

Циан helps you get it

How the brand transformed its perception from a classifieds board into a guide to the complex real estate market.



About the brand and product

Cian is Russia's leading digital platform for real estate transactions, bringing together all market participants. The company develops digital services for the primary and secondary real estate markets, offering users a broad selection of properties for sale and rent.

How are we different?

Cian not only brings together an extensive listing database and ensures transaction security, but also helps people make informed decisions without needing to be experts. On Cian, users can compare properties using selected criteria, set up advanced filters, understand a property's true value based on the platform's valuation, consult an AI assistant or a real transaction advisor, and much more.

What challenge did the brand face?

In recent years, it became increasingly difficult for the brand to maintain its position on key perception metrics —awareness, usage, and preference—as competitors caught up and even pulled ahead.

Why did this happen?

The main competitors are multi-vertical platforms with substantial media weight and high contact frequency with the target audience. They remain constantly present in the audience's information space because they operate in high-frequency verticals, such as goods and services.

What could Cian do?

Increasing media weight proportionally would have required multiplying the budget, with no guarantee of results. Therefore, a different decision was made: not to compete on volume, but to make existing communication as effective as possible.

The team’s primary goal was to bring brand communication to the highest possible level of consistency and achieve channel synergy.

To do this, we needed to:

TASK 1	TASK 2	TASK 3
Formulate a unified brand role for Cian that extends across all verticals, differentiates the brand from other category players, and reflects the product’s key advantages.	Develop a set of brand codes and creative solutions that consistently communicate this role across all channels and verticals.	Establish the new role in brand perception—making it legible and recognizable in communication, including independently of individual elements such as the logo.

Expected results for the first campaign flight:

1. Retain leadership in brand awareness and parity in usage.
2. Increase conversion from brand awareness to preference.
3. Ensure the brand role is clearly understood in communication and differentiated from other category players.
4. Create a sustainable communication element (a brand code) that is recognizable without the logo and applicable across all verticals.

How was the work structured?

To make Cian's communication stand out in the real-estate category, we looked at the communications of the key players.

What did we learn?

In advertising for real-estate platforms, it is customary to sell a lifestyle or a dream home — as if a person only needs to choose a property, while the service takes care of all the hassle.

But this was completely at odds with people's reality:

Our qualitative research revealed that:

- Searching for real estate really does take a lot of time — so much that it becomes a second job.
- Yet the audience is not willing to give up control over such an important decision—they need to understand it for themselves.

We used this insight to stand out:

While the category promised a ready-made “dream outcome,” Cian chose to focus on the real process: to show that people can make sense of any real-estate matter themselves while still having time to live. Cian helps them get through this journey faster.

This is how Cian's Helps You Get It platform was created.

One colloquial word connected the rational and emotional functions of the brand.

Cian helps:

First — quickly get to grips with all the intricacies of the real-estate market and make your own decision.

