GRAPHIX DESIGN AGENCY



PROPOSAL · NOVEMBER 2026

A total marketing solution for *NovaNest Properties.*

Brand, content, digital, web and sales enablement for Rainbow Apartments, Angulana, from launch push to handover in 2029.

Prepared for **NovaNest Properties (Pvt) Ltd**, a member of Nawaloka Holdings
Prepared by Graphix Design Agency · graphixdesign.agency

INTRODUCTION

Rainbow deserves to be *seen, felt and wanted.*

Rainbow Apartments has a rare story: 243 ocean-facing homes in Angulana, a Nawaloka-backed developer, a 24/7 medical centre on site and one of Sri Lanka's largest residential rooftops. The opportunity now is to turn that story into qualified enquiries, site visits and bookings, in Colombo and across the diaspora, all the way to handover in June 2029.

This proposal sets out a single, joined-up marketing system run by one team: the brand and visuals, the website and digital experience, paid and organic media, on-ground activations and the sales tools that close the loop. To show rather than tell, we have already built a working cinematic concept of the Rainbow website and included it in these pages.

Graphix Design Agency

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01 · WHO WE ARE

A creative and digital studio built for *results.*

Graphix Design Agency combines brand design, property marketing, web and app development, film and AI-powered production under one roof. Our creative lead brings more than 16 years across branding, UI/UX, web, apps and videography, including in-house marketing for JAT Living's residential developments.

16+
years of creative and digital experience

4
residential launches delivered for JAT Living

1
team from brand idea to booked viewing

Completed the Social Media Mastery Programme (APIDM) and an Advanced SEO programme. Production toolchain spans Adobe, Figma, Canva, Higgsfield, Shopify and WordPress, plus our own automation and SEO platforms.



01 · CAPABILITIES

Everything a launch needs, *in one place.*

Brand & identity

Project naming, logos, visual systems, tone of voice, brand books and sales-gallery identity.

Property collateral

Brochures, floor-plan books, price sheets, hoardings, press ads, signage and direct mail.

CGI & AI visualisation

Photoreal exteriors, interiors and lifestyle scenes, produced in days with AI-assisted pipelines.

Film, drone & motion

Brand films, walkthroughs, construction-progress films, reels and animated floor plans.

Web & interactive

Cinematic websites, interactive tower explorers, virtual tours, landing pages and web apps.

Performance marketing

Meta, Google and YouTube campaigns, diaspora targeting, lead forms, retargeting and A/B testing.

Social & community

Content calendars, reels, creator partnerships, community management and live site tours.

SEO, AEO & GEO

Technical SEO, content and structured data so Rainbow ranks on Google and appears in AI answers.

Automation & CRM

Lead routing, WhatsApp flows, nurture emails, approval pipelines and live reporting dashboards.

A strong product with a *story worth telling.*

Developer	NovaNest Properties, a member of Nawaloka Holdings; built by Nawaloka Construction
Project	Rainbow Apartments, Angulana, Rathmalana (Colombo South)
Homes	243 residences on floors 4 to 11; 2-bedroom (987 to 1,168 sq ft) and 3-bedroom (1,248 to 1,529 sq ft)
Price	From LKR 41.0M (base price)
Handover	June 2029
Signatures	Rooftop infinity park with pools and sky park; 24/7 Nawaloka Medicare centre; ocean-view balconies; 269 parking slots; EV charging
Buyers	Colombo families upgrading, investors seeking rental yield, and diaspora buyers (foreign ownership from floor 4)

Source: nnpsl.com, November 2026.

Good foundations, and clear room *to grow.*

Already working

- An interactive tower with a floor selector and unit filters
- A 3D model, a 360° rooftop view and a walkthrough video
- An investor guide, saved homes and compare tools
- WhatsApp concierge and a clear enquiry path
- A distinctive, ownable rooftop and medical-centre story

Opportunities we would act on

- **Consistency:** the site mentions 12 floors and 27 homes per floor next to floors 4 to 11 and 243 homes; one set of facts builds trust
- **Proof:** no construction-progress timeline, approvals or registration details yet
- **Location:** drive times are still marked "to be added"
- **Pricing clarity:** unit-level prices sit behind filters and sheets
- **Content:** the blog is listed but not yet active; little to rank for
- **SEO hygiene:** long, repetitive meta keywords; room for structured data and AEO
- **Single project:** a NovaNest brand story beyond Rainbow will matter for the next launch

03 · THE TOTAL MARKETING SYSTEM

Five connected engines, *one team.*

Every piece feeds the next: visuals fuel the website and ads, ads feed the CRM, and the CRM tells us which visuals and messages convert.

01
Brand & story

Positioning, messaging by audience, visual system, Nawaloka trust story.

02
Content studio

CGI, AI visuals, films, drone, progress updates, reels and print.

03
Digital experience

Cinematic website, tower explorer, landing pages, SEO and AEO.

04
Demand engine

Paid media, social, diaspora campaigns, events, PR and hoardings.

