

ELEVISION | MASTERCLASS

REFRAMING RESIDENT COMMUNICATION FOR THE ***MODERN COMMUNITY***

WHO, TO BE HONEST, NO LONGER GET NEWS BY PEAKING OUT THE WINDOW

COMMUNICATION INSPIRED BY GLOBAL *ADVERTISING* BEST PRACTICES

Communication may feel like a modern discipline, but it has existed for as long as people have needed to share information.

Formal communication studies only began in the 1920s. Long before that, humans relied on visual and contextual signals to guide behaviour. In 1940, the discovery of the Lascaux Caves in France revealed 17,000-year-old paintings that many historians believe were used to communicate where animals could be found and how to hunt them. These images were designed to be understood quickly, without explanation.

Throughout history, communication has always adapted to how people live. In ancient Greece and Rome, citizens gathered in town squares to read public inscriptions. In medieval times, news travelled through broadsheets and town criers. Each era reshaped communication to fit its environment and audience.

Today, residents receive information in very different ways. Their expectations are shaped by media and advertising that prioritise clarity, relevance, and speed. This e-book explores how those same principles can help property and community managers communicate more effectively, creating messages that are easier to notice, easier to understand, and more meaningful for modern communities.

COMMUNICATION INSPIRED BY GLOBAL *ADVERTISING* BEST PRACTICES

Why This Matters for Property Managers

According to the Oxford Dictionary, advertising is defined as:

"The activity or profession of producing advertisements for commercial products or services."

At its core, advertising is simply communication designed to inform, guide, or influence an audience.

Property communication does exactly that.

Every notice, update, reminder, or announcement is created to inform residents, shape behaviour, encourage participation, or improve daily experience. The difference is not intent, but execution.

Advertising has spent decades learning how to communicate clearly in environments where attention is limited. Property managers face the same challenge today.

By applying advertising principles, property communication becomes easier to understand, more effective, and more respectful of residents' time. It is not about selling, but about delivering information in a way that actually works.

IS GETTING INFORMATION *EASY?*

(SET A 12 SECOND TIMER AND GO TO THE NEXT PAGE FOR A TEST)

CAN YOU READ THIS PAGE IN UNDER *12 SECONDS?*

About Elevision

Elevision is a next generation Digital Out of Home media company that operates one of the most comprehensive and strategically positioned screen networks across the UAE and the UK. Our mission is to transform the way people experience information within residential and commercial environments by integrating lifestyle driven content, real time updates, and community focused communication into the daily journeys of millions of viewers. Through a curated blend of global news, cultural programming, and locally relevant storytelling, Elevision enhances the rhythm of urban life while creating meaningful engagement between residents, property managers, and the spaces they share.

Across more than 3,000 digital screens placed in over 800 premium environments, from luxury residential towers and business districts to cultural destinations and mixed-use communities, Elevision delivers content at the exact moment audiences are naturally attentive, receptive, and open to information. This placement strategy is supported by extensive behavioural insights that guide message timing, screen positioning, and content sequencing, ensuring communication is always aligned with daily movement patterns.

Our partnerships with leading developers, government entities, and property management teams enable us to enrich community life through precise, high frequency communication that is accessible, up to date, and consistently maintained. Elevision's proprietary content management system, CommConnect, empowers property managers to publish announcements instantly, streamline communication workflows, and maintain consistency across multiple assets without operational complexity. By combining advanced technology, editorial quality, and a deep understanding of human behaviour in built environments, Elevision continues to set new standards for clarity, engagement, and digital urban experiences.

IS GETTING INFORMATION *EASY?*

(AGAIN, SET A 12 SECOND TIMER AND GO TO THE NEXT PAGE FOR A TEST)

HOW ABOUT NOW? THIS IS THE *EXACT* *SAME INFORMATION*

ELEVISION

Lifestyle-driven channels and real time communication made for *next generation communities*.

The central tablet displays a community interface with the following content:

- Top Left:** A scenic landscape image with the text "Lac Blanc, Gran Alps".
- Top Right:** A photo of a woman and child with the text "Lac Blanc, Gran Alps".
- Center:** A large green banner for "Family Picnic Day at the Central Park" with the text "Join us on 11 Dec | from 1 - 5 PM | Free Entry".
- Bottom Left:** A "FUN FACTS" tile titled "Did you know" with a photo of a beach and the text "The shortest flight in the world is between the Scottish Islands of Westray and Papa Westray".
- Bottom Center:** A "WORD OF THE DAY" tile for "INKLING" with a definition: "A slight, unceremonious insult about meeting, or a slight amount of knowledge about something".
- Bottom Right:** A news-style tile titled "Wolff sells £230m stake valuing Mercedes F1 at £4.6bn" with the text "Toto Wolff has sold 25% of his stake in the Mercedes Formula 1 team to American billionaire George Soros".

Callout boxes on the right side of the tablet point to:

- Your Logo:** Points to the ELEVISION logo at the top of the tablet screen.
- Community Updates:** Points to the "Family Picnic Day" banner.
- Manage at Ease:** Points to the "Wolff sells £230m stake" news tile.
- Real-time Messages:** Points to the "Did you know" fun facts tile.

