

NRG-BI ECOSYSTEM

How do you show that
a developer is about
much more than building homes?

THE CHALLENGE

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Following the merger of NRG and BI Tashkent under the unified NRG-BI brand, the company needed to introduce its new scale to the audience.

The goal was to present NRG-BI not simply as a property developer, but as a comprehensive ecosystem that supports people at every stage — from choosing and purchasing a home to the urban environment, technology, services, community, and social initiatives.

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At the same time, the event had a clear business objective: to introduce the audience to the company's products and ultimately lead them to the start of sales.

This directly reflected the original brief: to position the holding company beyond construction, present its ecosystem, demonstrate its international scale, and communicate its future growth potential.

OUR CHALLENGE



How do you explain, in just a few hours, a business that can no longer be defined by the word “developer”?



We could have simply held a presentation and introduced each business area from the stage.



But an ecosystem is difficult to understand until you see how all of its elements work together.

The Solution — ECOSYSTEM



**We decided not to tell
people about the ecosystem.
We decided to put them inside it.**

NRG BI

NRG-BI Ecosystem became a physical representation of the company, where every element of the event represented a part of the larger system.

ECOSYSTEM

The space, content, interactive experiences, theatre, presentations, technology, and service were all interconnected, gradually revealing everything BI represents today.

At the Centre of the Ecosystem — People

At the centre of
Ecosystem, we did not
place the company
logo.
We placed the person.

The photo zone was built around this
principle quite literally: the guest stood
at the centre, while the different
elements of the BI ecosystem
surrounded them.





VENUE

For NRG BI Ecosystem, we needed a venue capable of supporting complex technical production and show direction without compromises or extensive additional construction.

That is why we chose Renesans Hall at Zo'r TV.

The venue already had the technical infrastructure we needed: large-format screens, professional lighting and stage equipment, and the capabilities required for sophisticated show production. We were able to use most of the venue's existing resources without bringing in an entirely separate equipment package.

Renesans Hall was also more cost-effective than the alternatives we considered, while giving the team the creative and technical freedom required to bring the concept to life.





The Ecosystem Began Before the Event

The guest journey started with a digital invitation.

Guests received an invitation, followed the link to a landing page, explored the key event information, and completed pre-registration.

On the day of the event, guests left their cars at the parking area and were transported to the venue by electric shuttles.

At the entrance, QR codes enabled fast and seamless registration. In other words, we designed not only the show itself, but the entire guest journey.

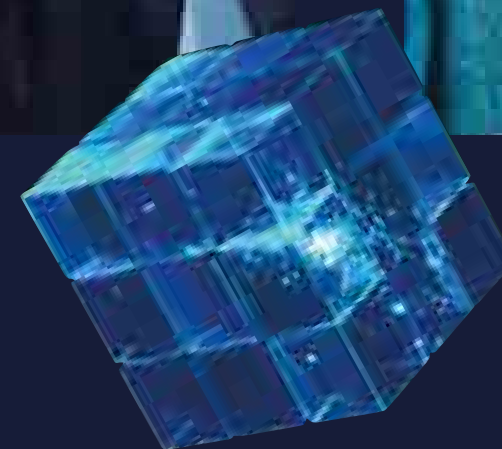






WELCOME

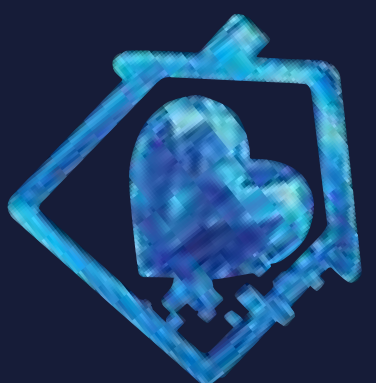




After registration, guests entered a welcome area designed for catering, conversation, and networking.

To accommodate the guest flow comfortably, we built an additional dedicated pavilion.

The area also featured an interview zone where guests were filmed, while the event was simultaneously broadcast online.



An Ecosystem Guests Could Explore

From there, guests entered the main hall. Instead of creating a conventional product exhibition, we broke the business down into individual stations, allowing guests to explore and experience each part of the ecosystem for themselves.



Engineering
& Construction

Connected
Home

BI Finance

BIG Invest

BIGVILLE

NRG-BI
Service



BIG+

From Purchase to Investment BI Finance

Guests could explore NRG-BI's special in-house instalment plans and offers from partner banks, while an integrated calculator helped them find the most suitable purchase terms.