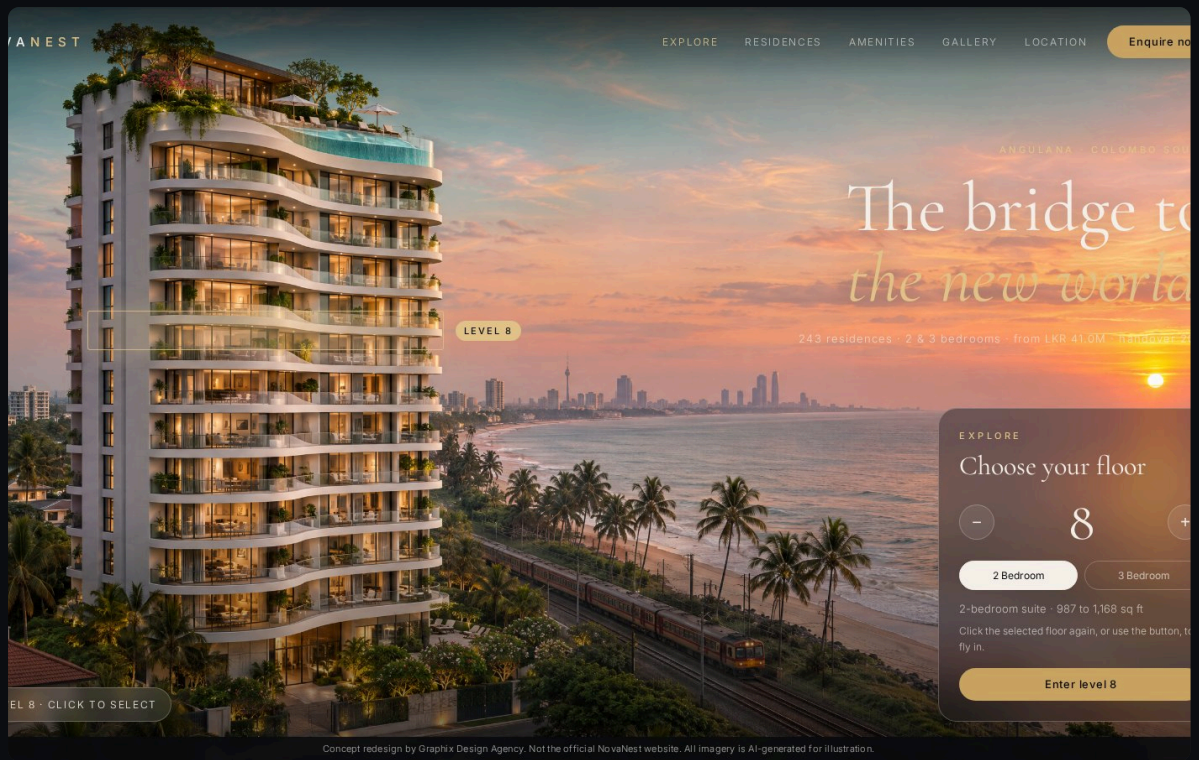
05
Sales & insight

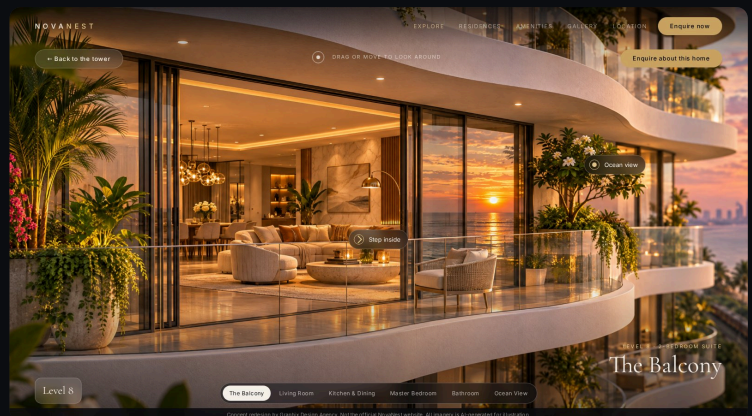
CRM, WhatsApp flows, sales-gallery tools, reporting and optimisation.

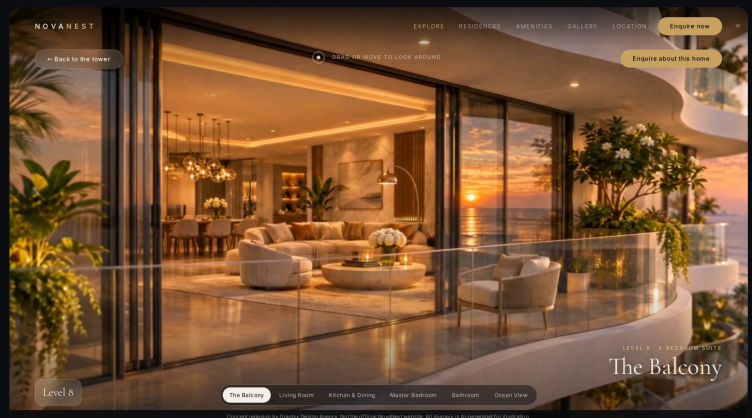
Measured by what matters to sales: cost per qualified lead, site visits booked, reservations and time to sell out.