THE MODERN COMMUNICATION
PLAY BOOK REQUIRES *MORE*
THAN INFORMATION DELIVERED

Not an easy task

To gain attention and engagement, brands and communicators focus on how **information** is received, not just what is being said. **Attention** leads to dwell time. **Dwell time** creates **emotional connection**. When people feel connected, they are more likely to **engage**, trust the message, and feel **satisfied**. Over time, this consistency builds **loyalty**.

This is not an easy task. Audiences today are exposed to more information than ever, and expectations around clarity, relevance, and experience continue to rise. Brands and marketers constantly test, learn, and adapt to meet these demands.

Property communication follows the same pattern. When information is easy to notice and easy to understand, residents are more engaged, more informed, and more satisfied with their community experience. This is why learning from marketing principles matters, as they are designed to work in exactly these attention limited environments.

ATTENTION

DWELL TIME

EMOTIONAL CONNECTION

INFORMATION

ENGAGEMENT

BRAND LOYALTY

CUSTOMER SATISFACTION

TOP REASONS *WHY PEOPLE SKIP ADS*

(OR LOOK AWAY)

40% **TOO LONG**

59% **IRRELEVANT**

27% **BORING**

(Source: 2025 IPSOS x Elevision UAE Advertising Platforms Dwell Time and Attention Span Research)



THE FUTURE AUDIENCE MANDATE



64% AGREE THAT
ADS NEED TO
FEEL MORE LIKE
ENTERTAINMENT

(Source: 2025 IPSOS x Elevison UAE Advertising Platforms Dwell Time and Attention Span Research)

THE FUTURE AUDIENCE MANDATE



62% AGREE THAT
PLATFORMS NEED
TO BE MORE
CREATIVE

(Source: 2025 IPSOS x Elevison UAE Advertising Platforms Dwell Time and Attention Span Research)

THE FUTURE AUDIENCE MANDATE



54% EXPECT ADS
TO BECOME MORE
PERSONALIZED

(Source: 2025 IPSOS x Elevison UAE Advertising Platforms Dwell Time and Attention Span Research)

COMMUNITY COMMUNICATION NOW NEEDS TO BE

ENTERTAINING

CREATIVE

RELEVANT

PERSONALIZED

AND YOU ONLY HAVE <5 SECS TO GRAB THEIR ATTENTION

74% *OF AUDIENCES DECIDE
WITHIN 5 SECONDS*

COMMUNICATE LIKE A MARKETER

APPLY MARKETING PRINCIPLES
TO PROPERTY COMMUNICATION

CLEAR *HEADLINE*

Coca Cola ad 1923

Clear headlines have been at the core of effective communication for over a century. Long before digital media, brands learned that if the main message is not immediately visible, it is not seen at all. A strong headline guides the eye, sets context, and tells the viewer what matters most within seconds.

In property communication, the same rule applies. Residents should understand the message at a glance, whether it is a maintenance update, safety notice, or community announcement. When the headline is clear and visually prioritised, the rest of the information becomes easier to absorb and less likely to be ignored.



ONE IDEA *PER SCREEN*

Effective communication focuses on one idea at a time. When too many messages compete on the same screen, none of them are remembered. Advertising learned early that clarity comes from restraint, not from adding more information.

