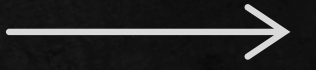


WEST

CAPITAL

FROM LAND TO LAUNCH



INTRODUCTION

WHO WE ARE

West Capital is not just a marketing agency — we're your full real estate partner. We work with developers from day one: choosing the land, defining the concept, building the brand, and managing the full marketing journey.

-Introduction



WHAT WE DO

Build strong brand identity for new developers

Support project positioning and market analysis

Create full marketing strategies — from branding to sales activation

Execute campaigns, ads, and events with high attention to detail

-Introduction



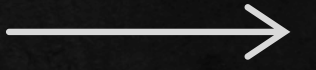
WHY WE'RE HERE

This meeting is about planning a full marketing strategy for your first commercial project including branding, social media, digital ads, outdoor campaign, and a launch event.

Our goal: to help you launch strong, sell fast, and build long-term market presence.

-Introduction





PROJECT OVERVIEW

WEST
CAPITAL
FROM LAND TO LAUNCH

WHAT WE KNOW SO FAR

You're launching your first commercial mall in one of the strongest locations in Sheikh Zayed — directly on the Mehwar Road, right in front of Hyper One. This is a high-traffic, high-visibility area with massive potential.

-Project Overview



WEST
CAPITAL
FROM LAND TO LAUNCH

WHY THIS PROJECT IS A BIG OPPORTUNITY

Limited modern commercial spaces in the area
Strong demand from clinics, F&B, retailers, and investors
Unique visibility: all eyes on your project every day
A chance to build your brand presence from the ground up

-Project Overview



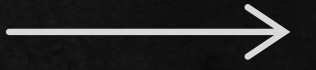
WEST
CAPITAL
FROM LAND TO LAUNCH

WHERE YOU STAND NOW

Project location is confirmed
Land is secured
Time to build the story, design the brand, and launch it right

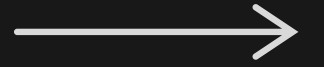
-Project Overview





DEVELOPER BRANDING STRATEGY

BUILDING YOUR COMPANY'S IDENTITY, CREDIBILITY, AND LONG-TERM PRESENCE.

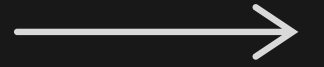


1

BRAND NAMING & COMPANY POSITIONING

If the company doesn't have an official name or brand identity yet, we'll start by:

- Suggesting strong, memorable company names
- Securing domain availability & trademark check
- Defining your positioning as a developer (e.g. modern, smart, premium, accessible...)
- Answering the question: What do you want to be known for in the market?



2

BRAND STORY & MESSAGING

We craft a compelling brand story that reflects your values, goals, and vision for the future.

- Who you are, what you believe in
- What makes you different as a developer
- How you approach real estate in a meaningful way
- Structured in a way that appeals to brokers, partners, and investors

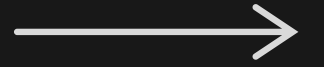


3

-tone OF VOICE & BRAND PERSONALITY

Your voice shapes how people see your brand. We help you define:

- How your brand should sound: bold, visionary, minimal, or sophisticated
- How you communicate across social media, website, and print
- A consistent personality that builds recognition and trust over time



4

VISUAL IDENTITY

We'll build a complete corporate visual identity that reflects trust, quality, and ambition:

- Logo design (and its rationale)
- Color palette
- Typography (Arabic + English)
- Corporate patterns & applications
- Brand guidelines document for future use

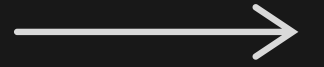


5

COMPANY PROFILE DESIGN

A powerful tool that introduces your brand professionally to the market:

- Company vision, mission, values
- Key people / founders' background
- Project pipeline (current + future)
- Why invest or trust your brand
- Designed in both Arabic and English
- Print-ready + digital-friendly

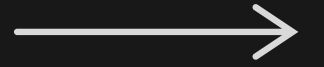


6

DIGITAL PRESENCE & SETUP

This is an essential part of the brand launch:

- Build a professional landing page or website
- Create LinkedIn / Facebook / Instagram pages
- Design branded profile covers and templates
- Write engaging bios and pin key intro content
- Make your brand accessible from the start

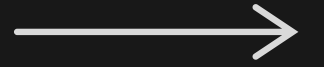


7

INVESTOR & BROKER POSITIONING

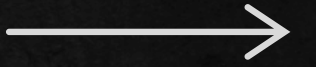
We shape the brand to speak to your real audience:

- Investors looking for credible growth partners
- Brokers looking for clear communication and real support
- Tenants looking for a developer they can trust



THE GOAL

To make your company look, sound, and feel like a trusted, serious, and exciting developer — even before your first project is officially launched.



