



spearmint

REAL ESTATE / DEVELOPERS

Make the property visible before it exists.

Pre-launch films. Unit walkthroughs. Lifestyle storytelling. Performance ads.

Spearmint helps developers and real estate brands turn architectural assets, renders, plans, property information and project vision into sales-ready visual content.

PROPERTY VISUALIZATION · DEMAND GENERATION · SALES ENABLEMENT

01 COVER

01 / 23

A property can be worth crores. Its story still starts with static assets.

BUYERS NEED TO UNDERSTAND

What is being built

How it will feel to live there

Why the project is different

What it will look like

Why the location matters

TRADITIONAL PROPERTY MARKETING OFTEN DEPENDS ON

Physical shoots

Drone production

Location filming

Repeated edits

Show-flat access

3D visualization

Actors / models

THIS BECOMES ESPECIALLY DIFFICULT WHEN THE PROJECT IS

Pre-launch

Launching across multiple markets

Refreshing inventory campaigns

Under construction

Carrying multiple unit types

The property exists on paper. Buyers need to experience it visually.

PRIMARY BUYERS

Developers / Project Marketing / Real Estate Brands / Sales & Marketing

Traditional property production is expensive to repeat.

01	Project brief	NOW MULTIPLY THAT ACROSS
		Project launch
02	Architectural / 3D assets	Multiple unit types
		Different buyer segments
03	Creative concept	New offers
		New inventory
		New markets
04	Shoot / render / film	THE RESULT
		Long production cycles
05	Edit	High creative overhead
		Limited campaign variation
06	Voiceover	Site / show-flat dependency
		Slow refreshes
07	Review	Generic sales assets
08	Revision	
09	Campaign	

High-value inventory needs a high-velocity visual system.

DEVELOPMENT TEAM PROVIDES

You provide the project truth.

Project information

Floor plans

Amenities

Commercial details

Architectural renders

Unit layouts

Location assets

Approved claims

SPEARMINT SYSTEMATIZES

We turn it into a visual sales system.

Property narratives

Lifestyle visualization

Amenity stories

Sales content

Cinematic project films

Unit walkthroughs

Performance creatives

Localization

Development teams own the truth. Marketing owns the message.
SpearMint powers the visual system.

01 VISUALIZE

Project walkthroughs. Unit walkthroughs.
Architectural visualization. Amenity films.

One property story → multiple stages of the buyer journey.

02 INSPIRE

Lifestyle films, resident scenarios, luxury storytelling, location narratives.

03 LAUNCH

Project reveal films, launch teasers, announcement campaigns, event content.

04 CONVERT

Performance ads, lead-generation creatives, offer-led campaigns, unit-specific cuts.

05 NURTURE

Retargeting content, FAQ videos, sales follow-up, inventory refreshes.

One development can become an entire sales-content library.

SAMPLE PROJECT

Luxury residential development

01	Project film	90-sec cinematic project story	Website · Launch event
02	Lifestyle film	A day at the residence	Social · Brand
03	Unit walkthrough	2BR / 3BR experience	Sales · WhatsApp
04	Amenity video	Pool · Clubhouse · Gym · Gardens	Landing page · Ads
05	Location film	Neighborhood + connectivity	Lead generation · Sales
06	Performance ads	Hooks · Offers · Buyer segments	Meta · YouTube · Reels
07	Localized versions	English · Arabic · Hindi · Other markets	Cross-border campaigns

One development. Multiple buyer touchpoints.

From project information to campaign-ready content.

01 INGEST

Start from the approved project

Project brief, architectural renders, floor plans, unit layouts, location assets, amenities, approved claims.

02 POSITION

Decide who it is for

Buyer persona, lifestyle, USP, location, offer, CTA.

03 VISUALIZE

Make the unbuilt feel real

Interiors, exteriors, amenities, resident scenarios, unit experiences, location storytelling.

04 PRODUCE

Finish the sales-ready film

Script, voice, music, editing, captions, motion graphics.

05 ADAPT

Reuse without starting over

9:16 · 1:1 · 16:9. Short-form, long-form, unit-specific cuts, offer variants.

06 LOCALIZE

Carry the same story further

Dubbing, voiceover, captions, regional adaptations.

One visual system. Multiple campaigns and markets.