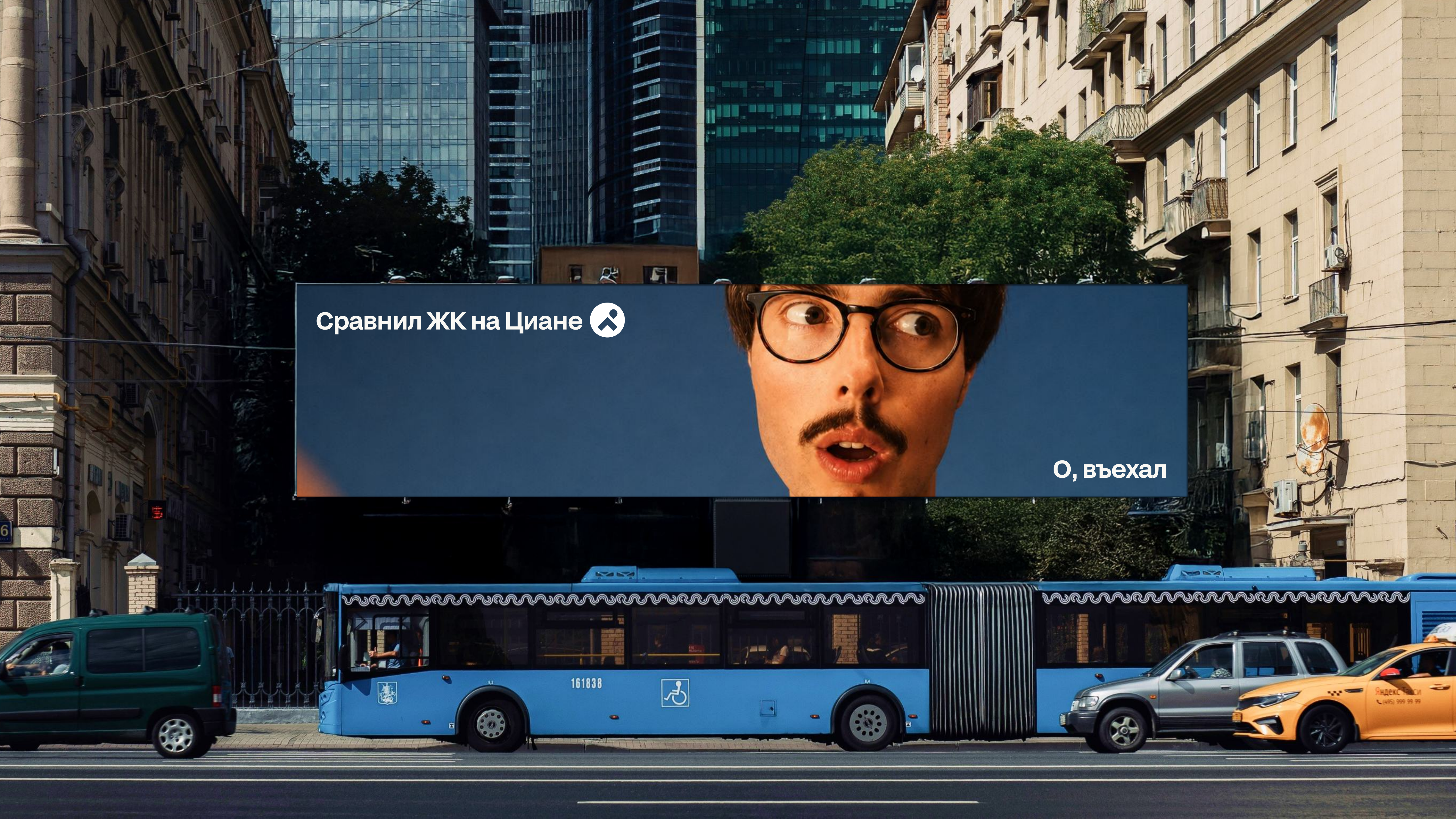
Then — move into a property just as quickly, without spending months of your life on it.

The creative clearly conveyed the brand's renewed role — as a guide through the complex world of real estate — and brought the brand closer to people.

Through it, we wanted to show the audience that Cian turns the search, purchase, sale, and rental of real estate from a problem into a manageable task that can be easily integrated into everyday life.

