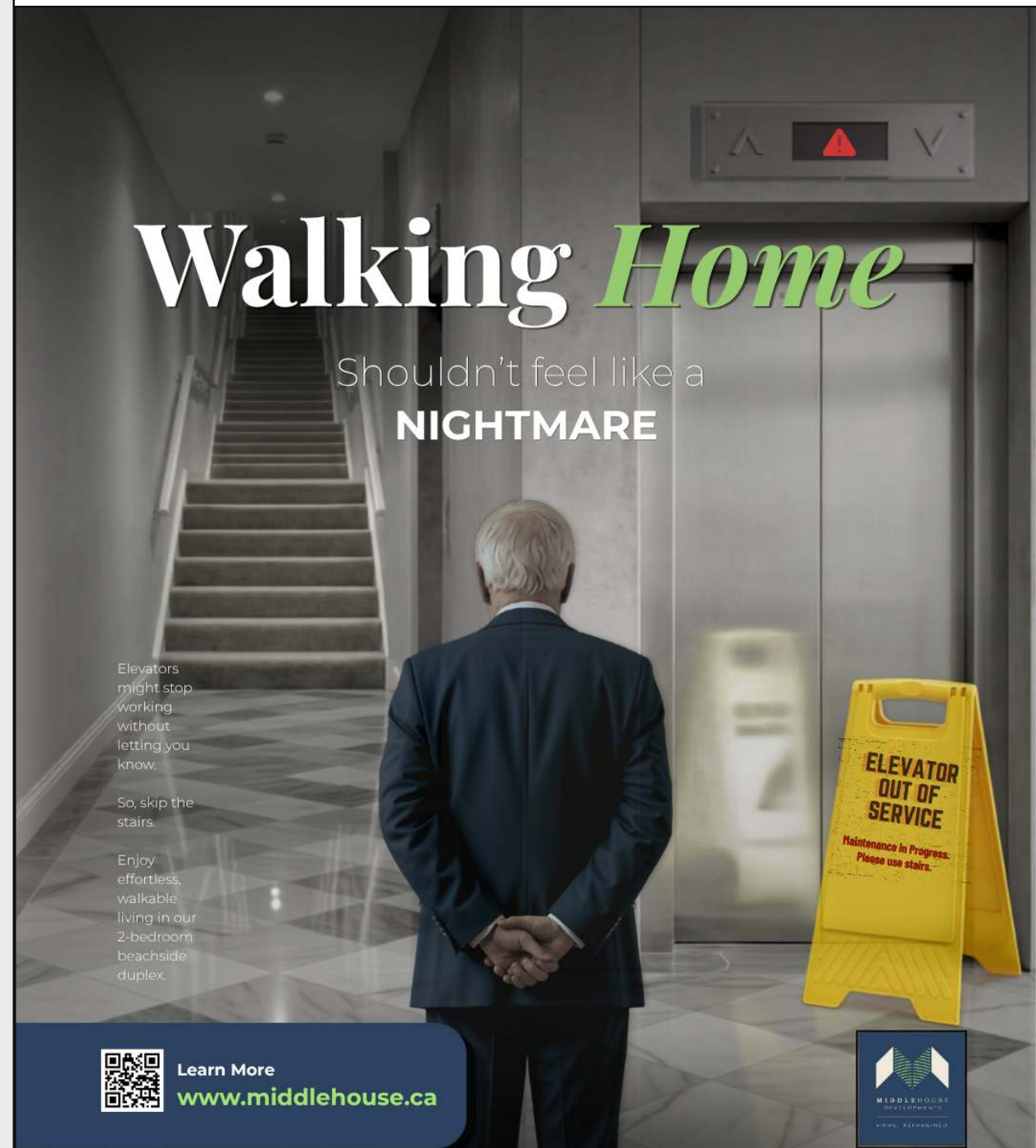


# *Single Posts*

MIDDLEHOUSE DEVELOPMENTS



# WALKING TO HOME

**Project Name:** Awareness content for the Retiree Market of Middlehouse Developments

**Objective:** Raise Brand Awareness among retirees

**Target Audience:** Urban residents aged 45+

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Physical Exhaustion/Restricted Mobility

**Intended Message:** Unlike condos where elevators can break down and you have to take the stair, our home provides you walkable areas, fit for your needs.

**KPI:** Engagement metrics(Likes, Comments, Shares)



# DON'T PAY TO PAY

**Project Name:** Awareness Content for Young adult Market - Middlehouse Developments

**Objective:** Raise awareness among young adults, specifically couples

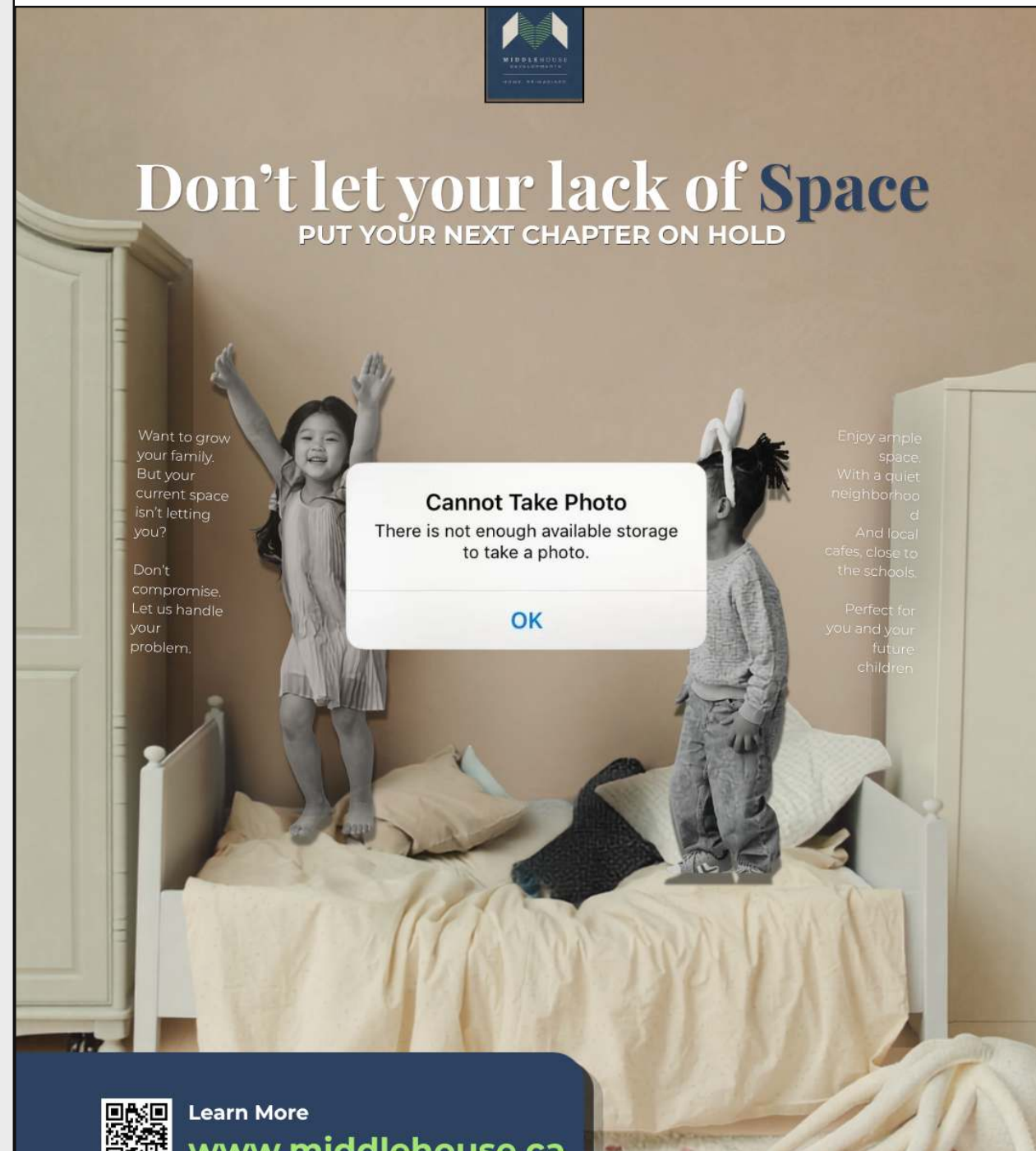
**Target Audience:** Urban residents aged 20-40. Married Couples.