PROJECT BRANDING & VISUAL IDENTITY

CREATING A STRONG, MEMORABLE IDENTITY FOR YOUR FIRST COMMERCIAL PROJECT.

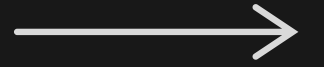


1

PROJECT NAMING

We'll propose a selection of project names that are:

- Unique and easy to remember
- Aligned with the location, vision, and target audience
- Brandable and available as a domain and trademark
- We'll choose a name that has depth, future potential, and feels right for the area.



2

LOGO & BRANDMARK DESIGN

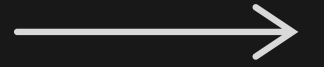
- Develop logo directions that reflect the project's personality
- Explore visual systems that can adapt across applications (digital, print, signage...)
- Prepare all logo files in editable formats for long-term use



3

BRAND COLORS & TYPOGRAPHY

- Choose a color palette that fits the brand feel (premium, urban, modern...)
- Define a clean, flexible font system in both Arabic and English
- Ensure readability and brand consistency across all platforms

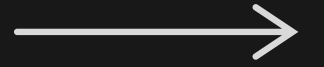


4

BRAND MOOD & LOOK & FEEL

We develop a visual identity that reflects:

- The architectural character of the mall (glass, modern, bold, minimal... etc.)
- The type of audience we're targeting (business owners, medical, F&B, retail)
- The tone we want to present (ambitious, accessible, contemporary)
- This will shape the direction of all visuals used later: website, brochure, social media, outdoor, etc.



5

TAGLINE / SLOGAN & MESSAGING

We craft a tagline that communicates the core idea of the project — simply and powerfully.

Examples based on positioning:

- “Whatever You Build, It Fits”
- “Where Your Business Starts”
- “A New Chapter in Zayed Commercial Life”

Also:

Define 3–5 Key Messaging Pillars to guide all future content and ads.



6

PROJECT PROFILE & TEASER BROCHURE

A well-designed brochure that introduces the project

Key visuals + basic info + selling story

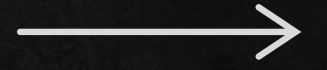
Arabic & English versions

Print-ready & optimized for WhatsApp, email, and social media sharing



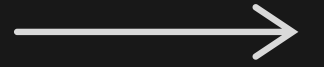
THE GOAL

To give the project a clear identity and voice — something memorable, meaningful,
and easy to sell.



MARKETING STRATEGY OVERVIEW

DEFINING THE GAME PLAN: WHO WE'RE TALKING TO, WHAT WE'RE SAYING, AND HOW WE'LL GET THEIR ATTENTION.

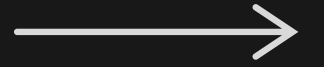


1

MARKETING OBJECTIVES

Our strategy will be built to achieve four main goals:

- Build awareness of the project and the developer brand
- Attract interest from investors, tenants, and brokers
- Drive engagement across all digital platforms
- Accelerate leads and site visits post-launch



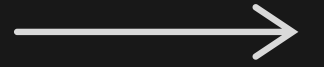
2

TARGET AUDIENCE

We define and tailor the strategy to four core segments:

Segment	Who They Are	What They Want
Investors	Individuals or funds looking for ROI	Strong location + resale value
Business Owners	Clinics, retailers, F&B operators	Visibility + accessibility + modern facilities
Real Estate Brokers	Agencies & individual closers	Easy communication + strong commission + fast sales
Franchise Seekers & SMEs	Startups & growing businesses	Credibility + manageable space + ready-to-operate setup

Each group will have custom content, messaging, and ad targeting strategy.



3

KEY MESSAGING THEMES

We'll craft all content and campaigns around 3–5 main pillars:

- **Location Advantage**
 - Prime visibility on Mehwar Road, opposite Hyper One.
- **Flexible Units & Usage**
 - Medical – Retail – F&B – Offices. One place, endless potential.
- **Smart Investment**
 - Competitive pricing. Resale and rental value. Long-term location growth.
- **Developer Credibility**
 - From branding to delivery — full project backed by West Capital
- **Launch Power**
 - Strong campaign. Outdoor visibility. Broker support. Everything built to sell.



4

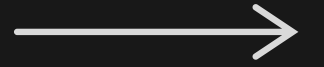
MULTI-CHANNEL STRATEGY

We'll activate the brand through multiple synchronized channels:

- Digital Advertising: Social + Google
- Outdoor Visibility
- Social Media Presence
- PR & Media Coverage
- Broker Engagement
- Events & Activations

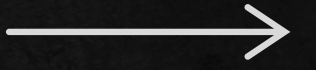
Each one will be tied to specific objectives and tracked with KPIs.