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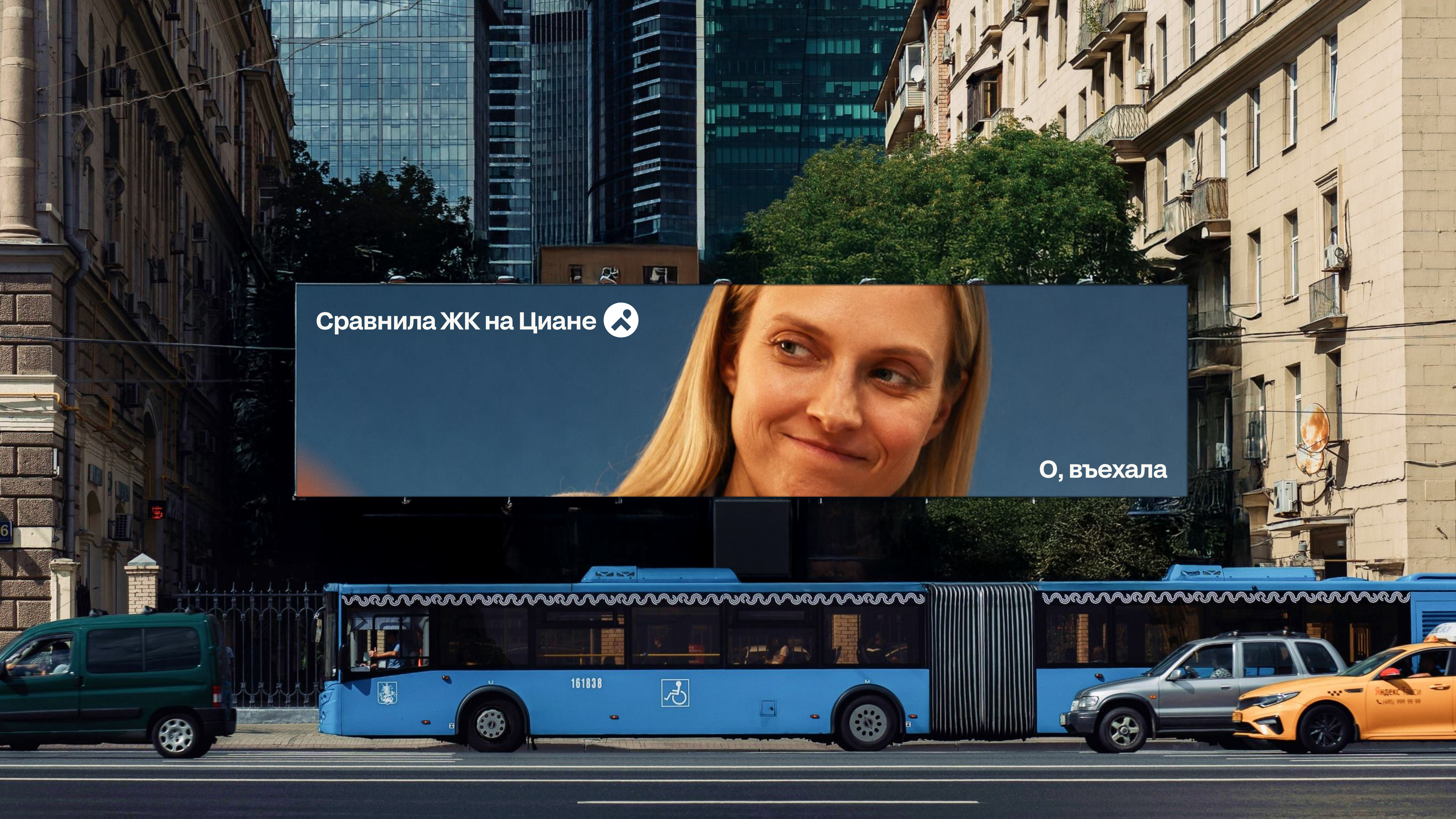
