

LANDSCAPES THAT



AMAZE

NRG UZBEKISTAN

NRG Uzbekistan is a leading construction company combining the expertise of two influential developers of Uzbekistan and Kazakhstan: Murad Buildings and BI Group.



NRG UTOWER

NRG U-TOWER is a skyscraper soaring 26 floors on Peoples' Friendship Square overlooking Tashkent City and is one of the most iconic and prestigious projects of the company. This residential complex impresses with its uniqueness and attractiveness, especially thanks to the luxurious penthouses located on the upper floors.



The NRG U-TOWER penthouses are distinguished by a large area, private terraces, and, most importantly, panoramic windows offering spectacular views of the city.

TASK

The main goal of the client was to unlock the potential and attract attention to the penthouses in the residential complex NRG U-TOWER. The company sought to tell about the advantages of these exclusive apartments and create increased interest among potential buyers to stimulate sales.

Our task was to develop and implement an advertising campaign that would emphasize the uniqueness of the penthouses, their wide possibilities, and attractive characteristics, such as spacious squares, private terraces, and panoramic views of the city.



IDEA

We understand that people are tired of watching the monotonous advertising of developers, which shows a typical happy family in a new apartment. The main idea of our videos was that living in a penthouse with such a gorgeous view, all other worries fade into the background. No matter how long you live here, you will come to the window every time and admire the view, as if for the first time.



IMPLEMENTATION

To reveal this idea, we decided to use a humorous format of sketches, where we exaggerated some points and sometimes even brought them to ridiculous absurdity. Our goal was to make non-standard videos that attract the attention of viewers and evoke EMOTIONS in them. And the main thing is not to list the advantages of penthouses in words, but just to show people this beauty from the windows.

We decided to make a serial advertisement of 3 commercials. We took everyday life situations as a basis and mixed them with unpredictable funny endings.

CASTING

We have been thinking for a long time about who can be the main character in the videos. We saw here a very extraordinary man with a good sense of humor who could correctly play what we needed. As a result, we decided to involve Sardor Salyamov as the main character. Thanks to his unusual image, excellent sense of humor, and experience of shooting in vines and comedy clubs, we were able to add the desired result together.



