



SERVICES



WHO WE ARE

A decade ago, an idea was born: to *improve*
the way the world perceives architecture.
THAT'S HOW NBUCLE BEGAN.

More than an agency, we are creative partners. We accompany every phase with control and artisanal care, refining messaging, aesthetics, and results. At Nbucle, every creation is designed to endure, elevate its perceived value, and stand apart. Because behind every great idea, there is always a story well told.

Nbucle

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01

BRANDING



STRATEGY, design and
storytelling that turn
INTEREST into demand

In a saturated market, what sets a project apart is not just its design, but how its story is told. Our branding service transforms ideas into strong, desirable brands that can enhance perceived value, build trust and boost sales.

BRAND IDENTITY

A strong brand stems from a coherent identity. We develop a visual and verbal language that translates the essence of the project into symbols, colours, typefaces, tones and narratives that resonate with the buyer's mind and emotions. We create brand universes that are perceived as clear, appealing and consistent at every touchpoint, from a brochure to a digital advert.





BROCHURE

Dossier design that brings together every facet of the project and presents it visually to sell it to the client.

ALCÁNTARA



ESTADO ACTUAL

1. Recibidor, 2.Dormitorios, 3.Comedor, 4. Salón, 5.Almacenamiento, 6.Dormitorio principal, 7.Baños, 8.Lavadero, 9.Cocina

ALCÁNTARA



REFORMA

1. Recibidor, 2.Cocina, 3.Comedor, 4. Estudio, 5.Salón, 6.Cuarto de lavado, 7.Aseo, 8.Dormitorio principal, 9.Vestidor, 10.Baño principal, 11.Dormitorio 1, 12.Baño 1, 13.Dormitorio 2, 14.Baño 2

NAMING

A name is the first promise a project makes. That is why we develop creative and strategic processes that combine market research, linguistic analysis, legal feasibility and international perception. The result is a name that is catchy, memorable and aligned with the value proposition, capable of establishing itself in the public's mind and becoming synonymous with trust.



ADVERTISEMENT OFFLINE

A well-executed physical presence makes all the difference. We design large-format elements – billboards, banners, hoardings and signage – that are instantly legible and feature impeccable hierarchy, and we complement these with brochures, reports and catalogues featuring meticulous finishes. We manage the design and production process from start to finish, ensuring colour accuracy and meeting deadlines. The result: visibility on a grand scale and pieces that stand the test of time, sparking conversation and encouraging purchases.