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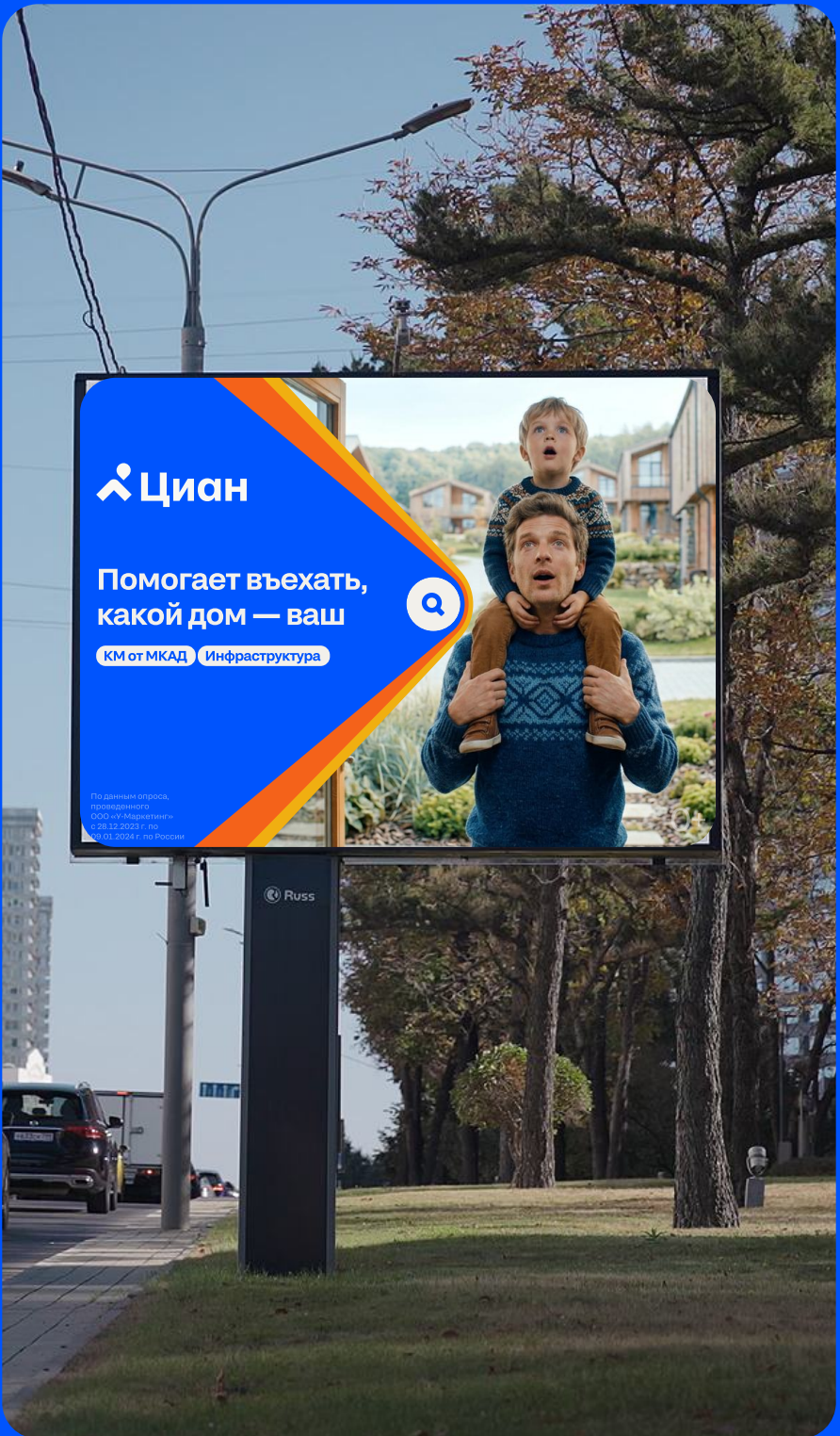
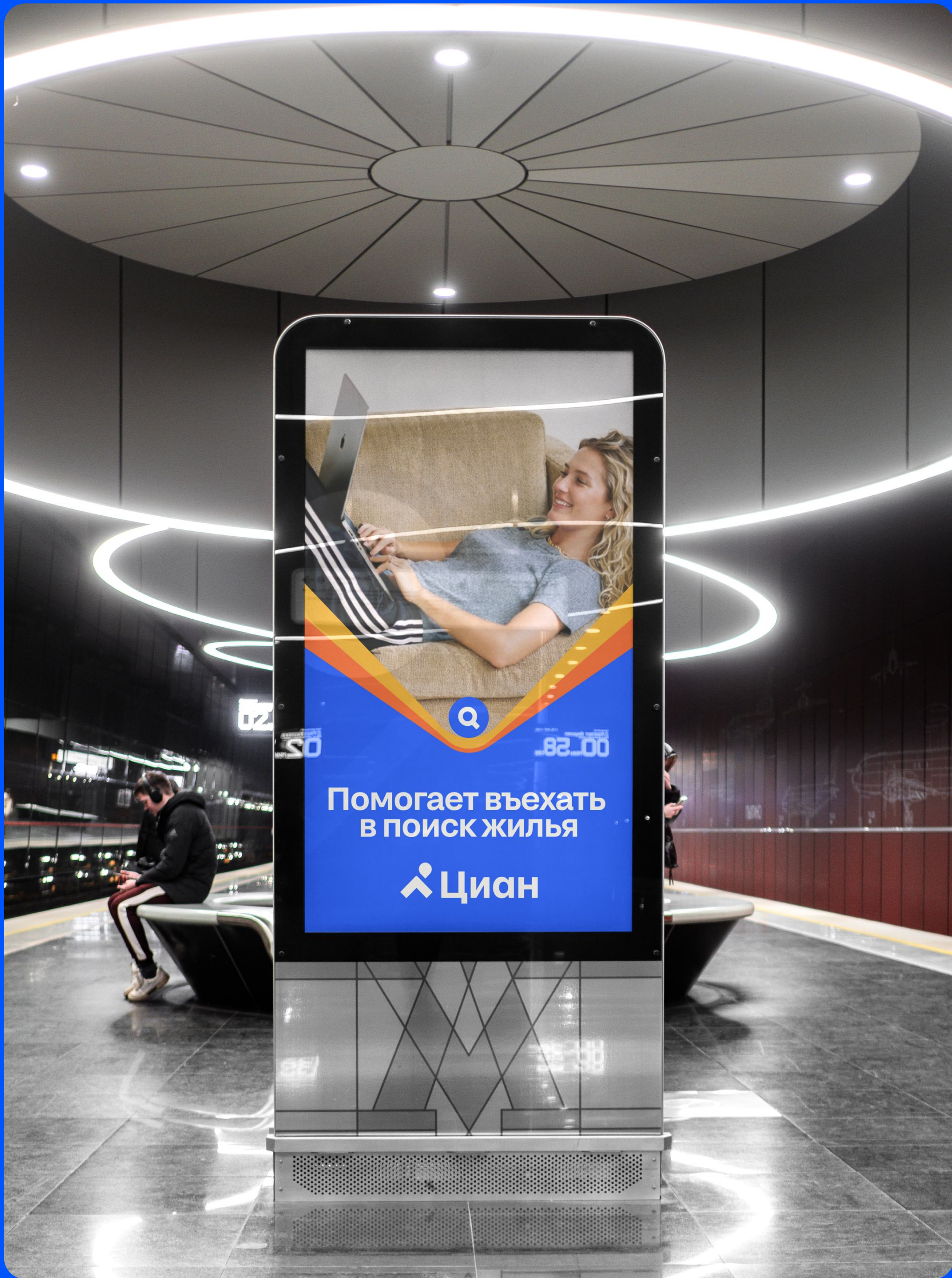


