

THE BRUSNIKA EFFECT

Jay Chiat Awards 2017



SUMMARY

Traditionally the real estate market is considered one of the toughest and competitive in Russia. After the downfall of the Soviet Union, a large number of private construction companies appeared. Today they put millions of square meters worth of apartments in commission annually.

In Russia it is common to buy realty during the construction phase. The price of an apartment in a house under construction is 30-40% cheaper than in one that's finished. But due to harsh economic situation in the late 90s, as well as crises of 2008 and 2014, many construction companies started to face difficulties carrying out their obligations. The construction of a lot of projects gets delayed for months and years, and the finished buildings are often quite different from what people had been promised.

The consequence of this situation is that such things as company's longtime history and reliable image become the key factors for choosing the real estate.

How can a young construction company like Brusnika – without a long history and an established image – compete with the leaders of the real estate market?

The answer to this question was prompted by the current residents of Brusnika's projects. Researching their way of life helped us find a strategy for the young brand and create the communication that allowed it to stand out on the market.



SHORT MARKET OVERVIEW

In Russia there is a unique word which is very characteristic for the country's real estate market - "долгострой" (dolgostroy; "something that's being built for too long"). The word refers to projects that were planned to be finished a few years ago, but still have not been commissioned because of the problems of the construction company. Due to the fact that the apartments in Russia are mostly bought in the houses that are under construction, customers have a serious fear of "dolgostroy".

Therefore, the experience, trustworthiness and reliability are the main criteria for choosing the construction company to buy an apartment from.

In clients' opinion only old companies that exist since the Soviet times possess these qualities. They seem more likely to fulfill the obligations.

That's why young companies face difficulties trying to enter the real estate market in Russia. People afraid that attractive pictures from advertisements will turn out to be just another "dolgostroy".

In Russia, articles that help the audience avoid the "trap of dolgostroy" are extremely popular (<https://news.ners.ru/kak-opoznat-dolgostroy.html> – use Google Translate to understand the meaning of the article, please)





COMMUNICATION OVERVIEW

The real estate market is one of the most conservative in terms of communication. For the well-known and established market leaders it is enough to just put their logo next to a picture or a 3D-image of the future project, write the name of the district where it will be located and put the price tag next to them to get audience's attention. They continue to use this straightforward approach to communicating with the audience for many years.