See it live: novanest.graphixdesign.agency

Choose a floor. Fly in. *Walk through.*







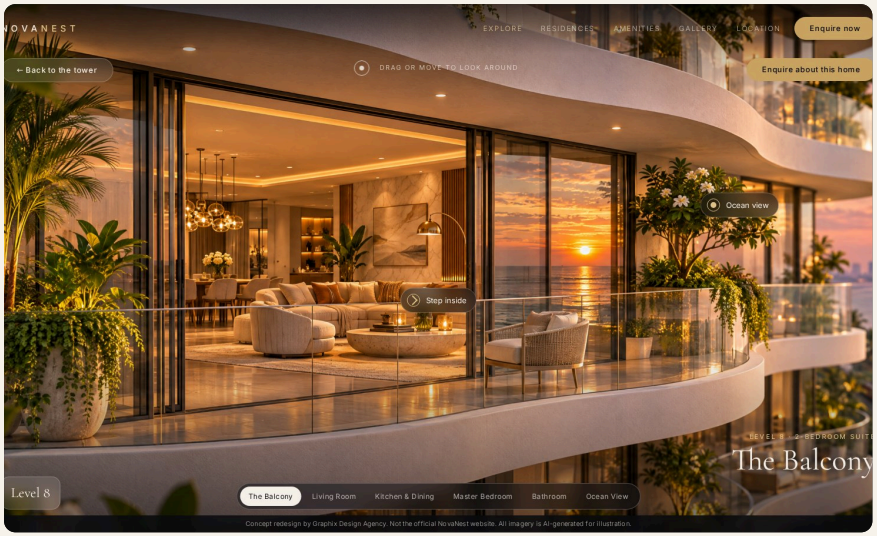
1. Choose a floor. Visitors hover the tower and pick a level and home type.

2. Fly in. The camera zooms to the floor and a film flies to the balcony.

3. Walk through. Walk-through films move room to room; drag to look around.

From brochure site to *sales engine.*

The current site already has the right ingredients. We would make it more emotional, more trustworthy and more measurable, and connect every enquiry to the sales team.



- **Cinematic hero:** floor selection, fly-in film and room-to-room walkthrough
- **Live availability:** unit-level status and price ranges, synced from the sales sheet
- **Trust layer:** approvals, Nawaloka credentials, escrow and payment plans in one place
- **Construction progress:** a monthly timeline with drone photos and short films
- **Location that sells:** real drive times to schools, hospitals, the expressway and Colombo
- **Diaspora pages:** dedicated landing pages for the UK, Middle East, Australia and Italy, with ownership and fund-transfer FAQs
- **Three languages:** English, Sinhala and Tamil
- **SEO, AEO and GEO:** clean metadata, schema, FAQs and guides so Rainbow appears on Google and in AI answers
- **Speed and analytics:** optimised media, GA4, Meta CAPI and call and WhatsApp tracking
- **CRM handover:** every form, call and chat routed to sales within minutes

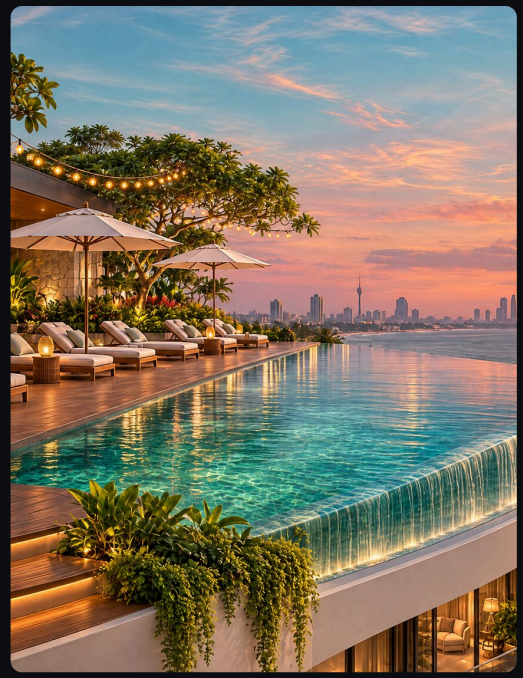
05 · CONTENT STUDIO

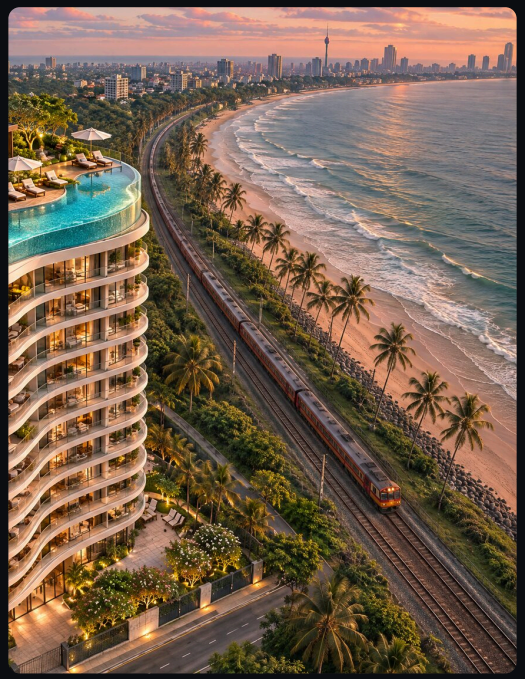
A visual library that *never runs dry.*

Off-plan homes sell on imagination. We build a library that keeps every channel fresh until handover, combining CGI, AI-assisted production, real footage and print.