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Expensive renovation costs after buying a home

**Intended Message:** You can enjoy your home without paying crazy renovation costs. We will take care of them.

**KPI:** Engagement metrics(Likes, Comments, Shares)



# LACK OF SPACE

**Project Name:** Awareness Content for the Growing Family Market

**Objective:** Raise brand awareness among expanding families who are outgrowing their current living spaces.

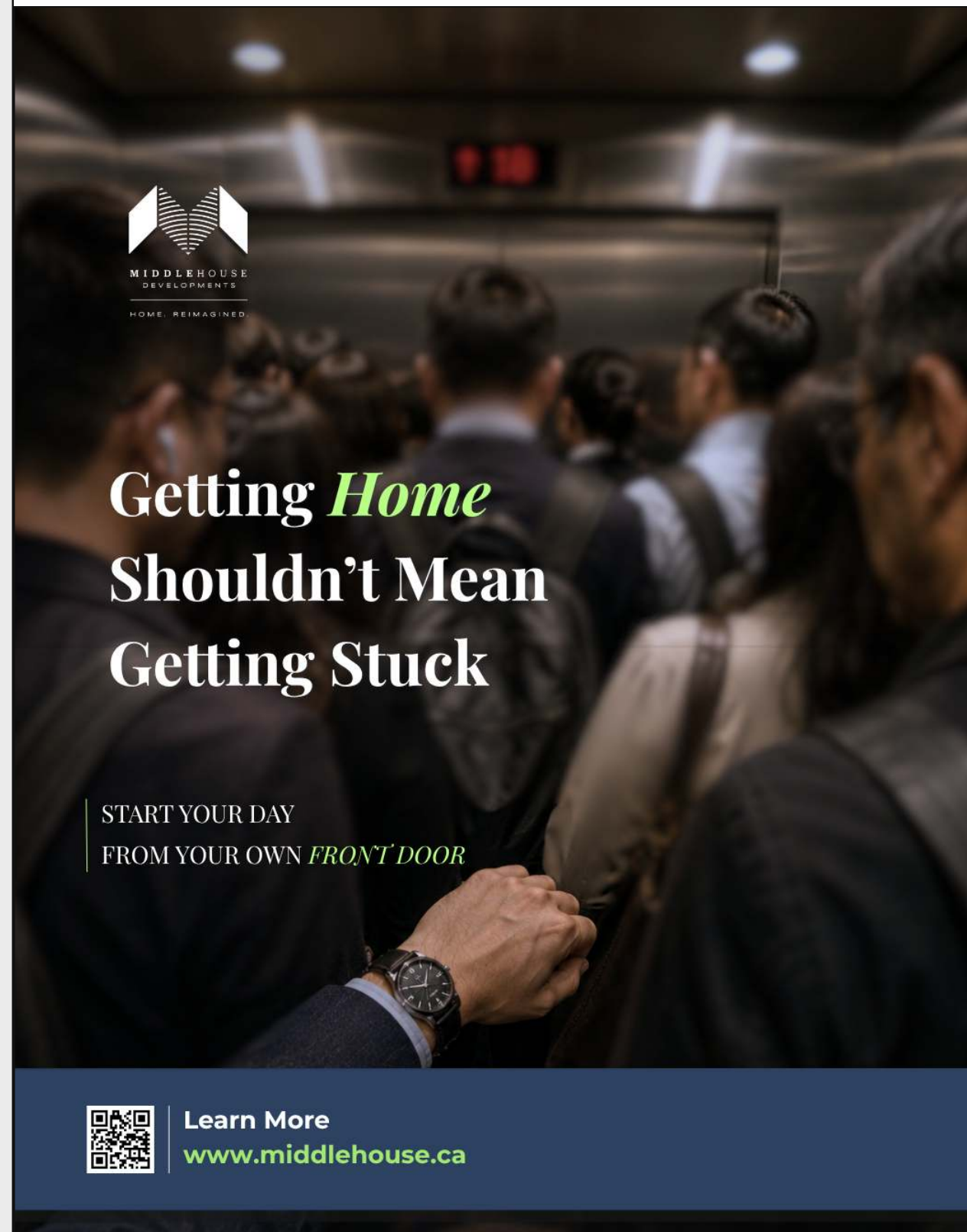
**Target Audience:** Urban residents aged 25–40, young parents and couples planning to have children.

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Physical overcrowding, lack of storage, and outgrowing a smaller condo or apartment when trying to raise kids.

**Intended Message:** Don't let a cramped apartment put your family's milestones on hold. Middlehouse provides spacious homes designed for your next chapter and your children's future.