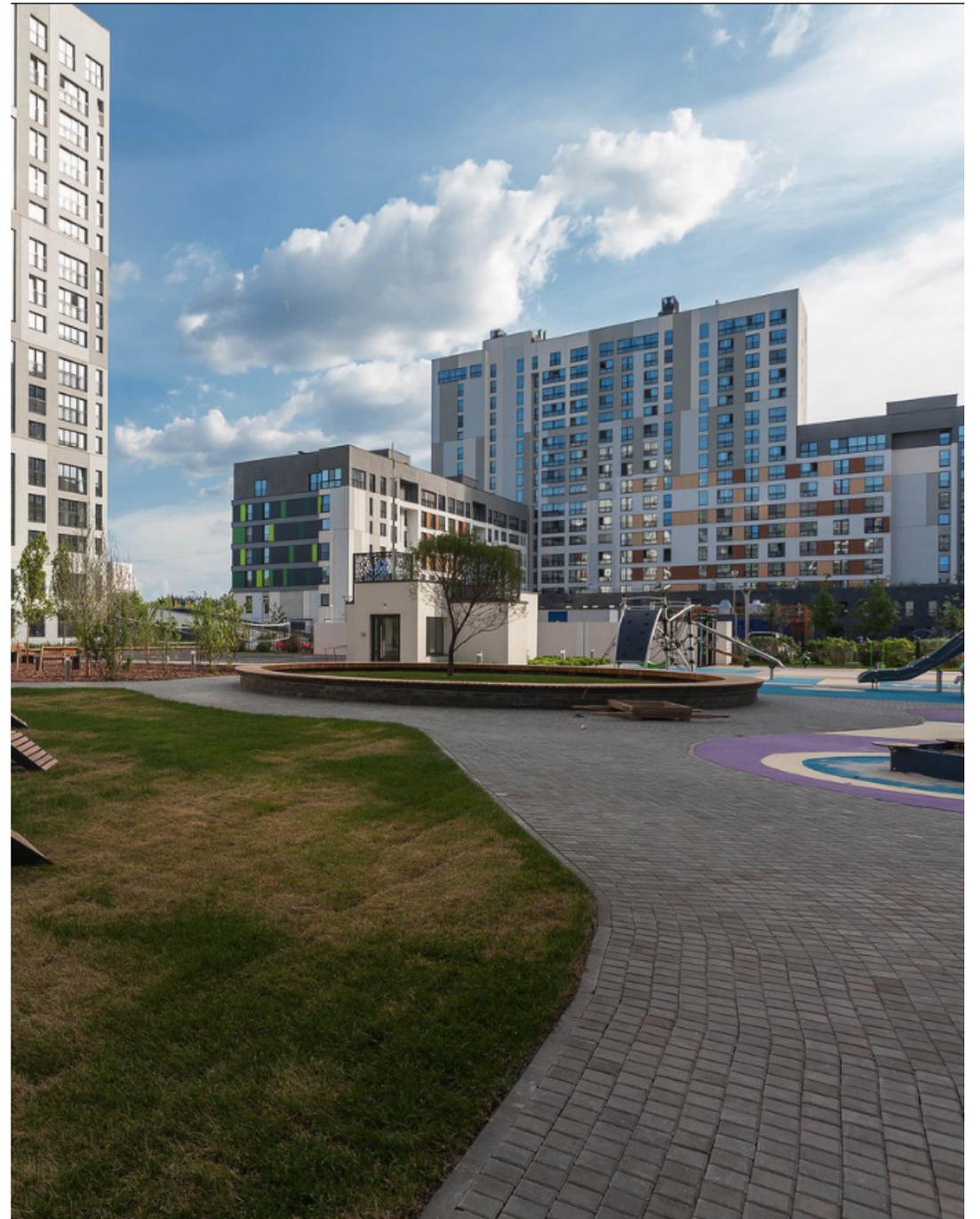


ABOUT THE COMPANY

Brusnika is a relatively young brand that appeared on the market around 5 years ago. Since that time several projects have been completed. For example, 4 in Ekaterinburg with the total living space of 110.000m².

Competing companies that are generally a lot larger have built several times more than that.

A Brusnika project in Tumen





STRENGTHS

What makes Brusnika different from its competitors is not only its unusual name (the direct translation is “lingonberry”, which effectively stands out in the market that is dominated by “soviet” kinds of names like Don Construction Company, Siberian Academic Construction Company or Monolith at best). Unlike most of its competitors, Brusnika does not build its projects according to old Soviet designs and schemes. They create their own ones. Designing projects from scratch allows the constructors to implement new ideas, increase the comfort level with every project and

introduce unique features that are new to the Russian audience. For instance: private and secure inner yard, special rooms for storing baby strollers and bicycles, playgrounds of special designs, etc.

Today there are 18 features that are unique to Brusnika’s projects.

Also, the company’s approach to staff recruitment allows it to bring together people who have a passion for creating new solutions in each project they work on and a sincere wish to improve people’s lives.

So when we formulated the company’s key feature and point of difference from its competitors, it was **Ingenuity in everything.**



Playgrounds of special designs



Car-free yards (very uncommon for Russia)



Rooms for storing bicycles and baby strollers



WEAKNESSES

Short history and small number of completed projects are the main weaknesses of Brusnika.

These are the results of the preliminary quantitative research:

Level of trust:

The main competitor – 33%

Market average – 12%

Brusnika – 2%.