● REC

SHOOTING

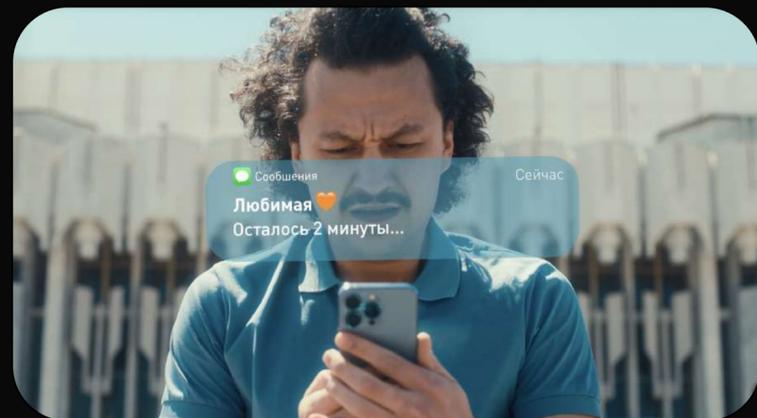
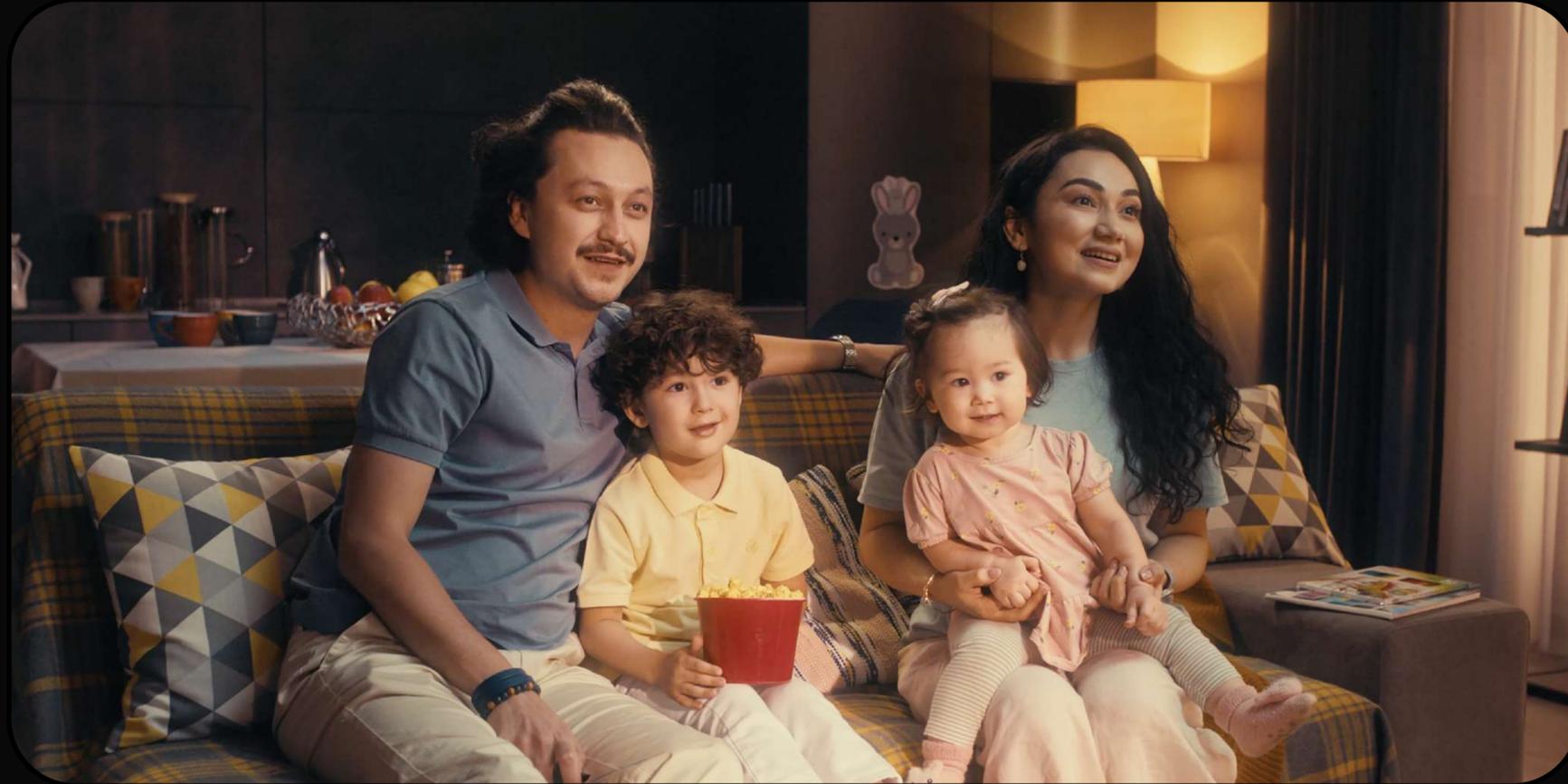
The main problem was that the penthouses themselves on the upper floors had not yet been built. There was only a small showroom in the sales office on the ground floor. There was also no budget for the construction of the pavilion, and we had to get out of it with what we had...

We installed the chromakey behind the panoramic windows and shot the shots with the view separately, which was later added in postproduction.

All three videos were shot in one day without intermission. The shooting shift lasted more than 24 hours!

