

# Kunming Yin Hai Real Estate



**Date:** July 2006 – January 2007

## Mission

- Raise awareness of “He Tang Yue Se,” a high-end residential development launched by Kunming Yin Hai Real Estate, a renowned property developer in Yunnan Province, China.
- Support unit sales at the development.
- Build Yin Hai Real Estate’s share of voice in Yunnan’s property market and enhance its competitive edge.

## Method

- Project preview and festival celebration events to complement sales and marketing programs and demonstrate the unique features of the project.
- Respected Chinese calligraphers, famous Chinese economist Zhong Wei, and Hong Kong design guru Kennet Ko, invited to endorsed the quality of the project.
- The protection of a nearby lake and beauty spot was used to highlight habitat protection and concern for endangered bird species in Kunming.

## Measurement

- Enthusiastic media interest to the activity generated a total of 91 reports, including front page stories and in-depth articles.
- Visitors to the sales office reached up to 700 in one day. 70% of those surveyed said they were influenced by PR activities over the sales period.



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