

CASE STUDY: PP PROPERTY

An Instachk Case Study on Leveraging Sales on Apartment Units at Riverview Residence



Overview

Challenge

- By October 2018, not every single apartment unit at Riverview Residence, a joint venture between two top real estate developers PP Properti and Jababeka were sold.

Solution

- Bombard potential customers who have the purchasing power to buy at least one apartment unit (in this case, passengers riding the Grab Car across Jakarta, Bogor, Depok, Tangerang, and Bekasi area) with repetitive and informative video advertisement of Riverview Residence through Instachk's tablets installed at the back of the front passenger's headrest.

Result

- Significant increase in sales of apartment units by the end of January 2019.



Challenge

- By October 2018, not every single apartment unit at Riverview Residence, a joint venture between two top real estate developers PP Properti and Jababeka were sold. Riverview Residence is located in Bekasi, a city that has a lot of opportunities but still not as developed as Jakarta. With that in mind, real estate developers including PP Properti and Jababeka enter the Bekasi market to develop the apartment segment with their joint venture Riverview Residence. Reaching the target of hard sales is one of the issues the developers of Riverview Residence were facing back in 2018 as Bekasi was and still is developing.

Solution

- Bombard potential customers who have the purchasing power to buy at least one apartment unit (in this case, passengers riding the Grab Car across Jakarta, Bogor, Depok, Tangerang, and Bekasi area) with repetitive and informative video advertisement of Riverview Residence through Instachk's tablets installed at the back of the front passenger's headrest. With showcasing the facilities of the apartment and the access from Riverview Residence to the toll in a short period of time, not only do the Grab Car passengers are informed about the existence of Riverview Residence, they are also informed that there are units in the apartment which are available to purchase. To make sure that the passengers can connect with the sales person at Riverview Residence, we display the contact number in the video for some time in order for passengers to capture the number if they would like to send an inquiry or if they are interested in purchasing an apartment unit.

Result

- Significant increase in sales of apartment units by the end of January 2019. With heavy advertising on Instachk's tablet that exceeded 200,000 viewers in one month and a number of other advertising platforms, PP Properti and Jababeka have successfully sold every single unit in Riverview Residence by the end of January 2019. Details of the news can be accessed through <https://industri.kontan.co.id/news/jababeka-pp-properti-telah-menjual-seluruh-unit-flpp-riverview-residence>