LIVE ABOVE *IT ALL*

GET IN TOUCH AND DISCOVER
YOUR FUTURE PRIVATE SANCTUARY



925 320 525
WWW.LAVAHOMES.ES



LAVA VILLAS

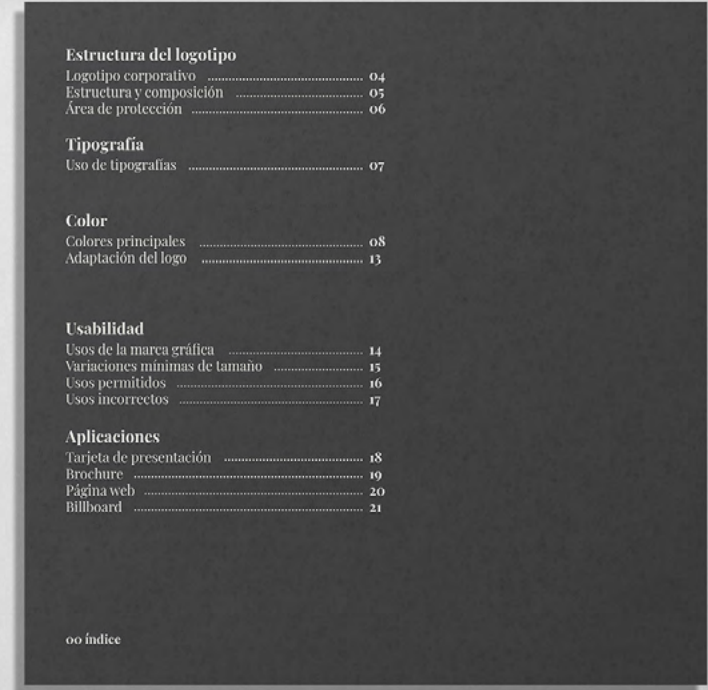
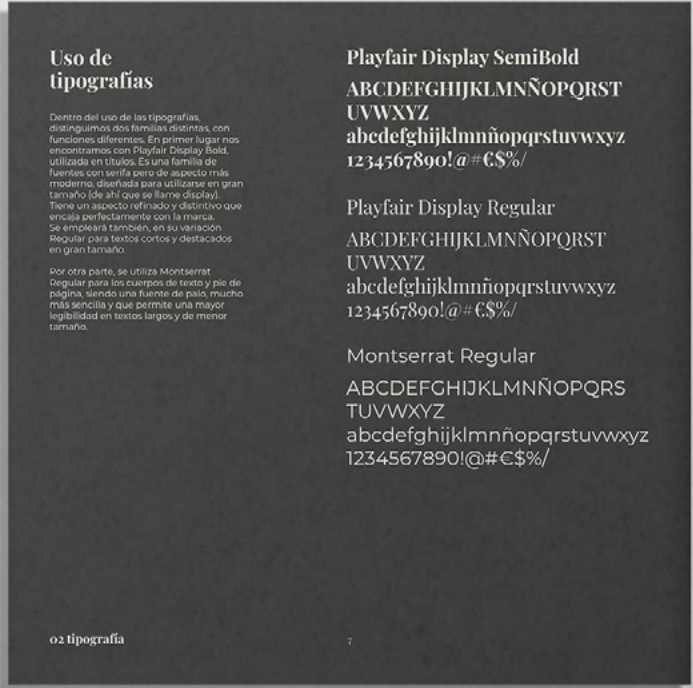
TWO EXCLUSIVE RESIDENCES

LAVA 84

LAVA 85

BRAND BOOKS

The value of a brand lies in its consistency. That is why we set out every element in clear and attractive style guides: from the use of the logo to the tone of communication, including visual examples of photography, layout and graphic style. A brand book ensures that, regardless of the channel or the time, the brand always retains the same strength and personality.



02 ARCHVIZ

NARRATIVE, light and
materiality that transform
INTEREST into intention

We transform future projects into clear and memorable images, paying close attention to the lighting, atmosphere and narrative of the space. Our experience in architecture, interior design and landscape architecture enables us to create images with their own distinct character, aligned with the brand's identity and capable of connecting with the right audience.