The level of perceived high quality

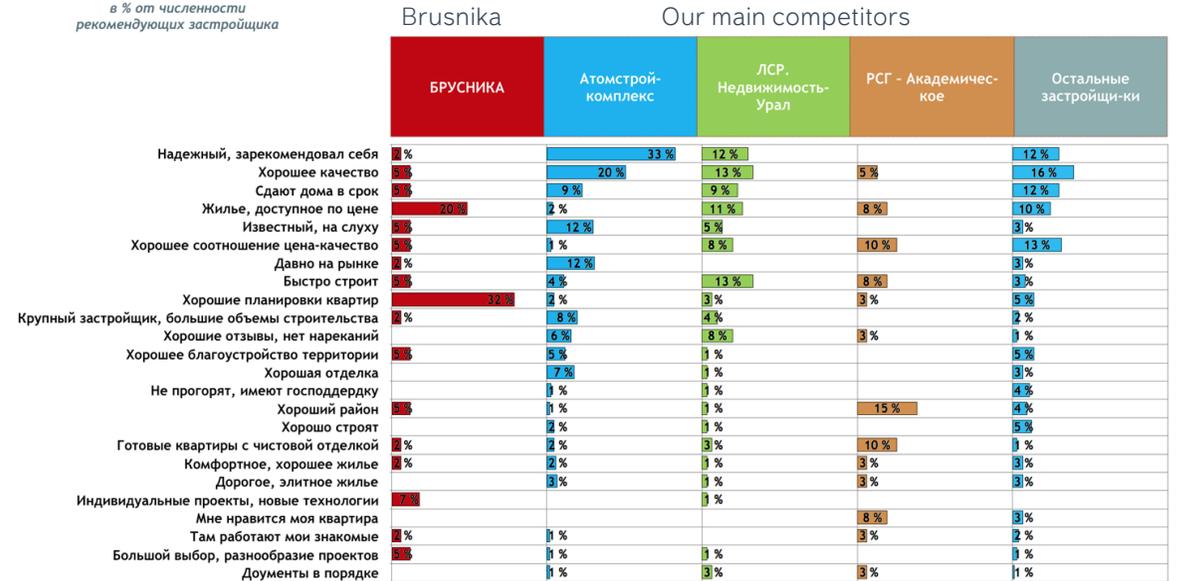
The main competitor – 20%

Market average – 16%

Brusnika – 5%.

The audience does not perceive Brusnika as a trustworthy company – mainly because it's too young.