**KPI:** Engagement metrics (Likes, Comments, Shares)



# GETTING HOME

**Project Name:** Awareness Content for the Urban Commuter Market

**Objective:** Raise awareness around the inconvenience of high-density condo living

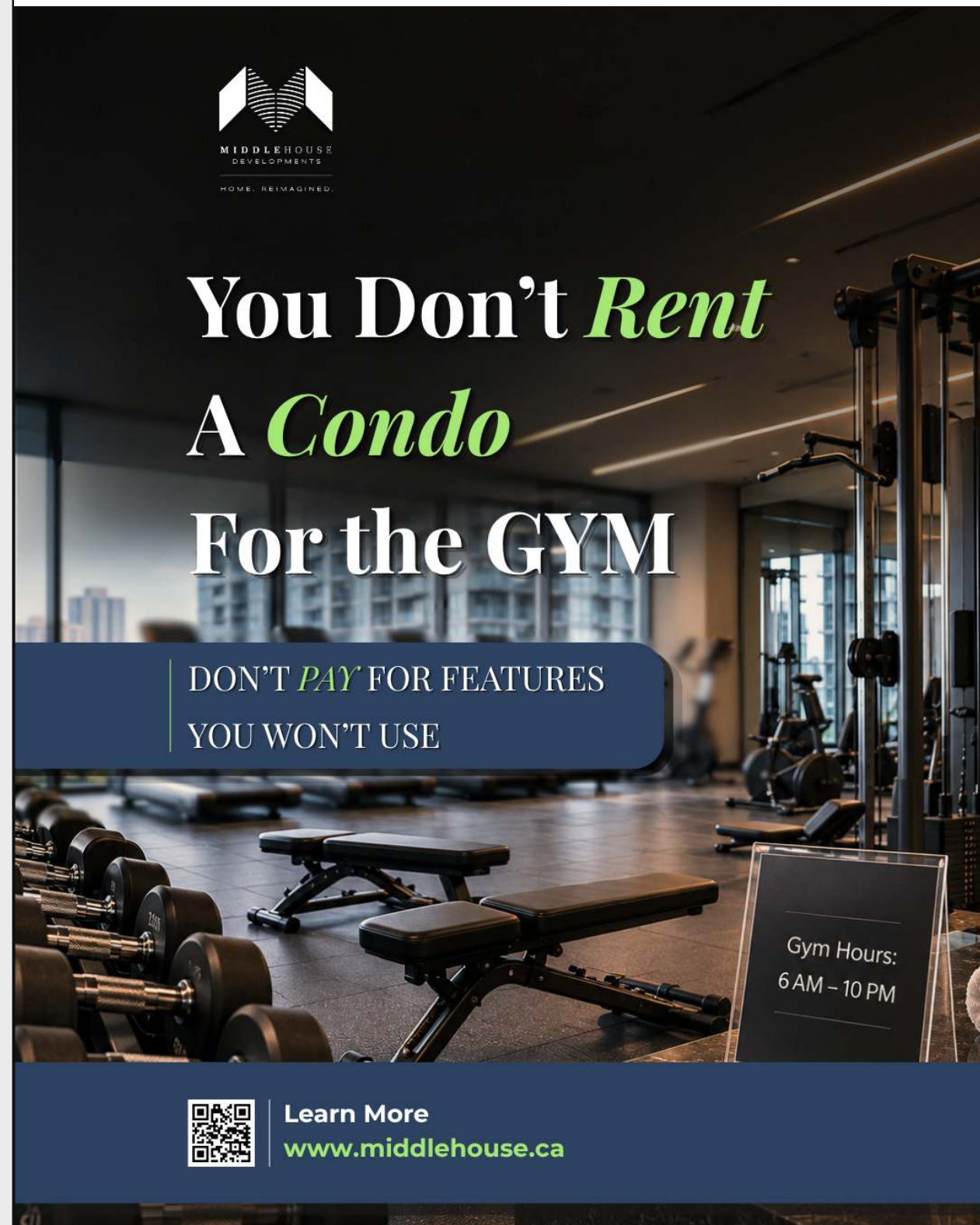
**Target Audience:** Urban residents aged 25–40

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Crowded elevators, waiting times, and dependence on shared building infrastructure

**Intended Message:** Getting home should be simple. A front door of your own removes the daily friction of crowded elevators and shared access.

**KPI:** Engagement metrics (Likes, Comments, Shares)



# RENTING CONDO

**Project Name:** Awareness Content for the Value-Conscious Homebuyer Market

**Objective:** Raise awareness among buyers who may be paying for condo amenities they rarely use

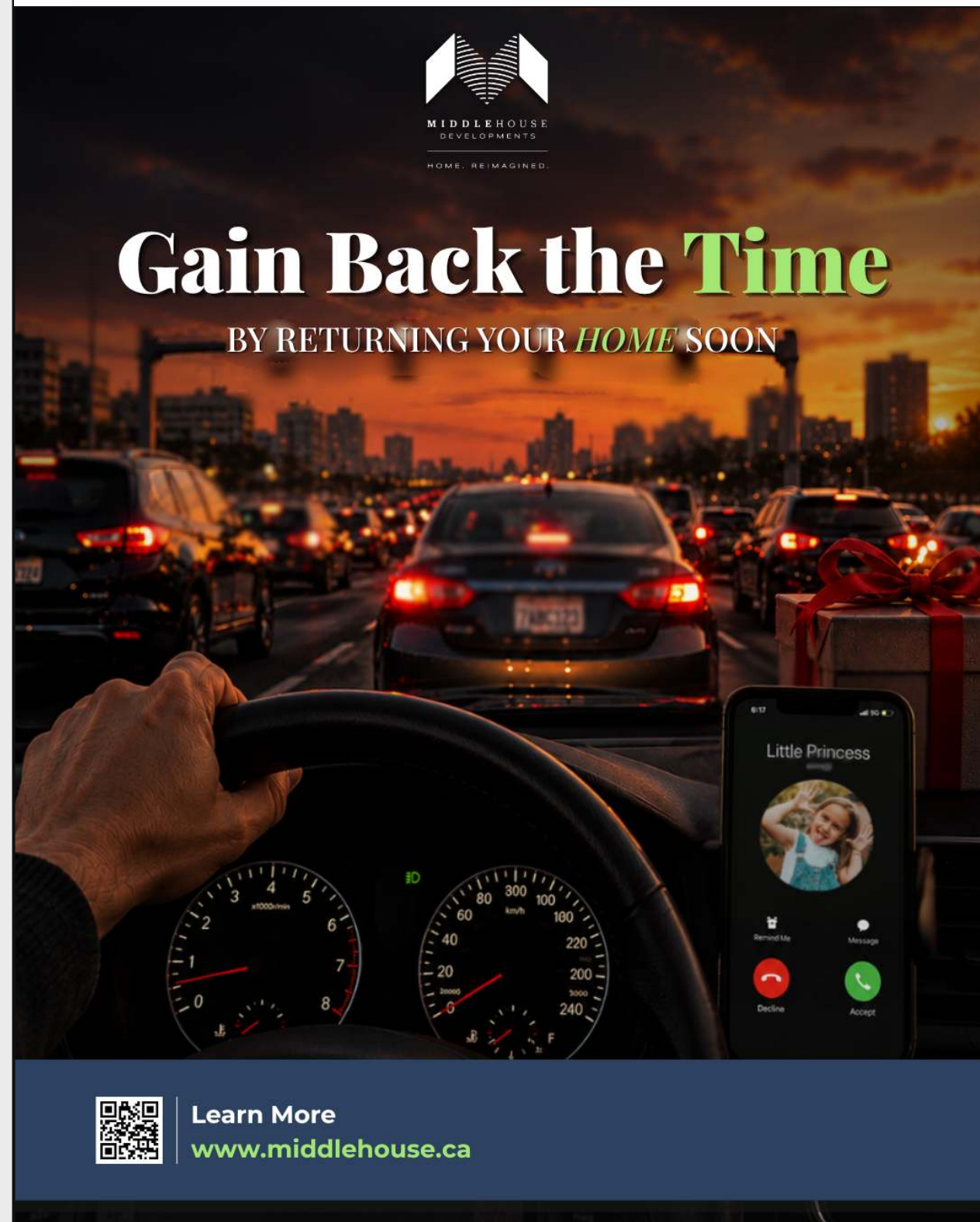
**Target Audience:** Urban residents aged 25–40, first-time buyers and young professionals

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Paying recurring condo fees for shared amenities that provide little personal value

**Intended Message:** Don't pay recurring fees for amenities you may rarely use. Homeownership gives you greater control over what you pay for and what actually matters to your lifestyle.

**KPI:** Engagement metrics (Likes, Comments, Shares)



# GAIN BACK THE TIME

**Project Name:** Awareness Content for the Commuter Market

**Objective:** Raise awareness among urban commuters about the lifestyle cost of long daily commutes

**Target Audience:** Working professionals aged 25–45 and parents commuting between home and work

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Time lost in traffic, long commutes and reduced time with family

**Intended Message:** A home closer to the places that matter can give you back something money cannot buy: time with the people you care about.

**KPI:** Engagement metrics (Likes, Comments, Shares)



# FRONT DOOR

**Project Name:** Awareness Content for the Growing Family Market

**Objective:** Raise awareness among young families considering their next home

**Target Audience:** Urban residents aged 25–40, young parents and couples planning to have children.

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Limited independence, outdoor access and family-oriented living space in high-density housing

**Intended Message:** Give your children room to experience greater independence and access to the outdoors without compromising on the benefits of homeownership.