BIG Invest

An interactive world map showcased BI Group’s international projects. Guests could select a location and discover properties available for purchase abroad as investment opportunities.



From an Apartment to a Way of Life BIGVILLE

This station introduced BI Group's own concept of integrated urban development.



BIG+ demonstrated how customers could receive a home with a fully completed interior directly from the developer: pay an additional amount, receive a finished space, and move in without going through a separate renovation process.



Connected Home

Guests discovered the smart-home technologies and features available to residents.



Life Continues After You Receive the Keys NRG-BI Service

This area introduced BIG App, the company's services, and its concept of good neighbourly relations. Guests could interact directly with the app and have their photographs taken, after which their portraits appeared in the windows of a house installation at the stand.

This part of the experience communicated one important idea: The company's relationship with a person does not end when the apartment is sold.



The Ecosystem Is More Than Business

A dedicated station presented Ona Uyi / “Mother’s Home” — a social initiative founded by Central Asian business leaders to prevent social orphanhood and help children remain with their biological families.

The project supports women with newborn children who find themselves in difficult circumstances, giving them the assistance and opportunities they need to keep their families together.



The City Came to Life Around the Guests

From the exhibition hall, guests moved into the main auditorium.

But they did not enter an empty room waiting for the official programme to begin. An immersive theatre performance was already unfolding inside: actors portrayed residents of NRG-BI residential communities, creating the feeling of stepping into a real, living city.

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When seating was announced, guests took their places and found a gift waiting for them — The Good Life, a book written by Harvard researchers based on an 80-year study of human relationships. A limited-edition translation had been produced for the company's employees, residents, and partners.

Meanwhile, the screens showed real stories from residents sharing what life was like inside the company's residential communities.

Before talking about the product from the stage, we gave a voice to the people already living inside it.





We Turned a Presentation into a Directed Story

This was where the main stage programme began.

Five speakers. Five parts of the ecosystem. One story.

Instead of a sequence of conventional corporate presentations, we created one continuous narrative.

An AI host connected the chapters, while each speaker revealed a different dimension of the ecosystem: Mission - Quality - Living Environment - Financial Opportunities - Service & Community

Mission — The Ecosystem Begins with People

What Aidyn Rakhimbayev Spoke About

Aidyn introduced BI Group as a whole: its mission and values, geographical presence, and areas of business.

The central message of his presentation was that the company does more than build homes. It creates an entire ecosystem around people — one that encompasses the living environment, social responsibility, quality, and service. He also presented Ona Uyi, an initiative created by Central Asian business leaders, as an example of the company's approach to social responsibility.



Quality — A Home You Can Trust

What Dias Adilkhanov Spoke About

Dias explained how NRG-BI ensures the quality of its homes: construction standards, adherence to construction schedules, CAPEX, the approach to residents' concerns based on the principle of "we know / we listen / we solve," and professional training.

The key message was simple: responsibility for a home does not end when construction is completed.

How We Amplified It

We translated the technical subject of quality into a word everyone understands: trust.

In the darkness, six performers were illuminated one by one as laser projections posed questions:

