMAND FOR A PREMIUM PLOTTING DESTINATION

How we used Meta to build awareness, qualify intent and improve acquisition efficiency for EMGEE Greens, New Lonavala.



Client

EMGEE Greens

Campaign period

Jan – Aug 2026

Agency

Spectacle Media

**SPECTACLE
MEDIA**

STRATEGY · CREATIVE · PERFORMANCE

THE BUSINESS CHALLENGE

Selling A Destination. Not Just A Plot.

THE PROPOSITION COMBINES

 **80-acre development**

 **Golf course**

✓ **Premium N.A. plots**

 **5,000+ sq. ft. plots**

⬆ **18,000 trees**

 **Clubhouse & leisure**

 **New Lonavala**

THE CHALLENGE

The audience wasn't simply looking to **buy land**. They first had to understand **why this location and development deserved consideration**.

OUR OBJECTIVE

Build awareness



Create consideration



Qualified enquiries



Acquisition efficiency

For premium real estate, performance doesn't begin with the lead form. It begins with creating the right perception.

THE META STRATEGY

We Didn't Sell The Plot First. We Built The Lifestyle First.

01

AWARENESS

Make the destination desirable.

Landscape, Lonavala, golf, greenery, scale and lifestyle.

CONTENT

Reels

Lifestyle creatives

Location stories

Educational content

02

CONSIDERATION

Give the audience reasons to believe.

From aspiration to tangible reasons to consider EMGEE Greens.

CONTENT

USPs

Amenities

Location

Plot sizes

Development details

Comparisons

03

CONVERSION

Turn intent into action.

Retarget engaged audiences with stronger commercial messaging.

CONTENT

Offers

Pricing

Site visits

Lead generation

High-intent messaging

Every stage had a different job. We didn't ask a cold audience to make a ₹1.5 Cr+ decision immediately.

CREATIVE STRATEGY

Sell The Idea Before Selling The Inventory.

Instead of repetitive “property ads”, we built multiple creative territories.

01



DESTINATION

“Everyone wants a second home. Few want a second city.”

New Lonavala as an alternative to conventional weekend-home destinations.

02



LIFESTYLE

Golf · Green surroundings · Open spaces · Sports & leisure

Show what ownership could feel like.

03



EDUCATION

Location · Plot sizes · Development · N.A. status · Infrastructure

Reasons to evaluate the opportunity rationally.

04



CONTRAST

“A second home can mean two very different things.”

Challenge the conventional resort / weekend-home model.

05



CONVERSION

“Your second home is a decision. Make the first visit.”

Move high-intent audiences towards a site visit.

One creative. One thought. One reason to care.

THE CREATIVE SYSTEM

From Scroll-Stopping Ideas To Performance Creatives.

We treated creative as a performance variable, not decoration.

01



ATTENTION

Big ideas, strong hooks and distinctive visual storytelling.

02



EDUCATION

Explain the proposition without overwhelming the audience.

03



PROOF

Scale, golf, greenery, location, plot sizes and development details.

04



DESIRE

Sell the feeling of owning a weekend address.

