GOTHAM GROUP

CASE **STUDY**

TERRACES
LUXURY REAL ESTATE

HOW WE TURN INSIGHT INTO MEASURABLE INFLUENCE.

We are a team specialized in reading competitor and user behavior online.
We start with real signals, not assumptions, and blend that data with creative strategy.

We decode culture, behavior and data until the insight is undeniable.

FINALLY, WE MEASURE WHAT MATTERS.

INSIGHT BECOMES INFLUENCE WHEN IT DRIVES ACTION.
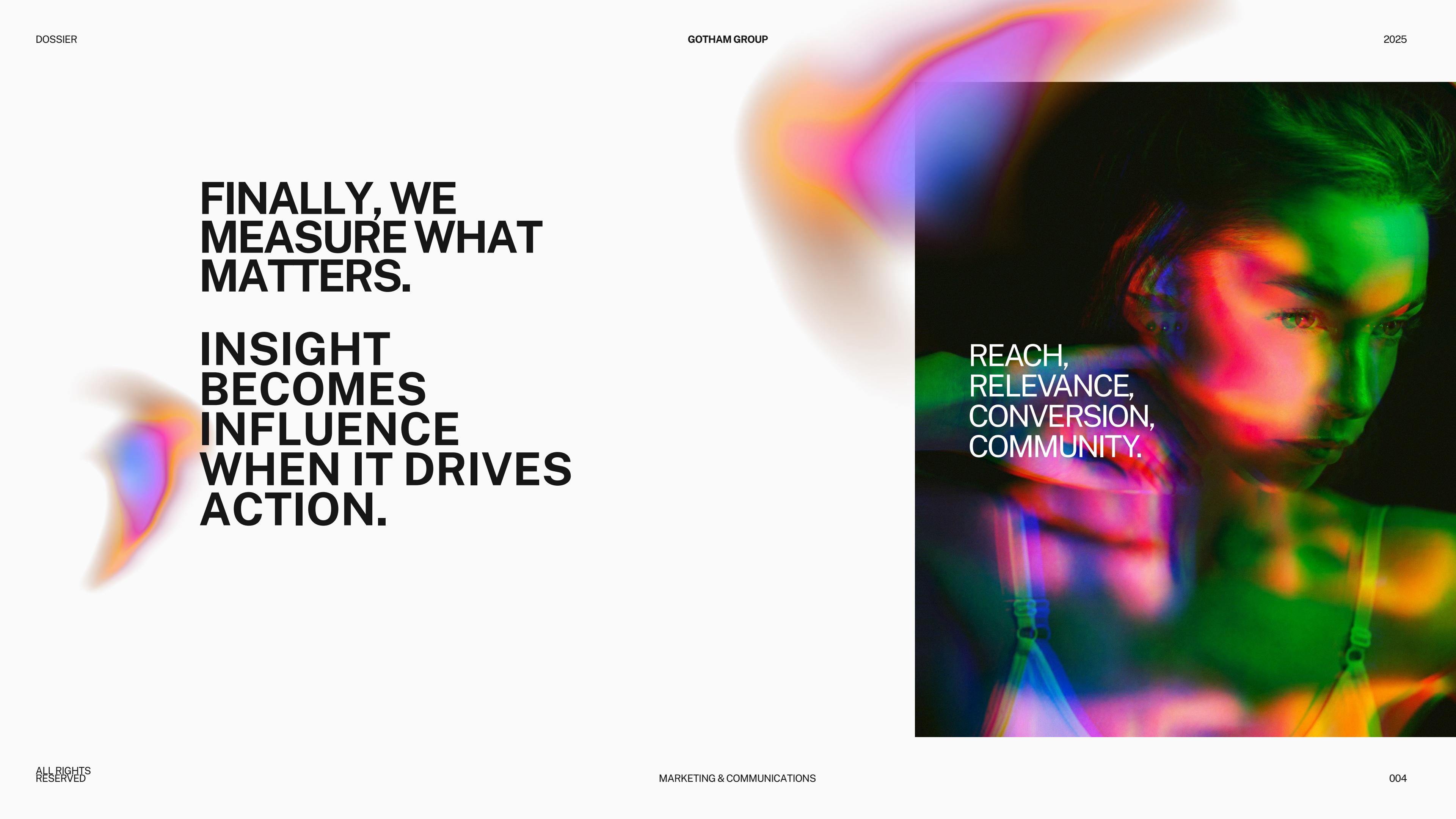
REACH, RELEVANCE, CONVERSION, COMMUNITY.