в % от численности
рекомендующих застройщика

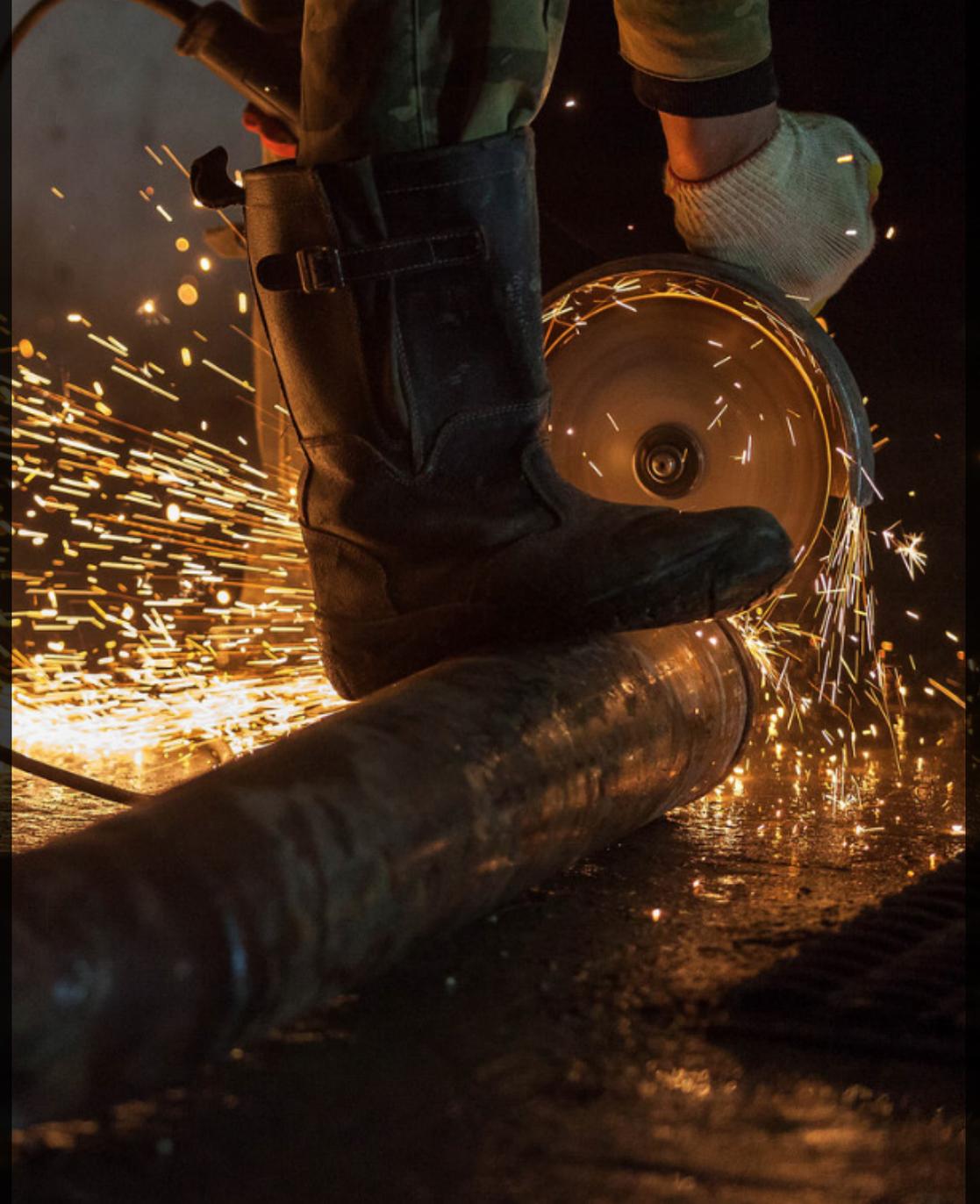




OUR GOALS AND OBJECTIVES

It's difficult for Brusnika to operate on a conservative construction market with long-established leaders and where trust and long history are the main criteria for choosing who to buy an apartment from. This situation made our communication objectives rather obvious:

- **Change the perception of the brand**
Increase the level of trust so that people wouldn't think Brusnika to be a "dolgotroy" company.
- **Show Brusnika's strengths**
Highlight the inventive approach and a large number of unique features designed to make people's lives better.





STRATEGIC HYPOTHESIS

Brusnika ended up in a rather tricky situation. On one hand it uses many innovative and unique features that other companies don't, on the other hand - they are too complex to explain them clearly in advertising.

We made an assumption: if inventive approach to construction actually has a positive effect on the projects we build, then people who reside in those projects must feel this effect on thier lives.

We didn't know whether it was true, and decided to check.





CONFIRMATIVE RESEARCH

A classic marketing survey (like "what is better, Coca-Cola or Pepsi?") could give us a distorted result. So we turned to the specialists from Euro-Asian centre of social research and asked them to conduct the survey. They selected several finished Brusnika projects where people have been living for at least 1-2 years and several projects of Brusnika's main competitors as objects for study.

The survey was conducted in the yards of the houses. In addition to general sociological questions, open-ended questions were asked to help us identify the effect our ingenuity had on people's everyday lives.

For example:

"Have you acquired any new habits, activities or hobbies since the time you moved here?"

The results of this study surprised everybody. Even the constructors who came to the presentation to find out how their product makes people's lives better, were amazed.



РЕЗЮМЕ

3

- 72% жителей домов Брусники считают, что в Бруснике среда обитания лучше, чем там, где они жили до переезда.
- По словам жителей, окружающая обстановка в Бруснике обладает очень широким спектром преимуществ, наиболее ценными плюсами которой является наличие торговой и социальной инфраструктуры, закрытый двор, благоустроенная территория, чистота, оборудованные детские площадки. Главным преимуществом жители считают безопасность нахождения на территории двора/микрорайона.
- Значительная часть проживающих в домах Брусники (от 31% до 71%), только переехав сюда, получили возможность и стали пользоваться такими удобствами, как большой лифт, колясочная и велосипедная, велодорожки, спортивные площадки и тренажеры, беседки во дворе, пандусы.
- Многие из элементов среды обитания в Бруснике не только значимо улучшают качество жизни людей, но и меняют их повседневные привычки, занятия, ощущение жизни. Так, 93% жителей Брусники стали больше радоваться жизни, испытывать хорошее настроение, 86% стали ощущать в безопасности себя/своих детей, 79% стали больше гулять, проводить время на воздухе, рядом с домом, 38% стали больше/чаще заниматься спортом, 39% стали больше общаться с соседями.
- Факторами этих перемен в жизни людей стали такие элементы среды обитания в Бруснике, как благоустройство территории, озеленение, освещение, детские площадки, беседки, наличие колясочной, велосипедной, велодорожек, спортивных площадок и тренажеров.
- Каждый третий из жителей, благодаря проживанию в Бруснике, приобрел новые привычки, увлечения, чаще связанные с активностью на свежем воздухе: прогулки, велопрогулки, пробежки, занятия спортом. Кто-то стал разводить цветы, завел животное, занялся творчеством (рукоделием).



