



# **BEST OVERALL MARKETING PROGRAM**

## NOMINATION



### **INTRODUCTION**

Solaire Resort North's launch exceeded all expectations, drawing over 16,000 guests on its opening day—more than three times the anticipated turnout of 5,000. This unprecedented success was the result of a meticulously crafted and executed marketing program that captivated audience from Quezon City and beyond.

## INSIGHT

Quezon City is a vibrant hub, rich in culture, diversity, and life. However, it has never seen a luxury Integrated Resort—until the launch of Solaire Resort North. This became the foundation of our campaign: Solaire Resort North would not just enter the scene; it would redefine urban luxury and elevate the city’s living standards.

## KEY MESSAGE

Solaire Resort North heralds a New Dawn in Quezon City, bringing fresh excitement and reasons to celebrate urban living. This message resonated with a city ready for transformation and set the stage for a campaign that would make marketing history.



## IDEA & EXECUTION: A NEW DAWN IN QUEZON CITY

The campaign “A New Dawn in Quezon City” featured Anne Curtis, one of the Philippines’ most beloved personalities, as the face of Solaire Resort North’s highly anticipated launch. The two-week campaign was executed with precision, beginning with a teaser that piqued curiosity and built anticipation. A media roadblock was established, and Solaire Resort North dominated every channel—digital, radio, cinema, and out-of-home (OOH) media. Solaire became synonymous with excitement and luxury, creating an all-encompassing, unforgettable presence across all platforms.

## LAUNCH DAY RESULTS

The campaign's success was immediate and profound. Within 48 hours of its release, the launch video amassed over 10 million views across different channels, making it one of the most viewed Integrated Resort campaign videos in history. The impact was undeniably visible and tangible—the expected 5,000 attendees were overwhelmingly surpassed by more than 16,000 guests who flocked to experience the New Dawn in Quezon City. The event was illuminated by world-renowned international acts, creating an unforgettable atmosphere that set the city alight.

The campaign's effectiveness was further validated by the Kantar Brand Tracking Study June 2024, which ranked Solaire Resort North as the Top of Mind choice against all competitors.



## CONCLUSION

Solaire Resort North's launch wasn't just a campaign; it was a movement that redefined the physical and social landscape of Quezon City. Through innovative marketing strategies, flawless execution, and a powerful message, we not only introduced a new luxury destination but also set a new standard for what an Integrated Resort launch can achieve. Quezon City has witnessed its New Dawn, and Solaire Resort North now stands as a gleaming beacon of luxury and excitement.