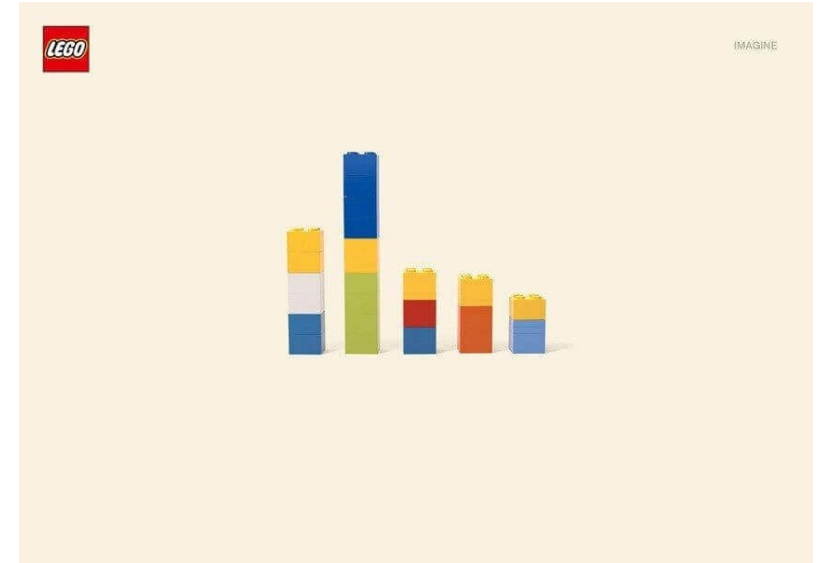
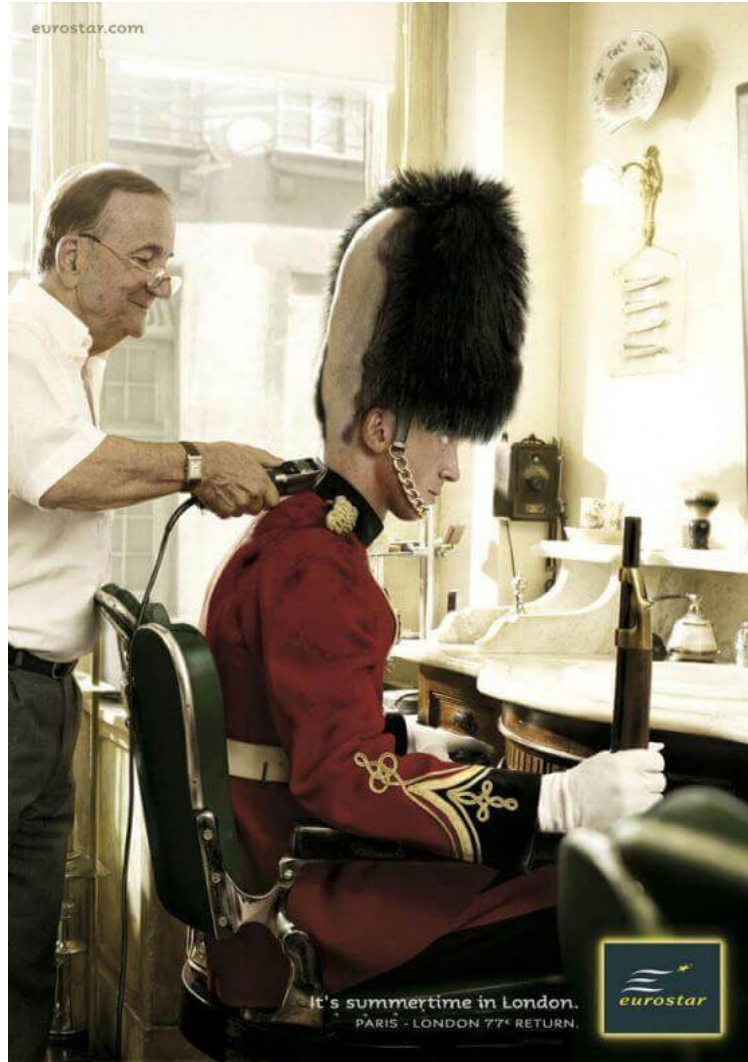
For property communication, this means separating messages rather than combining them. A maintenance notice, a safety reminder, and a community update should not live on the same screen. By presenting one idea per screen, residents can process information faster, understand it more clearly, and retain it more easily.



VISUAL CUES

Visual cues help the brain understand information faster than text alone. Icons, images, colour, and layout signal meaning before a single word is read. Thankfully, we live in a global village where information travels widely, and people around the world often share a common understanding of visual symbols and imagery.

In property communication, visual cues reduce the need for long explanations. A simple icon, image, or colour cue can instantly indicate whether a message is about maintenance, safety, or community activity. When visuals support the message, residents spend less time decoding information and more time understanding it.



PERSPECTIVE *HUMOUR*

Humour is a powerful way to stop attention drift and make people look twice.

When a message feels light, unexpected, or playful, it naturally stands out and becomes more memorable. Humour creates an emotional response that encourages people to engage rather than ignore.

In property communication, humour can turn routine notices into moments of connection. A well-judged playful message can prompt residents to share, talk about, and even advocate for the community voluntarily. When used thoughtfully, humour strengthens attention without reducing clarity or respect.



**“LUKE,
I AM
YOUR
MOTHER.”**

-Darth Vader




SNICKERS

YOU'RE NOT YOU WHEN YOU'RE HUNGRY



**CUSTOM
FIT FOR GIRLS.
TROUBLE
FOR GUYS.**

Make every run count with the Air Span+ 6. Built with Flywire for support and an Arch Fit strap for a custom fit. Give the guys something to chase.



