

**SPECTACLE
MEDIA**

CASE STUDY • REAL ESTATE • META ADS

TURNING A PRE-LAUNCH PROPERTY INTO A DEMAND ENGINE



Client
Avenor Park

Category
Premium Residential

Stage
EOI / Pre-Launch

Agency
Spectacle Media

THE CHALLENGE

How Do You Market A Property That Isn't Built Yet?

THE EOI-STAGE TRAP

Traditional real estate ads easily become a collection of

~~Amenities~~

~~Renders~~

~~Prices~~

~~Generic luxury claims~~

OUR APPROACH

Build the campaign around **why a buyer would actually consider the property:**

Location

Lifestyle

Connectivity

Credibility

Value

OBJECTIVE

Awareness



Consideration



Intent



Enquiry



Site Visit

THE MARKETING BRAIN

We Started With The Buyer, Not The Property.

A BUYER DOESN'T BUY BECAUSE AN APARTMENT LOOKS GOOD. THEY ASK:

Where is it?

Why this location?

What is the lifestyle?

Who is developing it?

Why should I
consider it now?

What makes it
different?

SO WE BUILT THE CAMPAIGN AROUND FIVE DECISION TRIGGERS



LOCATION

Why this address?



LIFESTYLE

What does living here feel
like?



CREDIBILITY

Why should I trust this
project?



VALUE

Why consider this property
now?



ACTION

Why should I enquire today?

The objective wasn't maximum attention. It was relevant attention.

THE CREATIVE SYSTEM

One Property. Multiple Reasons To Care.



Location advantage

10 minutes from BKC



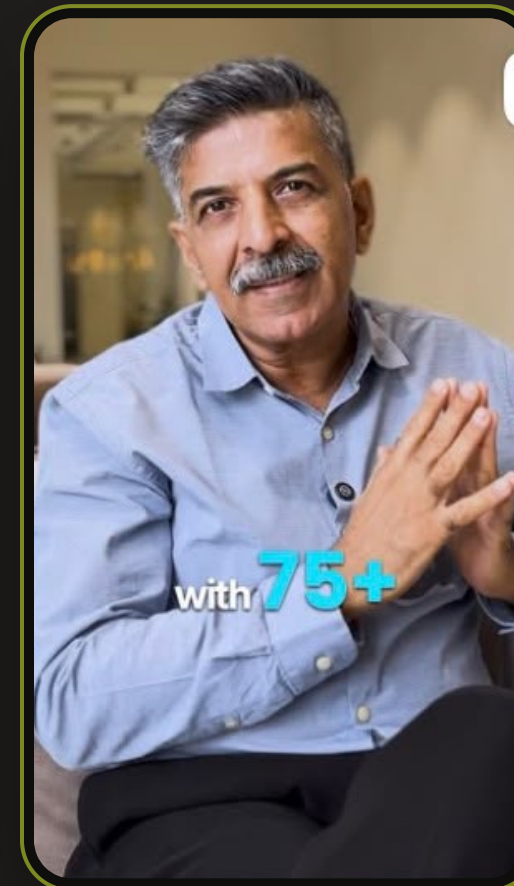
Lifestyle upgrade

Lifestyle, not just an address



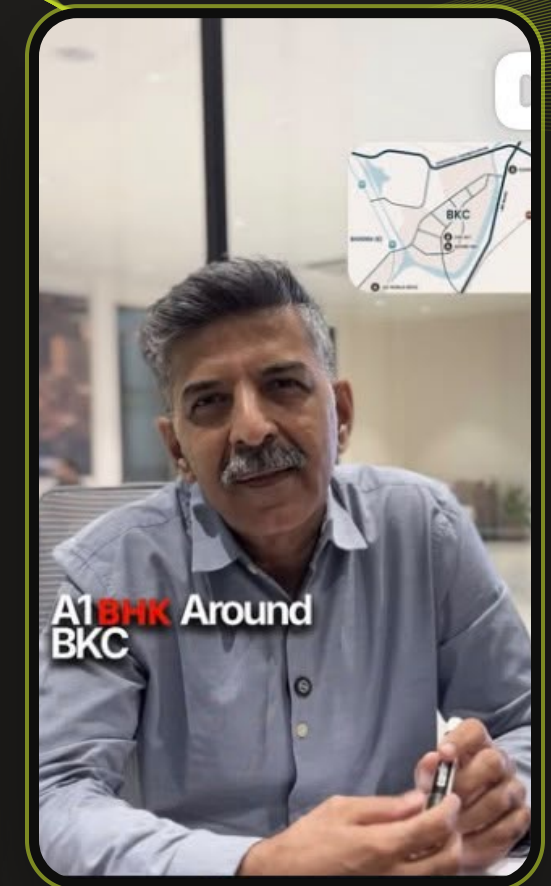
On-ground walkthrough

The address, experienced



Credibility

Experience behind the project



Appreciation potential

A 1 BHK around BKC

Every creative was built around **one buyer question, one proposition and one action.**

[View the Avenor Park campaign →](#)

THE META FUNNEL

We Didn't Ask Everyone To Become A Lead.