**KPI:** Engagement metrics (Likes, Comments, Shares)



**You Might Afford  
the *Mortgage***

BUT CAN YOU AFFORD  
THE *CONDO FEES?*

**MORTGAGE APPROVAL**  
✓ **APPROVED**

PROPERTY PRICE: \$850,000  
DOWN PAYMENT (20%): \$170,000  
AMORTIZATION: 25 YEARS  
INTEREST RATE: 4.75%  
MAXIMUM MORTGAGE: \$680,000

**CONDO FEE STATEMENT**  
Unit: 1203  
Date: May 1, 2024

| MONTHLY FEES              |                 |
|---------------------------|-----------------|
| Common Elements           | \$496.32        |
| Building Insurance        | \$78.24         |
| Property Management       | \$96.12         |
| Reserve Fund Contribution | \$103.30        |
| Amenities                 | \$64.25         |
| Other                     | \$26.40         |
| <b>TOTAL MONTHLY FEES</b> | <b>\$926.93</b> |

**TOTAL ANNUAL FEES** \$9,923.16  
These fees are in addition to your mortgage payment and property taxes.

 **Learn More**  
[www.middlehouse.ca](http://www.middlehouse.ca)

# MORTGAGE

**Project Name:** Awareness Content for the Cost-Conscious Homebuyer Market

**Objective:** Raise awareness of the additional recurring costs associated with condo ownership

**Target Audience:** First-time buyers, young professionals and couples comparing condo and low-rise ownership

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Condo fees and recurring ownership costs beyond the mortgage payment

**Intended Message:** Affordability extends beyond the mortgage. Buyers should consider recurring condo fees when evaluating the true long-term cost of their home.

**KPI:** Engagement metrics (Likes, Comments, Shares)

# *Content Strategy*

MIDDLEHOUSE DEVELOPMENTS



# CORE NEED ASSESSMENT(FROM AUDIENCE ANALYSIS

---

## Three Core Psychological Needs

### Autonomy

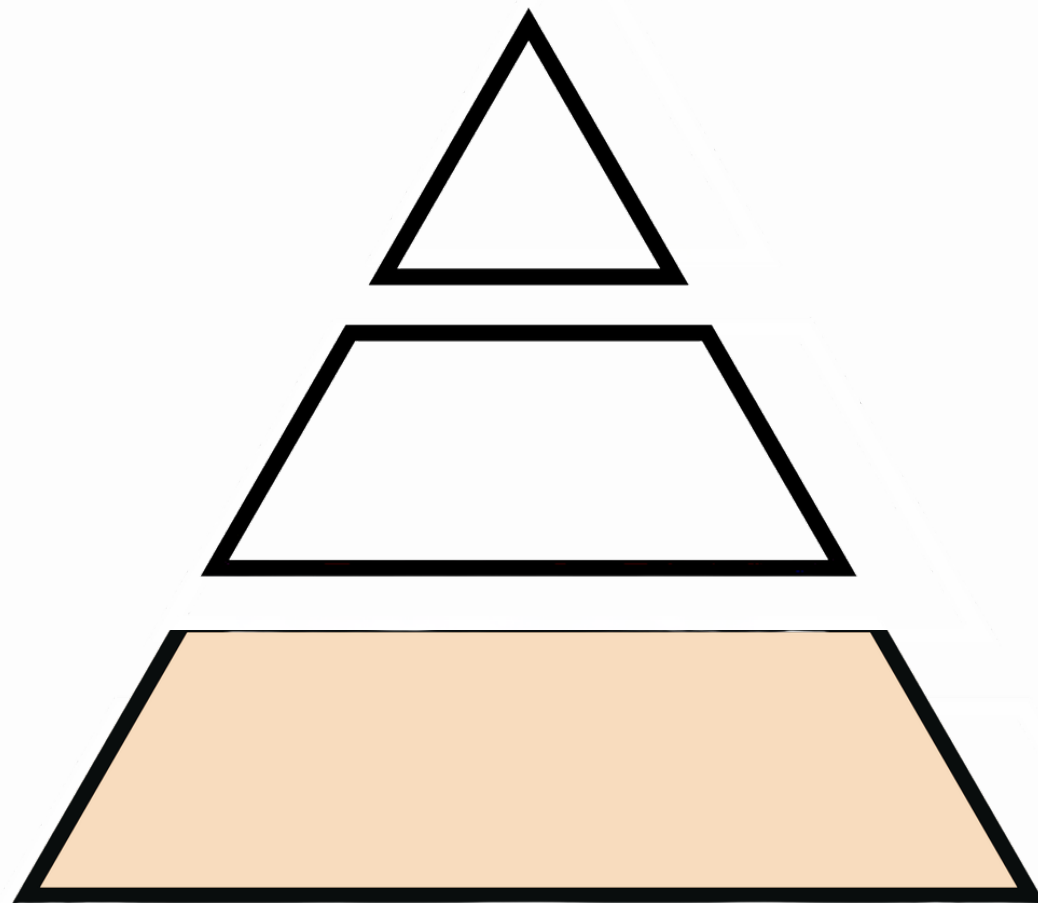
The desire for independence, privacy, and environmental control. Achieved through private entrances, advanced acoustic engineering, and complete freedom from restrictive condominium boards.

### Competence

The desire to feel capable, successful, and in control of daily routines. Supported through productive work-from-home spaces, smart floor planning, and everyday efficiency.

### Relatedness

The desire to belong somewhere meaningful. Cultivated inside human-scale, walkable neighborhoods near local cafes, transit networks, and naturally forming multi-generational communities.



# CONTENT STRATEGY: TIERS(THE WHY)

## **Tier 1: Growth (~50%)**

The objective is to earn organic attention, build brand awareness, and address universal consumer housing frustrations natively without aggressive sales language