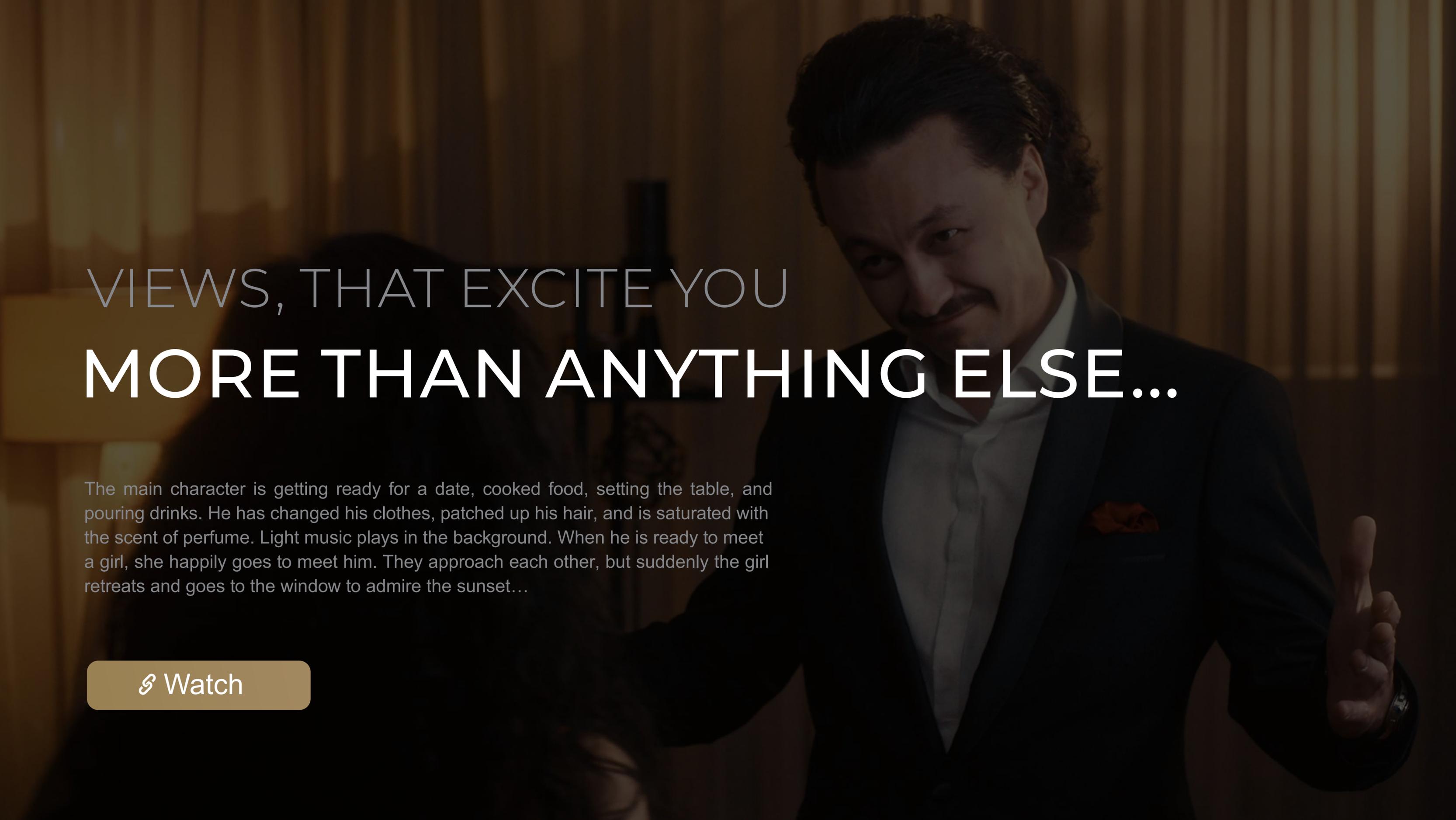
00:00:05:00





RESULTS





VIEWS, THAT EXCITE YOU MORE THAN ANYTHING ELSE...

The main character is getting ready for a date, cooked food, setting the table, and pouring drinks. He has changed his clothes, patched up his hair, and is saturated with the scent of perfume. Light music plays in the background. When he is ready to meet a girl, she happily goes to meet him. They approach each other, but suddenly the girl retreats and goes to the window to admire the sunset...

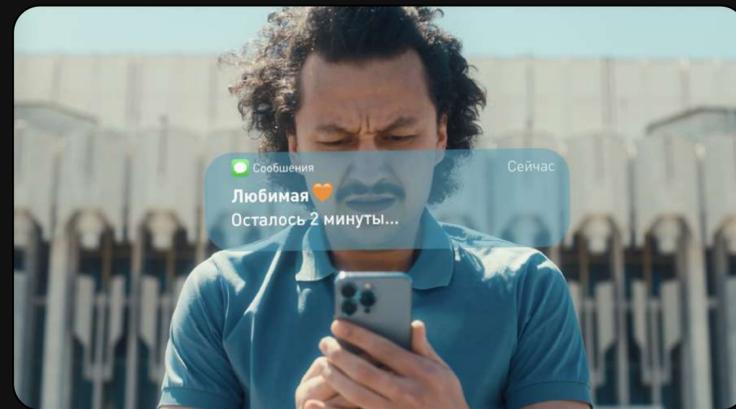
[Watch](#)

