

# CASE STUDY: PROPERTY DEVELOPER EVENTS PACKAGE

Our company is driving you to leading the way to a sustainable future, inspiring all generations.

## OBJECTIVES

A central London property development and investment company aimed to create a year-long series of events to promote healthy living, sustainability, and community engagement. The objective was to enhance brand visibility, strengthen their connection with the community, and deliver impactful messages on various themes such as health, environmental consciousness, and reducing plastic usage.

## SOLUTION

Square Mile Farms proposed a bundled package comprising four distinct events spread throughout the year: three pop-ups on the following topics: Healthy Start to the Year, Earth Day, Halloween, and a cooking demonstration for Plastic-Free Month.

The bundled package provided several solutions:

- Streamlined Planning: Simplified logistics and planning efforts
- Customisation and Flexibility: The bundled package allowed the client to tailor events to align with their goals.

## RESULTS

### 1. Increased Community Engagement

Participation rates exceeded expectations, showcasing the success of the diverse event offerings. It increased community engagement, attracting a broader audience and fostering inclusivity.

### 2. Positive Brand Perception

Consistent branding and thematic cohesion enhanced the company's brand image as a socially responsible and community-focused organisation. This reinforced their identity and enhancing the overall attendee experience.

### 3. Cost Savings and Efficiency

The client achieved cost savings and operational efficiency through the bundled package, allowing them to allocate resources strategically.

### 4. Sustained Interest:

Year-round engagement resulted in a sustained interest from the community, contributing to long-term brand loyalty and positive community relations.



## AT A GLANCE



4

successful events



200

visitors across the events



9

Sustainable prizes won



"We maintain close positive relationships with our communities prioritising climate resilience and supporting access to and management of existing and new green spaces."

**Community & Sustainability Statement**