05



ACTION

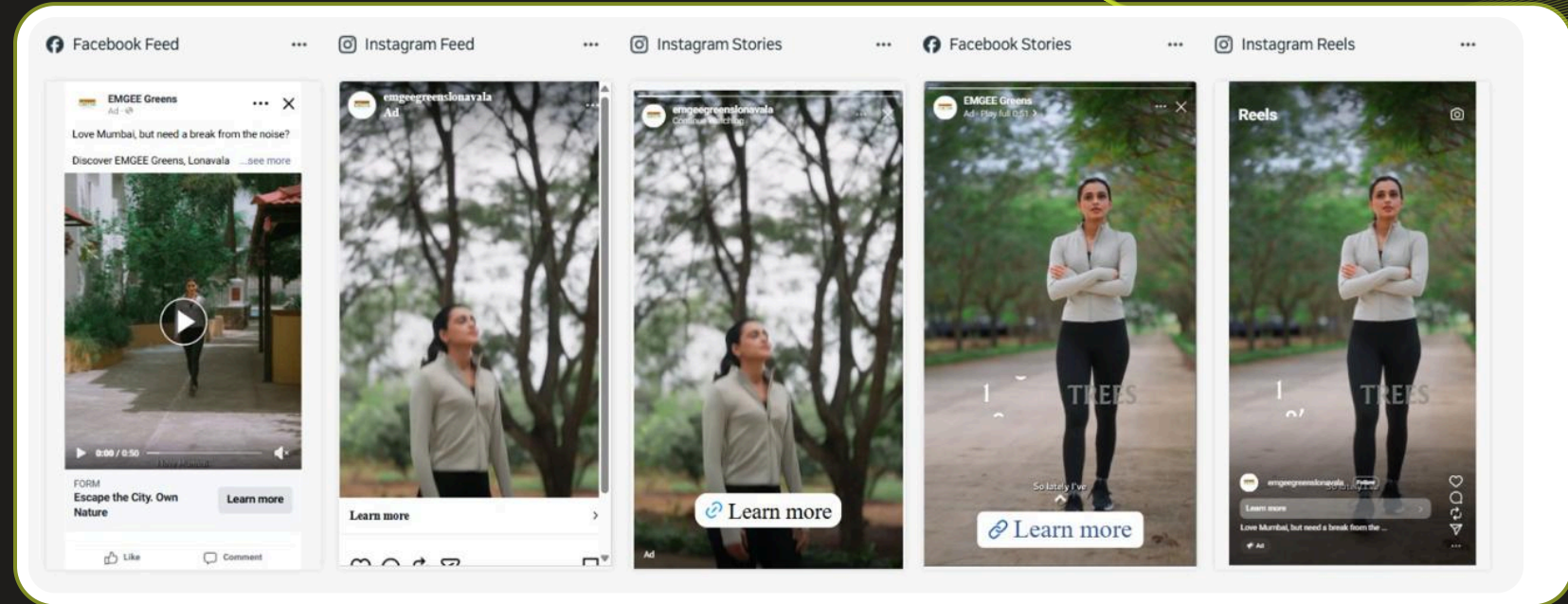
Site visits, enquiries and commercial messaging.

Different Audiences Need Different Reasons.

AWARENESS

Building the destination

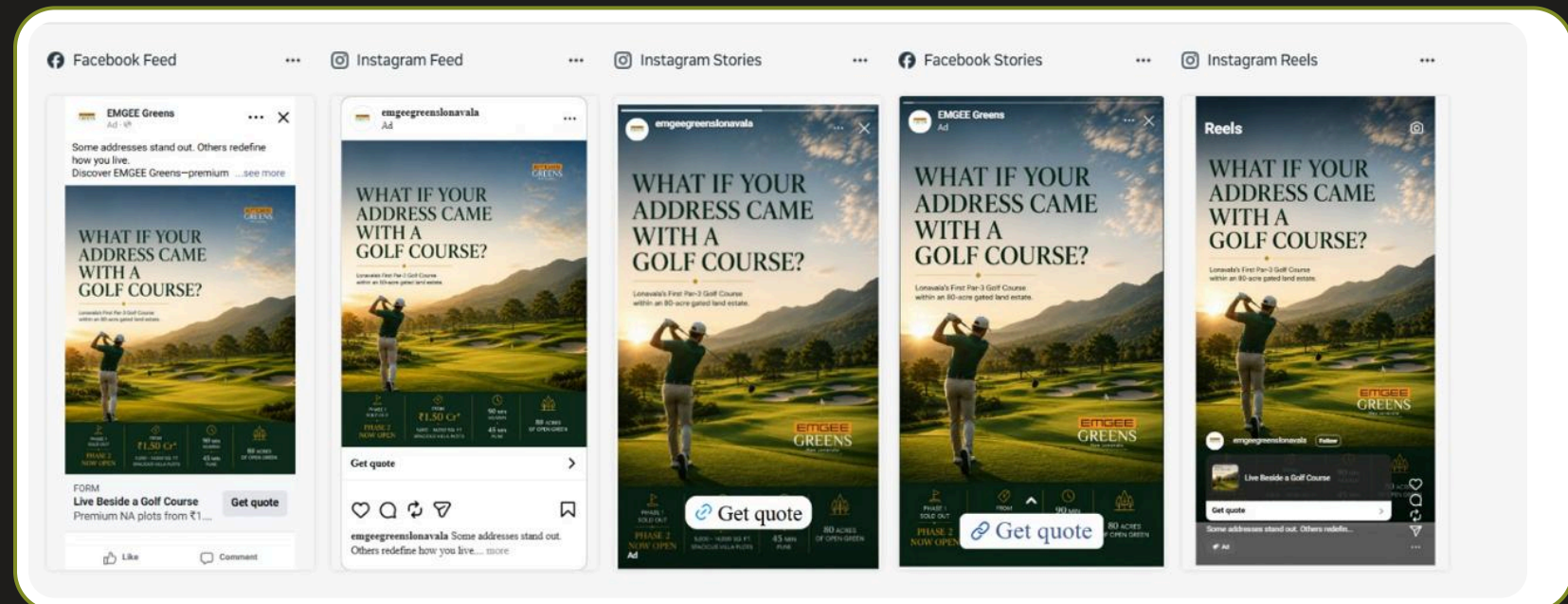
"Love Mumbai, but need a break from the noise?" Escape the city. Own nature.



