



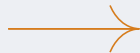
# Content → magic

How we made NRG Uzbekistan social pages the most popular among developers in the country!



# Client

NRG Uzbekistan is a collaboration of two leading real estate companies, Murad Buildings and BI Group. The company builds modern residential complexes based on advanced technologies and engineering solutions.



# Problem

In the world of construction, social networks have become an integral part of the marketing activity of developers. However, many companies face the problem of repetitive and tedious content. In pursuit of increased sales, they fill their pages with direct sales posts, but the result is unsatisfactory. Subscribers just get tired of seeing posts that are constantly trying to sell something...

# Target → audience

Before starting work on creating content, we started studying the project and the target audience

NRG Uzbekistan has a fairly wide target audience in the age range from 25 to 55 years. Based on the data received from the marketing department of the company, as well as in-depth interviews with clients and potential buyers, we divided the wide audience into several segments. Segmentation helped us to clearly understand what pains each segment has and which way of communication is suitable specifically for a certain segment of people.

## Wide target audience:

Sex: Male and Female

Age: 25-55 years old

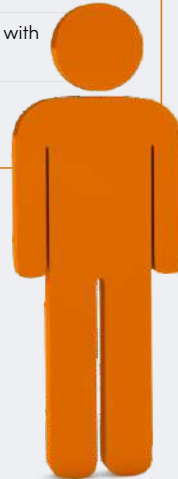
Geo: Uzbekistan

Income from \$2000



## Segments:

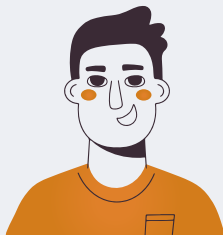
Newlyweds	25-30 years old	Move out of parents to a new apartment.
Families	30-55 years old	Moving to a more comfortable, spacious housing, changing the location to a more convenient one.
Investors	25-55 years old	Investment in promising projects with subsequent delivery or sale.
People from the regions	25-55 years old	Moving to the capital, buying housing for children in the city



# Buyer → portrait

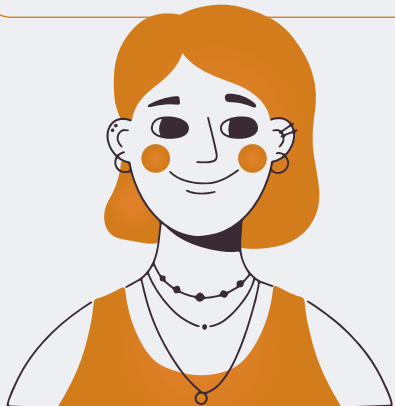
## Family status

Married couples, 30-50 years old.  
Financially wealthy (income over \$2,000)



## Hobby

Spend time with family, meet friends.  
Travel



## Field of activity

Directors of small companies, senior managers in large companies, farmers who "began to earn good money."

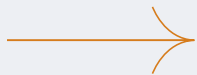


## Wishes for housing developers in Tashkent from potential buyers:

- Pay more attention to parking spaces, one parking space is not enough for one family.
- Distance from busy roads.
- Protection of the territory of the residential complex.
- Build with quality materials, pay attention to the foundation.
- Make amenities inside the residential complex (playgrounds, sports, a place for walking).
- Be conscientious



# Our

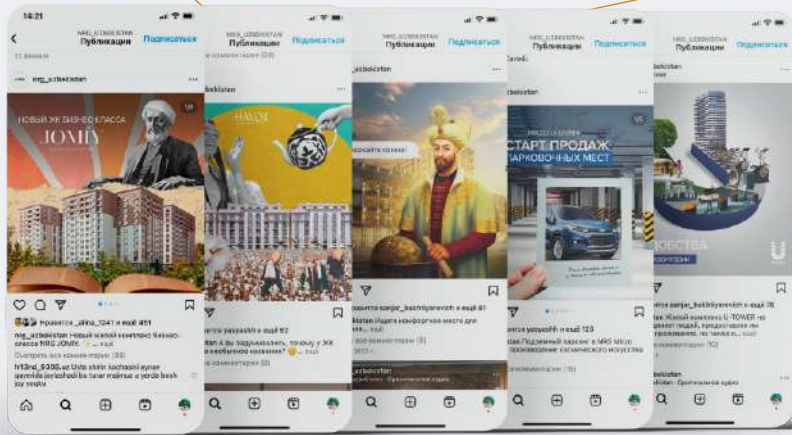


# solution

We have taken on the task of making the social platforms of NRG Uzbekistan different from others. Make sure that the content reflects the name of the company: it is lively, energetic, and bright.

