

**PROPERTY**

Ms Chaleerat (left) and Ms Boonyanuch pose with the Bar B Gon dragon mascot.

## Sansiri uses Bar-B-Q Plaza for campaign

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Sansiri is moving into the more affordable market by launching low-priced condo projects this year, aiming to have 1.5 billion baht in residential sales from a campaign with Bar-B-Q Plaza.

Chaleerat Torcharat, vice-president of corporate marketing (CRM & partnership) at Sansiri, said the partnership with Bar-B-Q Plaza, a chain restaurant, whose dragon mascot Bar B Gon is well known and perceived as a friendly and joyful character will help the developer build brand awareness in the mass market segment.

"We are downshifting to units priced from 1 million baht," she said. "Bar-B-Q Plaza will help us expand to the affordable market segment, particularly units priced 2-4 million baht."

Sansiri plans to launch a total of 24 new projects worth a combined 26 billion baht in 2021.

Three-quarters will be afford-

ably priced and four projects will be condos with units priced 1-2 million baht.

The four projects will be located in Kaset-Nawamin, Ramkamhaeng, Ratchada and Bang Na.

"Our CRM strategy puts more focus to the customer experience from earlier living solutions," said Ms Chaleerat. "The new focus includes food and delivery services."

The key campaign with Bar-B-Q Plaza, which will run from Feb 11 to Mar 31, will include a cash reward of 10,000-200,000 baht for Bar-B-Q Plaza members who refer their friends to purchase Sansiri units.

Sansiri expects to have 1.5 billion baht in presales from the 49-day campaign, which will boost presales in the first quarter of 2021 to 5 billion baht.

From Jan 1-Feb 9, the company recorded 3.5 billion baht in presales.

In 2014, Sansiri partnered with Ralph Lauren to market the super luxury condo 98 Wireless, for record-

high average prices per square metre of over 550,000 baht.

Boonyanuch Boonbumrunsub, chief possible marketing officer at Food Passion (the owner of Bar-B-Q Plaza), said the partnership with Sansiri will help the company expand to a new customer base and boost sales in the first quarter.

"We revised sales target this year to 80% of the original target after the new outbreak hit late last year," she said. "We will have other partners in medicine and clothing as well as hospitality join our marketing this year."

At present, Bar-B-Q Plaza has 2 million members, while Sansiri has 100,000 customers with the majority of units priced at 4-5 million baht.

Ms Boonyanuch said the company planned to move 2 million members onto a new official Line platform, Gon Gang, which has gained 1.5 million members since launching last year.