- **Brand film** and 30, 15 and 6-second cut-downs
- **CGI and AI visuals:** every unit type, view and amenity, day and night
- **Walkthrough and fly-in films** for web, social and the sales gallery
- **Monthly progress films** with drone footage
- **Lifestyle photography** of Angulana, the beach and the community
- **Print:** brochure, floor-plan book, price sheets and hoardings









05 · DIGITAL DEMAND ENGINE

Qualified leads, *not just clicks.*

An always-on paid and organic programme, built around three audiences and measured all the way to reservation.

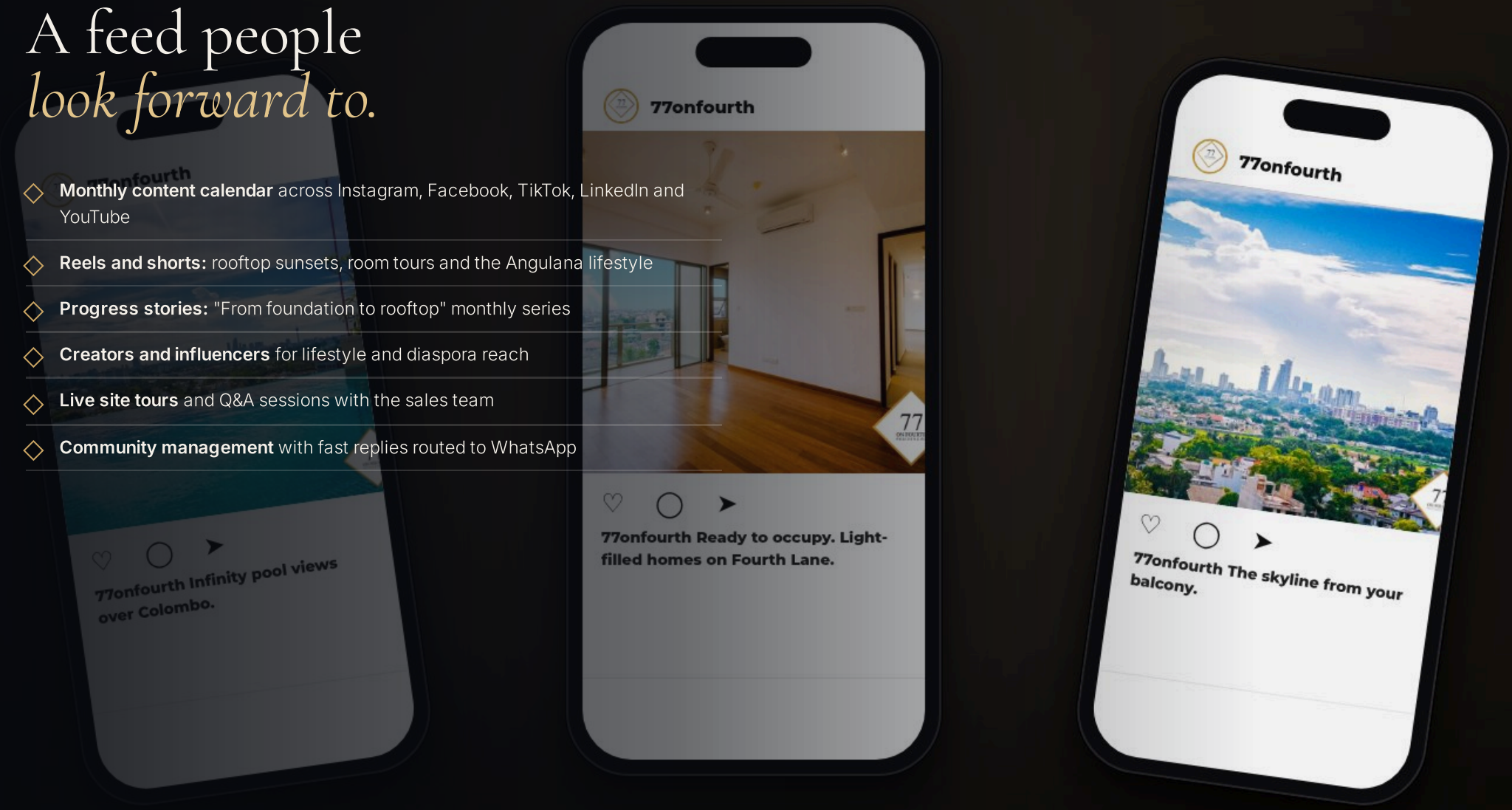
AUDIENCE	MESSAGE	CHANNELS
Colombo upgraders	Space, sea views, rooftop lifestyle, medical care on site	Meta, Google Search, YouTube, hoardings
Investors	Location, rental demand, payment plans, Nawaloka assurance	Google, LinkedIn, investor webinars, PR
Diaspora buyers	Foreign ownership, remote buying, trusted developer	Geo-targeted Meta and YouTube, WhatsApp, roadshows

Includes creative testing, retargeting, lookalike audiences, lead forms with qualification questions, and weekly budget optimisation.



