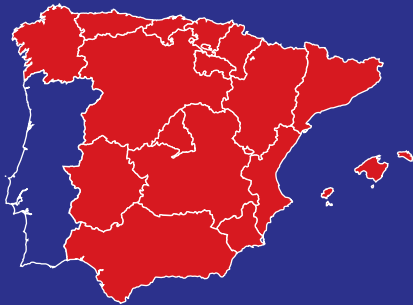


MARKETING INITIATIVE OF THE YEAR

# BNP PARIBAS REAL ESTATE – ADVENT CALENDAR



LOCATION:

## Spread across Spain

REACH:

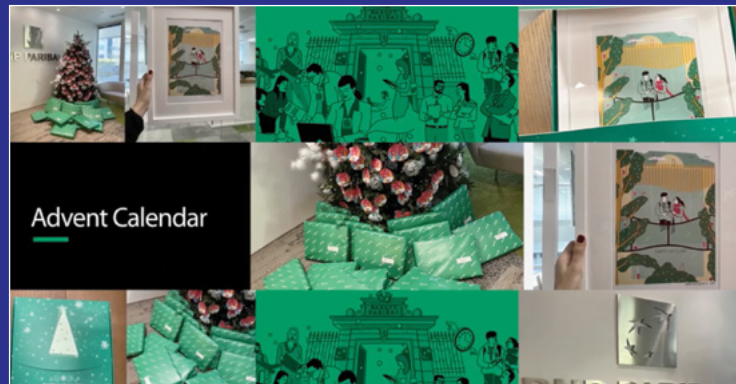
## +2.500.000 impressions

SECTOR:

## Showcase of 12 successful deals advised by the consultant throughout 2023 in several sectors

MARKETING TOOLS:

## Interactive website, social networks and Google Ads



The advent calendar is a series of 12 windows, 12 stories and 12 real clients that BNP Paribas Real Estate represented by means of unique illustrations, accompanied by Christmas messages.

BNP counted on the support of illustrator Juanma García who worked meticulously on each piece and came up with unique and personalized illustrations in which we see each client leaning out of the window of their building. In order to generate more excitement, BNP unveiled each illustration throughout the month of December.

The chosen stories are success stories; indeed, the best deals that were closed. BNP focused on the shared achievements: that of a client kicking off a new project and a team that has dedicated time and effort as well as loads of enthusiasm. This is the essence of the calendar: the authenticity of the stories and the people... because there is much more that lies beyond the closing of a deal and the walls of a building.

This calendar turned into a collaborative project, which was created by all the departments

of BNP Paribas Real Estate, the illustrator and BNP digital agency, Grow. An initiative with a lot of soul, where the protagonists are the people themselves: clients and employees, especially as all business lines shared their Christmas messages.

As for the launch, BNP defined a communication and media plan. The first key was to reveal the windows gradually, as would be the case of an advent calendar. BNP made use of a variety of channels, including an interactive website, social networks and Google Ads so as to maximize the reach and engagement of its audience.

Taking advantage of the magic of Christmas, BNP brought the digital to the physical realm to surprise the clients featured in the calendar – BNP sent each one their exclusive framed illustration. Not only did this detail transform the experience into something tangible and memorable, but it also demonstrated BNP commitment to customer service and excellence.