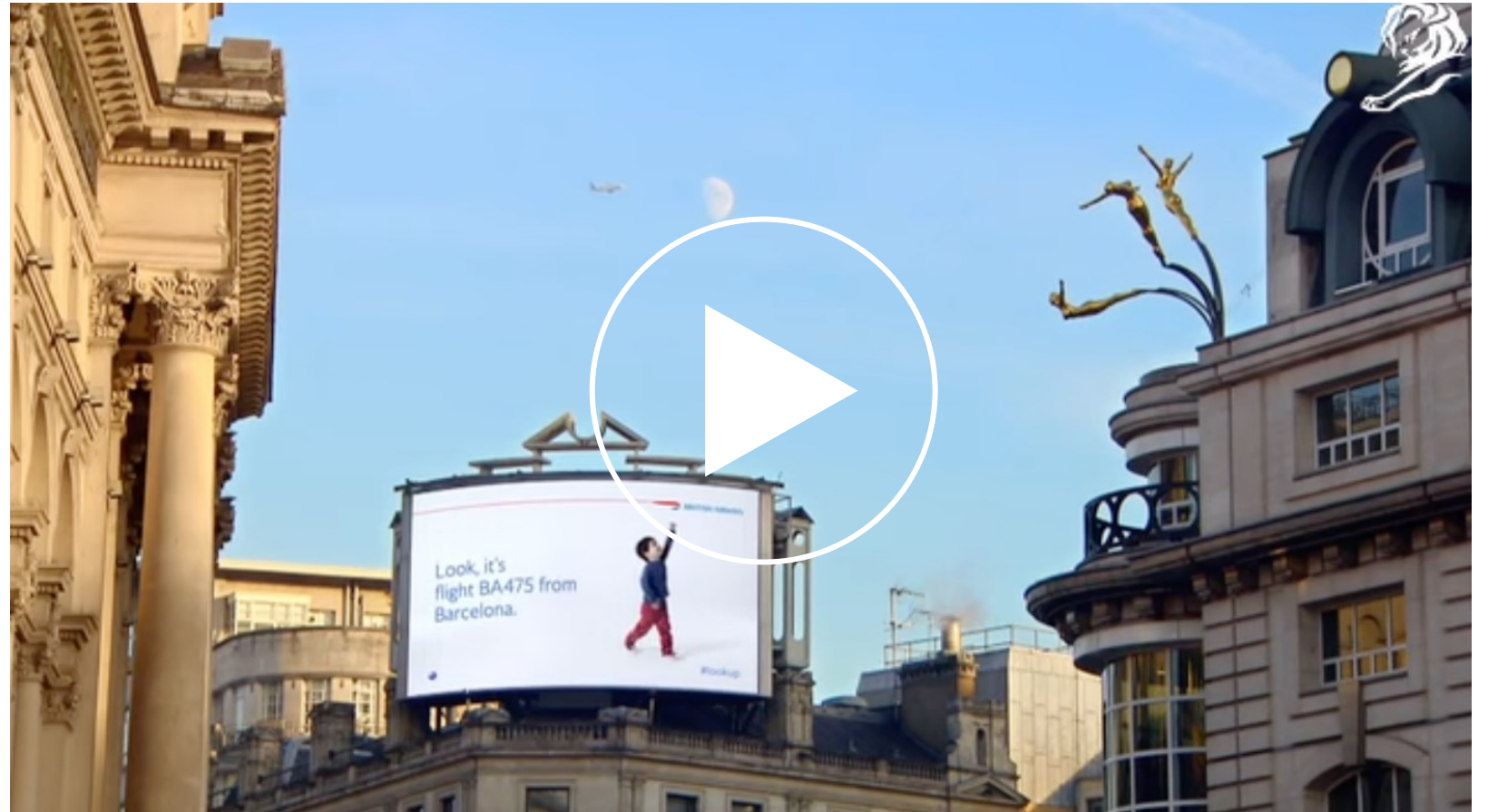
**JOIN THE MEN VS WOMEN CHALLENGE
AT NIKEPLUS.COM**

CONTEXTUAL MESSAGING

Context makes communication feel relevant in the moment. In the “Look Up” interactive billboard example, the message responded to real life activity happening around it, making the content feel timely, personal, and impossible to ignore.

The same principle applies to property communication on out of home screens. When messages respond to what is happening right now, they feel more useful and more engaging.

With the help of technology, triggers such as weather conditions, sports scores, trending topics, or even market updates can help align communication with residents’ daily experience. When information reflects the real world, it earns attention naturally.



ENGAGING *EMOTIONALLY*

Bringing the community closer

Emotion amplifies communication by creating a multiplier effect. When a message makes people feel something, it is more likely to be remembered, shared, and acted upon. Emotional connection turns simple information into something meaningful.

In property communication, emotion plays a key role in increasing engagement and building loyalty over time. Messages that feel warm, thoughtful, or human encourage residents to participate, respond, and stay connected to their community. This ongoing emotional connection strengthens trust and contributes to a more satisfied and loyal resident base.



TURNING EVERYDAY NOTICES INTO *HIGH-IMPACT* MESSAGES

FOR PROPERTY MANAGERS

Animals In The Community

Birds Belong
In Nature

Please Do Not Feed The Birds,
Thank You.

TENANTS DEMAND CONTENT TO BE

ENTERTAINING
CREATIVE
RELEVANT
PERSONALIZED

PRINCIPLES ARE

CLEAR HEADLINE
VISUAL CUES
HUMOUR
ONE IDEA
CONTEXT
EMOTIONS

USE CASE

(TRANSFORMING EVERYDAY NOTICE)

Dear Residents,

We would like to inform you that the scheduled external window cleaning for the upcoming cycle will take place across multiple buildings within the community during the months of December and January. This maintenance activity is part of our regular upkeep program and is carried out to ensure the cleanliness, safety, and continued aesthetic standard of all residential towers. Please review the detailed schedule below for the cleaning dates assigned to each building and kindly ensure that all windows are securely closed during the relevant period. We also advise residents to take the necessary precautions regarding balconies, outdoor furniture, and any personal items that may be affected by the cleaning process.

The following buildings will undergo external window cleaning according to the schedule noted here:

- A 1-12: 1 to 15 December
- A 13-23: 20 to 30 December
- B 10-22: 5 to 15 January
- B 23-30: 20 to 30 January
- C 1- 25: 1 to 15 February

Please note that the cleaning team will be operating daily between 8.00 AM and 5.00 PM throughout the stated timelines. Access to residential units is not required. However, residents may notice rope access technicians working along the building facade during these dates.