A feed people *look forward to.*

- **Monthly content calendar** across Instagram, Facebook, TikTok, LinkedIn and YouTube
- **Reels and shorts:** rooftop sunsets, room tours and the Angulana lifestyle
- **Progress stories:** "From foundation to rooftop" monthly series
- **Creators and influencers** for lifestyle and diaspora reach
- **Live site tours** and Q&A sessions with the sales team
- **Community management** with fast replies routed to WhatsApp







05 · ON-GROUND & EXPERIENTIAL

Make Angulana *impossible to miss.*

Hoardings

Site hoarding and Galle Road placements with a single, bold message.

Sales gallery

Gallery design, wall graphics, touch-screen tower explorer and VR walkthrough.

Events

Rooftop preview evenings, open days, and expos in Colombo and abroad.

Press & PR

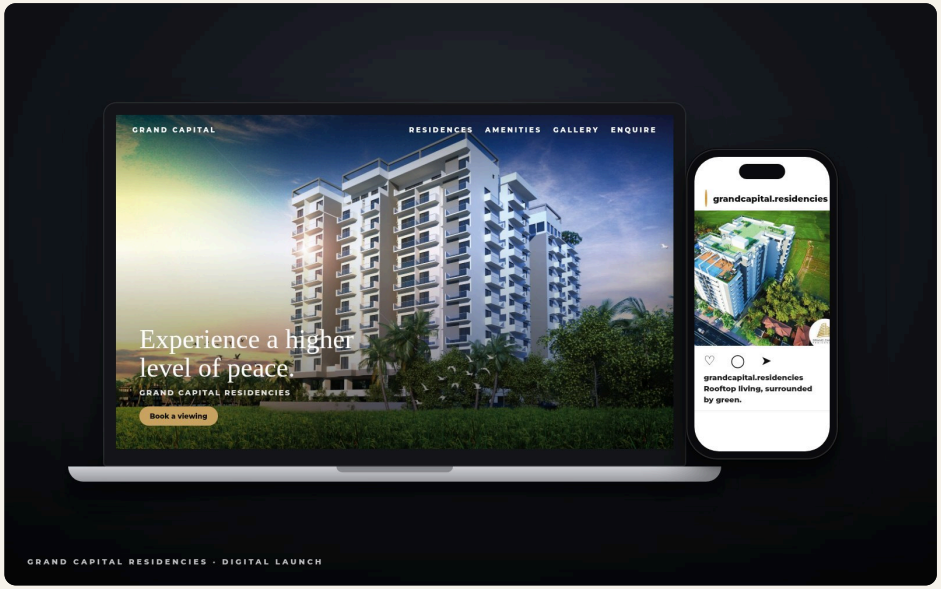
Launch press, Sunday-paper features and announcements of construction milestones.

05 · SALES ENABLEMENT & CRM

Close the loop *between marketing and sales.*

- **CRM setup** (HubSpot, Zoho or your existing tool) with lead scoring
- **Instant routing:** web, Meta, WhatsApp and calls assigned to an agent in minutes
- **WhatsApp flows:** brochure, price sheet and site-visit booking in one chat
- **Nurture journeys** by audience and stage, by email and WhatsApp
- **Sales kit:** e-brochure, tablet presentation, unit sheets and objection handling
- **Referral programme** for buyers and agents





06 · ROADMAP

From first sprint to *handover.*

PHASE 1 · WEEKS 0 TO 6

Foundation

- Discovery, audience and message map
- Brand refresh and visual system
- CGI and AI visual library, brand film
- Website upgrade and tracking
- CRM, WhatsApp flows and dashboards

PHASE 2 · MONTHS 2 TO 5

Launch push

- Always-on paid media, local and diaspora
- Hoardings, press and launch event
- Social content calendar and creators
- Rooftop preview evenings
- Weekly optimisation

PHASE 3 · MONTH 6 TO JUNE 2029

Sustain & convert

- Monthly progress films and updates
- Seasonal and diaspora campaigns
- Remarketing and nurture
- Referral and investor programmes
- Handover and testimonial content

06 · MEASUREMENT

Every rupee *accountable.*

A live dashboard shared with NovaNest's leadership and sales team, plus a monthly review with clear actions for the next month.