FAILED CLEANING

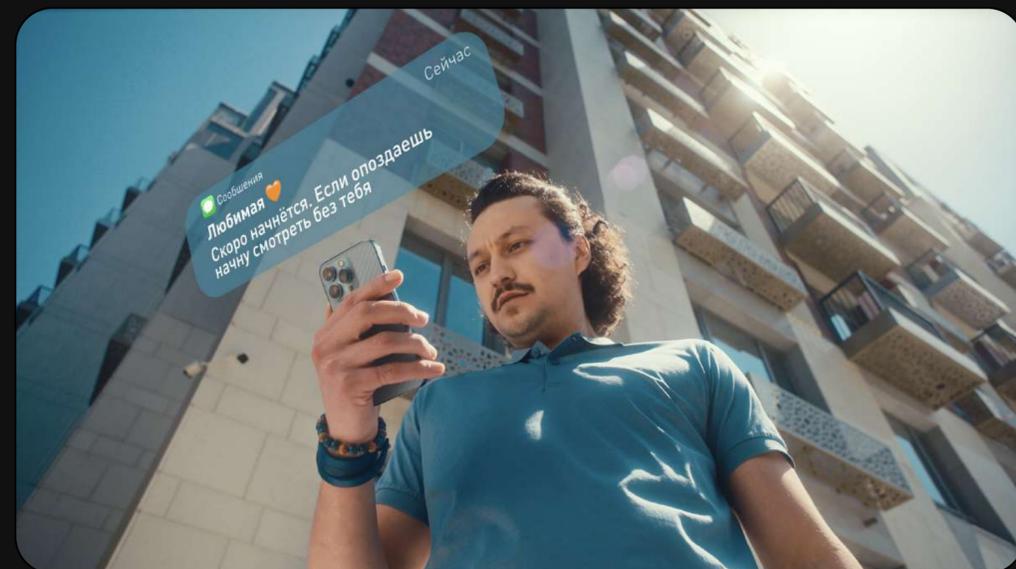
Home cleaning is in full swing. The vacuum cleaner is running at full power, but instead of collecting dust, it starts dragging precious things off the carpet. At the same time, the husband wiping the table, inadvertently touches the vase and it breaks. But they do not pay attention to it, as they forget themselves while admiring the view of the city from the penthouse...

[Watch](#)





THE BEST TV SHOW OF YOUR LIFE



The main character is in a hurry to leave the office, without stopping to communicate with his family on the phone. He gets into the car and quickly rushes home. But an unpleasant surprise awaits him on the road - a traffic jam. The wife hurries with messages: "Where are you?! It will start soon!" The hero leaves the car on the road and rushes home. Finally he arrives home and throws himself on the sofa, where his family is already waiting for him. With the push of a remote control, the curtains slide open to reveal a breathtaking view of the city from the height of the penthouse. Everyone is happy and enjoying the beautiful view. They're in time for their favorite family show!



COMMUNICATION CHANNELS

We used several different communication channels:

social media

mass media



a television

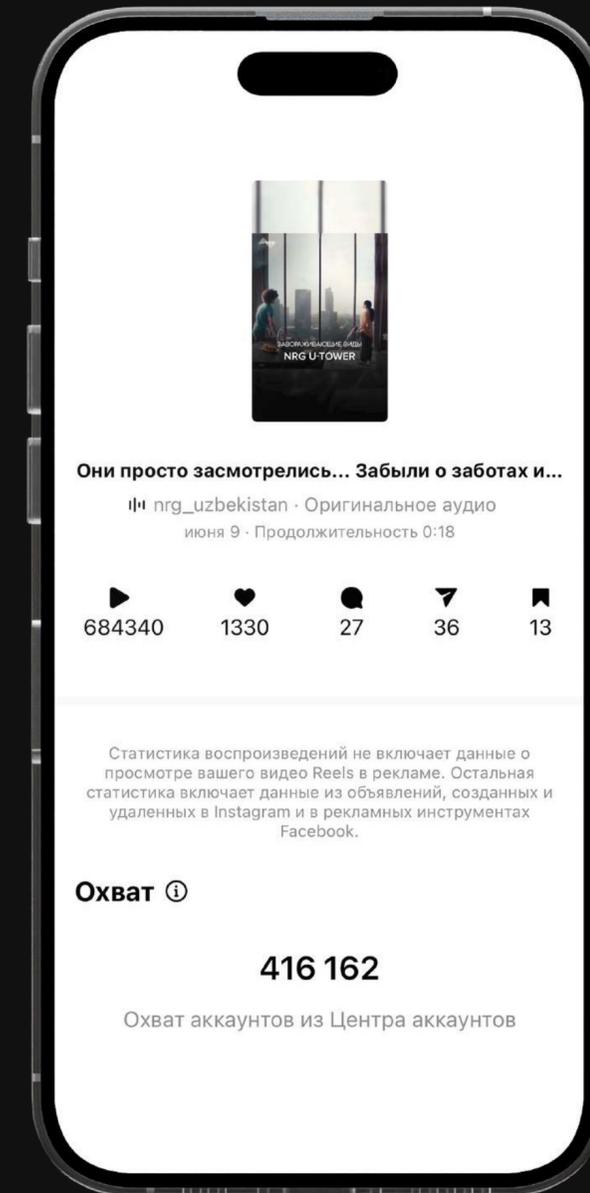
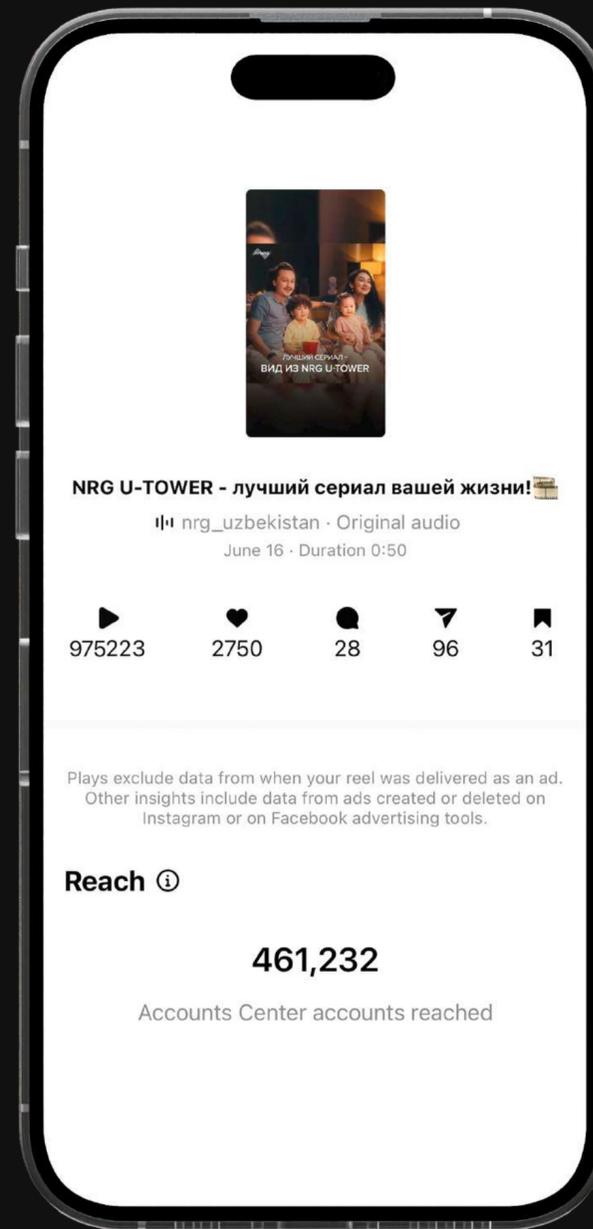
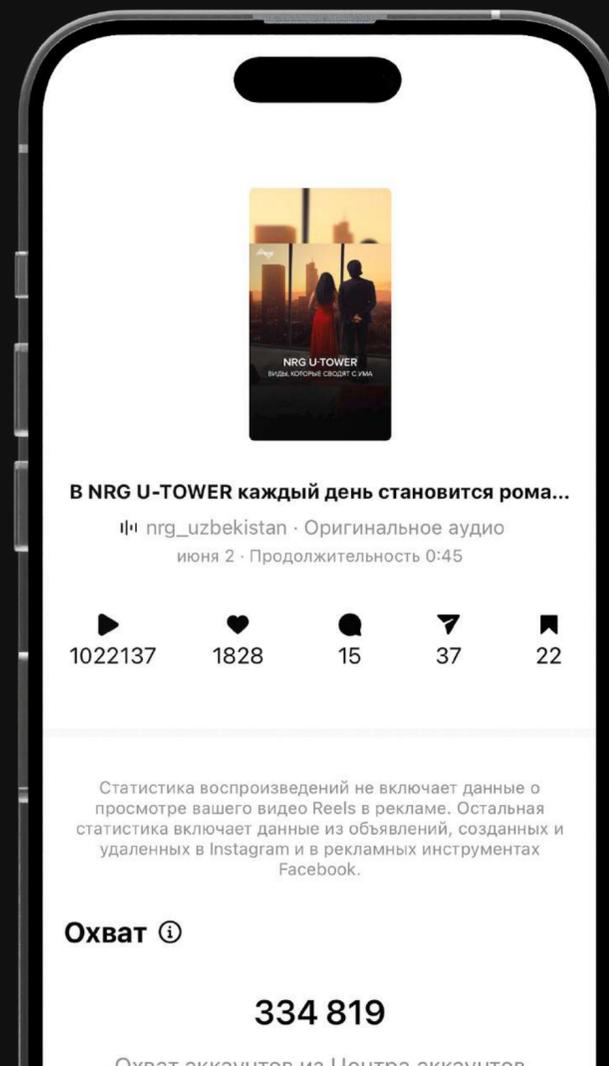
cinema