THE BRUSNIKA EFFECT

It turned out that Brusnika's innovative features and unique attributes that were built into the facilities had a significant effect on the quality of people's lives. For example:

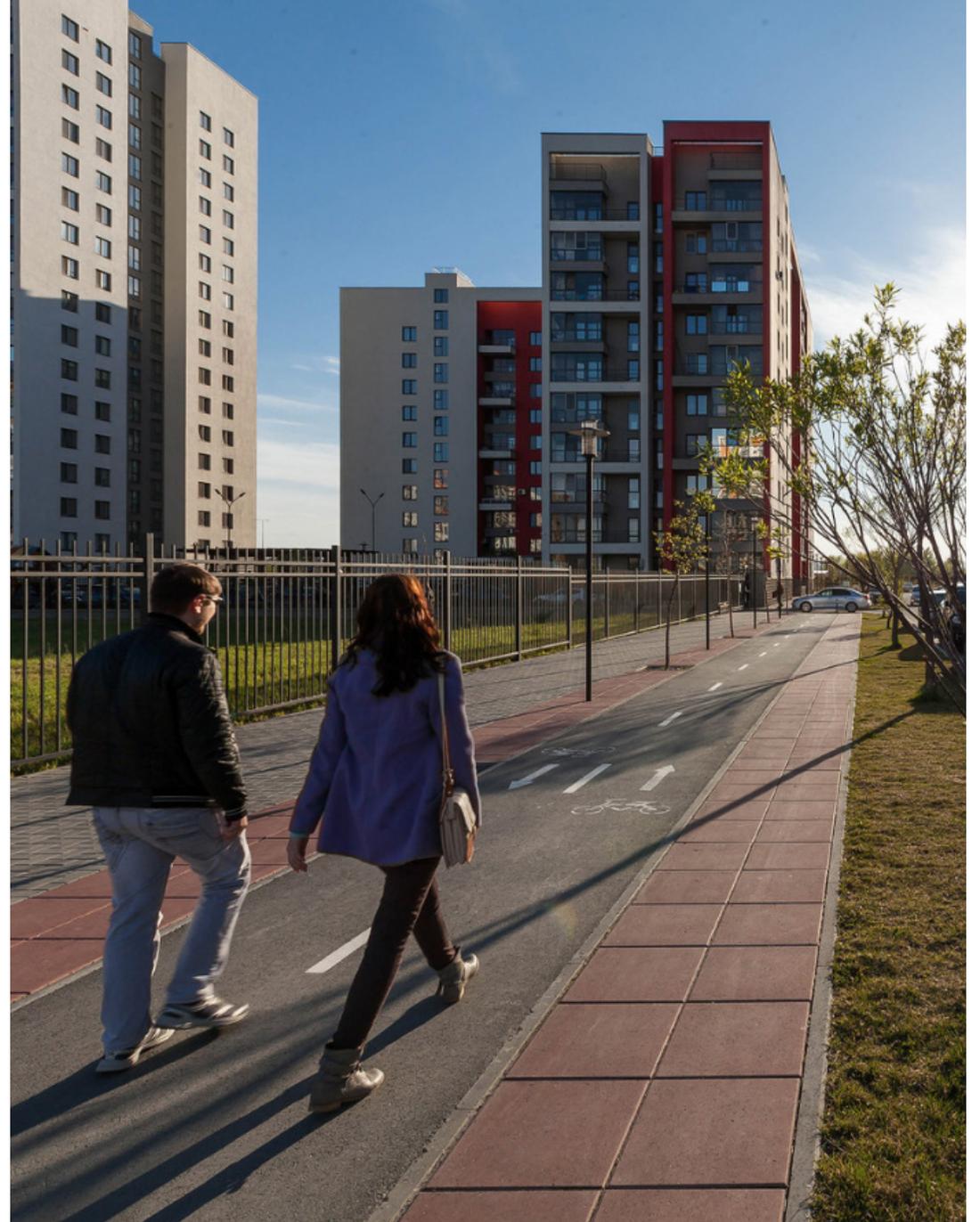
39% started to communicate with their neighbors more frequently (due to common areas and pergolas on the courtyards, that were specially designed for bringing people together).

86% started to feel safer and more secure.

Most residents (93%) said they felt happier after they moved to Brusnika's project.

There are dozens of other statistically verified facts that proved that Brusnika's inventive approach actually affected people's lives.

We called this positive effect "The Brusnika effect".





ADVERTISING CAMPAIGN FIRST FLIGHT

“The Brusnika effect” was so impressive that it served as a base for the advertising campaign. The first flight of outdoor advertising simply featured the results of the research.

The research ignited a public discussion about social urbanism and the ways that architecture can influence people’s lives. Top management of the company participated in forums and talks and was interviewed on the subject numerous times.