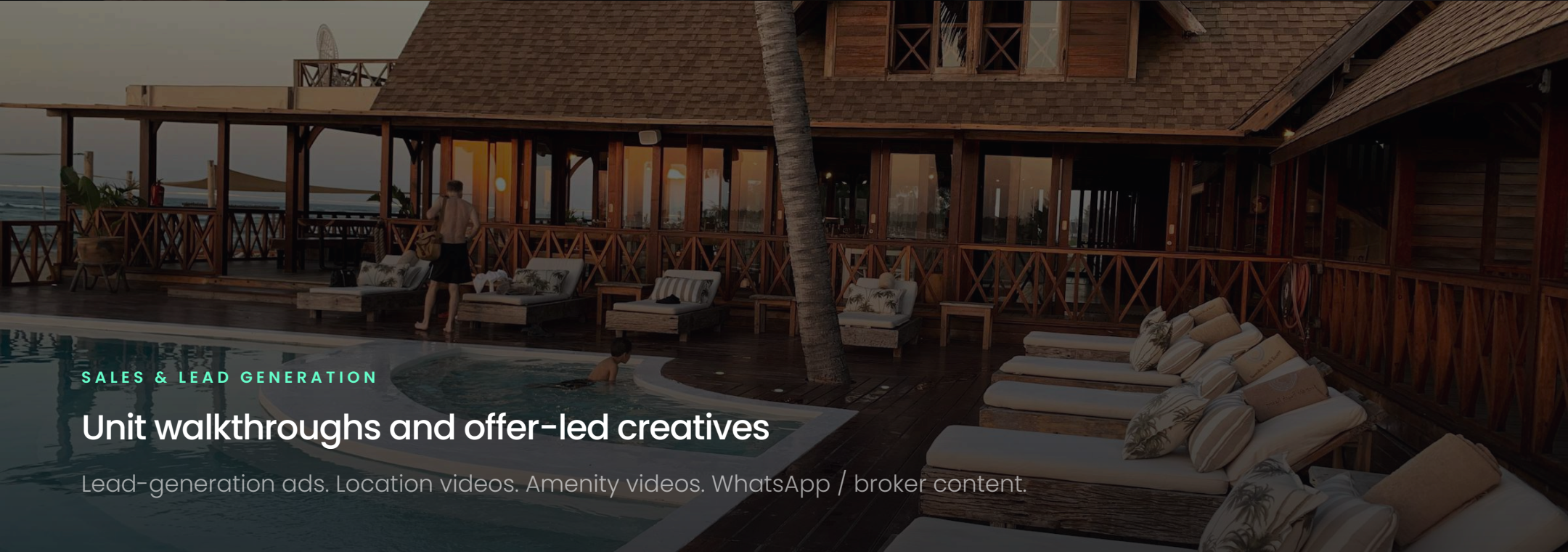
Project launch films

Lifestyle content. Website / microsite videos. Social campaigns. Launch-event content.



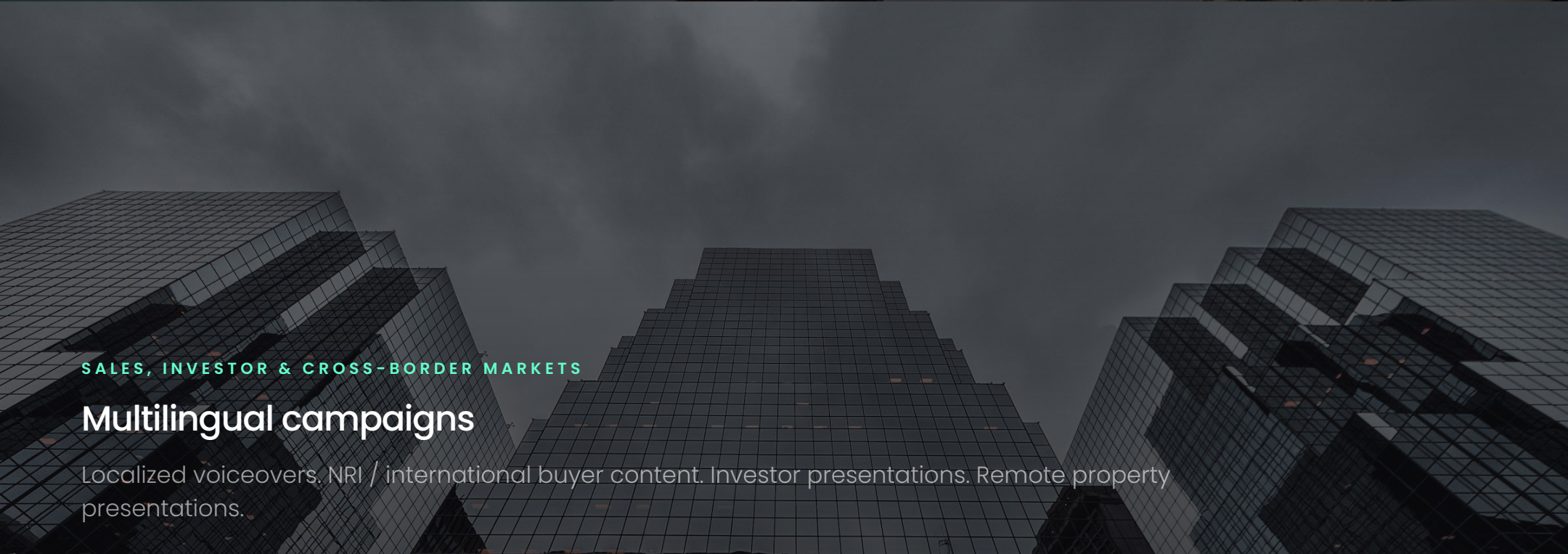
Unit walkthroughs and offer-led creatives

