



FLABELLUM

RESIDENTIAL COMPLEX

Real estate that
sets a new standard



FLABELLUM in Blagoveshchensk

A unique location on the first
riverside line of the Zeya River

Moscow

6,250 km

distance between the cities



≈ 8 hours
by direct flight

Blagoveshchensk



Launch and promotion of FLABELLUM Residential Complex

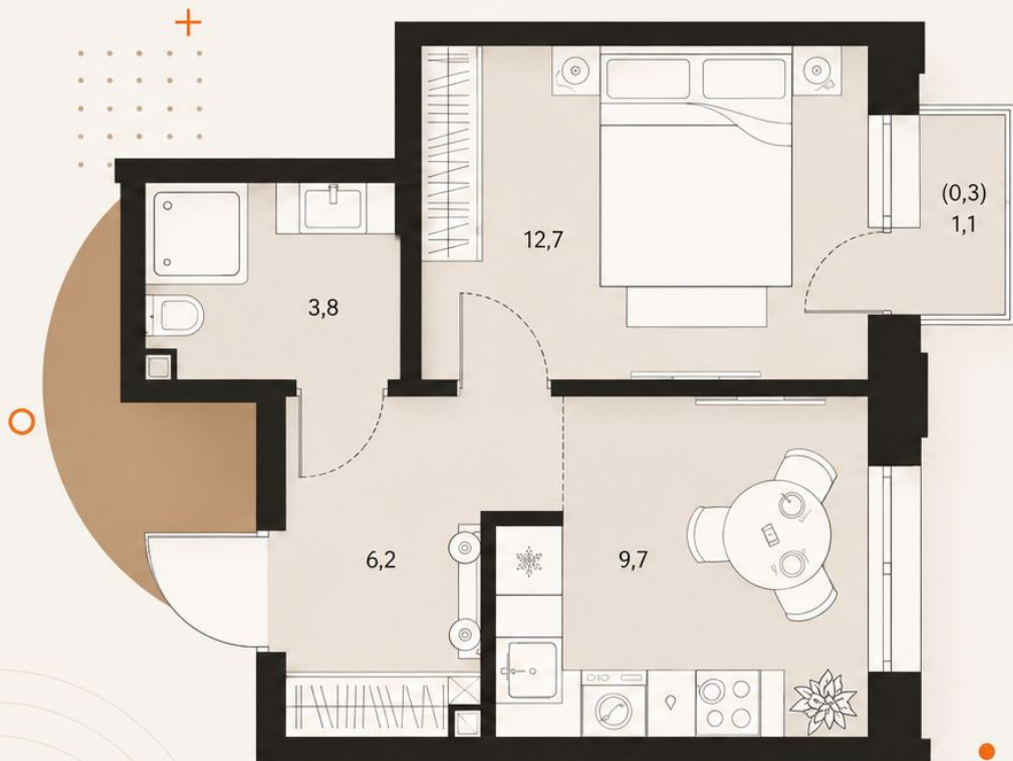
in a small Russian city
Blagoveshchensk
(population 260,000)



20%

Higher price per sq. m than
that of nearest competitors





04

We analyzed the nearest competitors in this location and the main advantages: presence of European-style layouts and walk-in closets