We moved away from the standard techniques and began to experiment with different content formats to reflect the spirit of the company and attract the attention of the audience.

# Non-standard feed

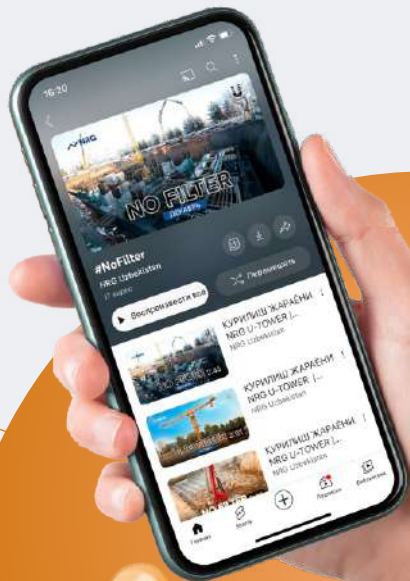


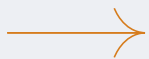
We wanted our content to reflect the name of the company and be lively, energetic and vibrant. To do this, we tried to work on associations and references to the names of our projects. It helped us to bring our apartment complexes to life and add some soul to them.



# Openness

We strive to maintain an active dialogue with our subscribers. Every month, we covered the construction process of the unique **U-TOWER project on our YouTube channel under the "NO FILTER"** section, and also shared Stories and Reels about the progress of the construction of other projects on Instagram. We wanted to show our openness and share the work process with the audience so that they can see the inside and stay up to date with the latest developments at the construction site.





# No Filter

 270 352

Views

 4 535

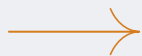
Likes

 581

Comments



# Using



# current trends

We realized that using trends can help us stay one step ahead of the competition and stay relevant to the audience. We carefully adapted trends to the construction industry to create unique and interesting content that attracts attention and evokes positive emotions.





## → Live content

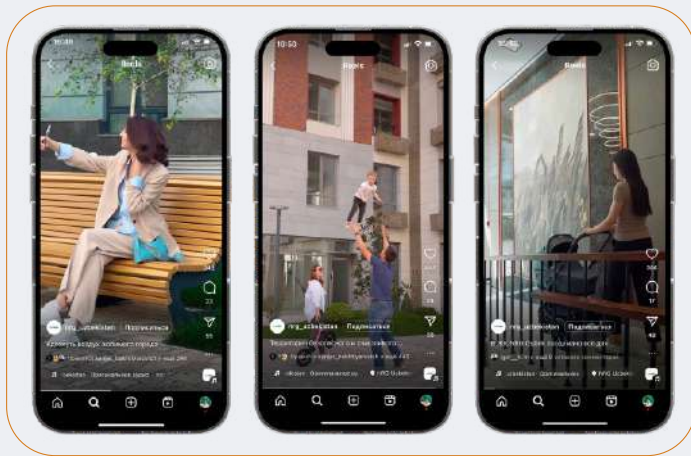
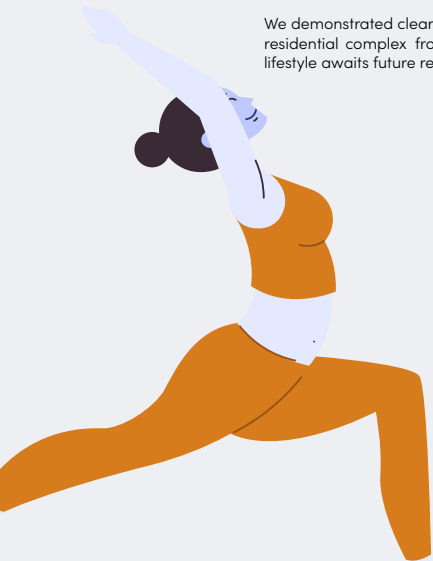
We took a lot of photo and video contents to make the page more lively. We tried to involve more people, bright colors and, most importantly, share emotions.