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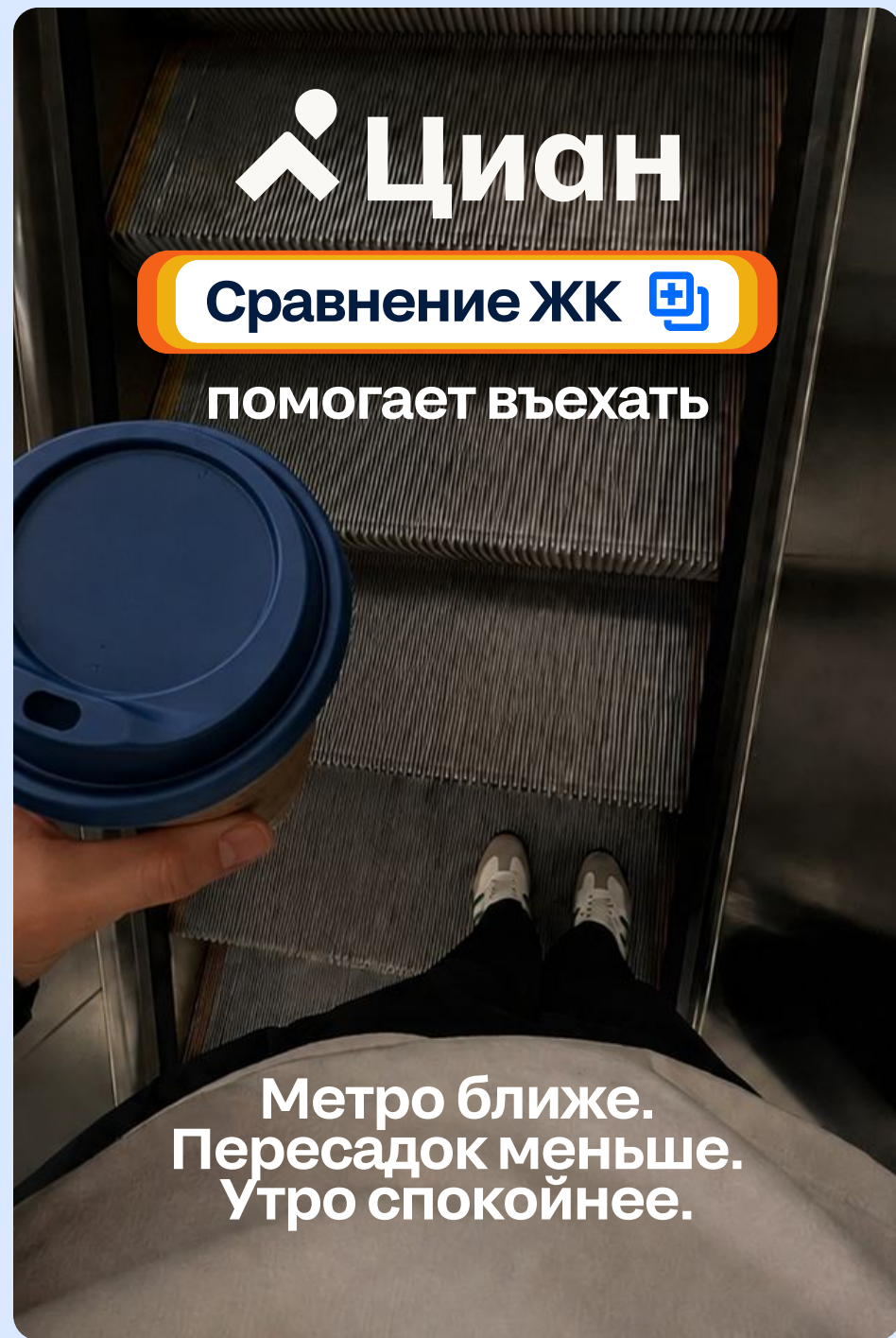


