

MARKETING INITIATIVE OF THE YEAR

# NORFIN – CAMPO NOVO NEIGHBOURHOOD



LOCATION:

Lisbon, Portugal

SECTOR:

Residential, Offices,  
and Retail

MARKETING TOOLS:

Promotional videos;  
Strategic placement  
of outdoor  
advertisements  
across Lisbon;  
Publicity in  
prominent  
newspapers

Campo Novo stands as a hallmark of modern living in Lisbon, epitomizing Norfin's commitment to innovation and excellence in real estate development. Nestled in a vibrant neighborhood, Campo Novo offers a harmonious blend of contemporary design, sustainable architecture, and urban convenience.

The new concept of neighbourhood, is a pioneering pole of attraction in the city center, revolutionizing the Campo Grande area in Lisbon. This represents an investment of around €300 million and aims to foster and connect the traditionality of Lisbon's neighborhoods with the modernity of the contemporary city.

The real estate development consists of 80,000 sqm of above-ground construction and provides for the construction of three residential condominiums (30,300 sqm) and four office buildings (37,600 sqm), joined by a 12,100 sqm shopping area comprising 18 stores, 15 restaurants and 7 kiosks and 1 supermarket, promoting the coexistence of traditional and modern retail. In addition to these spaces, Campo Novo

will include a 20,000 sqm garden area and more than 2,200 parking spaces.

Norfin marketing initiatives played a pivotal role in introducing Campo Novo to discerning homebuyers, shop owners and other stakeholders, with captivating promotional videos showcasing the lifestyle amenities and architectural allure of the development. Strategic placement of outdoor advertisements across Lisbon's bustling streetscapes, coupled with impactful publicity in prominent newspapers, further elevated Campo Novo's visibility and appeal. These concerted efforts not only communicated the unique value proposition of Campo Novo but also generated widespread excitement and anticipation, ultimately driving robust sales and establishing Campo Novo as a premier residential enclave in Lisbon's dynamic real estate landscape.

As a result of these comprehensive marketing initiatives, Campo Novo experienced strong sales momentum, exceeding expectations, and solidifying its position as a premier residential development in the Lisbon real estate market.