After all, new buildings are not only about construction, it's about people, it's about lifestyle.



# NRG → Lifestyle

We demonstrated clearly what it is like to live in a modern residential complex from NRG Uzbekistan and what lifestyle awaits future residents



[Video](#)

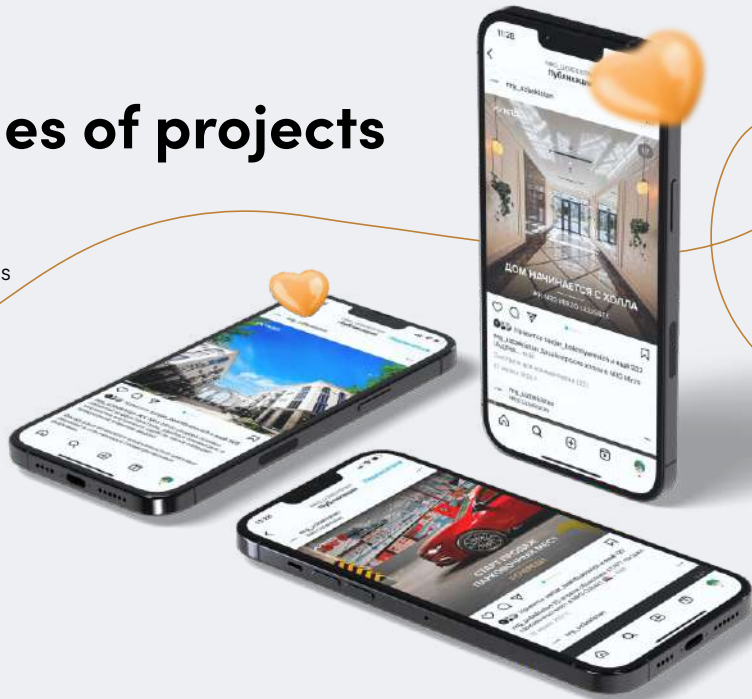
[Video](#)

[Video](#)



# Unique → advantages of projects

We clearly showed the advantages of residential complexes through photos and videos



# NRG Advice



Как спланировать  
электрику в спальне?

#NRGсоветы



NRGсоветы  
СОВЕТЫ ПО  
ОБУСТРОЙСТВУ СПАЛЬНИ



Как спланировать  
электрику на кухне?

#NRGсоветы

Shared helpful tips on apartment  
renovation and furnishing



# Employee NRG

Introduced to the company's employees  
and gained trust and loyalty



# Business → GAP

Launched our own YouTube podcast about entrepreneurs who set up their businesses in NRG commercial premises

 Video



# Special → congratulations



Video



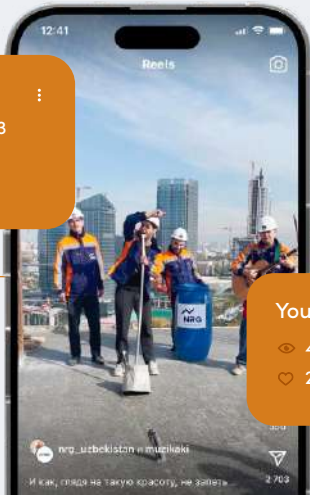
Video

Sincerely congratulated the audience through the native integration of NRG projects into situational videos from the life of each person

# Collaboration with influencers

## Instagram

173 947 2703  
9 308 510  
350

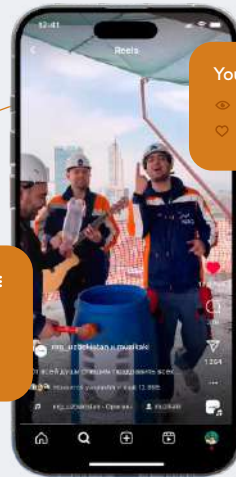


## YouTube

4 mil 4 247  
221 156 + 13 000  
followers

## Instagram

129 927 1 264  
12 897 516  
319



## YouTube

21 302 45  
1 565

To make our pages brighter, we decided to cooperate with the singer - **Akmal Bayramov**. He was popular thanks to his videos, in which he sang songs at a construction site and used the image of a simple guy, a hard worker. We invited him to become our collaborator for the audience and show his performances at our facilities. This collaboration not only brightened up our content but also created a unique and memorable atmosphere.