We appreciate your cooperation and understanding as we carry out this essential maintenance to keep our community clean and well maintained. Should you have any questions regarding the schedule or require additional information, please contact the community management office during regular working hours.

Thank you for your attention.

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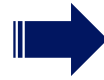
USED PRINCIPLES

ENTERTAINING
CREATIVE
RELEVANT
PERSONALIZED

CLEAR HEADLINE
VISUAL CUES
HUMOUR
ONE IDEA
CONTEXT
EMOTION



USED PRINCIPLES




ENTERTAINING
CREATIVE
RELEVANT
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Community Safety

FIRE DRILL PRACTICE



15 December 3 - 3:15PM
Use the closest exit & gather outside at the assembly point

Pool Close for Maintenance



Pool Fun Is Coming Back On 22 Dec

Thank you for your patience

Community Safety



Accompany Your Children At All Times

Animals In The Community

Birds Belong In Nature



Please Do Not Feed The Birds, Thank You.


We Recycle

The future is GREEN



Separate trash and recycle to save our precious earth

Balcony Etiquette



Take Laundry Off Balcony

Please don't hang laundries on the balcony

Balcony Etiquette


Don't Throw Cigarette Butts



Kindly refrain from throwing cigarette butts from the balcony

Scheduled for Building B 10-22

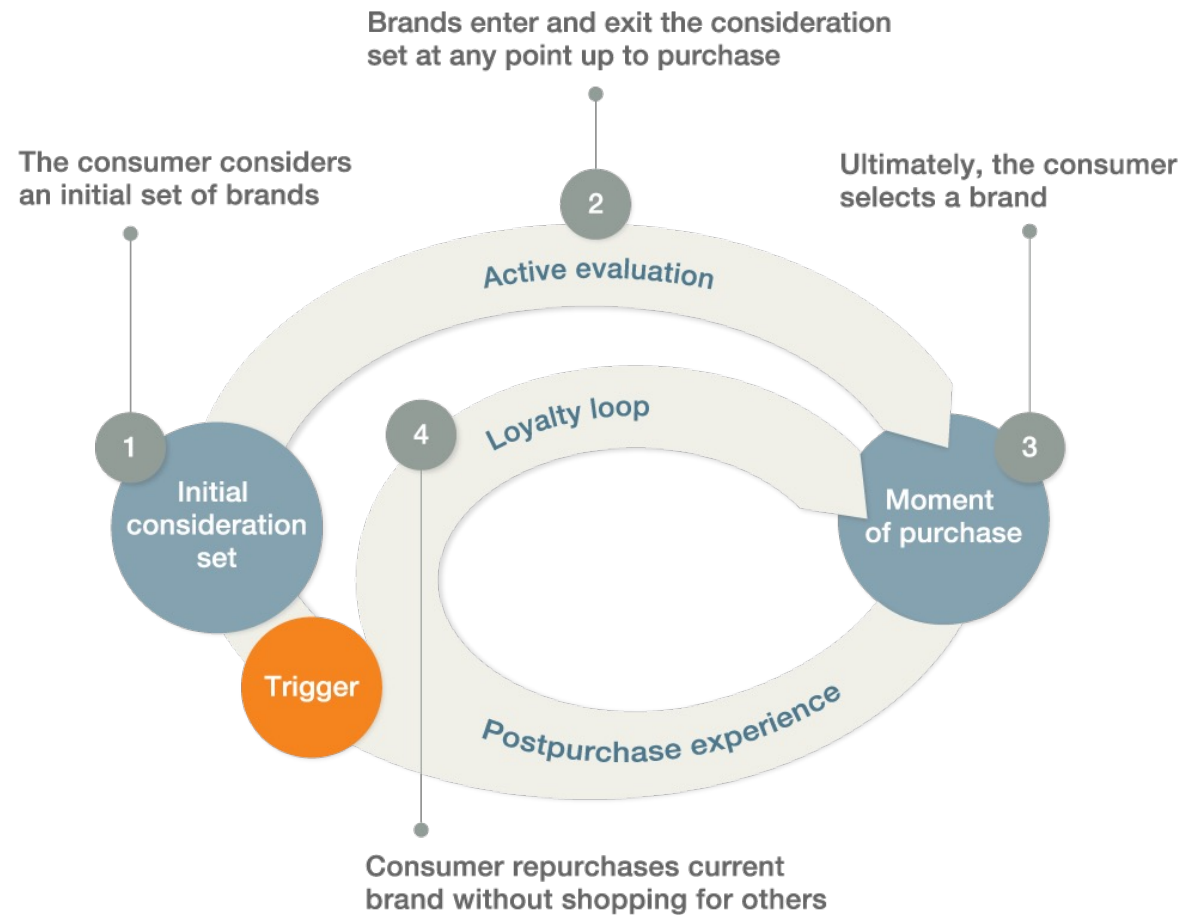
WINDOW CLEANING



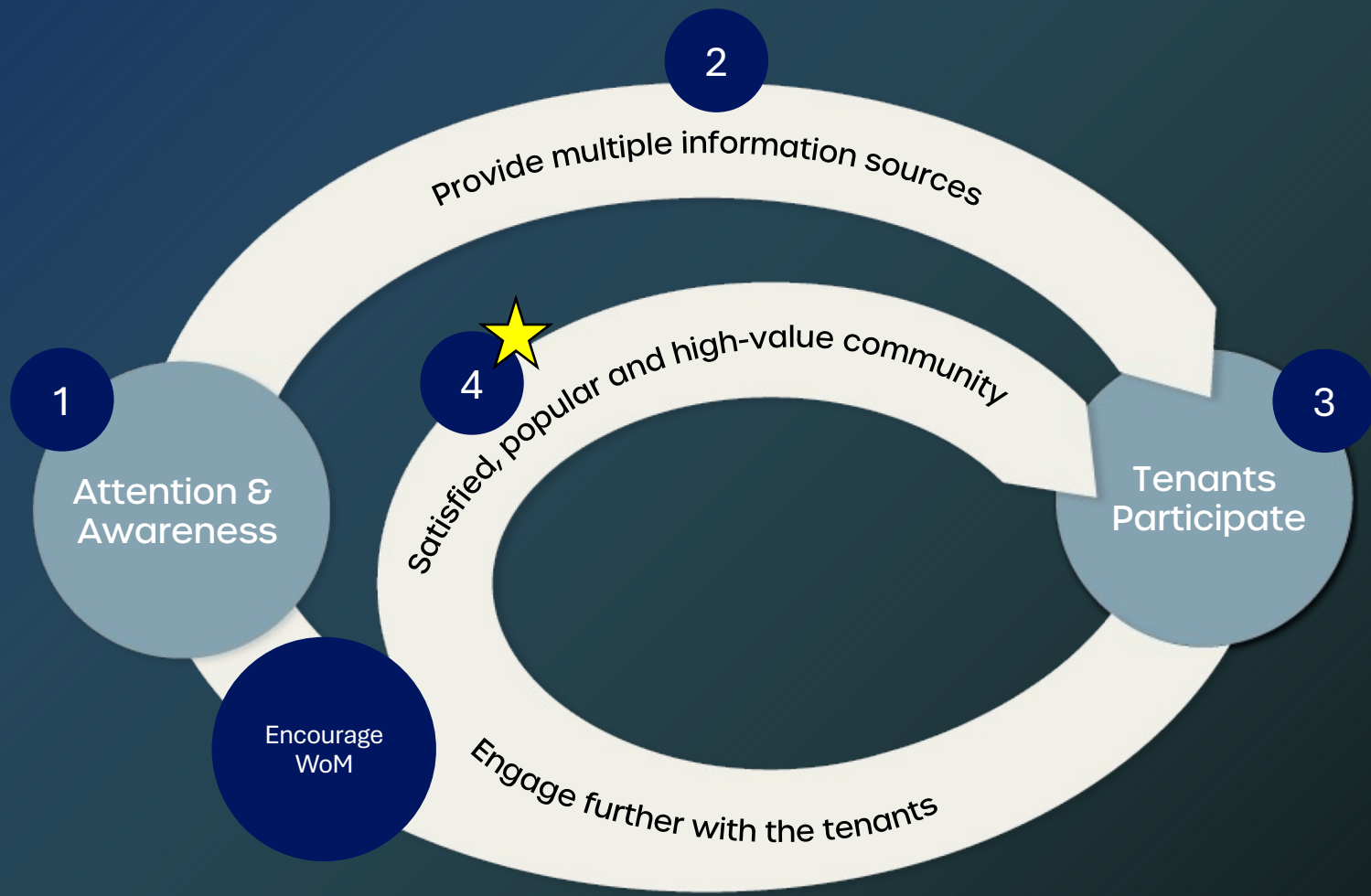
13 - 30 Dec
Please clear your balcony
Thank you

*USE OMNICHANNEL
COMMUNICATION TO ENSURE
THE DETAILS ARE DELIVERED*

The consumer decision journey has four key battlegrounds.



McKinsey&Company



USE *CASE*

(COMMUNICATION FOR AN EID CELEBRATION EVENT)

1

2

3

4



ATTENTION & AWARENESS

Use OOH platforms such as Elevator screens to generate attention, awareness, and curiosity

- 1
- 2
- 3
- 4



Your Community Manager



Dear Residents,

Join us to a day of celebration! Eid Al Etihad event at Central Park includes many cultural and fun activities:

Camel ride, sand workshop, falcon show, traditional arabian buffet, and more!

2 December (Tue) at Central Park. It's free entry to all residents.

Looking forward to seeing you there!

We value your participation and always work on improving our community's experience.