OOH and prints advertising:



41% жителей Брусники
стали отпускать детей во двор чаще
brusnika.ru/effect

41% of Brusnika residents began to let the children go for walks alone



79% жителей Брусники
стали гулять во дворе чаще
brusnika.ru/effect

79% of Brusnika residents began to walk more often

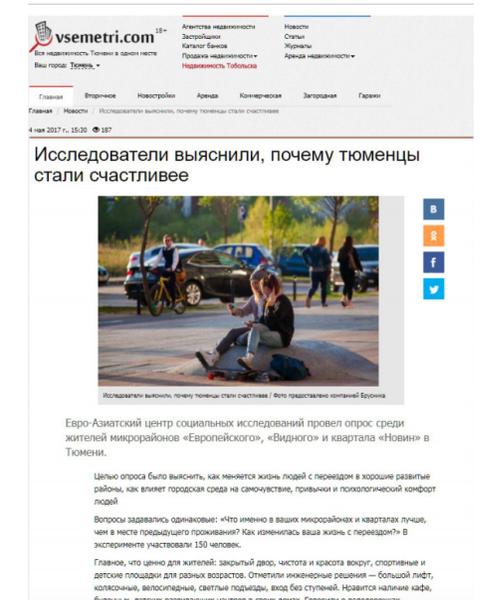


38% жителей Брусники
стали заниматься спортом чаще
brusnika.ru/effect

39% of Brusnika residents began to engage in sports more often

PR and earned media:

Special events:





ADVERTISING CAMPAIGN SECOND FLIGHT

During the research people answered open-ended questions which allowed us to gather a large number of unique personal stories about how “The Brusnika effect” had changed people’s lives.

These stories were truly curious and very emotional. Here are just a few examples:

– Igor (a programmer) and Maria (a photographer) decided to launch their own business and opened a café in their own apartment building after moving to a Brusnika project.

– After moving to Brusnika, another couple, Maria and Mikhail made their lifestyle healthier. It started with yoga exercises on the lawn in front of their house and lead to opening an online store for healthy food.

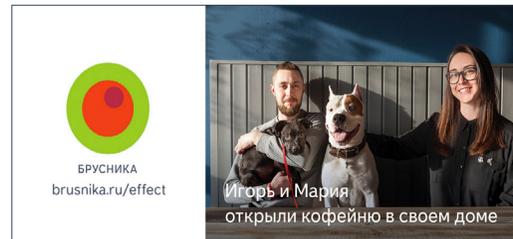
– Andrew and Lydia often went for a walk in the evening. In the end, these strolls transformed into a serious passion for Nordic walking.

We decided to make them the basis for the second flight of the campaign.

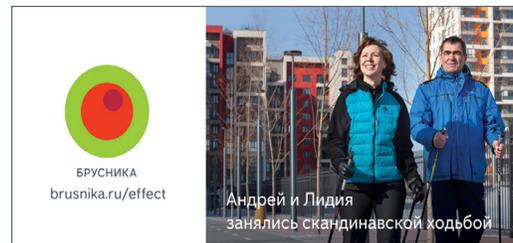
OOH and print advertising:



Mikhail and Maria opened a health food store

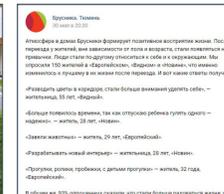


Igor and Maria opened a coffee house in their house

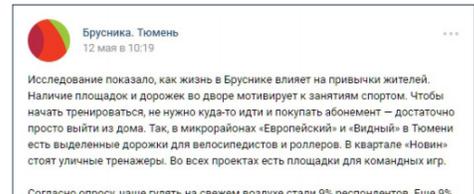
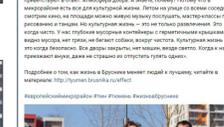
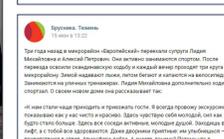


Andrew and Lydia took to Nordic walking

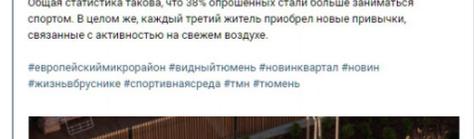
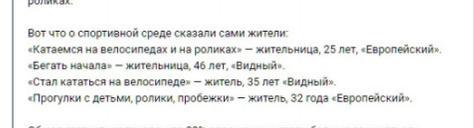
PR and SMM:



Mikhail and Maria opened a health food store



Mikhail and Maria opened a health food store





ADVERTISING CAMPAIGN WEBSITE

We wanted to link “The Brusnika Effect” to the unique features of Brusnika’s projects and the key brand feature: Ingenuity in everything. And so the website is made in the form of timeline of an ordinary day of a Brusnika resident. Each screen represents one hour of the day, talks about a popular activity that residents engage in at the time and the unique feature of the project that allowed this.