Daily

Live dashboard: leads, spend and response times

Weekly

Creative and budget optimisation, plus a lead-quality check with sales

Monthly

Leadership review, insights and next month's plan



STAGE	WHAT WE TRACK
Awareness	Reach, video views, branded search volume, share of voice
Engagement	Tower explorer use, walkthrough plays, time on site, brochure downloads
Leads	Qualified leads by channel and audience, cost per qualified lead
Sales	Site visits booked, visit-to-reservation rate, reservations by source
Efficiency	Lead response time, cost per reservation, return on ad spend
Search & AI	Rankings, AI answer appearances, organic enquiries



07 · SELECTED REAL-ESTATE WORK

JAT Living, *2017 to 2020.*

Our creative lead delivered the marketing for four JAT Living residential launches in and around Colombo, covering identity, brochures, press, posters, hoardings, CGI, social media and launch films.

GRAND CAPITAL RESIDENCIES

96 RESIDENCIES

77 ON FOURTH

FOREST HILL VILLAS

Full showcase online: portfolio.graphixdesign.agency

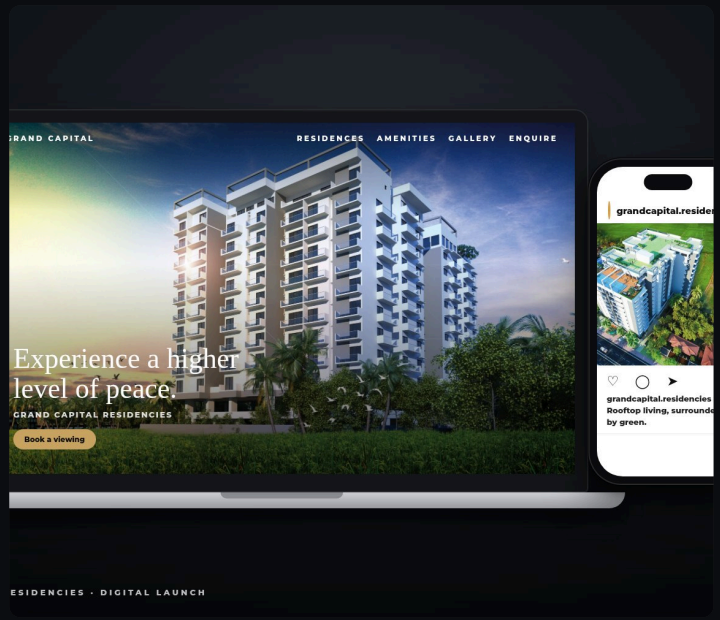
GRAND CAPITAL RESIDENCIES

A higher level of *peace.*

Launch brochure, nine floor-plan sheets, aerial and pool CGI, a launch film and a social campaign for a green, rooftop-pool residence.

BROCHURE · FLOOR PLANS · CGI · FILM · SOCIAL







96 RESIDENCIES

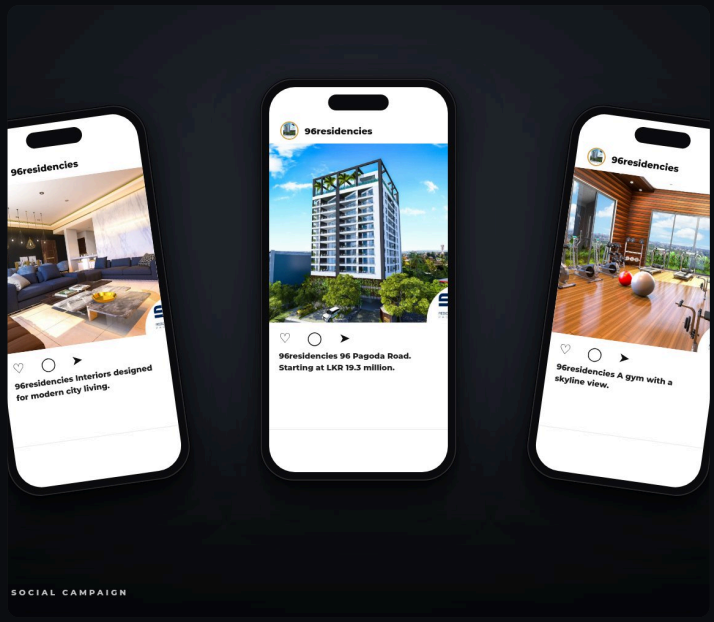
Contemporary living on *Pagoda Road.*

Identity, a 24-page brochure, posters, a 40 ft site hoarding, leaflets, interior CGI, a model-apartment shoot and social content, launched from LKR 19.3 million.