For more info visit the app or www.elevision.com

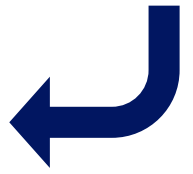
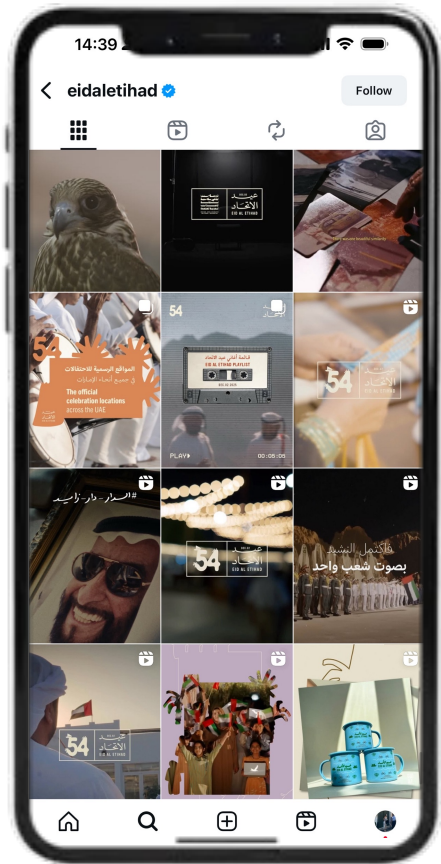


OMNICHANNEL COMMS

Tanents are now more receptive to information and/or actively seeking information.

Provide multiple source to make sure they get details.

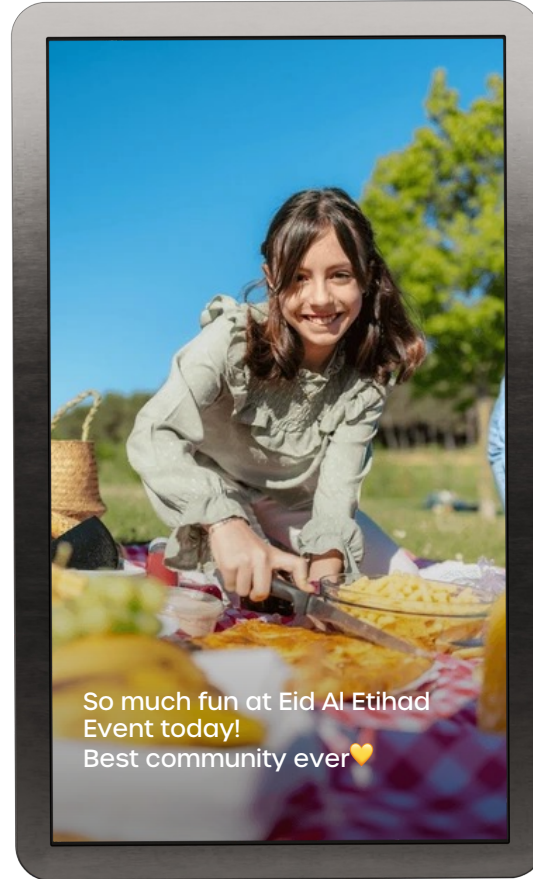
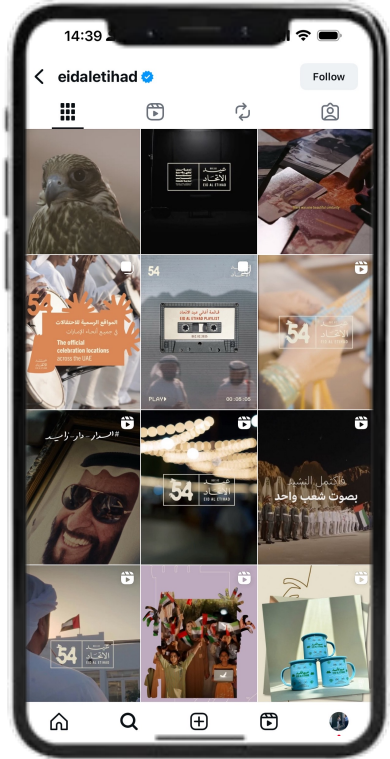
- 1
- 2
- 3
- 4



CONTINUOUS ENGAGEMENT

Take the opportunity to encourage further engagement e.g. following you on social media.

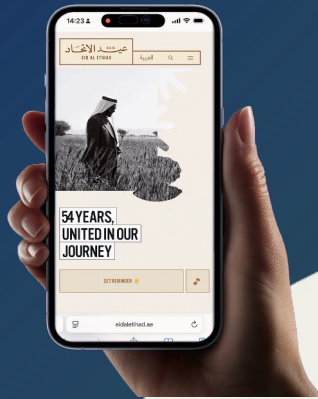
- 1
- 2
- 3
- 4



CREATING ECOSYSTEM

And encourage them to share their experience, too.

Now you've created a healthy communication ecosystem.



Community manager



Dear Residents,

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Camel ride, sand workshop, falcon show, traditional arabian buffet, and more!

2 December (Tue) at Central Park. It's free entry to all residents.

Looking forward to seeing you there!

We value your participation and always work on improving our community's experience.

1

Attention & Awareness

4

Satisfied, popular and high-value community

3

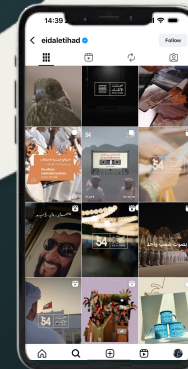
Tenants Participate



Encourage WoM



Engage further with the tenants



TAKE COMMUNICATION FURTHER

CONNECT EMOTIONAL FOR A
CONNECTED & UNITED COMMUNITY

USE *CASE*

(EMOTIONAL ENGAGEMENT HOLIDAY GREETINGS CAMPAIGN)

HOLIDAY *CAMPAIGN IDEA*

What if we could share and hear from different perspectives? We would be closer and more understanding.