CONSIDERATION

Building the case

*"What if your address came with a golf course?"
Lonavala's first par-3 course in an 80-acre gated estate.*

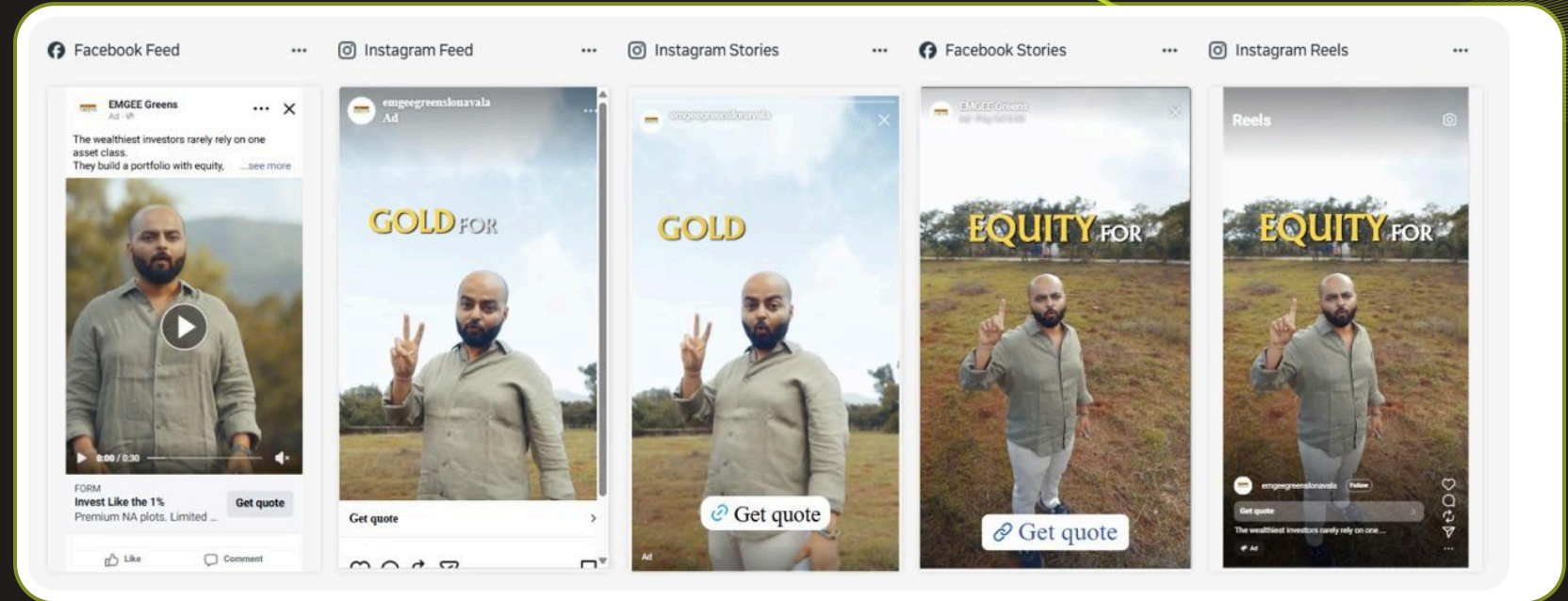


Every Placement. One Consistent Story.