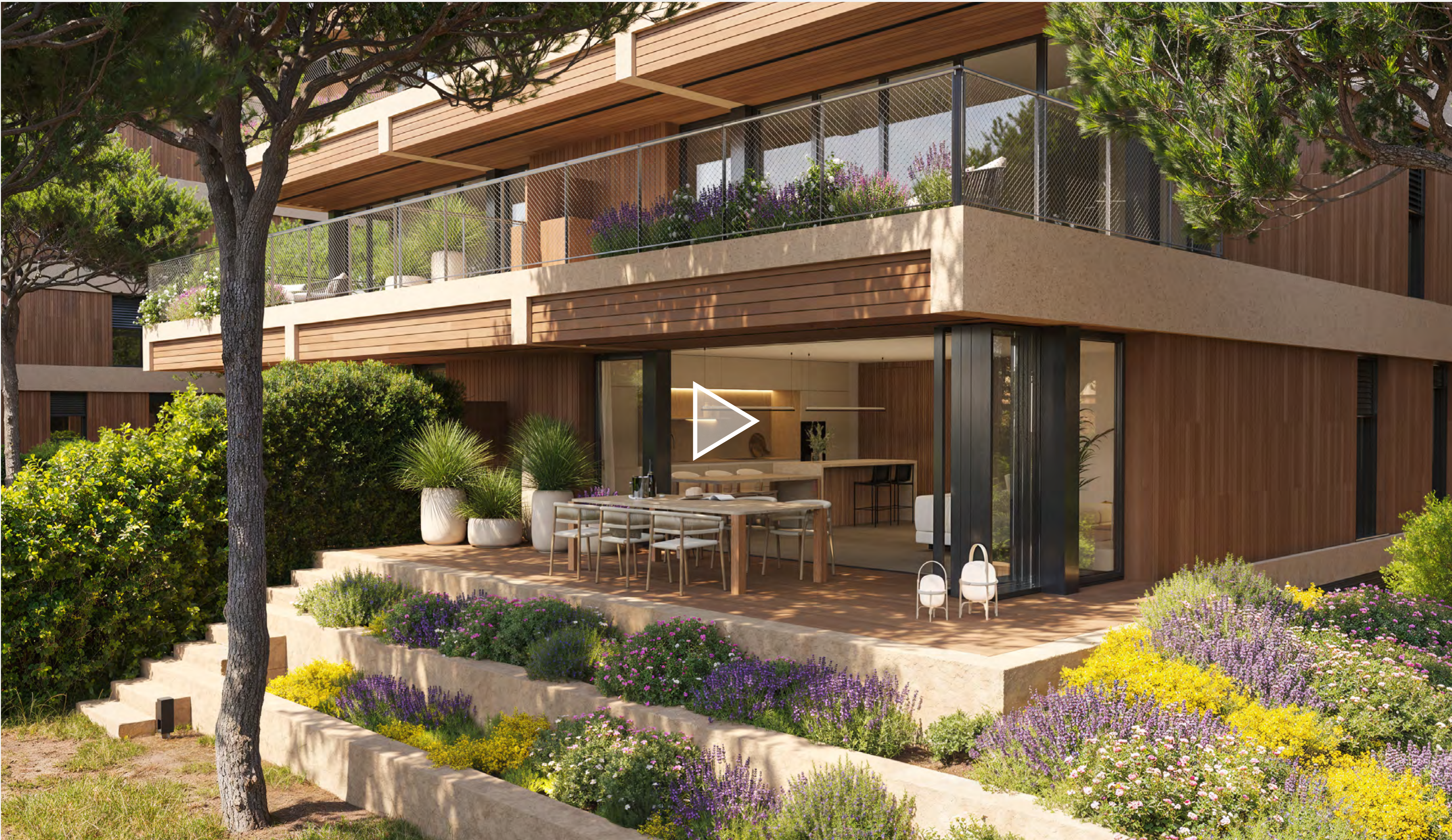
3D RENDERINGS (CGI)

We create photorealistic renderings that balance composition, lighting and materials to highlight the essentials and how each space is experienced. We place the project within its context using precise photomatching and compositing: consistent scale, orientation and atmosphere that lend credibility and convey a sense of the location. The result is a robust and versatile series suitable for various media, capable of clarifying, distinguishing and facilitating decision-making.



