Features: <Redacted>

## **Tier 2: Action (~15%)**

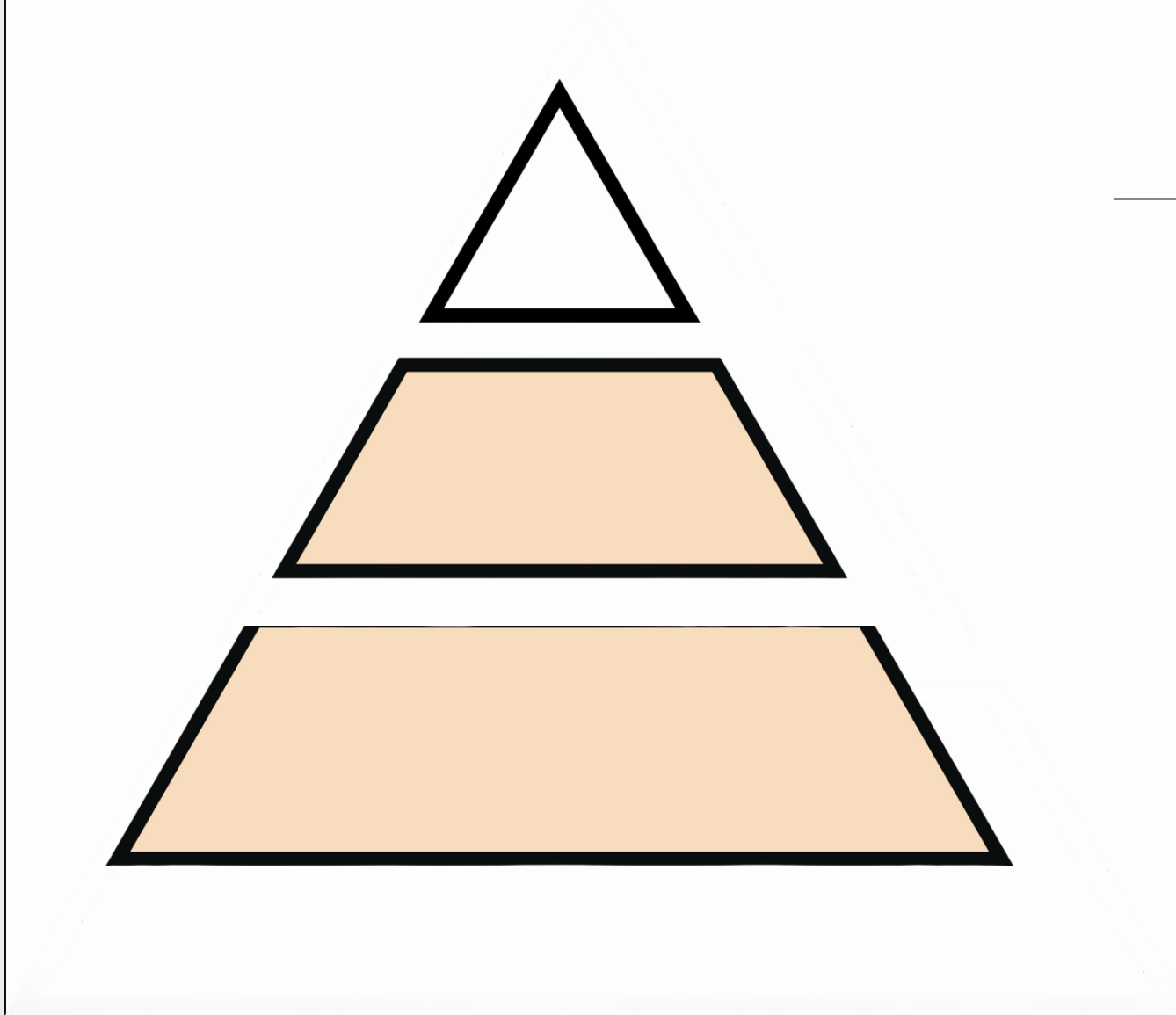
The objective is high-conversion lead generation tied strictly to live buying moments, community launches, and floor plan releases.

Features: <Redacted>

## **Tier 3: Community (~35%)**

The objective is to deepen brand equity, foster trust, and highlight authentic building craftsmanship and design transparency.

Features: <Redacted>



# CONTENT STRATEGY: THEME(THE HOW)

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## Evergreen

Systematically dismantling market status-quo biases and conventional homeownership myths.

Themes: <Redacted>

## Campaigns

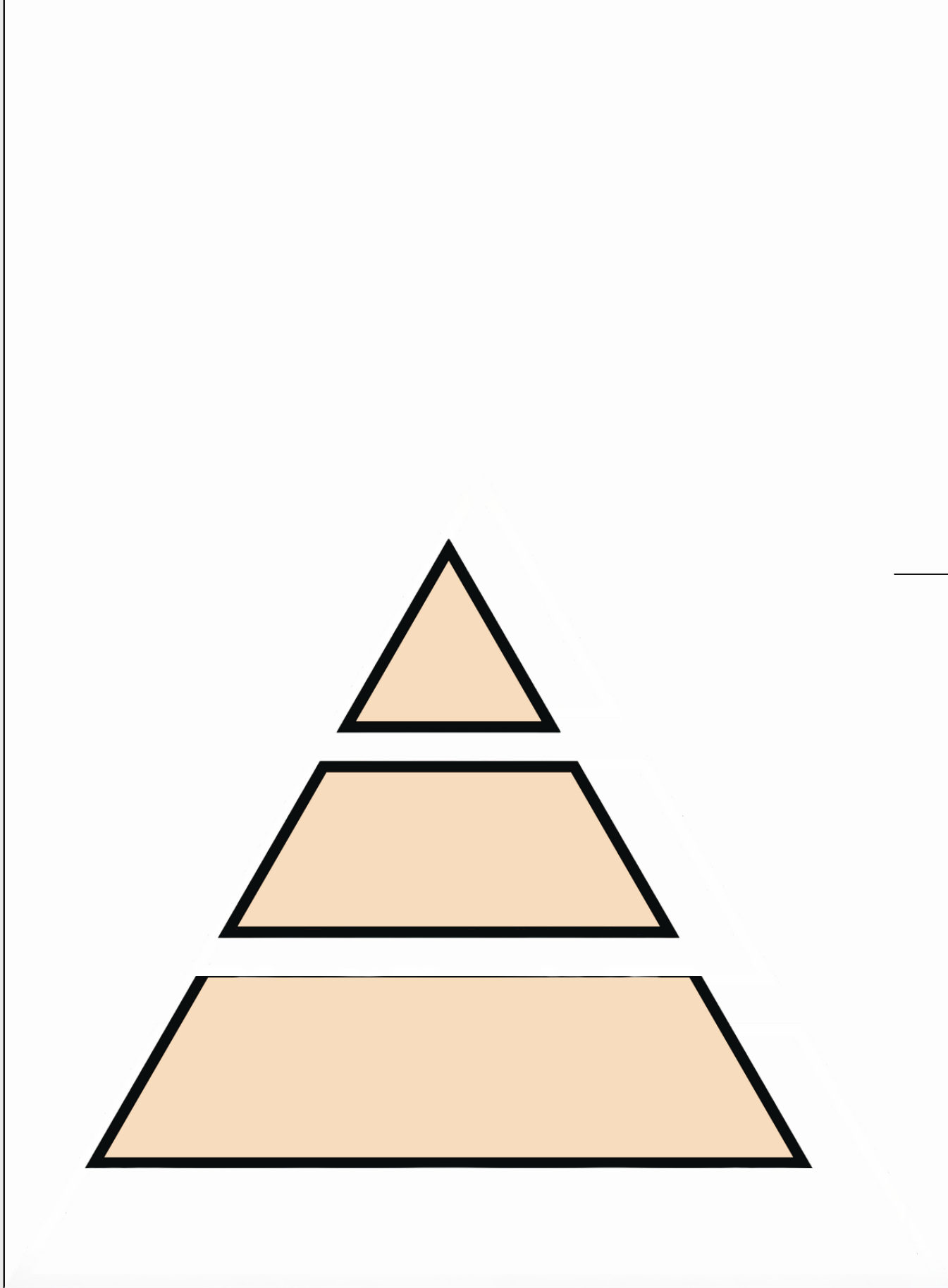
Structured, time-bound product rollouts precisely aligned with development phases and release windows.

Features: <Redacted>

## Reactive Pillar

Utilizing an authority-and-audience relevance filter to intercept shifting economic trends and zoning changes real-time.

Features: <Redacted>



# CONTENT STRATEGY: TOPIC(THE WHAT)

## The Adjacent Possible Matrix

Moving topics systematically from literal features out to broader cultural trends to capture different levels of audience awareness.

**Targeting:** Mapping specific content verticals to target market

## Content Verticals

**Product & Architecture (Core):** Duplex/multiplex engineering, floor plans, and construction tracking metrics.

**Mindset & Lifestyle (Mid-Ring):** Overcoming condo frustrations, walkability benefits, and work-from-home optimization.

**Culture & Urbanism (Outer-Ring):** Financial freedom, human-scale neighborhoods, and sustainable urban densification.

## Proprietary Asset Matrix

- Hook Standard Format - <Redacted>
- Copy Standard Format - <Redacted>
- CTA standard Format - <Redacted>

# *Single Posts*

INSPIRED PERSONAL PROJECTS(NEW YORK  
FRIES)



# GRAB SOME FRIES

**Project Name:** Break-Time Awareness Content for Fast-Casual Diners

**Objective:** Encourage mall shoppers, workers, and retail crews to choose NYF as their go-to snack during personal downtime or work breaks.