# → Results of cooperation

## Instagram

👁️ 303 874

💖 22 205

💬 669

📧 3 967

🔖 1026

## YouTube

👁️ 4 057 551

💖 222 721

💬 4 292

+ 13 000  
subscribers



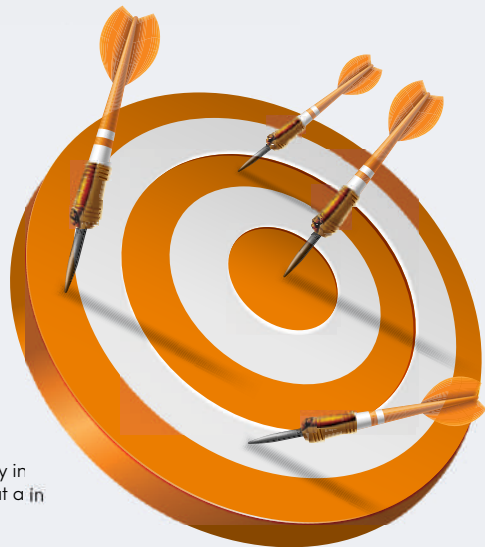
# Results

Thanks to our work, we were able to achieve high audience engagement and attract

→ **over 6,000 new followers**  
**on Instagram and**  
**over 30,000 on YouTube**

Today, **NRG Uzbekistan** occupies a leading position not only in terms of the quality of construction and unique projects, but also in the media space.

The brand's social pages have become a vivid example of how a non-standard approach and creative content can help make a developer's social networks a full-fledged sales tool and strengthen the brand in the real estate market.





# Instagram



**979 636**

Reached



**2 175**

Comments



**31 758**

Likes



**2 585**

Saved



# YouTube



 **11 mil**  
Views

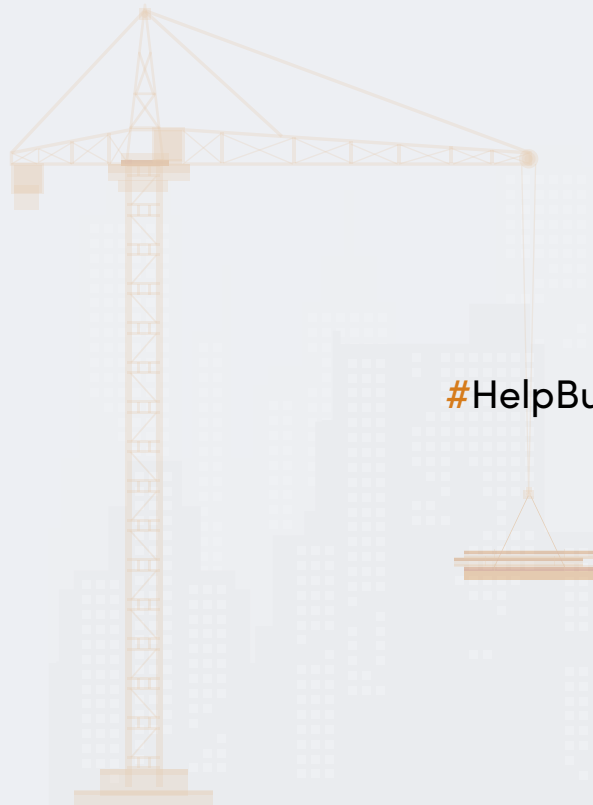
 **2,8 mil**  
Impressions

 **334 786**  
Likes

 **7.7%**  
CTR







#HelpBuildHappiness!

