



**WRITE
ON TRACK**

*“Taking your business
right on track”*

Marketing | Publicity | Branding | Events





CITIGLOBAL

REALTY & DEVELOPMENT, INC.

Maaasahan. Mapagkakatiwalaan.



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Started as marketing, landholding, and leasing company back in 2003, CitiGlobal Realty and Development, Inc. is a real estate development company that challenges to become an efficient and lifestyle developer in the Philippines.

Currently, CitiGlobal Realty and Development has development projects in Tagaytay and Palawan, with future plans to develop in Manila, Quezon City, Batangas, and Bataan.



Potential Target Markets



1



OFWs

- ▷ Elementary occupations account to 37.1% of total jobs abroad
- ▷ 11% of total Filipino population or accounting to 10.2 million
- ▷ 57.1% work in Middle East; 8.9% in East Asia; 9.5% in South and Southeast Asia

2



Filipino young professionals

- ▷ 25-34 years old working in technical or professional field
- ▷ 7% of total workforce
- ▷ Average salary: Php 471,000 per year



Small to medium sized entrepreneurs

- ▷ Accounting to 99.6% of registered businesses in the Philippines
- ▷ Employing 63.2 % of the total Philippine workforce
- ▷ 300 new firms are born out of a million working age

3

4



Retirees

- ▷ Philippines as fifth cheapest country to retire
- ▷ Second best country in fitting in



Foreign professionals living in the Philippines

- ▷ Can legally own a residence in a form of condominium
- ▷ Employing 100,000 to 250,000 in POGO industry alone

5



OFWs



- ▷ Immediate property purchase
- ▷ Prioritizes giving the best for their families
- ▷ Can afford the price range of properties

Filipino young professionals



- ▷ Consider properties as long-term investment
- ▷ Prioritizes giving the best for their families



- ▷ Prioritize giving the best for their families than investing in a property
- ▷ Less effect on out-of-home strategies

- ▷ Tend to have insufficient savings

Small to medium sized entrepreneurs



▷ Have accessible earnings to invest in a property

▷ Prioritize growing business than investing in a property

Retirees



▷ Have accessible savings to invest in a property

▷ Philippines portrayed as unsafe to live in

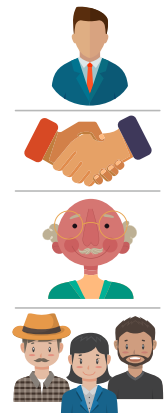
Foreign professionals living in the Philippines



▷ Purchase of property as a source of passive income

▷ Tendency for temporary occupancy

Recommendation



Filipino young professionals

Small to medium sized entrepreneurs

Foreign Retirees

Foreign professionals living in the Philippines



Write On Track recommends OFWs as the primary target market for CitiGlobal properties and development.

Objectives

- ▶ To bring awareness to CitiGlobal as a trusted brand in realty and development in the Philippines
- ▶ To have brand recall as a developer that caters to OFWs as primary target market
- ▶ To use Christmas as an opportunity to draft a campaign to publicize their properties



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The Big Idea

Ikaw naman po, ngayong Pasko!

OFWs work very hard abroad to provide for their family back home. This season of giving and giving back, make them feel loved by gifting them a taste of home away from home through their favorite Filipino snacks.



Strategies

- ▶ **Attention** – Social media ads, Stream ads, LED billboards, In-flight magazine, In-flight TV
- ▶ **Interest** – Video campaign
- ▶ **Desire** – Successful families of OFW
- ▶ **Action** – Inquiries, Purchase of property



Attention

Social Media Ads | Stream Ads
LED Billboards



Attention

In-flight Magazine | In-flight TV



Interest

Video Campaign



Interest

Video Campaign Pegs



Kwentong Jollibee: "Pamasko"

<https://www.youtube.com/watch?v=j-MMiPZoxZc>

#BESTserye: "OFW"

<https://www.youtube.com/watch?v=c4d-KYY2MRc>

"The OFW Project of Coca-Cola"

<https://www.youtube.com/watch?v=oB6AhrCDxoY&t=201s>

Desire

Successful families of OFWs
living in CitiGlobal properties



Action

Inquiries | Purchase of property



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THANK YOU!



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