For example:

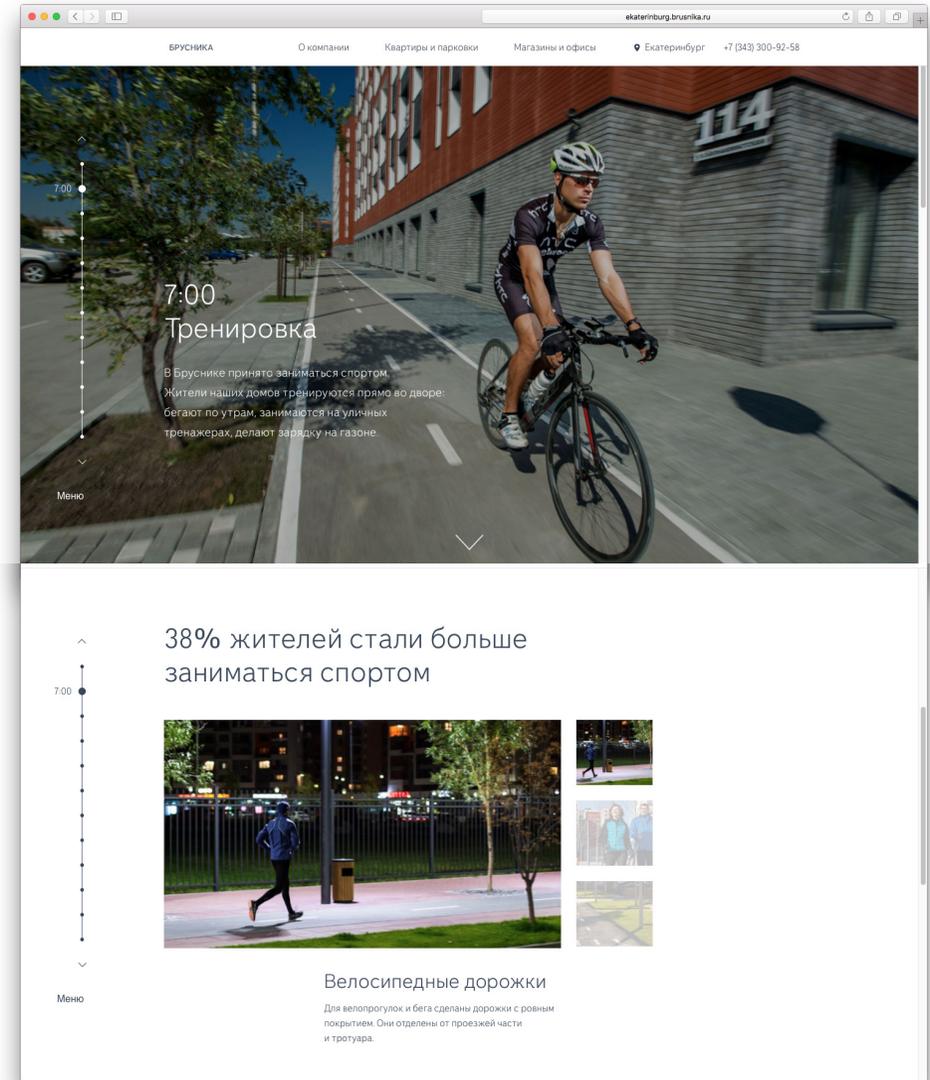
7:00 Morning exercise

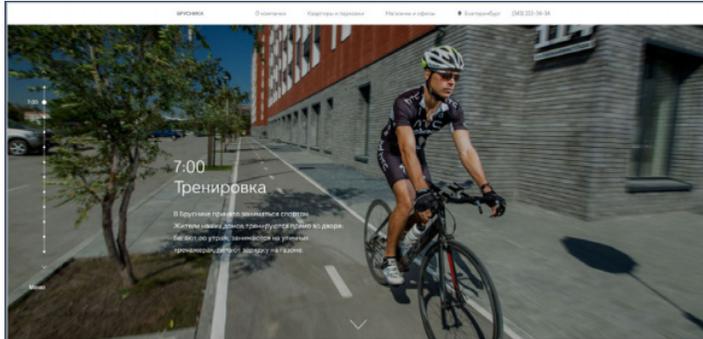
Here in Brusnika we encourage people to go in for sports. The residents like training outdoors: jogging in the morning, using outdoor exercise equipment for fitness or exercising on the lawn.

Bicycle tracks

Cycling and jogging tracks with a smooth surface are placed across the whole project. They are put in a safe distance from the roadways and sidewalks.