USED PRINCIPLES

ENTERTAINING
CREATIVE
RELEVANT
PERSONALIZED

CLEAR HEADLINE
VISUAL CUES
HUMOUR
ONE IDEA
CONTEXT
EMOTION

FIRST, YOU NEED A CAMPAIGN THEME.

A simple idea that gives all messages one clear direction.



*A wish to be heard and shared.
(We deliver your messages)*

ENTERTAINING
CREATIVE
RELEVANT
PERSONALIZED

CLEAR HEADLINE
VISUAL CUES
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EMOTION

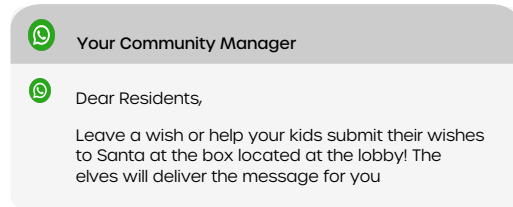
SECOND, MAP THE RESIDENT JOURNEY.

Plan how residents discover, engage, and participate.



1. First awareness

Use OOH screens to introduce the campaign and capture attention.



2. Deliver details

Use omnichannel communication to share instructions and next steps.



3. Ready to participate

Residents feel included, inspired, and ready to create a shared memory.



4. Take action

Residents submit their wishes, turning a simple moment into a meaningful experience.



5. Close the loop

The community elf helps deliver and share their messages.

Your Community Manager

Dear Alex,
This is the community Elf, someone in your household wishes for a Bicycle.

Dear Santa,
I want a bicycle. And I wish mommy and daddy also bicycles so we can ride together. Thank you. 308

Your Community Manager

Dear Fatma,
This is the community Elf, someone in your household wishes for a puppy.

Dear Santa,
Please give me a puppy I will take care of it I promise. 1401

Your Community Manager

Dear Mohammad,
This is the community Elf, thank you for your wishes! This is going on the elevator screens!

Dear Santa,
Please renovate the gym faster. Thank you.
-Mo 3102

Your Community Manager

Dear Sabrina,
This is the community Elf, someone in your household wishes you an amazing holiday.

Dear Santa,
I wish everyone an amazing holiday and happy new year! 211

Your Community Manager

Dear Kishan,
This is the community Elf, someone in your household wishes for a trip to the Winter Market Event!

Dear Santa,
I want to go to the winter market with my classmates and my parents 402

Your Community Manager

Dear Mandy,
This is the community Elf, thank you for your wishes! This is going on the elevator screens!

Dear Santa,
I want to wish for everyone. - May your holidays be filled with love and laughter.
-Mandy 407

ENTERTAINING
CREATIVE
RELEVANT
PERSONALIZED

CLEAR HEADLINE
VISUAL CUES
HUMOUR
ONE IDEA
CONTEXT
EMOTION



ENGAGE *BOTHWAYS*

(Engagement becomes more meaningful when communication moves in both directions. By inviting residents to share their wishes, stories, and moments, communication shifts from announcements to participation.)

When residents see their voices reflected back on community screens, it builds connection, belonging, and a stronger sense of shared experience.)

ENTERTAINING	CLEAR HEADLINE
CREATIVE	VISUAL CUES
RELEVANT	HUMOUR
PERSONALIZED	ONE IDEA
	CONTEXT
	EMOTION



ENTERTAINING
CREATIVE
RELEVANT
PERSONALIZED

CLEAR HEADLINE
VISUAL CUES
HUMOUR
ONE IDEA
CONTEXT
EMOTION



Your Community Manager



Dear Residents,

Tag @CommunityElf on your social media, your holiday posts will be shown on the elevator screens! Share your joy with the community!



Your Community Manager



Dear Mandy,

This is the community Elf, thank you for your wishes! This is going on the elevator screens!

Dear Santa,

I want to wish for everyone. - May your holidays be filled with love and laughter.

-Mandy



A wish to be heard
And shared.



OMNICHANNEL

With Elevision's technology, OOH channels such as elevator screens can interact with social media and other platforms in real time.

Community content shared online can be curated and displayed on elevator screens, allowing resident voices to be seen across the building. At the same time, content can be easily customised and updated with *CommConnect* (proprietary CMS), giving property managers full control to respond quickly and keep communication fresh and relevant.

ENTERTAINING	CLEAR HEADLINE
CREATIVE	VISUAL CUES
RELEVANT	HUMOUR
PERSONALIZED	ONE IDEA
	CONTEXT
	EMOTION



We Hear Your Voice Happy Holidays from our Community

Sincerely yours, - Property Managers

ENTERTAINING
CREATIVE
RELEVANT
PERSONALIZED

CLEAR HEADLINE
VISUAL CUES
HUMOUR
ONE IDEA
CONTEXT
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REFRAMING RESIDENT COMMUNICATION FOR THE *MODERN COMMUNITY*

FOR ENQUIRIES, CONTACT PROPERTIES@ELEVISION.COM

ELEVISION | **MASTERCLASS**