CASE **STUDY:** *"MY DEAR GPT"*

CLIENT: **LATITUDE (DEVELOPER)**

CATEGORY: **REAL ESTATE / LUXURY RESIDENTIAL DEVELOPMENT**

Selling a new luxury residential project in Fort Lauderdale means competing in an oversaturated market with similar promises.

Buyers don't lack options. They lack a reason to choose.

Latitude needed to turn **The Terraces** into a desirable lifestyle before move in.

OUR OBJETIVE

I

Our intention was clear: to position The Terraces as an inevitable choice for those searching for more than luxury.

Not as another development, but as a lifestyle defined by calm, privacy, ocean-view living, and long-term investment potential.

The challenge wasn't the message, it was how to differentiate that value in a crowded market.

AI POWERED VISUALS AND FILMS TURNED AN UNFINISHED PROJECT INTO A TANGIBLE, PERSONAL LIFESTYLE EXPERIENCE.

MARKETING & COMMUNICATIONS   008

THE BIG CREATIVE IDEA

"Latitude (Developer) My Dear GPT" was our creative campaign that reframes how people interact with artificial intelligence, treating prompts not as commands, but as emotional letters shaped by human subjectivity.

LEADS, LEADS & more LEADS

The campaign explores how this humanization of AI builds closeness, trust and applies that insight to luxury real estate storytelling to generate high-intent demand through emotionally intelligent communication.
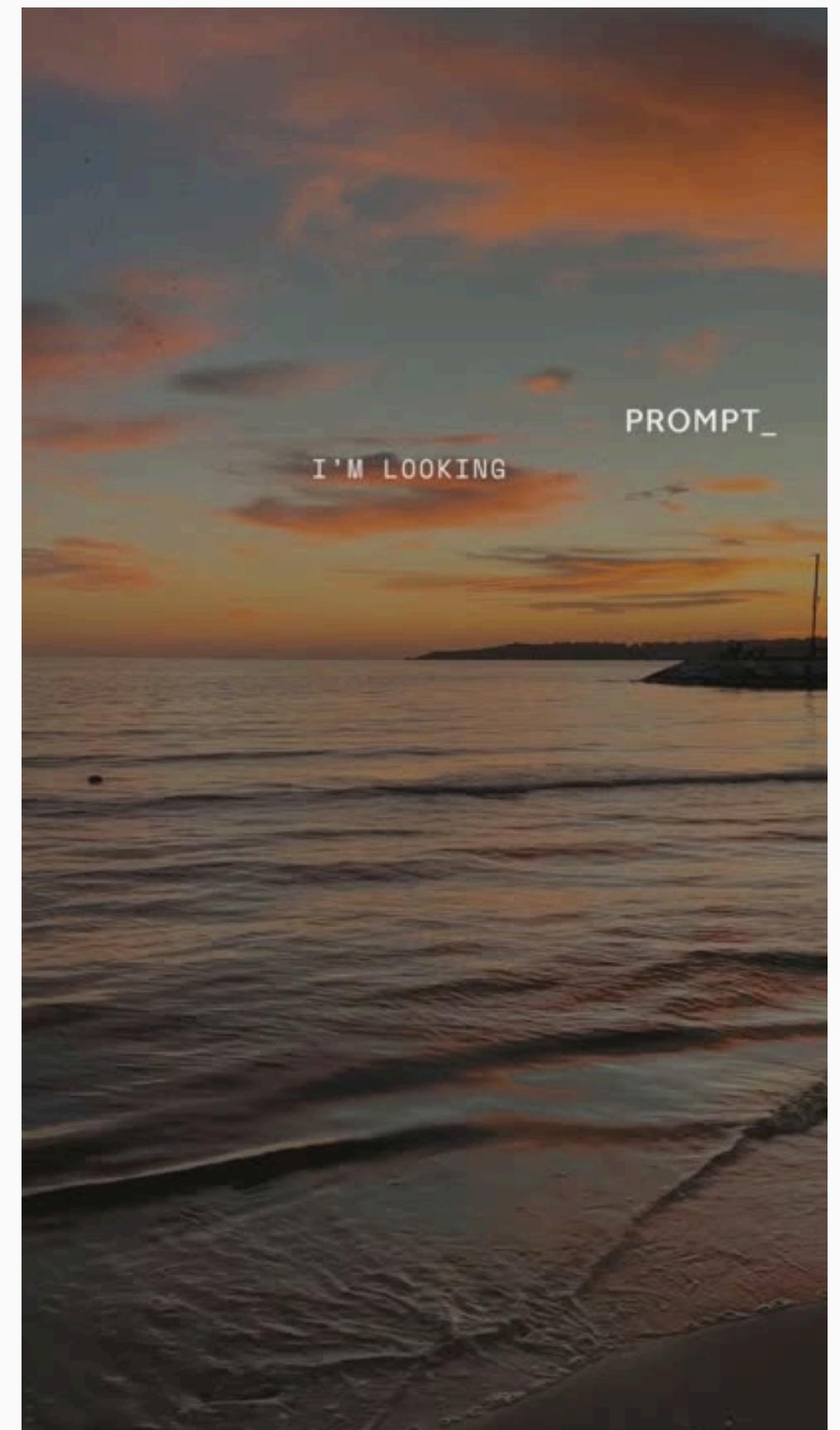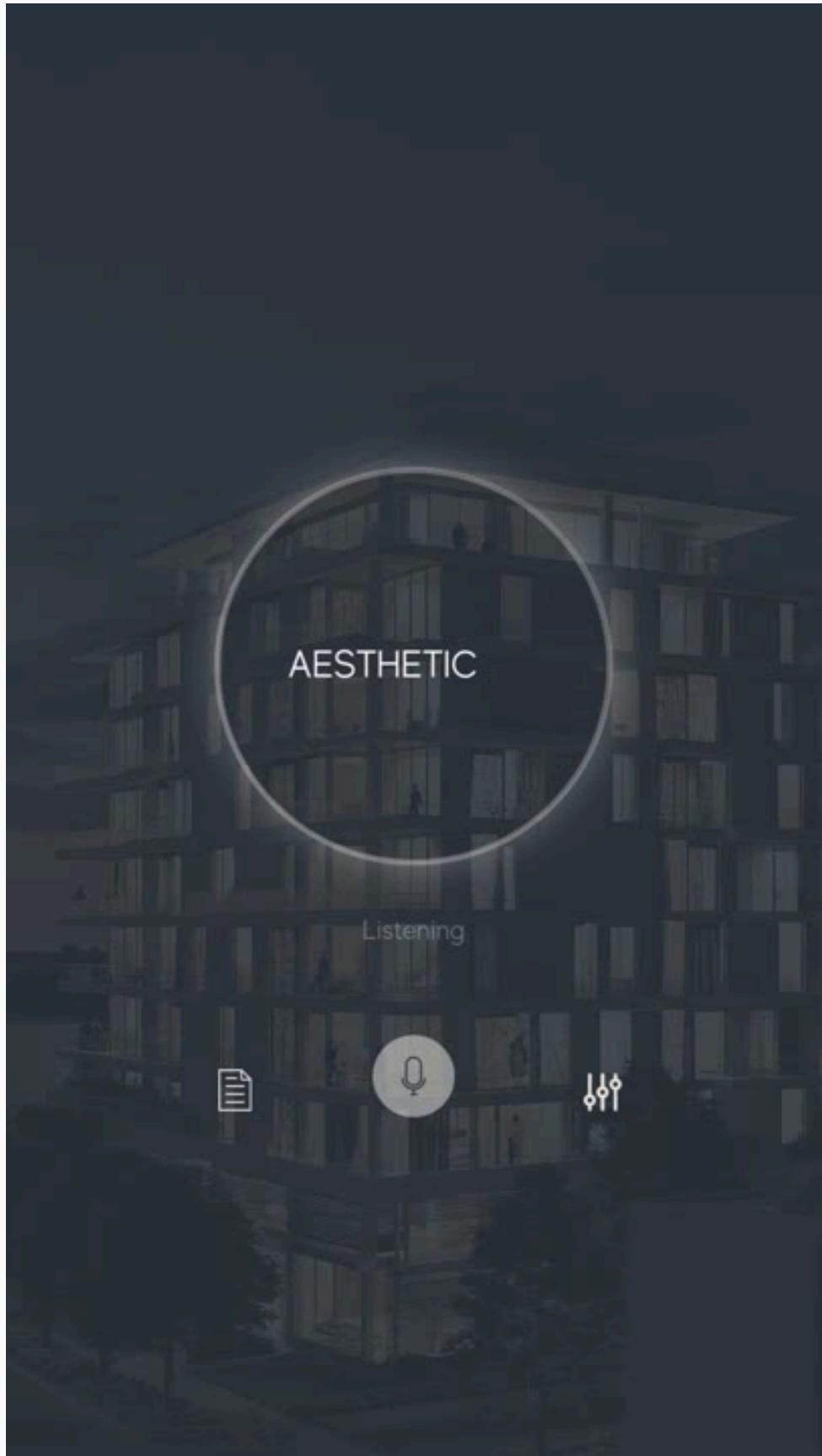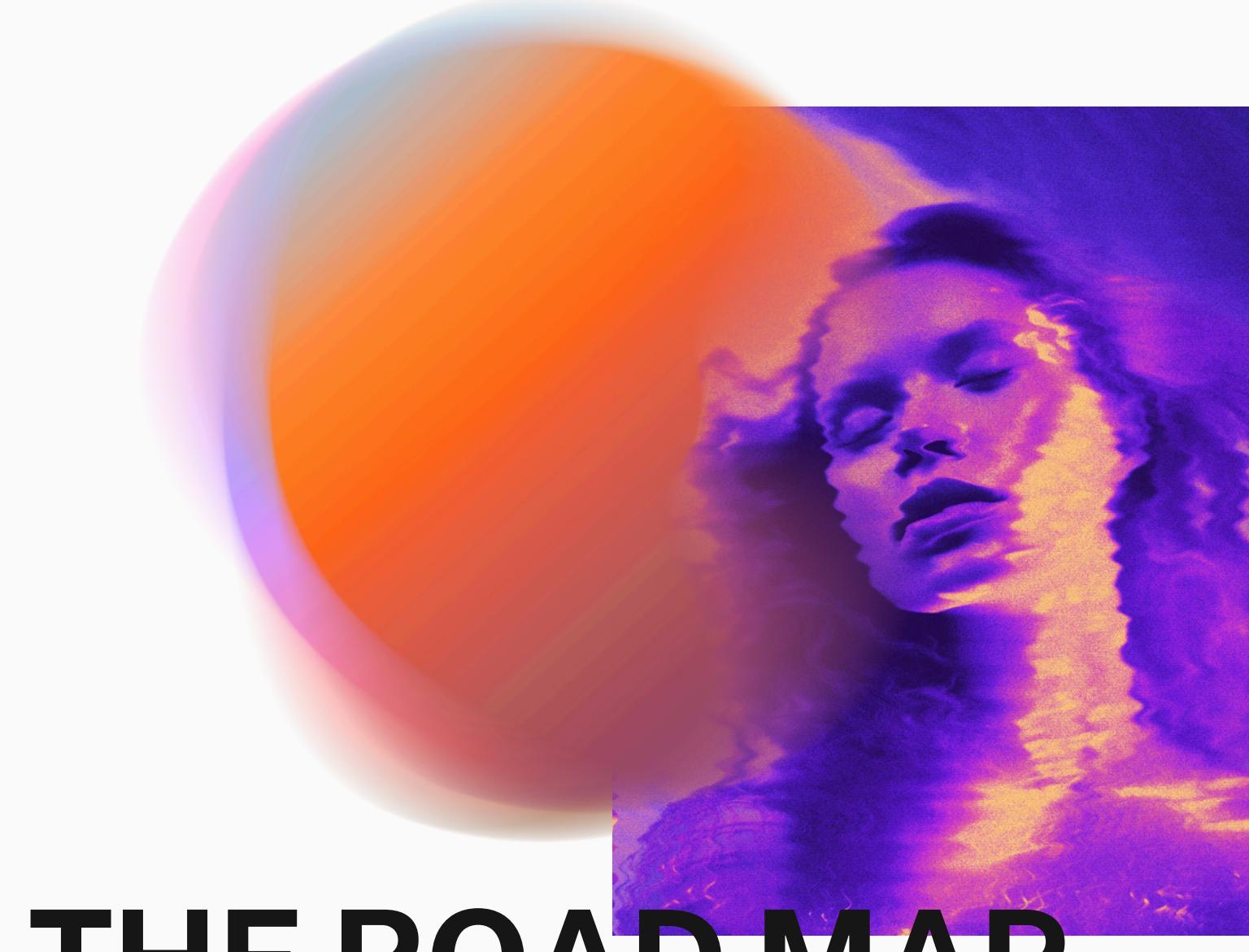
THE ROAD MAP