See the site in action: <http://ekaterinburg.brusnika.ru/>





38% жителей стали больше заниматься спортом



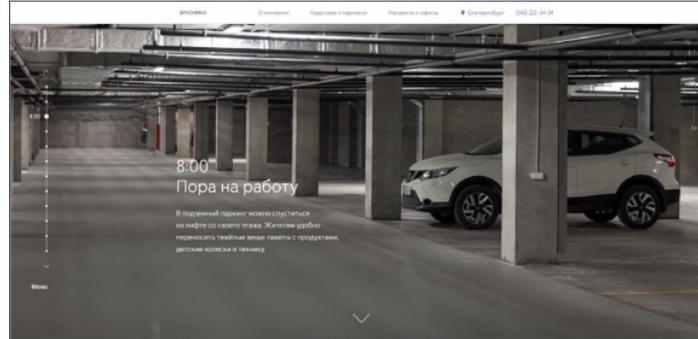
Велосипедные дорожки

Две велосипедные и три пешеходные дорожки в районе. Оборудованы в парковой зоне и в сквере.



Спортивные турники

Мы сделали специальные турники для детей и подростков. Они расположены в парковой зоне, сквере, пешеходной дорожке, а также в сквере. Больше оборудования мы сделали в парковой зоне и в сквере. Больше всего турников в парковой зоне.



86% жителей стали чувствовать себя безопаснее



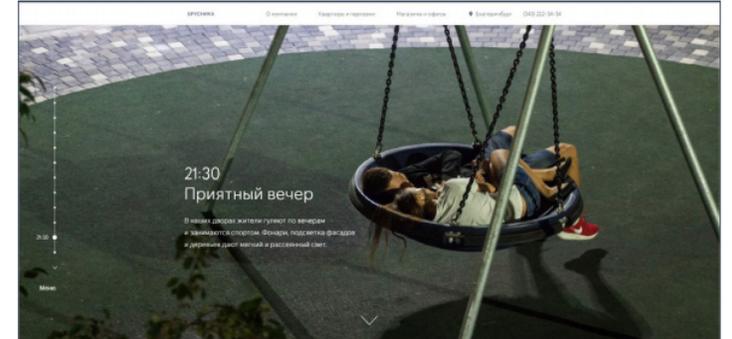
Безопасный паркинг

В паркинге установлены камеры, которые автоматически снимают номера. Здесь размещены камеры от лучей датчиков и датчики.



Надёжное покрытие

Воршистый слой покрытия удерживает пыль и грязь. Благодаря этому покрытие не скользит. Благодаря этому покрытие не скользит, не будет ни в каком.



9% стали чаще гулять пешком



Светлый двор

Сделали освещение так, чтобы было не только тепло и уют. Парковка в парковой зоне и сквере. Светильники создают приятный свет.



Пешеходные дворы

В парке сделали специальные пешеходные дворы. Они расположены в парковой зоне, сквере, пешеходной дорожке, а также в сквере. Больше всего пешеходных дворов в парковой зоне.

Смотреть все проекты

7:00 Morning exercise

8:00 Time to go to Work

21:30 A Pleasant Evening

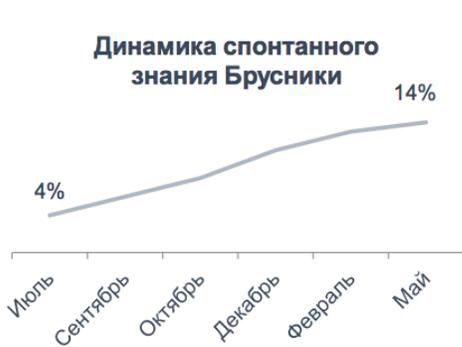


RESULTS

The strategy and «The Brusnika Effect» campaign were inspired by the product and its direct influence on people's lives. Statistic facts and true stories of residents' experience of living in the company's projects were presented to the broad audience.

This allowed us to show that purchasing an apartment in a Brusnika project is not only a low-risk money investment but also a life-changing move.

As a result of the campaign which featured no TV advertising the level of unaided awareness of the Brusnika brand has increased from 4% to 14% (up to 16% among core audience) in one year. Aided awareness increased up to 41% – the level of the market leaders. Post-campaign research showed that among people who saw our ads, 17% of respondents would recommend our product to friends and relatives. This is the best score among all construction companies.



Рекламу Брусники без подсказки чаще вспоминали люди 25-35, также как и рекламу категории в среднем



SPASIBO FOR YOUR ATTENTION