



NXT GENERATION



| **CLARK**ASIA

Maximising the potential

A NXT GENERATION CASE STUDY

Setting the scene

CLARK ASIA is an experienced property developer company in South East Asia specialising in delivering high quality, high tech and sustainable developments.

Clark Asia approached NXT Generation to request assistance with lead generation. They were looking for investment for the first phase of their proposed 5 development project (USD\$67m), including impressive residential developments in the Philippines followed by Vietnam and Malaysia.

Seeing the opportunity

As our understanding of their goals developed, we began to see the potential in building a much stronger story and development of a brand that would not only help unify the team of experienced senior professionals that operated at management level, but also help to simplify and showcase the offer clearly to potential investors .

How?

- Zoom call meeting
- Questionnaire
- Brand Audit
- Proposition established





CREATE & ELEVATE



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How?

- Brand direction established
- Logo design and brand identity created

What really matters

Following on from an initial call and a series of questionnaires, we were able to gain a deeper understanding of the company.

Working together, we helped establish core brand values that would help us continuously measure and reference as we started to develop their brand story and proposition.

Solid foundation and concept

Once we had this foundation for the brand we could focus on the proposition and messaging. We looked to create a series of communications that would excite but also reassure potential investors.

We needed the style of Clark Asia to successfully find the balance between the many voices of the brand. It had to support the position of delivering quality while being built on trust. But, it also needed to reflect the dynamic, tech-driven innovation that was also powering the business.

“Clark Asia have a scalable business with compelling financial forecasts. We needed to really emphasise the fantastic potential with a strong and clear vision”

Johhy Pach

CEO, NXT Generation

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TELL THE STORY

Brand video and website

Our video production team created a high quality 2 min presentation for Clark Asia. This included a property development montage using Clark Asia's original video content merged with our own library footage. We also included impactful text overlays promoting the company ethos & services, branded animations and a strong call to action

The video showcased some of their live property development projects helped to create a strong sense of urgency for investors to get involved in this exclusive opportunity.

The video was then hosted on a bespoke built website with integrated functionality allowing us to exceed the high level of quality that they demanded.

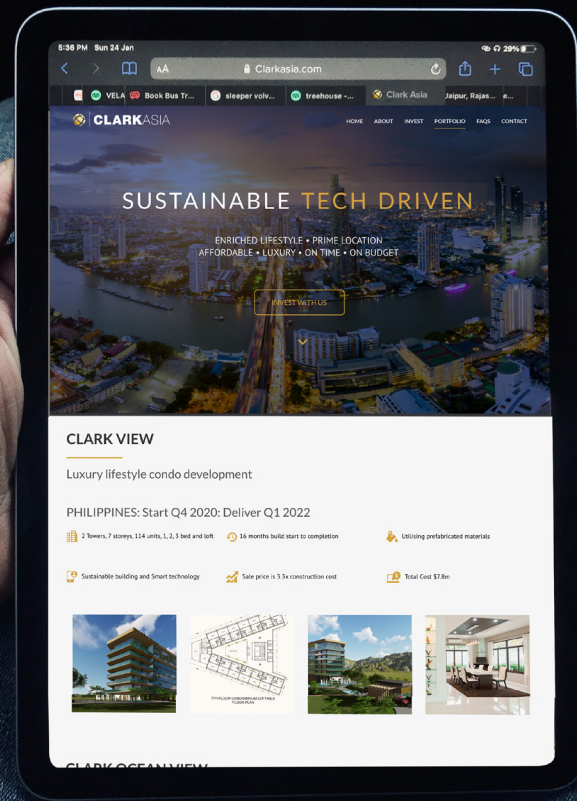
How?