outdoor advertising



SOCIAL NETWORKS

Only on Instagram videos scored **2 500 000** views



📷 covered more than 1 000 000 people.

❤️ scored 4888 likes

MASS MEDIA

All 3 videos were posted in the most discussed and viewed news channel among the Russian-speaking audience - UzNews.

**В NRG U-TOWER КАЖДЫЙ ДЕНЬ
СТАНОВИТСЯ РОМАНТИЧЕСКИМ
ПРИКЛЮЧЕНИЕМ**



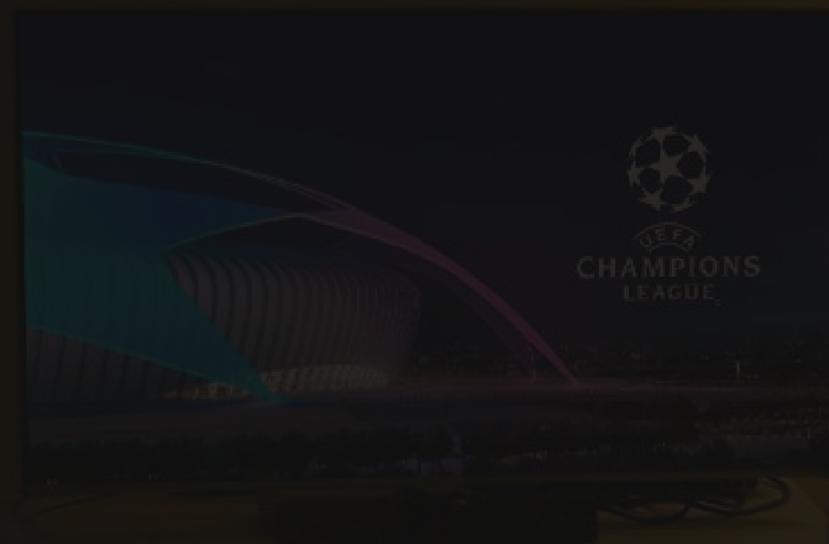
**NRG U-TOWER – ОДИН ИЗ
ЛУЧШИХ СЕРИАЛОВ ВАШЕЙ ЖИЗНИ**



**NRG U-TOWER – ВИДЫ,
КОТОРЫЕ ЗАВОРАЖИВАЮТ**



A TELEVISION



The release of our commercials fell at the time of the Champions League. We took advantage of this and ran ads on TV during matches. This helped to reach a huge number of people, since that evening the attention of so many was riveted to the TV screens.



LED SCREENS

Also, we did not bypass outdoor advertising and placed 15-second versions of commercials on LED screens in the most passable points of the capital.



TOWER



 1060





CINEMA

Also, these videos were placed in cinemas before the sessions in a shorter version.



Our main task was to draw attention to the project, namely to certain apartments - penthouses. Through the use of multiple communication channels, we were able to reach a large number of people and show them the main advantage of these apartments.



In addition, these provocative videos attracted the attention of many people on social networks, as well as other specialists, which greatly influenced the growth of recognition of the U-TOWER residential complex and NRG Uzbekistan as a whole.