-Marketing Strategy Overview



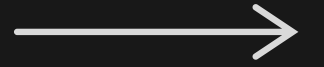
THE GOAL

To create market excitement, make the project visible, and bring qualified leads to the table — fast and efficiently.



PRE-LAUNCH PHASE

SETTING THE STAGE FOR A POWERFUL, WELL-PREPARED LAUNCH.



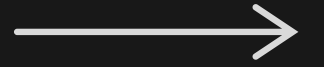
1

CONTENT PREPARATION

We create and prepare all essential branded materials:

- Project profile (PDF)
- Teaser brochure
- Pitch deck (for investors & brokers)
- Social media templates & visuals
- Reels & teaser videos (15s / 30s formats)
- On-ground materials (roll-ups, flyers, signage mockups)

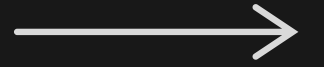
-Pre-Launch Phase



2

SOCIAL MEDIA LAUNCH

- Launch official Instagram / Facebook pages for the project
- Write professional bios, design profile covers, and pin intro posts
- Set a visually consistent grid with teaser content
- Publish soft awareness posts to build presence gradually
- Prepare and execute a full content calendar led by West Capital



3

WEBSITE DEVELOPMENT

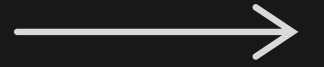
We will build a full, responsive website for the project — your main digital hub.

Objectives:

- Introduce the project's story and opportunity
- Present visuals, unit types, and location benefits
- Collect early leads and inquiries via registration forms
- Connect to digital ads for tracking and retargeting
- Serve as the official point of reference for brokers and clients

Key Website Sections:

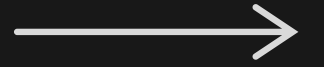
- Homepage with clear project promise
- About the developer + project vision
- Unit types and usage highlights
- Interactive location map
- Media (images, renders, teaser video)
- Contact / Register section
- Social media links and tracking integrations



4

BROKER NETWORK PREPARATION

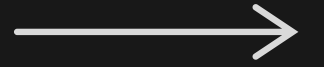
- We launch a focused awareness campaign before the reveal:
- Platforms: Instagram, Facebook, Google Display & Search
- Objectives: Reach, Engagement, Website Visits
- Targeting: Geographic (Zayed, October, Giza), Interests (Investors, Brokers, Business Owners), Retargeting
- Messaging synced with outdoor campaign tone



5

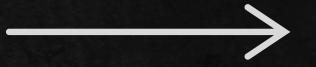
DIGITAL ADS PHASE 1 (AWARENESS)

- Connect with key brokers and agencies before launch
- Share teaser materials and spark early interest
- Build a broker database with direct lines for launch-day distribution
- Prepare exclusive launch invitations and toolkits for brokers



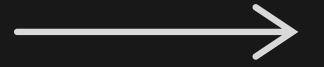
THE GOAL

To build early momentum, create curiosity in the market, and ensure everything is ready for a powerful launch.



PROJECT LAUNCH CAMPAIGN

GOING LIVE WITH HIGH VISIBILITY, STRONG MESSAGING, AND FULL MARKET ACTIVATION.



1

OUTDOOR CAMPAIGN

We'll launch a bold outdoor campaign across Sheikh Zayed and key West Cairo routes.

Key Elements:

- Strategic billboard placements (Mehwar – Waslet Dahshur – Hyper One front – 26th July)
- Multiple sizes: Main, Mid, Bridge Panels, Unipoles
- Visuals aligned with project identity and digital content
- Messaging focused on:
 - Location advantage
 - Flexible usage
 - Smart investment
- Strong call-to-action (Hotline – Website – Social)

Optional:

- Dynamic messaging for different audience clusters
- Multiple waves of outdoor visibility tied to digital push

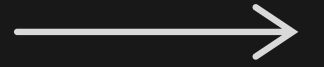


2

DIGITAL CAMPAIGN (PHASE 2)

While outdoor goes live, we'll launch a high-conversion digital campaign:

- Platforms:
 - Meta (Facebook + Instagram)
 - Google (Search + Display + Maps)
 - YouTube (optional short bumper ads)
- Objectives:
 - Website traffic + lead generation
 - Retargeting previous engagers
 - Driving footfall to the broker event
 - Awareness x Performance = Strong ROI

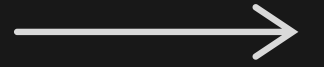


3

BROKER LAUNCH EVENT

A signature event that brings key brokers together to experience the project first-hand.

- Planning Includes:
 - Venue selection (on-ground or hotel-based)
 - Guest list: top brokerages + freelancers
 - Branded setup (rollups, teaser visuals, live walkthrough of concept)
 - Presentation: project story, unit types, payment plans
 - Incentives reveal + registration process
 - Branded giveaways or kits
 - On-ground team for registration & media
- Goal:
 - To activate the broker network and generate their buy-in, excitement, and early deals.

