

PORTFOLIO: BOUSTEAD LIFESTYLE MONTHLY LIVESTREAM



With almost no opportunity for consumers to visit the sales galleries, Boustead organised a series of livestream to connect with the public. Besides as an opportunity to showcase the properties in the livestream, Boustead also engaged KOLs from different genre to entertain and enrich the consumers' lives. So far, the 2 shows with Douglas Lim and Yatie garnered more than 16,000 engagement.