**Target Audience:** Mall employees, mall shoppers, students, and employees looking for a quick, comforting snack

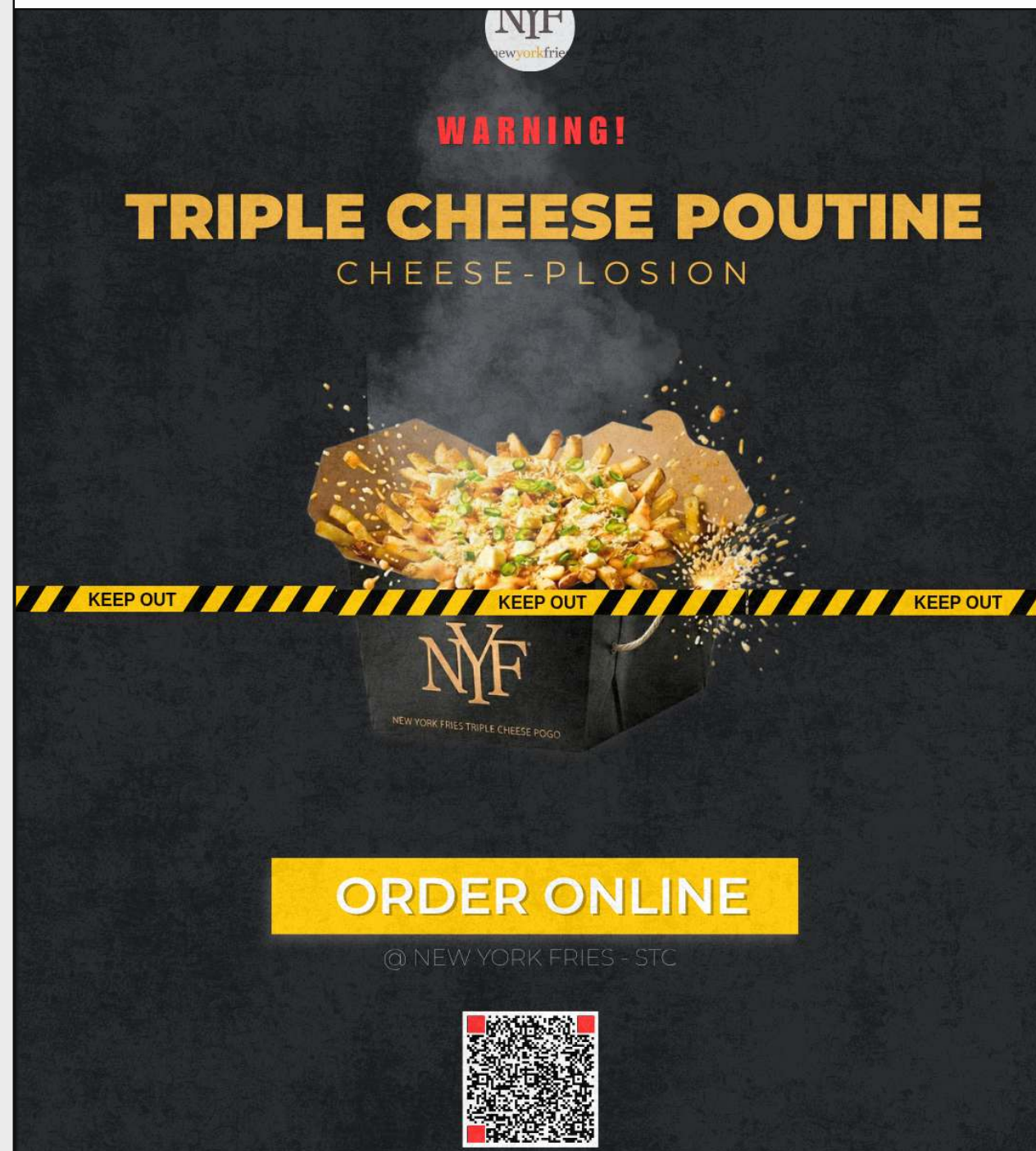
**Targeted Funnel:** Awareness

**Targeted Pain Point:** Work fatigue, hunger during short breaks, or needing a quick, hot, and satisfying comfort food option that fits into a brief rest period.

**Intended Message:** Take a well-deserved break and treat yourself. Grab a fresh, steaming box of New York Fries to refuel.

**KPI:** Social media engagement metrics (Likes, Comments, Shares) and retail foot-traffic attribution.

# TRIPLE CHEESE POUTINE



**Project Name:** Triple Cheese Poutine Product Launch Campaign

**Objective:** Drive trial and online orders for the new menu item among existing New York Fries customers.

**Target Audience:** Poutine lovers, fast-casual diners, and existing NYF brand fans who are already familiar with the core menu.

**Targeted Funnel:** Consideration

**Targeted Pain Point:** Cravings for a more indulgent, cheese-heavy comfort food option than standard poutine offerings.

**Intended Message:** Take your poutine obsession to the next level. If you love NYF, you need to try the extreme, cheese-packed flavor of our new Triple Cheese Poutine. Order online now.

**KPI:** QR code scan rate, online order conversion rate, and social media engagement (saves and shares of the new product announcement).



# DRINK AND TOSS

**Project Name:** Eco-Friendly Packaging Awareness Campaign

**Objective:** Highlight the brand's shift toward sustainable, biodegradable, or highly compostable beverage cups to build eco-conscious goodwill.

**Target Audience:** Eco-conscious consumers, daily commuters, students, and fast-casual diners who prefer brands that reduce plastic waste.

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Consumer guilt surrounding single-use plastics and the environmental impact of fast-food packaging waste.

**Intended Message:** Enjoy your favorite refreshing beverage guilt-free. Our new eco-friendly cups are designed to decompose naturally, letting you drink and toss without harming the environment.

**KPI:** Social media engagement metrics (Likes, Comments, Shares), Brand Sentiment Score

# *Single Posts*

**INSPIRED PERSONAL PROJECTS(OTHERS)**

# LUDWIG COFFEE



**LUDWIG COFFEE**

**Project Name:** A Recreation of NESCAFÉ's Visual Metaphor

**Objective:** Position Ludwig Coffee as the ultimate, instantaneous energy boost needed to kickstart the day.(Ludwig is a fictional company)

**Target Audience:** Early morning commuters, students, tired professionals, and coffee lovers who struggle with morning grogginess (aged 18–50).

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Extreme morning fatigue, difficulty waking up, and the sluggish feeling before getting a daily dose of caffeine.

**Intended Message:** Your alarm cup is in your ludwig coffee

**KPI:** Social media engagement metrics (Likes, Comments, Shares), and local coffee shop foot traffic.



# A KING'S LIFE

**Project Name:** Promotional Discount Campaign for a fictional Apparel Brand

**Objective:** Drive sales by promoting the ongoing discount

**Target Audience:** Fashion-forward men, young professionals, and style-conscious consumers looking for luxury aesthetic clothing at an affordable price point (aged 18–35).

**Targeted Funnel:** Conversion

**Targeted Pain Point:** The high cost of luxury, tailored, and sophisticated clothing, making premium styling feel inaccessible to average consumers.