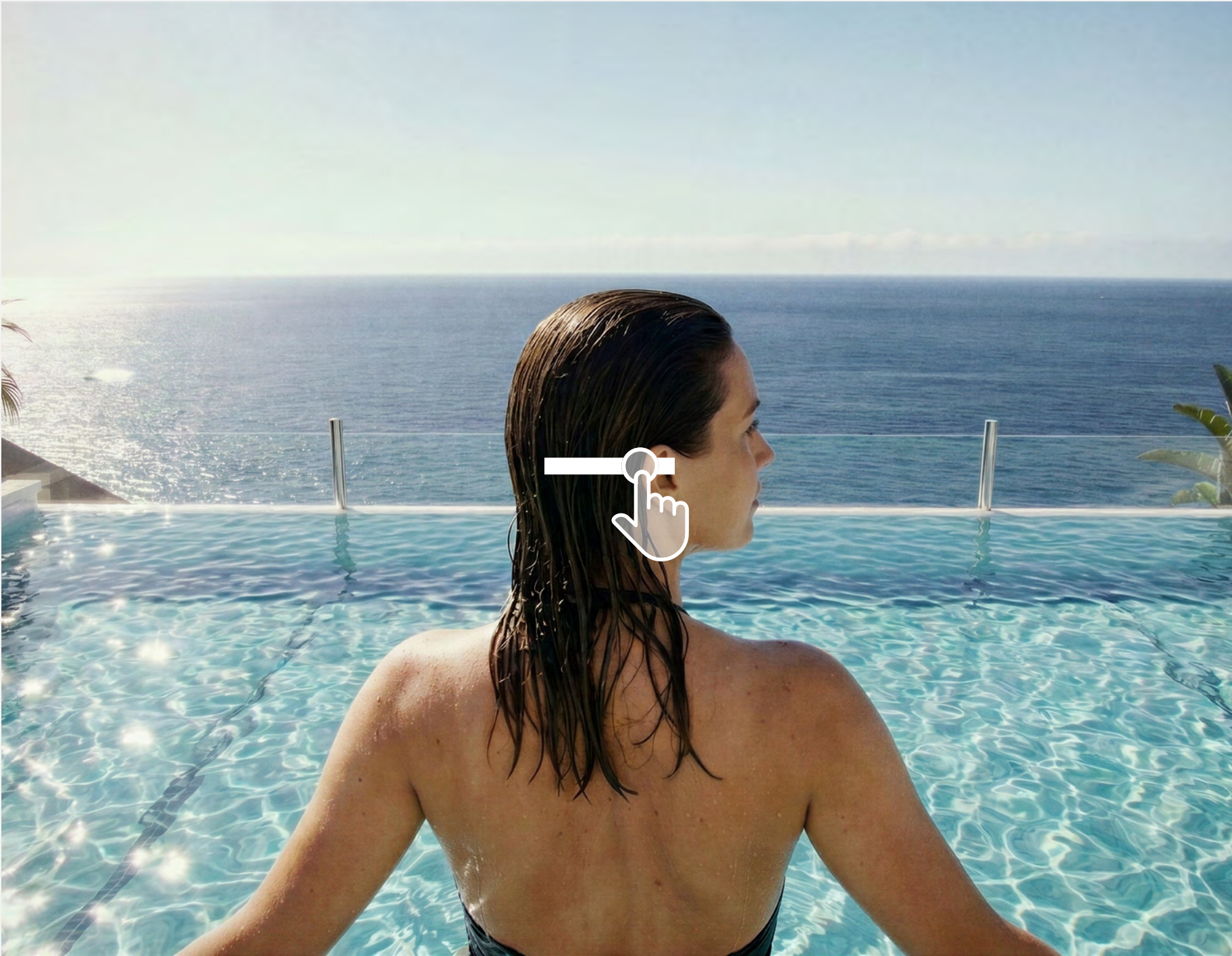






LIVE SHORTS

We bring architecture to life and incorporate people in motion using generative AI. We tell short stories designed to make an impact and boost conversions via social media.



3D ANIMATIONS

Directing the viewer's gaze is key to guiding their decision. We pay close attention to storytelling and aesthetic consistency to ensure the message is clear and the story memorable. These are useful tools for presenting to teams, clients and the sales department.



VIRTUAL TOURS 360° and VR

Exploring a space without actually being there provides certainty. We design 360° tours that allow you to walk through the project as if it already existed, helping you to understand its scale, layout and atmosphere. An immersive sales and marketing tool that boosts engagement, showcases the project's potential and facilitates decision-making at the planning stage.



03 DIGITAL SOLUTIONS

A UNIQUE
EXPERIENCE,
scalability and control for
demanding projects

We build clear, fast and stable websites. Well-thought-out architecture, precise interfaces and a robust backend; responsiveness, accessibility, security and technical SEO. A well-organised CMS, reusable components and integrations that automate tasks.