CONSIDERATION

Building the case

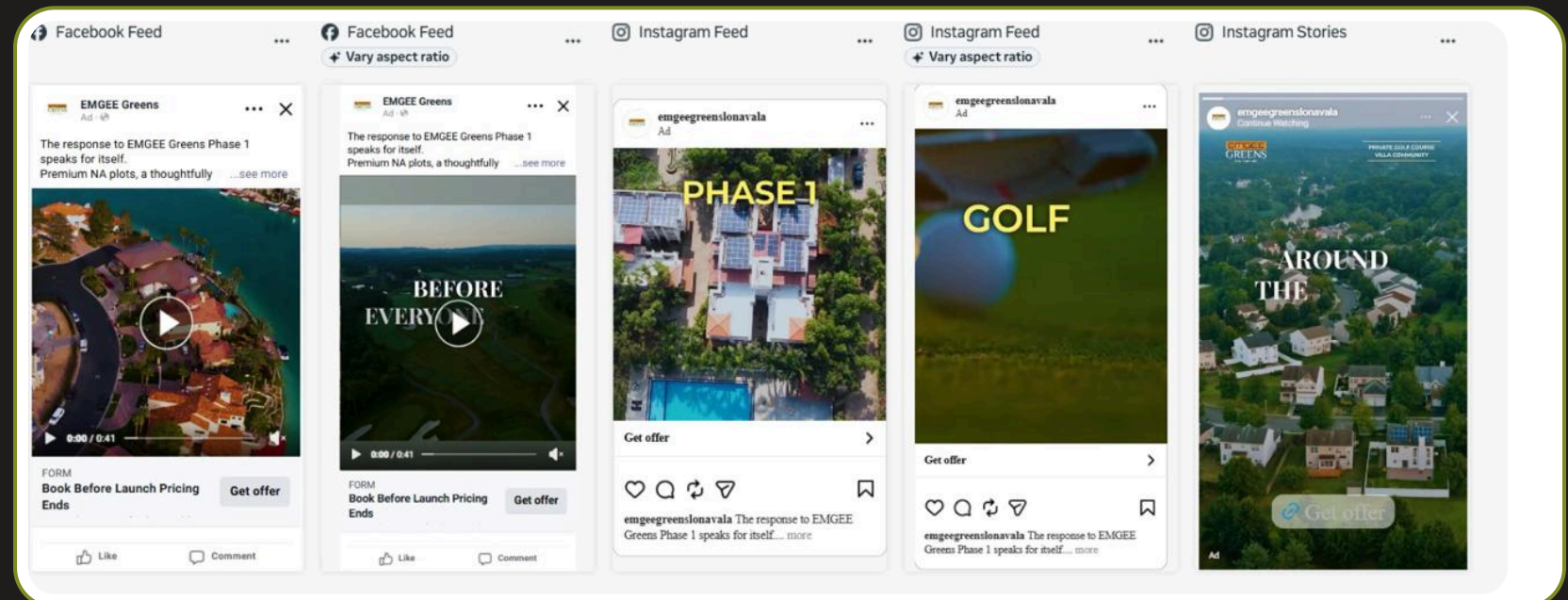
*"The wealthiest investors rarely rely on one asset class."
Gold, equity... and land.*



CONVERSION

Building intent

*"The response to Phase 1 speaks for itself." Book before
launch pricing ends.*



PERFORMANCE

The System Matured. And The Numbers Followed.

TOTAL LEADS

2,120

Jan – Aug 2026

LOWEST CPL

₹490

Achieved in Jan

CPL REDUCTION

50%

₹1,120 (Jun) → ₹556 (Aug)

QUALIFIED LEADS

59.43%

of total leads

Cost per lead by month



Leads by month



THE BIGGER STORY

We didn't optimise for cheap leads.

We optimised towards better acquisition efficiency over time. CPL moved from **₹1,120 in June to ₹556 in August**, while monthly leads recovered from **152 to 347**.

Lower acquisition cost

+

Rising lead volume

+

Meaningful qualification

THE SPECTACLE MEDIA APPROACH

Performance Isn't A Media-Buying Problem Alone.

It's a strategy + creative + media + optimisation problem.

01

Understand the business

What are we actually selling?

02

Find the audience insight

Why would someone care?

03

Build the creative system

What should they see at each stage?

04

Put media behind the message

Who sees what, and when?

05

Read the data

What's working? What isn't?

06

Optimise

Creative. Audience. Funnel. Spend.

07

Scale

More money behind what proves itself.

THE RESULT

2,120

leads

59.43%

qualified

50%

CPL reduction

From generating enquiries to building a more efficient acquisition engine.

We don't just run campaigns. We build the system behind them.

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