European-style
layouts



Walk-in
closets



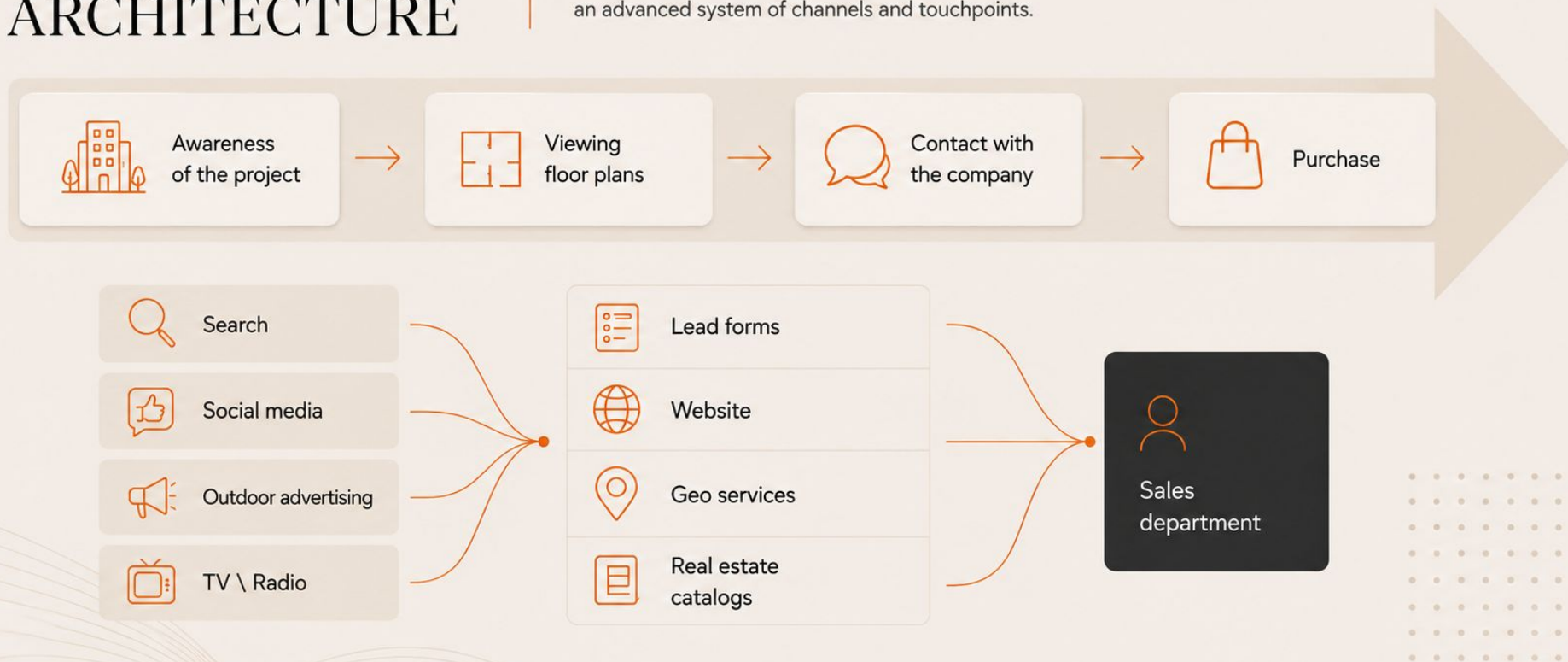
Functional
spaces



Comfort
in every
square meter

CAMPAIGN ARCHITECTURE

We built the customer journey from first contact with the project to purchase through an advanced system of channels and touchpoints.



Monthly rotation of creatives and offers

We regularly update ad messages
and offers to keep the audience engaged
and encourage applications

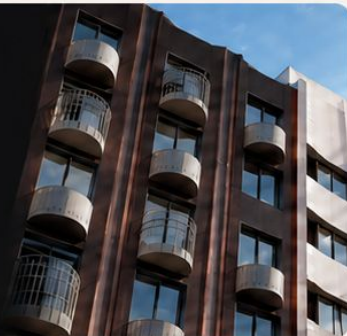
FLABELLUM
RESIDENTIAL COMPLEX



BOOK YOUR
APARTMENT
ON LAUNCH

APARTMENTS
FROM \$73,700

000 S3 "DEVELOPMENT-9": PROJECT DECLARATIONS
ARE AVAILABLE ON OUR WEBSITE: FLABELLUM.FSK.RU



FLABELLUM
RESIDENTIAL COMPLEX



COMFORTABLE
EUROPEAN-STYLE
APARTMENTS

000 S3 "DEVELOPMENT-9": PROJECT DECLARATIONS
ARE AVAILABLE ON OUR WEBSITE: FLABELLUM.FSK.RU



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APARTMENT OF THE WEEK
13% DISCOUNT

000 S3 "DEVELOPMENT-9": PROJECT DECLARATIONS
ARE AVAILABLE ON OUR WEBSITE: FLABELLUM.FSK.RU



FLABELLUM
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APARTMENTS
WITH WALK-IN CLOSETS

000 S3 "DEVELOPMENT-9": PROJECT DECLARATIONS
ARE AVAILABLE ON OUR WEBSITE: FLABELLUM.FSK.RU



FLABELLUM
RESIDENTIAL COMPLEX



MONTHLY PAYMENT

FROM

\$302 /mo

+7 (4162) 20-98-57

000 S3 "DEVELOPMENT-9": PROJECT DECLARATIONS
ARE AVAILABLE ON OUR WEBSITE: FLABELLUM.FSK.RU.
THE OFFER IS NOT A PUBLIC OFFER. BANK LOAN TERMS
VARY. DETAILS IN THE SALES OFFICE.
PRELIMINARY APPROVAL REQUIRED.

FREQUENCY

10+
per month



Video link

<https://www.youtube.com/watch?v=vZ5q4Aa3wJg>

**КАФЕ, ГДЕ РАДЫ ВАМ
И ВАШИМ ПИТОМЦАМ**

6

MONTHS
RK

A comprehensive marketing
strategy that delivered results



500

QUALIFIED LEADS



100

APARTMENTS SOLD

Total sales: \$11.3M+



\$95M+

TOTAL SALES

Total sales amount