**Intended Message:** Experience Fashion without going broke

**KPI:** QR code scan rate, website conversion rate (sales), and return on ad spend (ROAS).



# CRUNCHY BITES

**Project Name:** Lay's Brand Awareness Project

**Objective:** Brand Promotion through emphasize the hero product of lay's

**Target Audience:** General snack consumers, students, families, party hosts, and anyone looking for a reliable, classic comfort snack. Lay's Fans

**Targeted Funnel:** Awareness

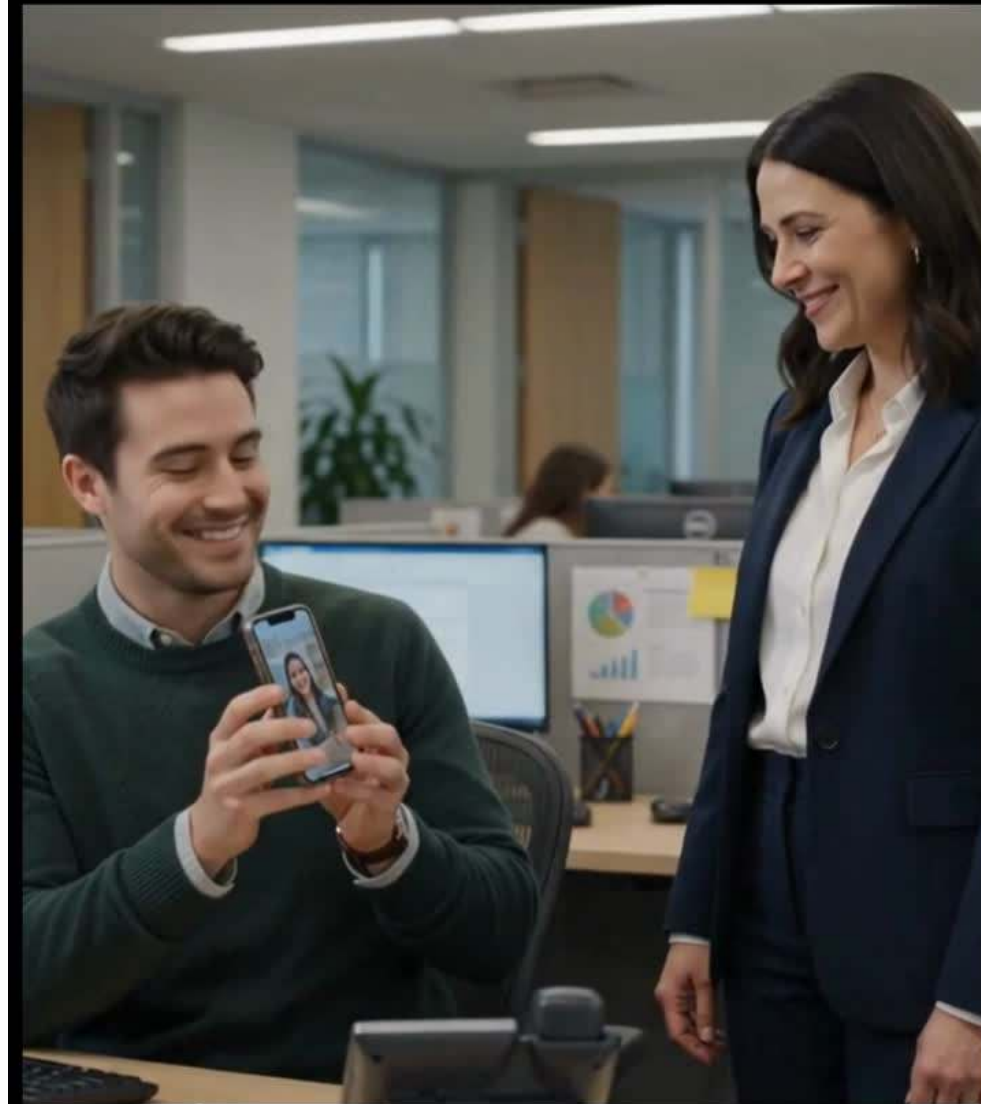
**Targeted Pain Point:** Generic, textureless snacks that don't evoke any memories

**Intended Message:** Every bite will feel as crunchy as your first lay's chip

**KPI:** Social media engagement metrics (Likes, Comments, Shares), brand recall, and campaign reach/impressions.

*Videos*

MIDDLEHOUSE DEVELOPMENTS



[👉 Click here to watch the full video campaign](#)



# MARRIAGE IS SCARY

**Project Name:** Marriage Campaign Middlehouse Developments(Instagram)

**Objective:** Raise brand awareness to targeted young couples

**Target Audience:** Urban residents aged 20-40. Married Couples.

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Marriage might feel scary because of high residential cost. If you don't have your own home, can you afford to start a family?

**Intended Message:** You don't need to worry about your pocket while planning your marriage. At least not for your residential need.

**KPI:** Engagement metrics(Likes, Comments, Shares)



[👉 Click here to watch the full video campaign](#)



# VACATION

**Project Name:** Middlehouse Developments Summer Vacation campaign(Instagram)

**Objective:** Raise brand awareness to targeted young couples

**Target Audience:** Urban residents aged 20-40. Married Couples.

**Targeted Funnel:** Awareness

**Targeted Pain Point:** Rent can eat up your paycheck. Can you afford a vacation then?

**Intended Message:** Enjoy your summer with your desired vacation, as our rent won't eat your paycheck

**KPI:** Engagement metrics(Likes, Comments, Shares)



[!\[\]\(7fd808d098fc71ab2be986223535f4b7\_img.jpg\) Click here to watch the full video campaign](#)