IDENTITY · BROCHURE · HOARDING · POSTER · SOCIAL







SOCIAL CAMPAIGN

77 ON FOURTH RESIDENCIES

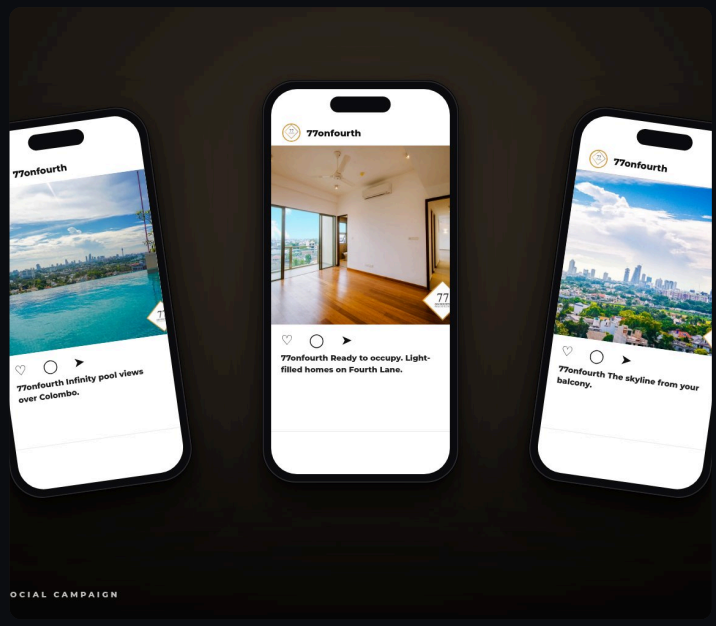
A unique living *experience.*

Logo and identity, a 32-page brochure, a full-page and classified press campaign, "Quick Sale" resale ads, completion photography and social content.

LOGO · BROCHURE · PRESS · PHOTOGRAPHY · SOCIAL







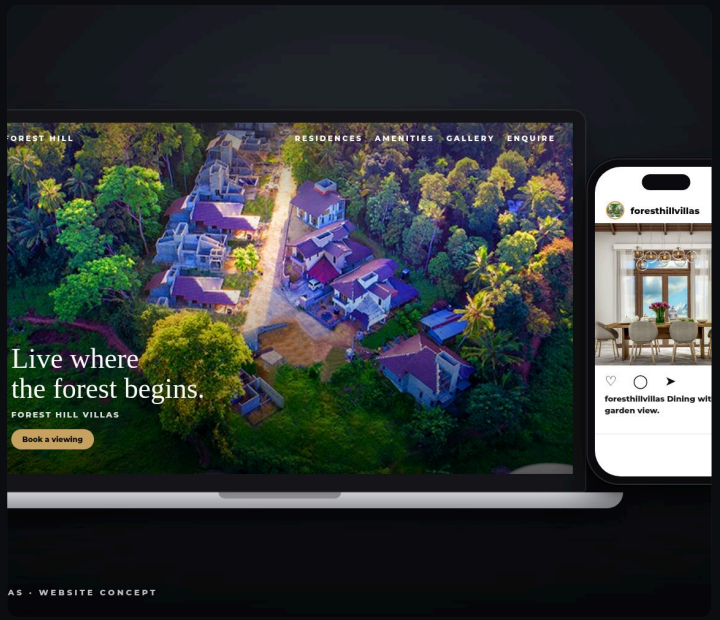
FOREST HILL VILLAS

Where the *forest begins.*

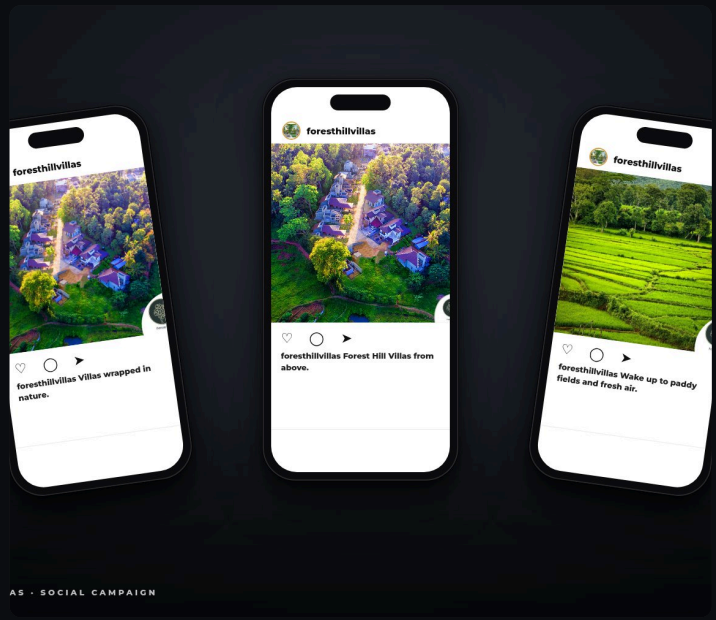
Interior and landscape CGI, a drone shoot, a lifestyle photo shoot and a social campaign for a gated villa community surrounded by paddy fields.

CGI · DRONE · PHOTO SHOOT · SOCIAL





AS · WEBSITE CONCEPT



AS · SOCIAL CAMPAIGN

Six reasons to *choose us.*

01
We have done it before

Four residential launches end to end, from logo and brochure to hoarding, press and social.

02
We have already started

A working cinematic concept of the Rainbow website, built before this meeting.

03
Faster, richer visuals

AI-assisted CGI and film production delivers more visuals, sooner, for the same budget.

04
Design and technology together

Our own developers, automation and SEO tools mean ideas ship without hand-offs.

05
Local roots, global reach

Sri Lankan insight with experience marketing to customers across multiple countries.