Lead-generation ads. Location videos. Amenity videos. WhatsApp / broker content.



Multilingual campaigns

Localized voiceovers. NRI / international buyer content. Investor presentations. Remote property presentations.



Development teams own the truth. Marketing owns the message. Spearmint powers the visual system.

01 PRE-LAUNCH

Teaser films. Preview visuals.

Waitlist / lead capture creatives. Early-access campaigns. Lifestyle storytelling.

02 LAUNCH

Hero project film. Project reveal.

Unit walkthroughs. Amenity content. Lead-generation ads.

03 SALES

Broker / WhatsApp videos.

Location explainers. Unit-specific content. Sales follow-up. Multilingual versions.

04 INVENTORY PUSH

Offer-led creatives.

Unit availability campaigns. Retargeting assets. Audience-specific messaging.

05 HANDOVER / POST-SALE

Milestone content. Community storytelling.

Resident content. Referral / advocacy videos. The content evolves as the property moves through the market.

Sell the experience before the building is finished.

THE SPACE

Interiors. Exteriors. Views. Amenities.

THE LIFESTYLE

Family. Wellness. Hospitality. Everyday routines.

THE LOCATION

Landmarks. Connectivity. Neighborhood.

THE EXPERIENCE

What the buyer sees, imagines and understands.

Turn approved architectural information into an experience buyers can visualize.
Visual imagination must never become unapproved property representation.

Pre-launch visualization can support earlier demand capture, launch readiness and sales conversations.

More ways to show the property. More moments to sell it.

Sell earlier

Visualize approved concepts and future spaces before physical completion.

Launch faster

Turn project assets into launch-ready content without waiting for every traditional production step.

Build buyer confidence

Help buyers understand the space, lifestyle, location and proposition before a visit.

Enable sales

Give brokers and sales teams unit-specific content for WhatsApp, presentations and follow-up.

Refresh campaigns

Create new hooks, audiences, units and offers without rebuilding the entire visual system.

Reach more markets

Adapt approved content for international buyers and multilingual campaigns.

Pre-launch → Launch → Sales → Inventory → Handover
One visual system across the project lifecycle.

Start with one project. Prove the system.

01 GIVE US

- Project assets
- Target buyer
- Property USP
- Location
- Offer

02 WE CREATE

- 1 project film
- 1 lifestyle concept
- 1 unit / amenity video
- 3 performance creative directions
- Multiple short-form adaptations

TYPICAL PILOT

7–12

business days

One project → one repeatable visual production system

Choose the production capacity your development needs.

RECOMMENDED · ACTIVE PROJECT MARKETING

Project Campaign Engine

₹2L / month

8-15 standard video units a month. Built for developers who need launch, sales and inventory content to keep moving with the project.

Project Sprint

₹75K-₹1.5L

One project / launch. 4-6 standard video units.

Growth Production

₹3.5L / month

Multiple campaigns / inventory. 15-30 mixed video units + derived assets.

Dedicated Property Content Team

₹5L+ / month

Developers with multiple active projects. Custom production allocation.

GST extra. Capacity depends on property complexity, cinematic requirements, visualization complexity, number of unit types, languages, turnaround and revision requirements. A derived asset is an adaptation of an approved production, not a new end-to-end property film.



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Start with one project.

GIVE US

Project assets Target buyer Property USP Location Offer

WE'LL TURN IT INTO

- A project film
- A lifestyle concept
- A unit / amenity video
- Performance creative directions

Then scale the system across the project lifecycle.
More ways to show the property. More moments to sell it.

START A PROJECT SPRINT



How the property can look on screen.

Cinematic

Project films, brand films, luxury lifestyle films, launch trailers.