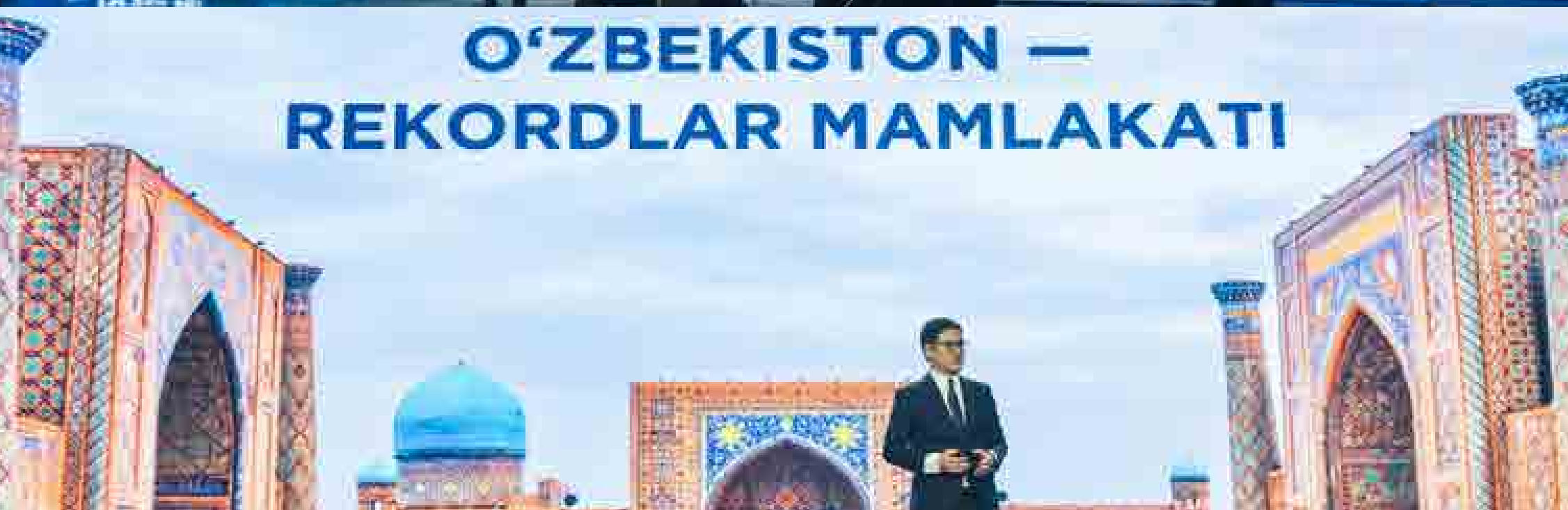
"What does trust mean to you?"

"Who do you trust with what matters most?"

"What does precision mean to you?"

At the climax of the story about standards and precision, an illuminated miniature house descended from above directly into Dias's hand.





Living Environment — We Build More Than Homes

What Aibar Mukanov Spoke About

Aibar shifted the focus from the building itself to the environment surrounding it: the challenges facing Tashkent, BIGVILLE infrastructure, NRG-BI's existing and future projects, and BIG+.

The central idea was that quality of life is determined not only by the apartment itself, but also by the city and infrastructure beyond its front door.

How We Amplified It

That is why we made Tashkent itself the main character of this chapter. The screens showed the city's streets and movement, while the auditorium was filled with its real soundscape. Aibar entered in a car, literally emerging from the flow of the city. From there, he explained how NRG-BI responds to real urban challenges through integrated development and infrastructure.



Finance — Making Homeownership Accessible

What Bakhtiyor Gulamkhuzhayev Spoke
About

Bakhtiyor introduced BI Finance,
mortgage solutions, and the wider
financial ecosystem.
In essence, his chapter answered one
straightforward question:
Once a person has chosen an NRG-BI
home, what financial tools can help them
buy it?



**ДОСТУПНОСТЬ
ЖИЛЬЯ
для узбекистан**



Service — What Happens After the Sale

What Kaiyr Koshchigulov Spoke About

Kaiyr focused on what begins after residents receive their keys: Service, BIG App, and Community.

The central message was that NRG-BI continues to be part of life in the residential community. Service, property management, communication, and relationships between neighbours all become part of the product itself.

How We Amplified It

Instead of explaining another set of features, Kaiyr ended his presentation by “calling a resident” and suggesting that they show the audience what all of this looks like in real life.

This triggered the musical performance “Hello, Neighbours.”

In one continuous camera journey, the audience travelled through the courtyard, met neighbours and the community manager, passed an outdoor movie night, sports activities, children, and service employees — before the journey ultimately led to BIG App.



Concert

After the official programme, guests were treated to a major live performance by the Bravo! cover band.



The audience not only learned more about the company — through music, they could also experience the light, upbeat energy that reflects the developer's character.



PRIZE DRAW

The event concluded with a major prize draw featuring highly desirable technology and electronics, including products from Apple and Dyson.

We also celebrated the company's 6,000th customer, presenting them with a trip to Qatar.



And Only Then — Sales

Only after the audience had travelled through the entire Ecosystem — understanding the products, quality, living environment, and services — did the event transition into its commercial phase.

In fact, the sales office remained open throughout almost the entire event, closing only during the main stage presentation.