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Сравнение ЖК 

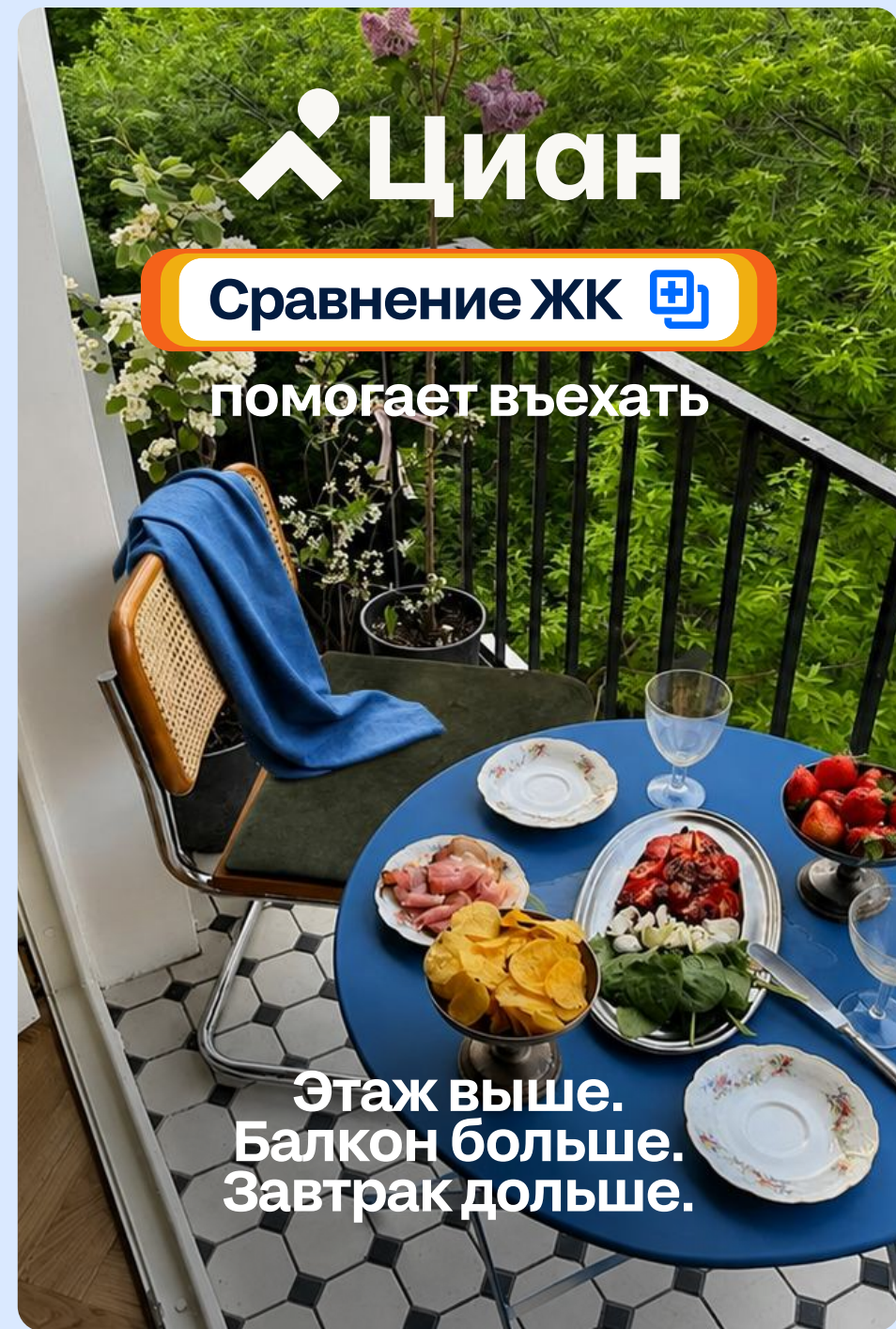
Метро ближе.
Пересадок меньше.
Утро спокойнее.