Property walkthroughs

Unit walkthroughs, virtual tours, interior experiences, amenity tours.

Lifestyle visualization

Resident scenarios, family experiences, hospitality, wellness, lifestyle storytelling.

Performance

Lead-generation ads, offer-led ads, retargeting creatives, UGC-style property creatives.

Sales enablement

Broker videos, WhatsApp videos, investor presentations, unit-specific videos, location explainers.

A unit is a finished property film. A derived asset is not.

One approved property use case

One approved script / narrative

One production direction

One final edited video

Voiceover or agreed presenter

Captions

One final delivery format

Included revision allowance

DERIVED ASSETS

Short cutdowns, aspect-ratio adaptations, unit variations, language versions, subtitled versions, campaign adaptations. A derived asset is an adaptation of an approved production, not a new end-to-end property film.

Complete inputs → faster, cleaner production.

PROJECT

Project brief

Masterplan

Architectural renders

Floor plans

Unit layouts

Amenities

COMMERCIAL

Pricing

Offers

Payment plans

Inventory information

CTA

Approved claims

BUYER

Investor

End-user

Family

Luxury buyer

NRI / international buyer

LOCATION

Location assets

Maps

Connectivity

Landmarks

Neighborhood references

BRAND

Logo

Brand guidelines

Typography

Visual identity

The developer remains responsible for approving:

Project specifications

Unit dimensions

Floor plans

Amenities

Views

Pricing

Payment plans

Location claims

Completion timelines

Regulatory claims

Final content

IMPORTANT

AI-generated visualization should remain grounded in approved project information.

Visual imagination must never become unapproved property representation.

Typical pilot: 7–12 business days.

Project / brief review	1 business day
Story / creative direction	1–2 days
Scripts	1–2 days
Visual planning	1–2 days
First production	3–5 days
QA	1 day
Review / revisions	1–3 days
Final delivery	1 day

Stage timings are indicative and may overlap. The clock starts after complete project information, approved assets and required references. It pauses for approvals, architectural assets, pricing confirmation, legal / regulatory review or consolidated feedback.

Starting prices. Complexity decides the final fee.

Additional standard video	₹10,000–₹20,000
Premium cinematic video	₹25,000–₹60,000
Advanced lifestyle sequence	₹20,000–₹50,000
Additional aspect ratio	₹1,500–₹3,000
Additional language	₹3,000–₹7,500
Dubbing / lip-sync	₹3,000–₹8,000
AI presenter / spokesperson	₹5,000–₹12,000
Advanced motion graphics	₹10,000–₹25,000
Additional unit variation	₹7,500–₹15,000
Rush production	+30% to +50%
Extra revision round	₹5,000–₹15,000

GST extra. Starting prices; final fee depends on production complexity, visualization requirements and cinematic finish.

The developer / client is responsible for approving:

Property claims

Architectural representations

Pricing

Offers

Payment plans

Testimonials

Agent / broker references

Customer imagery

Final content

REQUIRED CONTROLS

Architectural renders, plans and project assets must be authorized.

Customer / resident likeness requires appropriate consent.

Testimonials must be approved for marketing use.

Property claims must be legally and commercially substantiated.

AI visualizations should not misrepresent unapproved specifications.

Third-party music, imagery, stock and other assets require appropriate commercial rights.

The questions developers ask first.

Do we need the property to be completed?

No. Approved architectural assets, renders and project information can support pre-launch and off-plan visualization.

Can you create videos from architectural renders?

Yes. Approved renders can support walkthroughs, lifestyle scenes and project storytelling.

Can you visualize a project that is still under construction?

Yes, provided the required approved project information and visual assets are available.

Can you create lifestyle scenes?

Yes, based on approved project specifications, target buyer profiles and creative direction.

Can you create unit-specific videos?

Yes. Unit layouts, floor plans, renders and approved property information can be turned into unit-specific sales content.

Then the operating ones.

Can brokers use the videos?

Yes. Short unit, amenity, location and offer-led videos can be prepared for sales and WhatsApp follow-up.

Can you create multilingual property campaigns?

Yes. Voiceover, dubbing, captions, lip-sync and localized versions can be produced.

Can you create Meta and YouTube creatives?

Yes. Content can be adapted into platform-appropriate formats and campaign variations.

Can you support multiple developments?

Yes. Campaign Engine, Growth Production and Dedicated models are designed for recurring and portfolio-level demand.

Can you visualize things that don't exist yet?

Yes, when the visualization is based on approved project information and clearly represents the intended experience rather than an unapproved guarantee of final conditions.

More ways to show the property.
More moments to sell it.