- WE BUILT A **FULL-FUNNEL ACQUISITION** SYSTEM, NOT ISOLATED CAMPAIGNS.

- THE ADVANTAGE WASN'T THE STRUCTURE — IT WAS THE **CREATIVE MESSAGE** EMBEDDED AT EVERY STAGE OF THE FUNNEL.

- EACH TOUCHPOINT ADDRESSED REAL BUYER **PAIN POINTS**, NOT ASSUMPTIONS.

- CREATIVITY **GUIDED THE ALGORITHM,** FROM DISCOVERY TO CONVERSION.

- CLEAN, SCALABLE AD ARCHITECTURE ACROSS GOOGLE AND META. INTENT-BASED LANDING PAGES ALIGNED MESSAGE, CONTEXT, AND **CONVERSION.**

- **CRM INTEGRATION** CLOSED THE LOOP BETWEEN MARKETING AND SALES.

- **REAL-TIME REPORTING** ENABLED FAST, INFORMED DECISIONS.

STRUCTURE SUPPORTED THE SYSTEM.
CREATIVE CLARITY MADE IT PERFORM.

Powered by creators. No middlemen.
Performance in mind.

IMPACT

In a high-stakes, low-volume market, we delivered quality over noise.
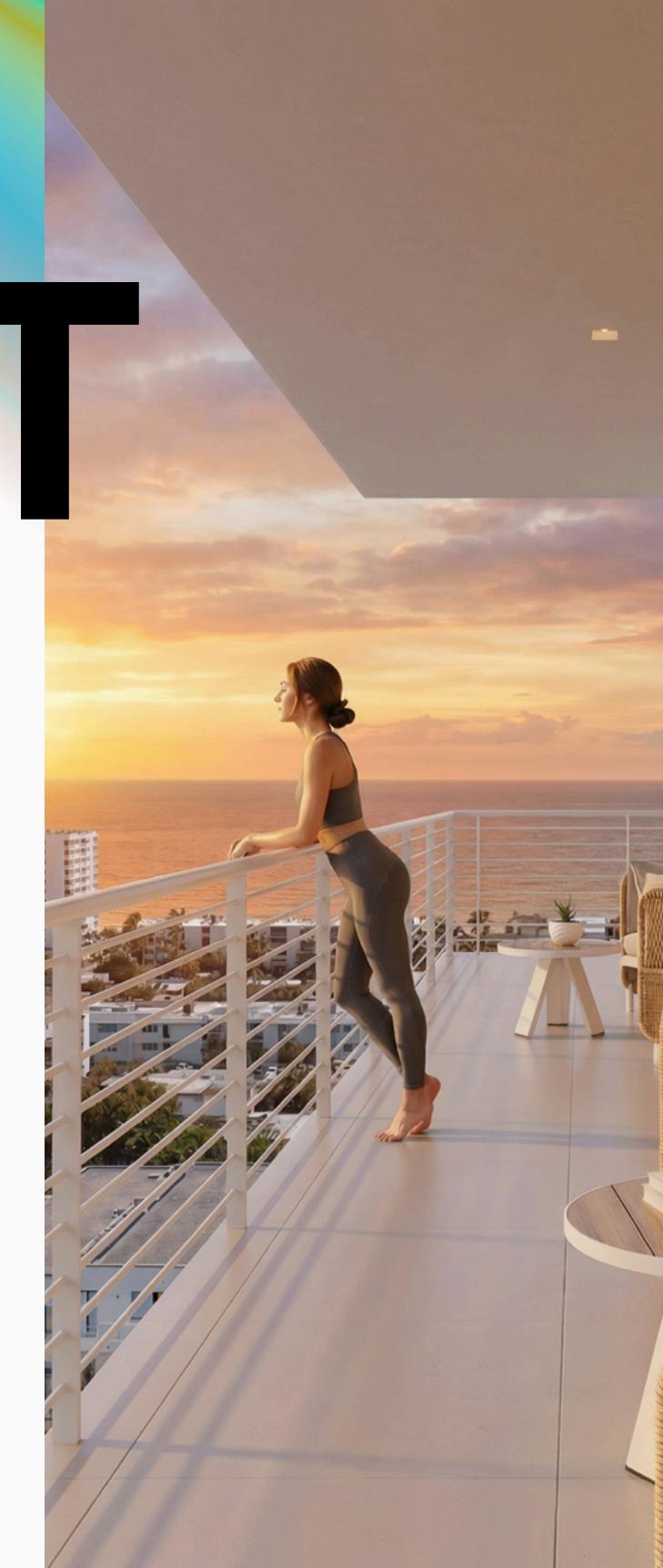
50+ qualified leads

for $2.95M units — one of our strongest performances in luxury real estate to date.