WEB DEVELOPMENT AND RESPONSIVE DESIGN

We create bespoke websites that capture the essence of each project and connect with your audience. Impeccable design, fast loading times and robust architecture to turn visitors into genuine leads. Adaptable to any device, secure and scalable over time, with technical SEO to deliver maximum performance from day one.





LANDING PAGE

We launched a landing page right from the start to drive lead generation as the project progresses. A bespoke page, centred around a single call to action, which streamlines the message and converts visitors into leads from day one. Clear design, fast loading times and effective forms so we can start measuring and optimising without having to wait for the final website.

BRAVO 124
Murillo

UBICACIÓN

ZONAS COMUNES

VIVIENDAS

EQUIPO

CONTACTO

PLANOS



Mostrar todos

Ocultar todos



Powered by
Nbuclie

MATERIAL SELECTOR

We have turned home customisation into an intuitive, visual and measurable tool. The buyer walks through each room, chooses materials and finishes, visualises the result and checks the quote associated with their configuration. Upon completion, they receive a detailed summary, ready for review, download or signature. A clearer way to make decisions and a more efficient way to sell.

GENERAL

Acabados de suelos:

- | | | |
|---|--|----------|
|  | Tarima Hidrófuga
Holcalio Performance
QTV Nono VERDIER | Incluido |
|  | Tarima Hidrófuga
Holcalio Performance
QTV Nono TERUEL | Incluido |
|  | Tarima Hidrófuga
Holcalio Performance
QTV Nono MÉRIDA | Incluido |

Seguridad:

- ☐

Puerta acorazada

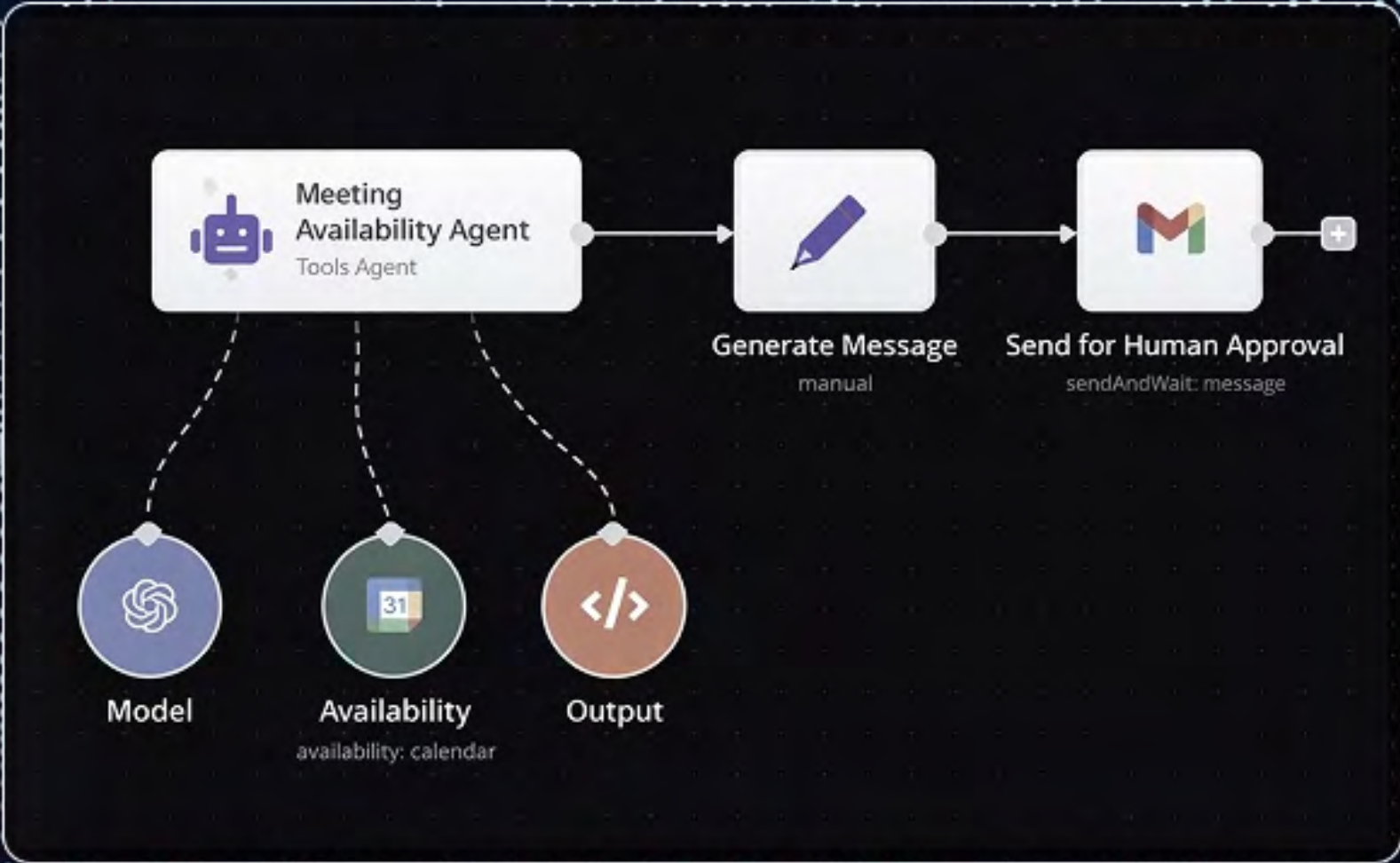
1,355,00 €

PRESUPUESTO 00,00€ >



AUTOMATION

Processes that work for you on their own. We design automations that effortlessly capture, organise and follow up: sending leads to the CRM, confirmations and reminders, updating databases and generating reports ready for decision-making. Fewer manual tasks, fewer errors and more time for what matters. Greater speed, greater consistency, more business.



04

MARKETING

CONTENT STRATEGY

SOCIAL MEDIA

SEO & SEM

EMAIL MARKETING

AUDIOVISUAL CONTENT

PRESENCE, content and data
that turn INTERACTIONS
into results

Effective marketing structures the message, reaches the right people and demonstrates impact. We integrate content, social media, SEO and email into a system that clearly explains the project, builds preference and turns attention into real opportunities. We work with objectives, metrics and continuous learning to accelerate the commercialisation of your projects.

Nbucle

CONTENT STRATEGY

We define key pillars, tone and messages tailored to the specific needs of each of our clients. We prioritise formats that clearly explain the project and establish a realistic schedule to ensure consistency. Objective: to build brand preference, address queries and pave the way for conversion.

SOCIAL MEDIA

We turn social media into a useful and effective channel for communicating the project. We design a brand-consistent online presence, including visuals, Reels, visual scripts and precise copy, striking a balance between inspiration, information and social proof. We measure what matters to adjust frequency, formats and messages without compromising consistency.



