

EIDICO / Communicating successfully for real estate developments

Challenge

EIDICO SA is a real estate development company. It began 15 years ago as a family business. For a long time it worked with a small structure and a low profile. However, with its own and unique system –similar to a cooperative-, it grew into one of the largest real estate developers in Argentina, with 12.000 clients-landowners. Thus, its new size and exposure forced the company to professionalize its communication strategies with its different publics.

Strategy and Action

The first step was to identify the different publics: landowners (present & potential), regulatory officers, nearby community, public opinion, business and financial world. In the second place, specific messages and several courses of action were designed for each one of them. Furthermore, we continue to assist EIDICO SA on public affairs, press, internal and institutional communication issues on a daily basis.

Results

With this press and communication plan, EIDICO SA was able to develop a convincing high profile and transmit the essential aspects of its unique system and work values. Additionally, the company improved its communication with clients and landowners, and could reorganize the internal communication scheme in a context of constant growth and increasing number of employees.

