

Swiss Online Publishing

MOBIMO «AM PFINGSTWEIDPARK»

CASE STUDY

Initial situation

Investing in promising locations. This is part of the strategy of the Mobimo Group. Zurich West, one of the most vibrant parts of Zurich, is one of these promising locations.

With a real estate portfolio whose total value exceeds CHF 2.0 billion, the Mobimo Group is one of the leading real estate companies in Switzerland.

The construction of 143 owner-occupied apartments in «am Pfingstweidpark» in Zurich-West started in summer 2011. With its exceptional architecture and its variety of apartments, «am Pfingstweidpark» is ideal for the urbane life. The apartments «am Pfingstweidpark» will be ready for occupation in autumn 2013.



Construction work starts.



Interior view of a new apartment.

Objective

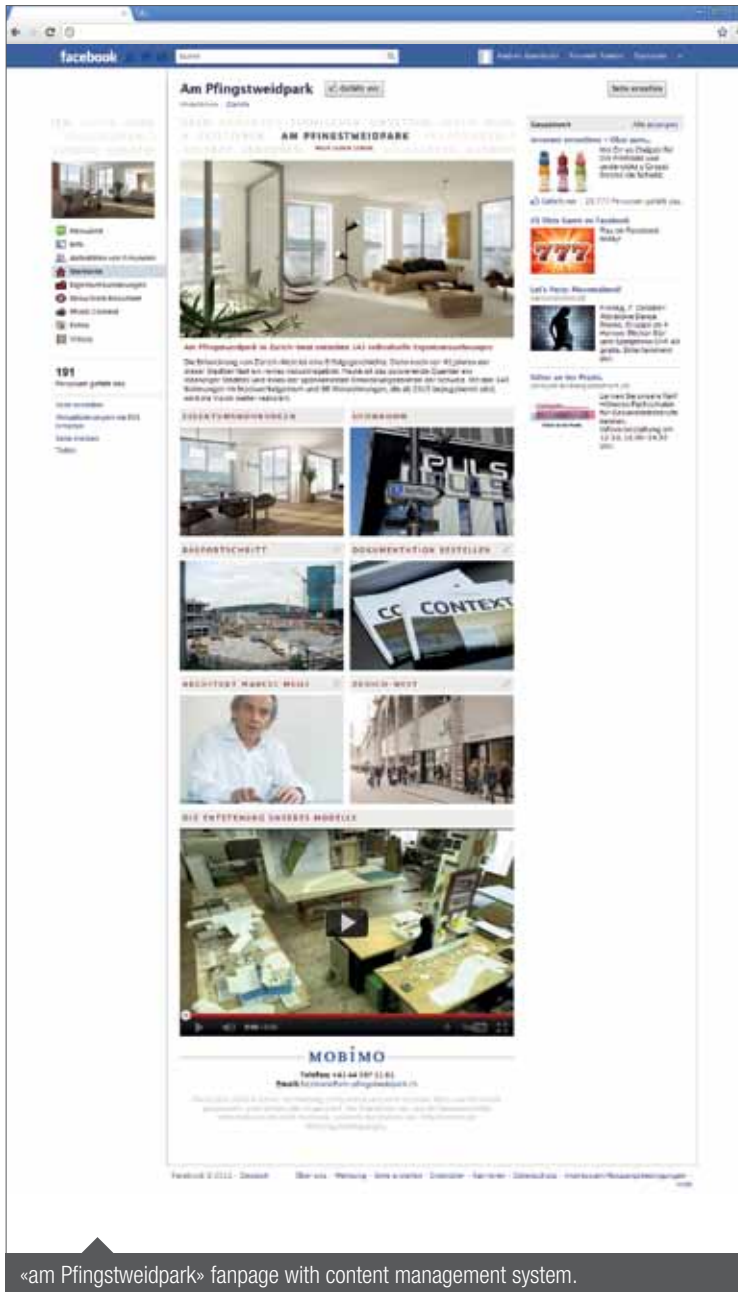
An exceptional project requires communication that goes beyond conventional methods. For this reason, Mobimo aims to use the public relations for its «am Pfingstweidpark» project for the new media as well, in particular within social networks.



Facebook as a new medium.

With its decision to invest in social media and to test these for its purposes, Mobimo has assumed a pioneering role within the real estate sector. In particular, these measures are intended to establish new customer contacts.

