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SANSIRI and CHAMÉ make health and property one Unexpected marketing strategy uses health and beauty to cultivate today's fast-changing real estate customer base

SANSIRI, a leading real estate developer in Thailand, is thinking outside the box by cooperating with health and beauty leader "CHAMÉ" to explore a whole new customer in mass-segments base nationwide aims to expand its market share.

SANSIRI aims to promote a new its brand image as an easily accessible property developer by promoting well-being among customers. The cooperation between "CHAMÉ", with its strong health & beauty marketing base, and SANSIRI, with its real estate renown, aims to co-create a creative marketing collaboration concept based on healthy lifestyles.

Arunporn Limskul, Chief Marketing Officer Sansiri Public Company Limited, revealed that, "Under our 'Speed-to-Market' vision, SANSIRI is promoting thinking outside the box in a way that is taking the real estate sector by surprise. Who would have imagined that CHAMÉ, as a leader in health and beauty with continual growth, would become SANSIRI's latest business ally? The collaboration opens a new dimension in the real estate sector which brings it into harmony with health and beauty. SANSIRI create a new living experience promoting good health and well-being among Sansiri customers who are also a target group of CHAMÉ through health and beauty products."

"Using a 'Made for Life... Made for Everyone' strategy, SANSIRI aims to be a more easily accessible brand using unique marketing campaigns to promote recognition and recall among customers in mass volume."

"Last year, SANSIRI's has generated over 8,700 million baht sales for mass segments. Now, using strategies to develop quality housing projects that cover the broad spectrum of demands in the mass market segment, it aims to be a leader in horizontal property within three years. through the mass brands spearhead including SIRI PLACE, Anasiri and Saransiri which penetrate real-demand and first-home customers. SANSIRI's Multi-Channel strategy allows prospective buyers to easily check its property portfolio online and provide comprehensive convenience for purchasing and selling."

"With current annual average demand in the mass property market of 250,000 million baht, SANSIRI now sees an opportunity to generate 15,900 million baht from horizontal property projects and is aiming for 15,400 million baht in transfers by the end of this year. In 2020, SANSIRI plans to launch 12 new horizon property



projects worth 15,200 million baht. These comprise six single-home projects worth 8,600 million baht, and six town-home and mixed property projects worth 6,600 million baht."

"We are now moving forward to dominate the market using our unique 'Unexpected Marketing' strategy. With the aim of delivering marketing activation through beauty and health solutions and experiences to customers, SANSIRI is rolling out something never before seen in Thailand through a new cooperation and various promotions both online and offline as well as digital marketing."

"According to studies of mass market consumer behaviour, health and beauty is growing rapidly every year. We want to access these consumers who continually care for their beauty, health and skin. In the wake of the COVID-19 outbreak which has made people even more concerned for their health and well-being, the health and beauty priority is well-being a new normal."

"As CHAMÉ today has over 7 million customers nationwide, SANSIRI has created this new marketing strategy to generate exciting experiences for customers. SANSIRI and CHAMÉ are thereby generating attention-grabbing marketing activities and campaigns to please new gen health and beauty lovers."

"Using strong new marketing channels, including Omni-Channel and all touch points, SANSIRI aims to earn sales of 12,000 million baht in the second quarter. Alongside SANSIRI's marketing and promotion campaigns, CHAMÉ will spearhead access to health and beauty consumers as new privileges are offered to over 100,000 SANSIRI households across the country."

"The recent 'Knock Door Surprise' activity under the 'Sansiri Care #Because

We Care' campaign led by 'Cheer' Thikamporn Ritta-apinan that gave away Sansiri Care sets comprised of CHAMÉ moisturising hand gel and hand spray products made a big impact on SANSIRI Family members at SIRI PLACE, Anasiri and THE BASE."

SANSIRI also offers CHAMÉ's customers on-top promotions such as discounts of up to 500,000 baht when booking a single home or townhome, of which SANSIRI has over 50 projects priced from 1.99-20" million baht. Plus free common fee when booking a ready-to-move-in condominium. Plus special "SANSIRI Instalments up to 24 months" campaign for CHAMÉ's customers to own a home easily whether a single home, townhome or ready-to-move-in condominium unit, of which there are 62 SANSIRI projects priced starts from 990,000 baht with free transfer, mortgage fees and common fees. Plus lots more promotions on all projects.

Nanthanicha Siripredawat, CEO, CHARMING WORLD INTERNATIONAL Co.,Ltd., Thailand's leading health and beauty brand commented that, "This is an important step for CHAMÉ. We hope this cooperation and new marketing activities will bring further expansion. Health and beauty inspires CHAMÉ and we see people today paying more attention to these issues because of the coronavirus and various other trends and challenges. Everyone wants good health. With CHAMÉ's strengths in health and beauty and SANSIRI real estate renown, this collaboration can generate new experiences that answer the needs of today's consumers and home owners."

Arunporn concluded, "These two businesses moving in the same direction are opening up a new dimension. As it becomes more accessible, SANSIRI is poised to become no. 1 in the horizontal property market in 2020."