ECOSYSTEM

Existed Beyond the Physical Venue

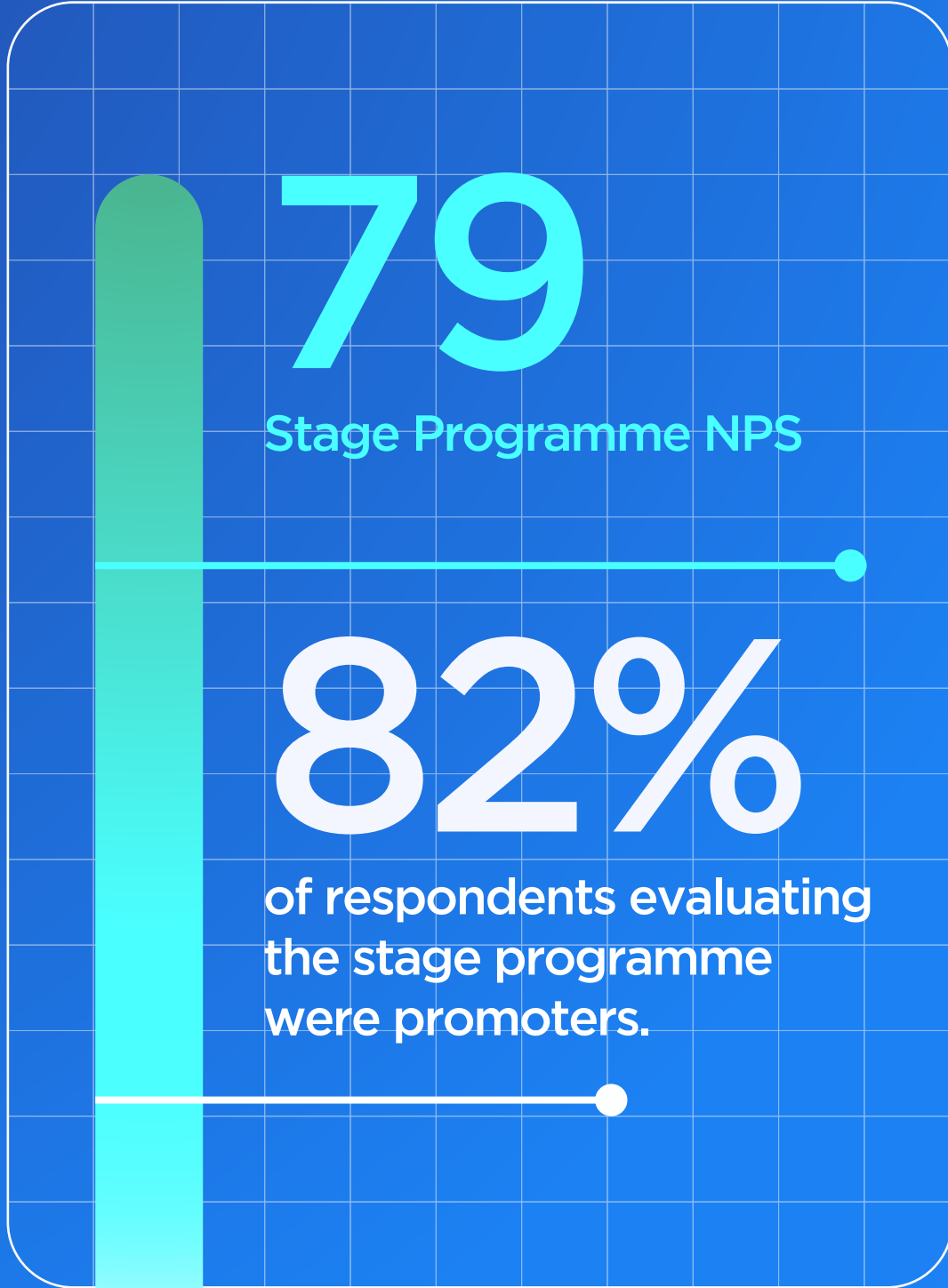
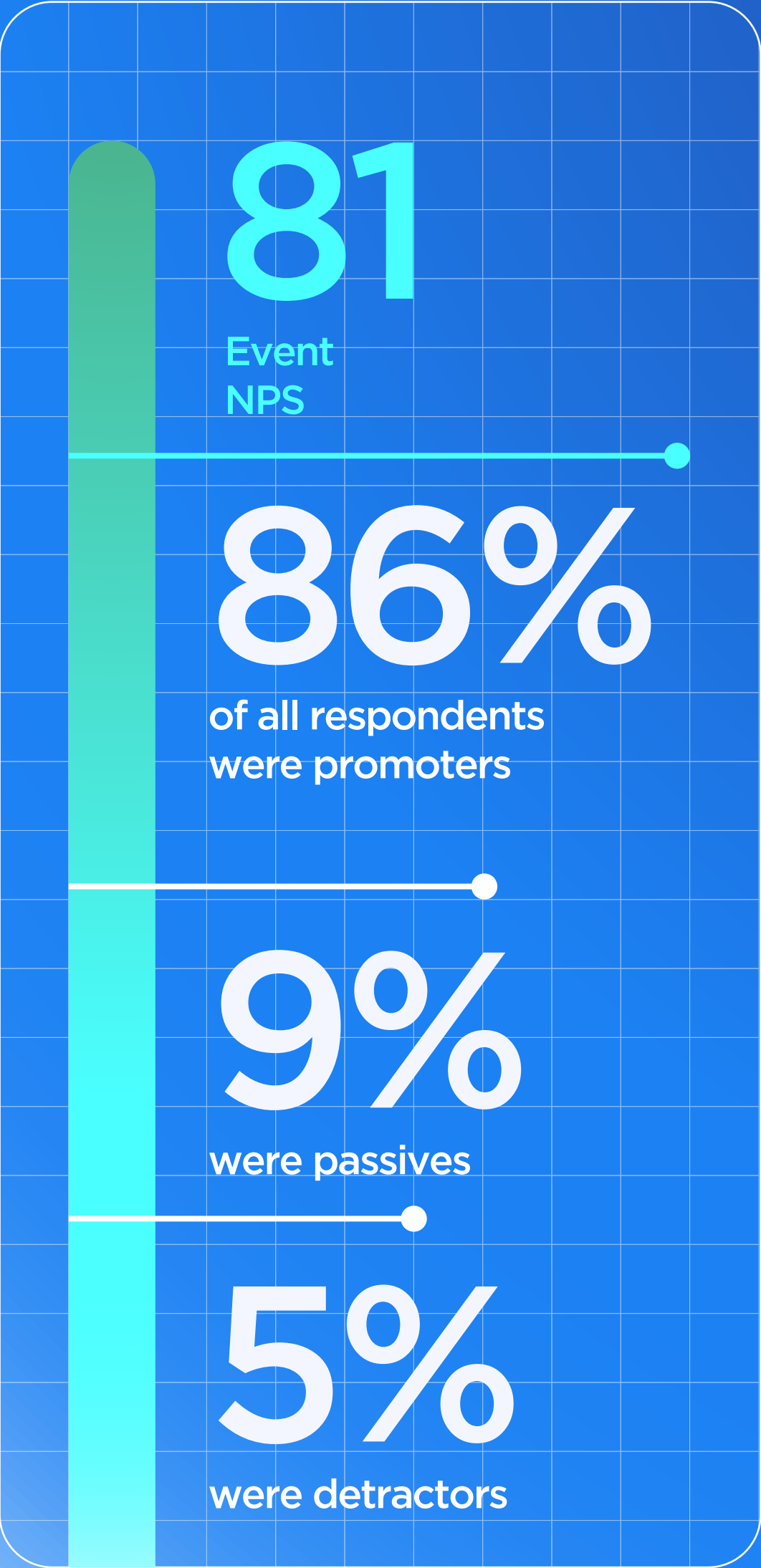
NRG BI Ecosystem
was not limited to the
people inside the
venue.

A live online broadcast ran throughout the event. Dedicated hosts worked from the welcome area, allowing remote viewers to follow the experience as it unfolded.

The project therefore had two audiences simultaneously: guests at the venue and viewers online.

Total audience: 1,620 people across offline and online participation.





Most importantly, the research provided strong evidence that the audience understood the idea of an ecosystem. When asked which zones they remembered most, guests named different parts of the system rather than one dominant activation:

- Ona Uyi / “Mother’s Home” — 33.3%
- BIGVILLE — 29.5%
- BIG+ — 15.4%
- NRG-BI Service — 14.1%

In other words, the audience remembered not just one impressive activation, but multiple interconnected parts of the ecosystem.



NRG-BI ECOSYSTEM

We didn't tell people that NRG-BI was an ecosystem.
We let them experience it in a single day.