

Best Use of AI

A new model for housebuilder marketing.

AI-led.

Human-directed.

Built to scale.

Absolute set out to change the way Dandara creates and delivers its marketing. Traditional production relied heavily on location shoots, casting and complex logistics, making campaigns costly, time-consuming and difficult to scale.

By introducing an AI-led creative and production model, Absolute created a more flexible, scalable approach, delivering over 250 media-rich assets across 30+ developments in seven regions. Crucially, it enabled persona-led creative to be applied at scale, helping the campaign generate 2.6 million impressions and a 13.1% Meta engagement rate, 2.5x benchmark.



82%

Reduction in
Production Costs

95%

Faster creation of
new campaign assets

13.1%

Meta Engagement Rate
(2.5x benchmark)