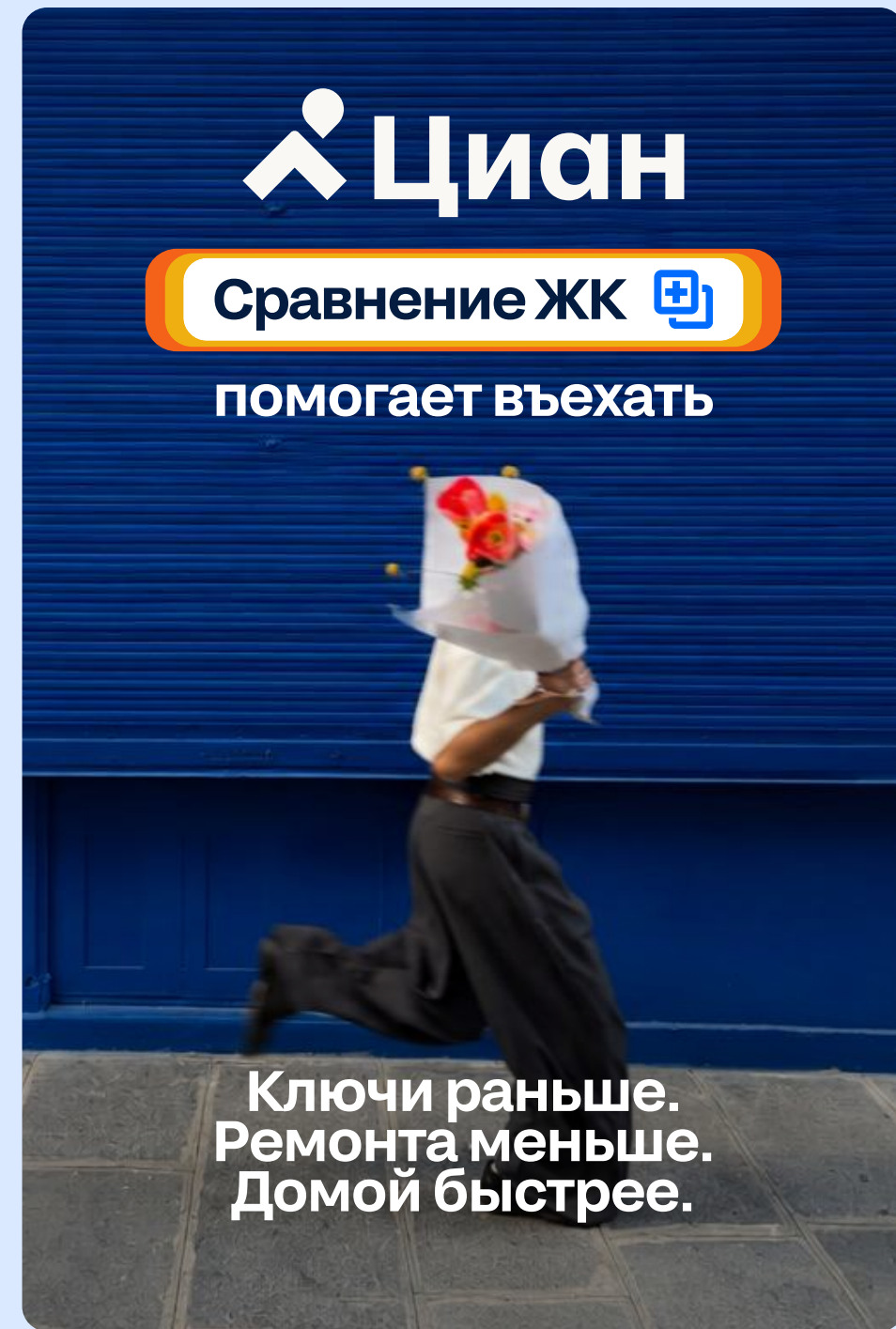
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Метро ближе.
Пересадок меньше.
Утро спокойнее.