78M+ media reach

570+ press placements,
including AP, Bloomberg, Newsbreak.

BEST OCEAN VIEW RESIDENCES IN FORT LAUDERDALE FOR 2025 BY THE EVERGREEN AWARDS.

Awarded. Recognized. Set apart.
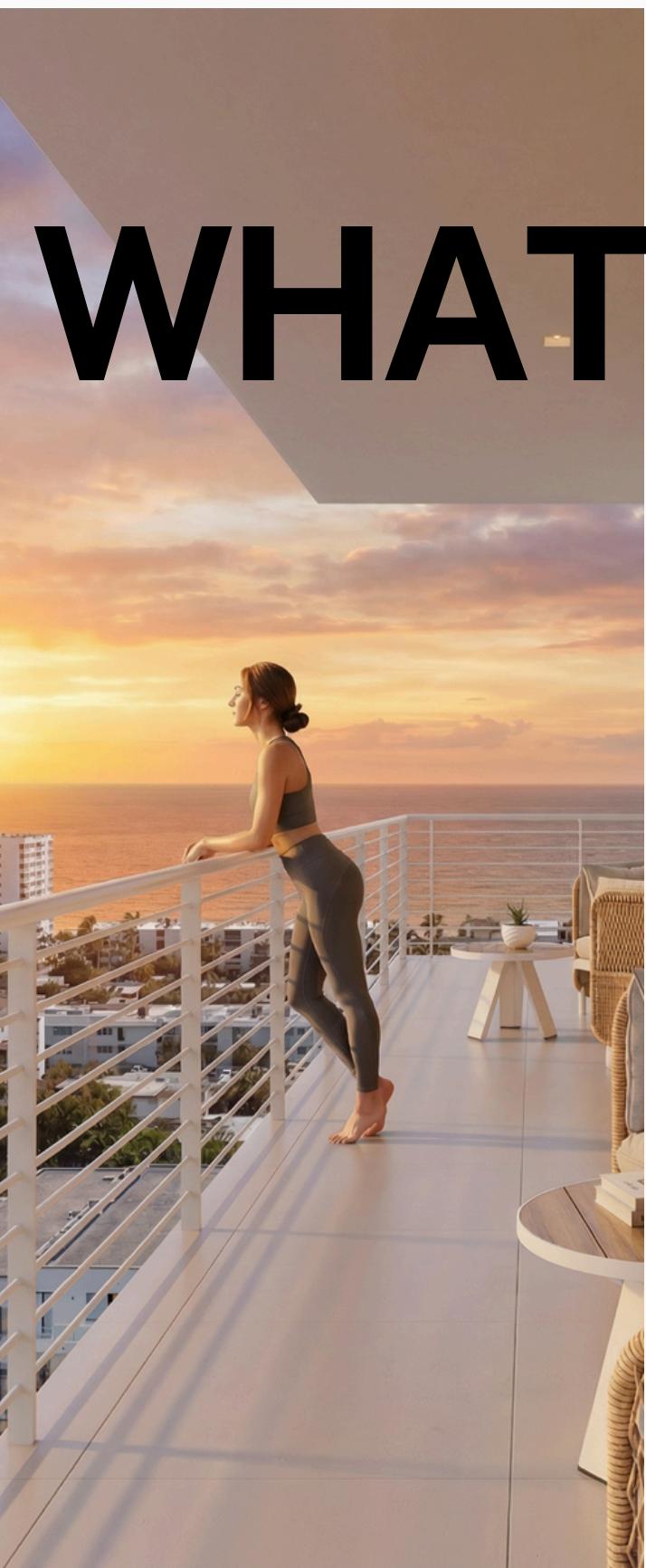
WHAT THIS CASES PROVE

<$10K in ads **over 4 months generated qualified leads for $2M+** luxury properties.

Media investment followed a **test → validate → scale model:** budgets increased only after performance was proven.

Small, controlled ad tests identified **winning messages before amplification.**

Scalable frameworks replaced high-risk spend with **measured confidence.**

Paid precision: targeted campaigns optimized for conversion across Meta, Google & TikTok.

Results triggered a **100% budget increase for the next development phase.**

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THIS VISIBILITY WASN'T PASSIVE.
WE BUILT IT THROUGH A SYSTEM

WE JUST
DON'T
EXECUTE
IDEAS.
WE BUILD
INFLUENCE.

GOTHAM GROUP