Real estate consideration takes time, so the message changes as the audience gets warmer.

01

AWARENESS

Build reach, video audiences and familiarity.

- Location
- Lifestyle
- Brand
- Project proposition

02

CONSIDERATION

Retarget people who showed meaningful engagement.

- Property proposition
- Amenities
- Value
- Location

03

CONVERSION

Push warm audiences towards enquiry and site visits.

- EOI
- Site visit
- WhatsApp
- Urgency

THE JOURNEY



MEDIA STRATEGY

Meta Is The Demand Engine.

META INVESTMENT

₹10,000
per day

Used not just to generate leads, but
to **build familiarity and**
progressively identify buying intent.

ONE BUYER'S PATH

01

Location-led reel

First encounter



02

Lifestyle creative

Builds desire



03

Value proposition

Builds reason



04

Site-visit CTA

Converts intent

BUDGET PHILOSOPHY

Cold audience spend



Consideration spend



Retargeting spend



Money moves progressively towards audiences showing stronger intent.

Create demand → Identify intent → Retarget intent → Convert intent

THE DATA ENGINE

Cheap Leads Aren't The Goal. Better Leads Are.

WE TRACK THE ENTIRE JOURNEY, NOT JUST CPL

Ad



Lead



Qualification



Site visit



Booking



KEY METRICS

Reach

CPM

Video watch rate

CTR

Leads

CPL

Qualified leads

Site visits

Cost / site visit

Bookings



THE FEEDBACK LOOP

Creative performance



Audience performance



Lead quality



Sales feedback



Next creative

This is where performance marketing becomes more than “running Meta ads”.

THE RESULTS

827 Leads. CPL Down 62% From Its Peak.

TOTAL LEADS

827

Mar – Aug 2026

LOWEST CPL

₹189

Achieved in Jul

CPL REDUCTION

62%

Jun peak to Jul

QUALIFIED LEADS

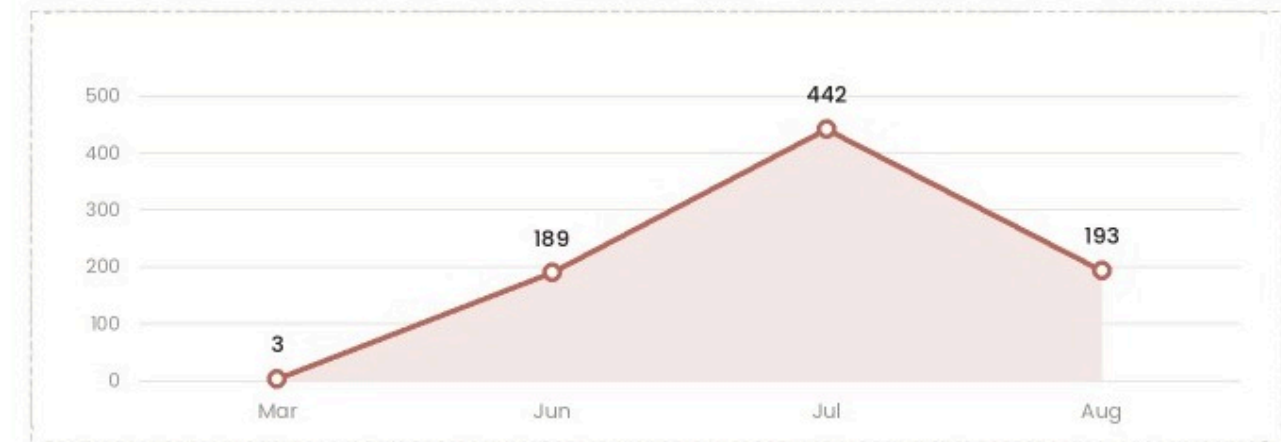
63%

of total leads

↘ Cost per lead by month



↗ Leads by month



Lowest CPL of ₹189 in July · 63% of all leads qualified · Mar – Aug 2026

WHAT THIS CASE STUDY PROVES

Real Estate Marketing Isn't About Making More Ads.

It's about a system where strategy, creative, media and sales work together.

01

STRATEGY BEFORE CONTENT

Understand what actually drives the buyer.

02

ONE CREATIVE. ONE JOB.

Don't make one creative say everything.

03

FUNNEL, NOT RANDOM ADS

Different messages for different stages of intent.

04

MEDIA FOLLOWS INTENT

Move budget towards stronger signals.

05

DATA CLOSES THE LOOP

Sales feedback improves the next campaign.

THE SPECTACLE MEDIA APPROACH

Think like a strategist.

Target like a performance marketer.

Create like a brand.

Measure like a business owner.

We don't just run ads.

We build demand-generation systems.

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