



# Introductory Demo for Comodus.it Community

Deadline: 05.03.2010 23:59 GMT

Brand: Comodus  
Sector: Web Services  
Country: Italy

Category: Specific Creation; Above The Line : Internet; Specific Creation : Viral advertising , Video; Design : Web  
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Budget: \$1 900  
Status: Closed  
Language of Solutions: English, French, Italian

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

Comodus.it was born in 2007 out of the need for a real estate search solution for private parties. The main purpose is to provide a platform where real estate sales and offers (residential and commercial for sale or rent) between individuals can take place without the involvement of real estate agents, saving the cost of expensive fees for both sellers and buyers.

A distinct feature of the project is the platform's complete impermeability by real estate agencies, guaranteed by:

- ∞ Registration requirement to access our advertisers' contact information
- ∞ Requirement for signed declaration of no involvement by a real estate agent
- ∞ Phone verification of all registered users by a dedicated call center
- ∞ Ability to report the presence/infiltration of possible real estate agents by our users

Another feature of the current platform is the ability to search for property for sale or rent by buyers/renters, as well as a mirror image search engine for owners looking for potential buyers/renters.

The advertisements on the online platform ([www.comodus.it](http://www.comodus.it)) can be freely viewed by owners or buyers/renters, with a registration requirement for those who want to contact the advertisers.

The evolution of the project includes more strict access to the site, even when just checking advertisements, with the goal of creating a community of individuals looking to buy or sell a home, rather than a portal of real estate listings that can be freely viewed as with the big players in the sector (casa.it, immobiliare.it, idealista.it, trovocasa.it, etc.).

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

Comodus.it would like you to come up with a campaign to launch the online Comodus.it community, through:

- ∞ The design of an "Introduction Page" for user registration, following the example of these sites:  
[www.facebook.com](http://www.facebook.com)  
[www.linkedin.com](http://www.linkedin.com)  
[www.venteprivee.com](http://www.venteprivee.com)  
[www.buyvip.it](http://www.buyvip.it)
- ∞ The development of an introductory Demo (flash or video) lasting a maximum of 60 seconds, to be embedded in the introductory registration page, explaining how the comodus.it community works

## 3 Step Target Audience

[ who should you influence ? ]

The target customer for this initiative is a B2C (business-to-customer) cross-target in search of a home as a primary residence / second home / vacation home, characterized by:

- ∞ Age range: 18 – 55 years;
- ∞ Income level: any;
- ∞ Education level: average - high (high school – university)
- ∞ Access to technology: easy access to broadband Internet;
- ∞ Other characteristics: does not have access to a tool dedicated to real estate transactions between individuals; pays attention to the proposals made in the communication and the service offered; is constantly bombarded by phone calls from real estate agents; not keen on building their home through photographs or video; needs to be reassured of the absence of real estate agents; needs to be "heard".

#### 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

The communication should therefore **reassure** the user of the complete absence of real estate agents, **convince** the user to register and become a member of the Comodus.it community and **motivate** them to use the platform.

#### 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

Comodus.it performs a phone verification of all users, to find possible real estate agents and guarantee the concept of real estate transactions between individuals.

Comodus.it does not ask for commissions for sales and/or purchases, and its earnings will come from the purchase of a subscription (right now the platform is completely free), which is not obligatory, after a trial lasting a month.

#### 6 Step Character

[ what are the features that define the personality of the Brand ? ]

Reliable, uncompromising, transparent.

#### 7 Step Media Plan / Placement

[ where will your work appear? ]

The demo and introduction page will introduce the current online portal.

#### 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

Introduction page:

Psd format;

The registration form should contain the following fields:

- ∞ Name
- ∞ Last name
- ∞ E-mail
- ∞ Password
- ∞ Field with the following choices: owner, buyer, builder/developer (combo box, flag, etc. ...)
- ∞ Field with the following choices: renting, selling, buying (combo box, flag, etc. ...)
- ∞ Flag declaring the absence of real estate agencies
- ∞ Information Privacy Flag

Demo: the demo will not be used with the "intro page" but will be embedded within the introductory registration page:

- ∞ Format: flash, video
- ∞ Duration: max 60 sec.

High-resolution images should also be provided for possible use in the development of the project, as well as vector paths or SWFs of any graphic creations.

Examples from which you can draw information on the private party real estate world:

[www.pap.fr](http://www.pap.fr)

[www.entrepaticuliers.fr](http://www.entrepaticuliers.fr)

[www.houseweb.co.uk](http://www.houseweb.co.uk)

More information on the project can be found at:

<http://www.comodus.it/chisiamo.html>