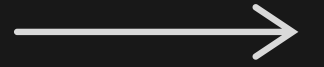


4

PR & MEDIA COVERAGE

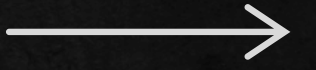
We'll amplify the launch through:

- Online news outlets (Youm7, CairoScene, Zawya...)
- Press releases & interviews with the founder or brand spokesperson



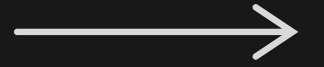
THE GOAL

To make the project visible, trusted, and wanted — in the streets, online, and across the real estate network — within days of launch.



SALES ENABLEMENT & BROKERS ACTIVATION

EQUIPPING BROKERS. SUPPORTING CLOSERS. DRIVING REAL SALES MOMENTUM.



1

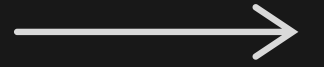
BROKERS TOOLKIT

We'll prepare a complete, branded kit to help brokers sell confidently and professionally.

Toolkit Includes:

- Project Profile (PDF)
- High-quality renders & visuals
- Floor plans + masterplan
- Unit types and sizes
- Payment plans and offers
- Location map and accessibility
- Ready-to-send WhatsApp content (caption + image format)
- Key selling points summary (USP cheat sheet)
- FAQs + Objection Handling Guide

All materials will be updated regularly and centralized through a shared drive or broker portal.



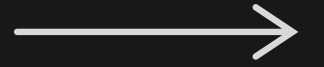
2

LEAD MANAGEMENT & DISTRIBUTION

We suggest a clear workflow to manage and distribute leads fairly and effectively:

- Integrate CRM or shared Google Sheet system
- Assign leads by area / broker group / source
- Real-time feedback system to track lead status

West Capital monitors quality and follows up with sales teams

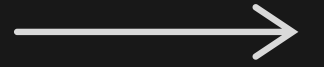


3

ONGOING BROKER SUPPORT

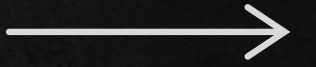
We don't stop after the event — we continue managing the relationship:

- Weekly updates and new offers
- New marketing materials (videos, stories, testimonials)
- Hosting mini info sessions if needed
- Regular reporting on broker engagement and deal pipeline



THE GOAL

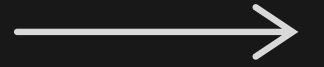
To empower every broker to become a brand ambassador — confident, supported,
and ready to close.



EXECUTION PLAN

PHASED ROLLOUT — ALIGNED WITH YOUR EXPECTED LAUNCH DATE.

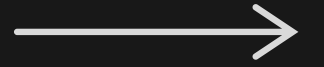
We divide the marketing process into clear, practical phases — tailored to your project's expected launch date. But to launch professionally and sell with confidence, we recommend a minimum of 3 months of structured preparation before going live.



PHASE 1: BRANDING & FOUNDATION

This is the most critical phase — setting the core of your identity and materials.

- Developer branding (logo, brand story, tone of voice)
- Project branding (name, logo, color system, slogan)
- Company & project profiles (Arabic + English)
- Website structure, copywriting & visual direction
- Social media pages setup & planning
- Full content creation: brochures, renders, videos, posts
- Initial media buying plan



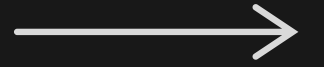
PHASE 2: MARKET READINESS

- Preparing the market, the tools, and the network.
- Soft launch on social media (brand awareness)
- Website goes live
- Start digital awareness campaign (Meta + Google)
- Begin outdoor production
- Broker outreach + toolkit finalization
- Finalize event setup and offline collaterals



PHASE 3: LAUNCH ACTIVATION

- Public launch of the project.
- Outdoor campaign goes live
- Digital campaign shifts to lead generation
- Host launch event for brokers
- PR articles, real estate platform coverage, and press
- Sales support tools fully distributed
- Begin structured lead management and feedback loops



TIME NEEDED BEFORE SELLING

We recommend allocating **at least 3 months** before opening sales — to ensure every element is in place: the brand, the presence, the tools, and the team.



THE GOAL

To launch the project with full visibility, strong perception, and high-quality sales momentum — not just on time, but with impact.

A black and white photograph of a skyscraper canyon, viewed from a low angle looking up. The buildings are covered in a grid of windows, creating a strong sense of verticality and depth. The sky is dark and textured. The text 'THANK YOU' is overlaid in large, white, sans-serif font. The word 'THANK' is solid white, while 'YOU' is outlined in white. The text is centered horizontally and spans across the middle of the image.

THANK YOU