- Investor video
- Series of blogs
- Written content creation
- Html and landing page

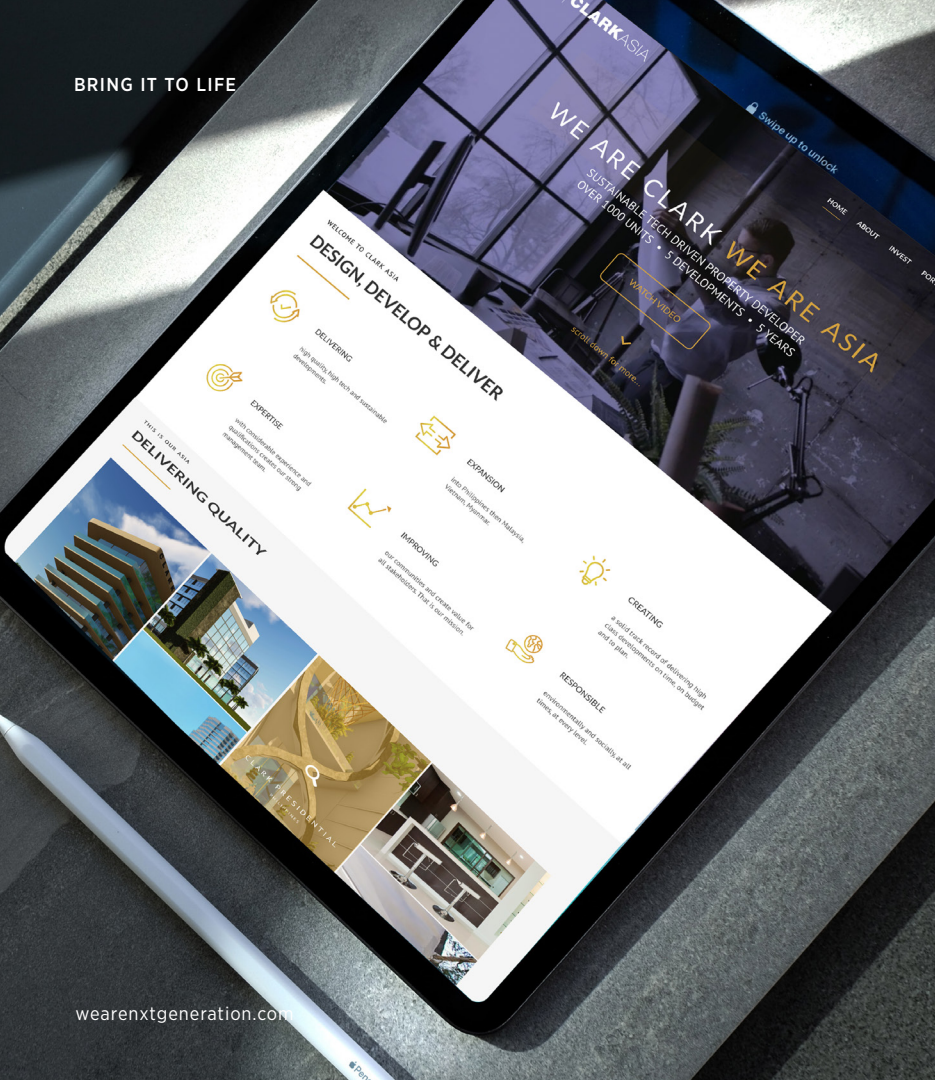
Selling the vision and opportunity

We put together an impactful marketing campaign to help sell the opportunity to HNW investors and to drive excitement around Clark Asia's stunning new developments.

Our email marketing campaign drove an immediate impact. Using our extensive collection of over 100+ financial and investment lists, we created a powerful HTML advert that targeted our best converting Investment lists. This included high profile financial publishers that have converted sales for global property investment over the past 6 months.



BRING IT TO LIFE



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The Website

The website is at the heart of the communications and serves the demands of a wide range of audiences.

It needed to feel seamless and easy to navigate while constantly reminding visitors of the incredible opportunities available.

It showcases the eight key investment opportunities and provides a platform for the CGI renders to sit alongside detailed floor plans and lifestyle imagery.

The site also hosted the investor deck and gave visitors the ability to download an application form.

How?

- Main website
- Animated video
- Investment lead generation with email marketing

What's the Result?

The website, video and campaign helped to generate over 500 leads for the client in a 4 month period and resulted in over 10 substantial sales from our HNW investors. The campaign was also able to simultaneously spread awareness and give Clark Asia maximum exposure.

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We are here.

We are NXT Generation

Let us be your creative and strategic partner
to help grow your business and take it to
the next level.



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