

Nomination: 18951

Amaiaserye: Unica Hija

Page: General Information
Name of Organization / Company Amaia Land Corp.
Logo Download File (https://asiasteveawards.secure-platform.com/file/28204/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyODIwNCwiYWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9Amaia%20Logo%20copy%20%282%29.png)
Web Site Address www.amaialand.com (http://www.amaialand.com)
Page: Entry Information
Entry Title Amaiaserye: Unica Hija
Category D01 - D11 - Award for Innovation in Video > D01. Award for Innovation in Branded Entertainment Videos
Submission Format An Essay of up to 625 Words
Essay Unica Hija: Empowering the Journey to Independence <p>"Unica Hija" strategically positions itself as a narrative portraying a young lady's journey toward independence, emphasizing her capability to make significant life decisions, such as buying her own house. Amaia Land aims to be an enabler in this journey, implicitly suggesting that affordable and quality homes are within reach of single, young adults. The campaign effectively communicates that the shift from living with parents to owning a home is a significant milestone in personal growth.</p> <p>Amaia's campaign stands out as a groundbreaking initiative that resonates with the evolving aspirations and demographics of Amaia Land's buyers, with 73% comprising individuals in their 20s and 30s in 2022. Focused on portraying the transition of a young woman into an independent homeowner, the campaign successfully aligns with the changing trends in the real estate market and the desires of a growing population of young, single individuals.</p> <p>The campaign reflects the trend of departing from the traditional practice of living with parents until marriage, driven by rising income levels and increased availability of affordable housing options. "Unica Hija" aims to increase brand awareness among young, single individuals, encouraging them to realize that homeownership is now attainable, particularly with Amaia. Additionally, the campaign seeks to influence parents to support their children's quest for greater independence, challenging the prevalent over-protectiveness observed in Filipino parenting.</p> <p>Furthermore, the campaign aligns with the gender demographics of Amaia's buyers, with female buyers outnumbering male buyers at 60%. The decision to feature a female protagonist in "Unica Hija" not only mirrors buyer statistics but also reinforces the campaign's innovative commitment to gender equality and the empowerment of women.</p> <p>"Unica Hija" has proven to be a resounding success for Amaia Land. By October 2023, the campaign garnered 890,000 video views and 202,000 engagements on Facebook. These impressive metrics demonstrate the campaign's effectiveness in supporting Amaia's online presence, which remains a significant driver of sales. From February to September 2023, Amaia generated P3.68B worth of unit reservations from Facebook, with 70% of these reservations coming from the target audience of individuals in their 20s and 30s. The campaign's impact is not only evident in the numbers but also in the evolving aspirations of a new generation of homebuyers.</p>
For this category please provide An essay of up to 625 words describing the video and the innovative aspect of the video since July 1 2021 that you are nominating, OR a video of up to five (5) minutes in length illustrating the same. A link to the video, which you must attach to your entry through our attachment/link uploading tool as a URL or file upload. Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.
Credits
Do You Have Supporting Files You Would Like to Upload? Yes Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4) 200 MB Max per File

File 1

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File 2

Download File (https://asiastevieawards.secure-platform.com/file/28223/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODIyMywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9y8mTRSjqmFGBULoAm2fTV9v7ZKUevWe_8OfMI?Amaiaserye-Unica%20Hija-KV.png)

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Do You Have Website URLs you would like to link to

Yes

URL 1

https://fb.watch/qj__1xARmW/ (https://fb.watch/qj__1xARmW/)

URL 2

URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

URL 10

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