

Brand persona:

- **Innovative**
- **Helpful**
- **Authentic**
- **Investor**
- **Elegant**

Brand Focus:

The brand should focus on the following:

- The lifestyle aimed by the most.
- How Edgestone will help in achieving this lifestyle

User experience:

The ideal customer is:

- Families who are looking for a new home
- Newly-weds
- People who are looking for a long-term investment
- People who are looking for a specific lifestyle
- Hassle-free life searchers

Target audience: B+ & A

Content guide:

Language: Arabic and English

Tone of voice: Casual - Friendly (English) / little formal (Arabic)

Type of content: Short and not direct + CTA **(Except for the direct sales post)**

Potential client's needs:

- Hassle-free life
- Appropriate lifestyle
- Privacy
- Features
- Full integrated compound
- Security
- Installments plans

Each pillar (If it's available in the compound should be a separate content pillar in our strategy)

First Phase

- In the first phase, Branding will be the most important pillar.
- This will be applied through different posts, enhancing the brand persona and the brand positioning.
- Posts including lifestyle, models, and hammering on the problems we are solving in an artistic way will be the main in the first phase.

The launching announcement will be through the first phase.

Second Phase

- The second phase will be a combination between sales and Branding content.
- A mixed content will include Videos from the place, offers, etc., side by side with the branding posts.
- The percentage will be 60% branding and 40% sales
- Dark ads will be made with different content for lead generation

Creative Concept:

Moraya ... the more the better

The more, the better is a well-known phrase that means getting more from something is better for you.

This concept will be applied to the client's needs mentioned before.

For example: **(The more hassle-free life, the better.)**

At Moraya, we provide our clients the **(More)** for a **(better)** lifetime experience.

Besides, the similarity in the letters between Moraya and more makes it rhyme and stick in the head.

Sample post
Branding
Launching of the new concept

Caption:

More is always better!!
Moraya is bringing you what you
deserve ... and more!!

كل ما تتمناه، ستجده في Moraya العاصمة
الإدارية الجديدة

New_Capital#
#Moaray
#The_more
#The_Better
#Edgestone

Video

كلمة

The more the better

اللي في النص بينهم تبقى بتتغير كل شوية بكلمة جديدة.
وفيه مزيجا هايبر شوية ورا

The more **Luxurious** the better

The more **relaxing** the better

The more **Inspirational** the better

The more **stories** the better

The more **Harmony** the better

The more **Moraya** the better

الكلمة اللي بالأحمر تبقى بلون مختلف كل مرة
وفي الآخر

Moraya

بتثبت شوية

Caption:

Moraya ... a window to a
luxurious life.

لرفاهية لا تنتهي

#New_Capital

#Moaray

#The_more

#The_Better

#Edgestone

<https://www.shutterstock.com/image-photo/back-view-young-woman-bathrobe-wake-1694507107>

TOV:

To endless luxury

Sample post

Branding mixed with sales

Caption:

With Moraya ... The more you wish,
the better you get.
Enjoy a hassle-free life at the heart
of the New Capital.

New_Capital#
#Moaray
#The_more
#The_Better
#Edgestone

<https://www.shutterstock.com/image-photo/beautiful-woman-fashion-model-brunette-hair-1686851155>

TOV:
Discover new
horizons

Sample post 3 Sales

Caption:

40% of buildings are finished and the more is coming.
Get your dream house at the Moraya - The New capital
and enjoy the more you've always wished for.

Moraya استمتع بشقة المستقبل بالعاصمة الإدارية الجديدة مع كومباوند

صورة من المشروع
علامة 40% وبتعد زيادة

TOV:
The more is coming

Installments up to 8 years
خط اصغر