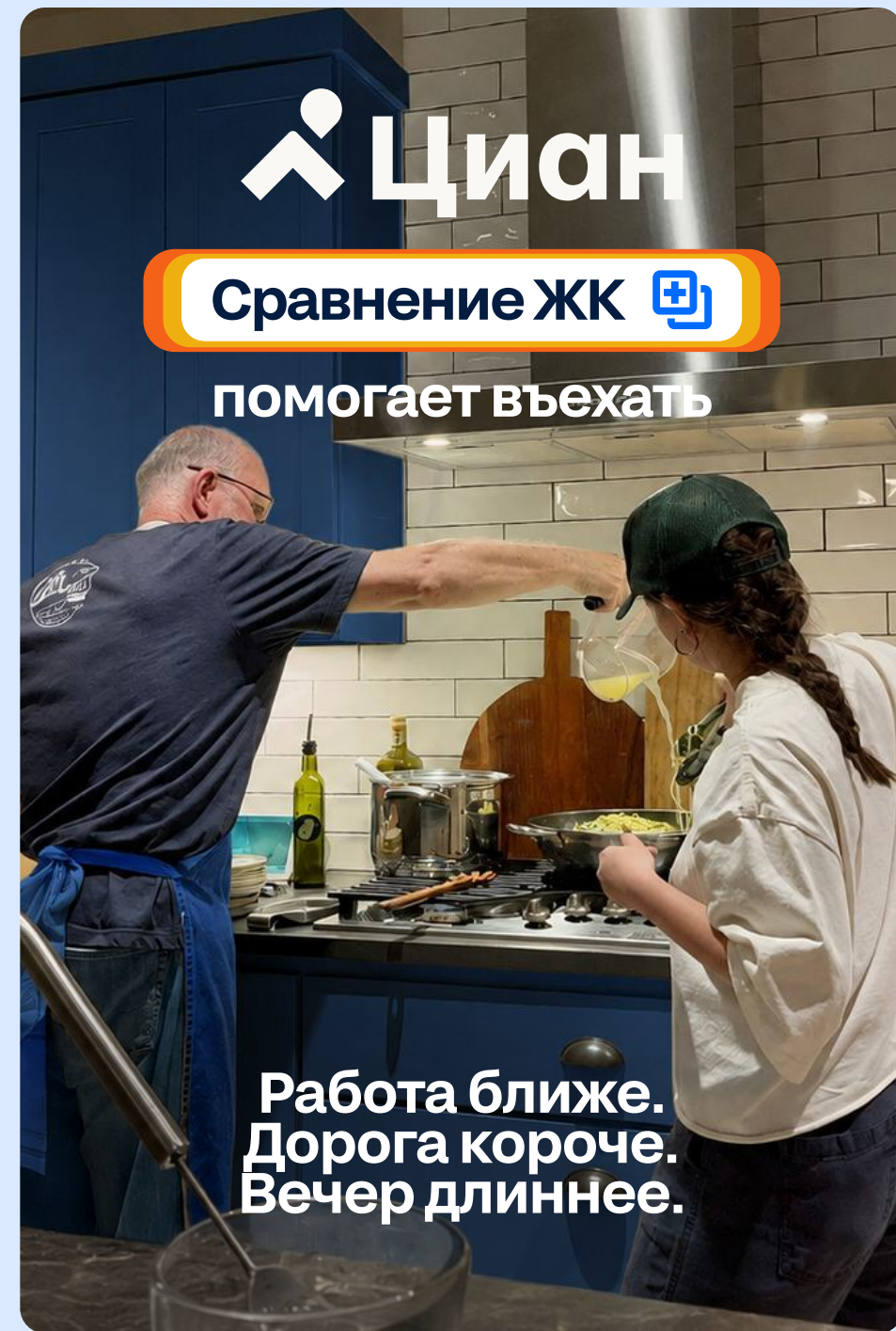
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Этаж выше.
Балкон больше.
Завтрак дольше.



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Ключи раньше.
Ремонта меньше.
Домой быстрее.



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Работа ближе.
Дорога короче.
Вечер длиннее.



Ключи раньше.
Ремонта меньше.
Домой быстрее.

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How did we scale the idea?

The dynamic line helped scale the concept across different products and business verticals: Cian can help people get to grips with how to find a realtor, secure an affordable mortgage, move into a new office or a house, and more.

Ultimately, the formula “a person + their question + real help from the brand” became the recognizable foundation of Cian’s communication.

How did the creative work across different channels?

A diverse channel mix helped efficiently reach users at different stages of the customer journey:

- At the awareness-building stage, brand films revealed the new brand role.
- At the consideration stage, a series of product films translated the overarching brand role into specific scenarios across business verticals.
- At the decision-making stage, in-app communication reminded users of the brand role.
- At every stage, out-of-home advertising, influencer communications, and content integrations helped generate additional reach.

What results were achieved?

Task 1:

Increase brand-funnel metrics: awareness, usage, and preference.

Result:

Metrics improved at every stage of the funnel among those exposed to the communication:

Top-of-Mind Awareness (TOM) +13 pp	Unaided awareness +11 pp	Usage +12 pp	Preference +12 pp
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Bonus:

- 1. Conversion from unaided awareness to usage reached its highest level in 2.5 years.
- 2. For the first time in 1.5 years, Cian outperformed its key competitor (88% vs. 84%).

What results were achieved?

Task 2:
Ensure the brand role is clearly understood in communication.

Result:
Up to 74%* of viewers identified the stated role of guide in the communication.

*Results varied by vertical.

What results were achieved?

Task 3:

Create communication elements that help build brand and advertising awareness faster.

Result:

- Within three months, 27% of respondents associated the new brand line with Cian (people began to remember the brand line) —the highest result among all competitors.
- In debranded films, 63% of respondents correctly identified Cian as the brand (people recognized Cian not only by the logo, but also by other brand codes).

**This is how Cian transformed its perception from
a listings board into a guide through the complex
real-estate market.**