Implementation



The screenshot shows the Facebook fanpage for 'Am Pfingstweidpark'. The page features a grid of images and text, including a large photo of a modern living room. Below the main content, there is a section titled 'MOBIMO' with contact information: 'Telefon (+41) 081 287 21 00' and 'Email: kontakt@am-pfingstweidpark.ch'. The footer of the page includes the text 'Facebook © 2011 - Deutsch' and 'Startseite - Privacy - Terms & Conditions - Support - Feedback - Information/Rechtliche Erklärungen'.

«am Pfingstweidpark» fanpage with content management system.

The project «am Pfingstweidpark» appeals mainly to people in the vicinity of Zurich. On account of its outstanding targeting options and its wide range, Facebook was chosen as the main channel.

Among other things, the «am Pfingstweidpark» fanpage was supplemented by a customer-specific welcome page tab. This page is linked to a specially developed content management system and can thus be easily administered using a browser window.



The screenshot shows the user interface of the CMS. It features a dark background with white text and input fields. The interface includes sections for 'Kategorie', 'Titel', 'URL', 'Zielfeld', and 'Bild'. There are also buttons for 'Speichern' and 'Abbrechen'.

User interface of the CMS.

The showroom

The screenshot shows a Facebook event page for 'Am Pfingstweidpark'. The page features a large image of a modern interior space. Below the image, there is a registration form titled 'ANMELDUNG FÜR SHOWROOM-BESUCH'. The form includes fields for 'Name', 'E-Mail', 'Telefon', and 'E-Mail-Adresse'. Below the form, there is a section for 'Freunde, die auch an diesem Event teilnehmen' with a list of names and profile pictures. At the bottom of the page, the 'MOBIMO' logo is visible, along with contact information: 'Telefon +41 44 207 11 61' and 'Email mobil@mobimo.ch'. The page also shows a '101 Personen gehen hin' notification and a 'Freunde, die auch an diesem Event teilnehmen' section.

Activated registration form for the Showroom visit.

In addition, an appointment-making system was developed, with which fans can invite each other to a viewing appointment. The system automatically imports the contact data as well as the friends list of the user. This guarantees that the prospective customer can easily and comfortably add his Facebook friends to the appointment. The invitation is then pointed out to the other invited guests via Facebook event message.

Owner-occupied apartments

The screenshot shows a Facebook page for 'Am Pfingstweidpark'. The main content area displays several apartment listings. Each listing includes a title, a description, and a floor plan. The first listing is for a '3-ZIMMER-EGESTÜCKSWOHNEC' with a floor plan showing a living area, kitchen, and two bedrooms. The second listing is for a '2-ZIMMER-EGESTÜCKSWOHNEC' with a floor plan showing a living area, kitchen, and two bedrooms. Below these listings, there is a section titled 'ALLE WOHNEEINHEITEN AUF EINEN BLICK' which shows a grid of small icons representing different apartment units. At the bottom of the page, the 'MOBIMO' logo and contact information are visible.

Overview of the apartments on offer.

Various ground plans can be viewed directly within this tab. When the mouse is held over the individual rooms, it shows the respective number of square metres. If a ground plan proves to be interesting, there is a button right beside it to book a Showroom visit or to recommend the project to friends.

Photo competition



Welcome page of the photo competition.

By means of an attractive promotion campaign, «fans» are to be found for the project and for the fanpage. Facebook Ads was used to call on fans to submit photos from the «Zurich-West» area. The participants were able to invite their own friends to vote and the photo with the most votes won the main prize.

Facebook Ads



The ads appear to the right of the newsstream or profile/timeline.

To draw the attention of the target group to the project «am Pfingstweidpark» and its fanpage, various Facebook Ads were submitted with the appropriate targeting settings.



Example of an ad.

About Swiss Online Publishing

The various communication channels in the Internet are constantly increasing, and are changing at breakneck speed. Companies are increasingly faced with the challenge of creating and publishing media-compatible content for the web and administering «user-generated content». A professional-looking presence in the web is thus becoming more and more complex and expensive for companies.

We at Swiss Online Publishing have decided to face up to this challenge and support companies and institutions in the development, implementation and execution of digital communication strategies. Our experienced editing and community management team knows how to recognise the needs of our customers and develop the right solutions.

Clients

Well-known national and international companies already rely on our services: Blickwinkel, Coca Cola, Denon, Kraft Foods, Mediacom, Mobimo, Ringier, Universal Music and Visana.

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