

THE 90-DAY LAUNCH PLAYBOOK

The pre-launch sequence we run for developer clients. Positioning, the visual world, then demand. Worked backward from your launch date.

Why launches fail

Most project launches fail before launch day. Not because the project is weak, but because the launch was assembled in the final two weeks: a rushed brochure, renders from three vendors, a campaign with nothing to say. Buyers notice incoherence and trust leaks away before the first site visit. Ninety days is enough to do it properly. This is the sequence.

Days 90 to 60 - Positioning

Before a single visual, answer one question sharply: who is this project for, and why does nothing else compare for them? Every downstream decision inherits this answer.

- ◆ Define the one buyer this project is truly for, in one sentence.
- ◆ Write the single sharpest claim the project can honestly make.
- ◆ Name the project category you want to own, even if you must create it.
- ◆ Lock naming, logo and the visual direction before production begins.
- ◆ Agree the launch date and work every deadline backward from it.

Days 60 to 30 - The visual world

Build everything a buyer touches, together, by one team, so every asset speaks one language.

- ◆ Photoreal CGI set: exteriors, interiors, amenities, aerial. Lit like cinema, composed like photographs.
- ◆ Cinematic launch film with score and story. Never a slideshow.
- ◆ AI or VR walkthrough so buyers can experience the spaces from anywhere.
- ◆ Brochure system and hoardings cut from the same visual cloth.
- ◆ Project website, fast and cinematic, built to convert visits into enquiries.
- ◆ Train the sales team on the assets. They will sell with them daily.

Days 30 to 0 - Demand

The goal is simple and unreasonable: launch day should begin with a queue, not a hope.

- ◆ Teaser campaign opens. One idea, repeated with discipline.
- ◆ Launch film releases across digital and on-ground screens.

- ◆ Broker and channel partner previews. Let them sell before the public can buy.
 - ◆ Performance marketing warmed up, measured on enquiries and site visits.
 - ◆ Booking-day logistics rehearsed: enquiry handling, site experience, follow-up.
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The pattern across successful launches

Consistency. One story, told identically across hoarding, brochure, film, website and ad. Buyers trust coherence. The launches that struggle are the ones where every asset looks like it came from a different company, because usually it did.

Launching in the next 90 days? WhatsApp your drawings to +91 78426 95525 and we will send back a free visual preview of your own project.