06
Accountable to sales

Live dashboards and monthly reviews focused on leads, visits and reservations.

09 · WAYS TO WORK TOGETHER

Start where it matters, *scale when it works.*

OPTION A

Launch Kit

- Brand refresh and message map
- CGI and AI visual library
- Cinematic website upgrade
- Brochure and sales kit

One-off project, around 6 to 8 weeks

OPTION B · RECOMMENDED

Growth Partner

- Everything in the Launch Kit
- Always-on paid and social media
- Monthly content and progress films
- CRM, WhatsApp and dashboards

Monthly retainer, 12-month term

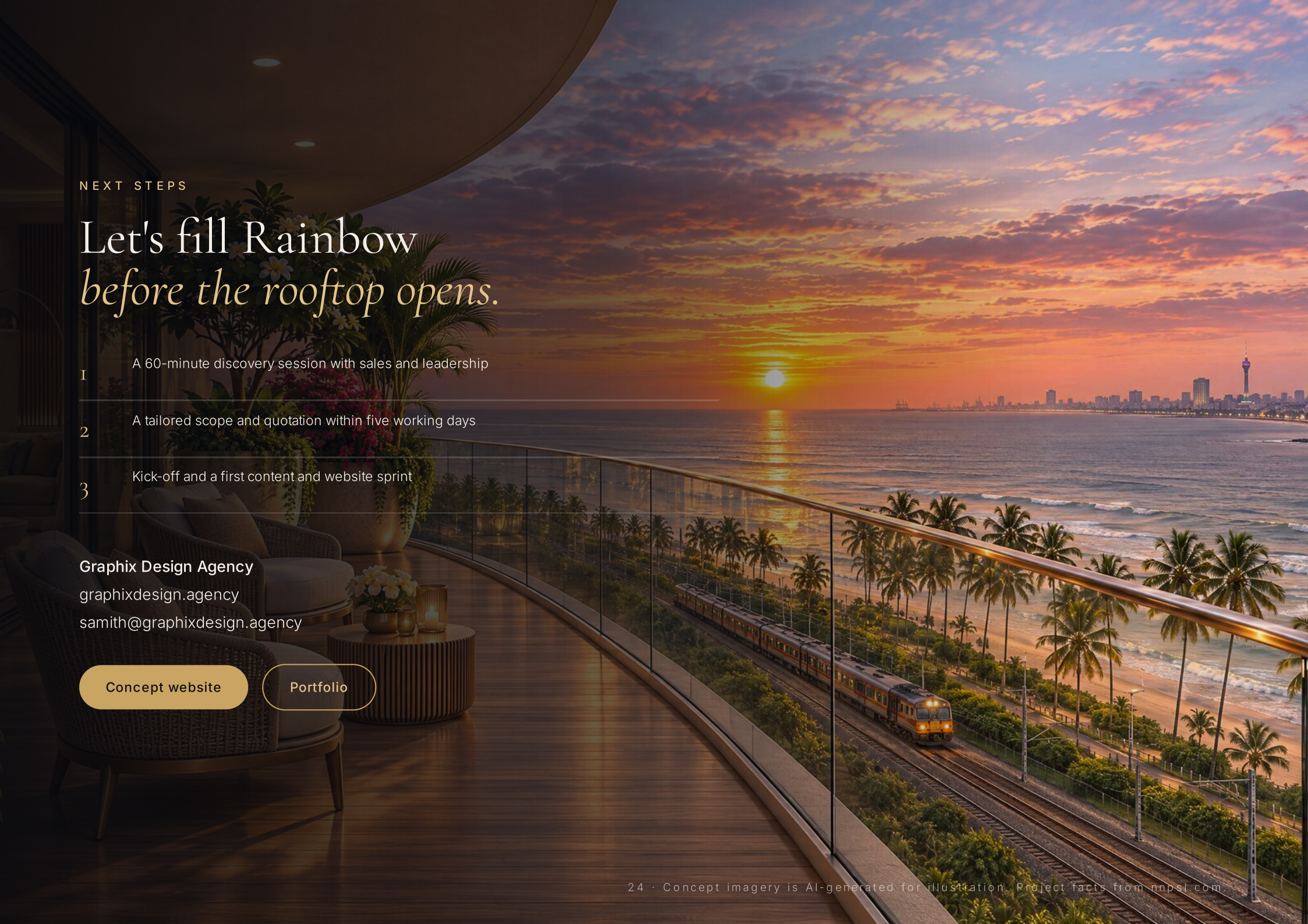
OPTION C

Full-Service to Handover

- Everything in Growth Partner
- Events, roadshows and PR
- Hoardings and sales gallery
- Diaspora programme

Retainer through June 2029

Investment is quoted after a short discovery session, based on the chosen scope, media budget and timelines. Media spend is billed at cost.



NEXT STEPS

Let's fill Rainbow *before the rooftop opens.*

1. A 60-minute discovery session with sales and leadership
2. A tailored scope and quotation within five working days
3. Kick-off and a first content and website sprint

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Concept website | Portfolio