# RENOVATION

**Project Name:** Renovation Campaign Middlehouse Developments

**Objective:** Raise brand awareness to targeted young couples

**Target Audience:** Urban residents aged 20-40. Married Couples.

**Targeted Funnel:** Awareness

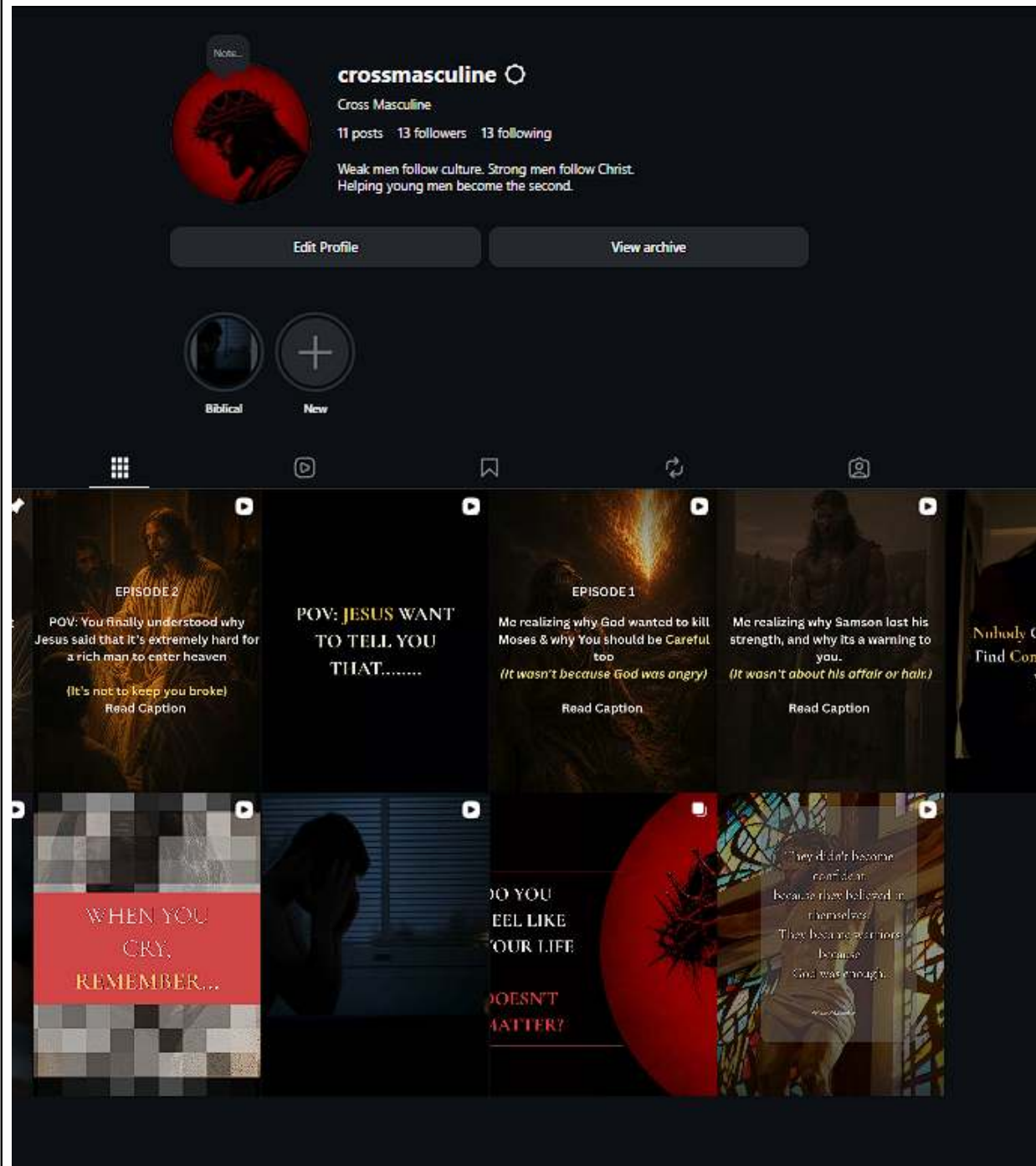
**Targeted Pain Point:** New home comes with hidden renovation cost. This increases the actual cost and strain budget

**Intended Message:** Your home should be ready for you when you buy them

**KPI:** Engagement metrics(Likes, Comments, Shares)

*I RAN AN INSTA  
PROFILE*

**TO EXPERIMENT WITH THE PAID PROMOTION**



# META/INSTAGRAM PAID CAMPAIGN

## Campaign Objective

Drive traffic and test audience response to social content.

## Budget

BDT 1,250 => CAD 13-15

## Results

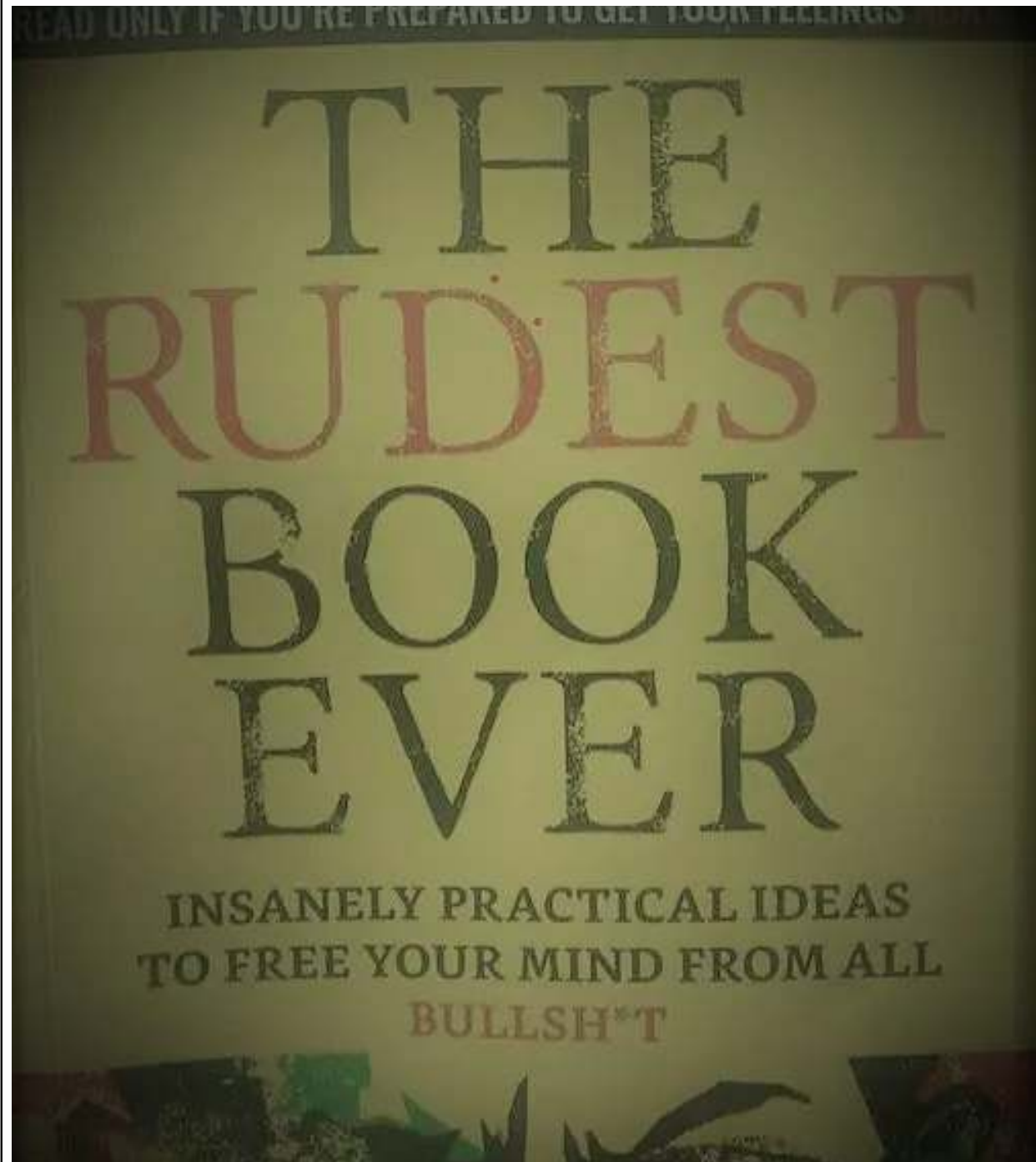
- 3,436 Ad Views
- 2,041 Ad Reach
- 392 Link Clicks
- BDT 3.16 Cost per Link Click (BDT 3.16 = CAD 0.036)
- 1,871 Engagements
- 372 Profile Visits
- 19 Saves

## What I Learned

Gained practical experience with campaign setup, budget allocation, performance monitoring and interpreting metrics such as reach, impressions, engagement and CPC to evaluate creative performance.

*By the way*

I USED TO WRITE ALSO!



# LONG-FORM WRITING

Instead of just producing marketing copy, I have independently explored long-form educational writing since 2017.

## Platforms

Blogspot  
WordPress  
Medium

## Highlights

 9 Years of Writing  
 2,300+ Medium Views  
 1,400+ Medium Reads

## Topics

Psychology  
Marketing  
Artificial Intelligence  
Philosophy  
Book Reviews  
Technology

## Links

[My Blog](#)  
[My Medium article that got 1.4k reads](#)

Summary And Review of Shweta Bh Gangwar's The Rudest Book Ever

7 min read · Jan 1, 2021 · [View story](#)

2.3K

1.4K

*Thank You!*