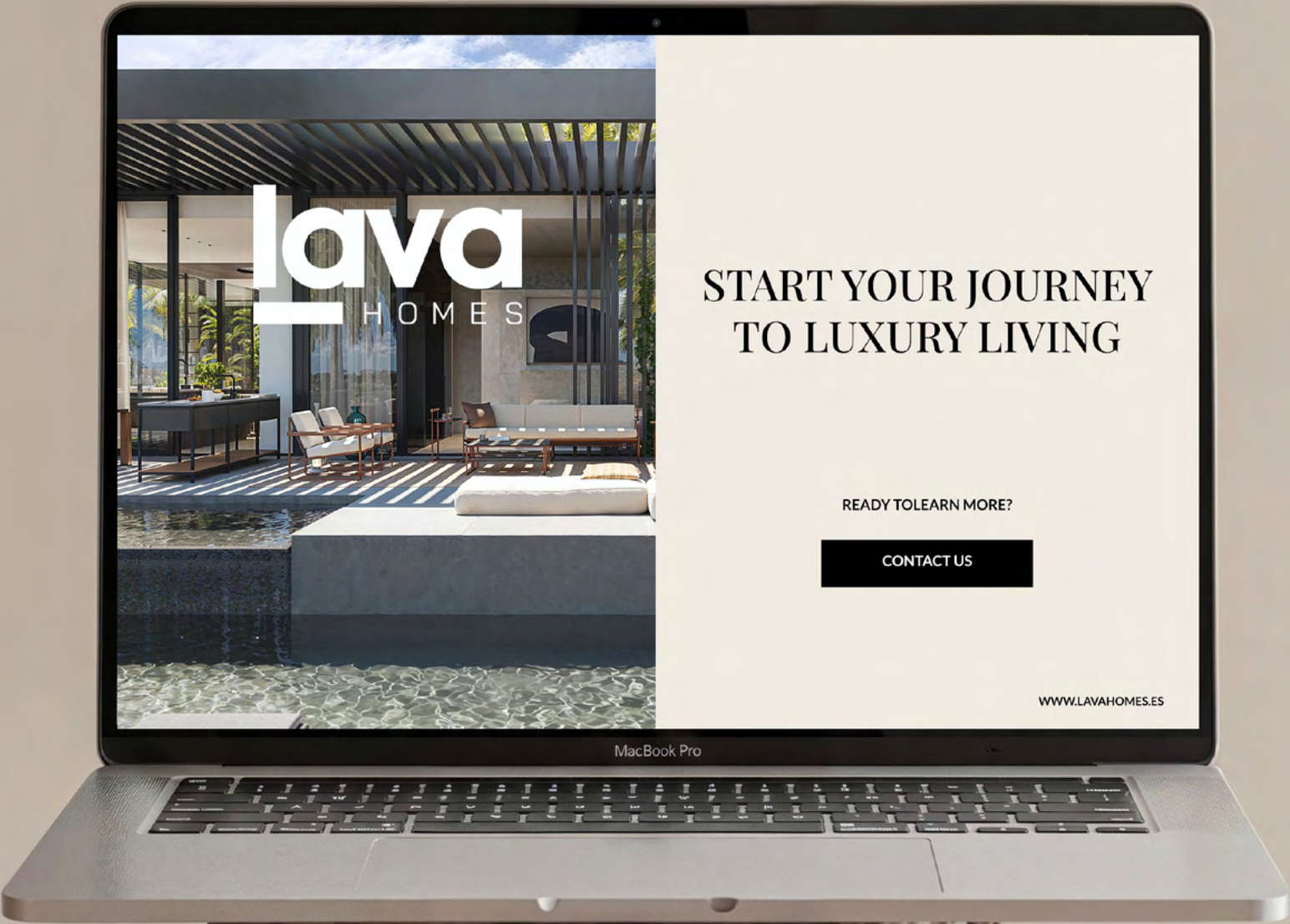
SEO AND SEM

Integrated search to grow in a controlled manner. We combine immediate lead generation through campaigns with the organic build-up of sustained relevance. We optimise architecture and content to improve rankings for key search terms, whilst running adverts with fine-grained targeting, extensions and negative keyword lists, always aligned with reliable landing pages and tracking. Our ultimate goal is for you to achieve meaningful visibility, a lower cost per opportunity and a flow of demand that does not rely on a single channel.



EMAIL MARKETING

The direct channel for driving informed action. We design newsletters and automated campaigns that inform, guide and engage: welcome messages, follow-ups based on interest, and communications linked to project milestones. We pay close attention to subject lines, design and calls to action to boost open rates, click-through rates and response rates, whilst nurturing the relationship over time.



AUDIOVISUAL CONTENT

Ideas that are seen and shared. We plan, produce and edit video content: Reels, interviews and scripted pieces, all featuring meticulous filming and comprehensive post-production. We deliver packages with cuts tailored to each channel and format, along with thumbnails and hooks ready for publication. We include brand overlays and music to ensure the content is adaptable, consistent and optimised for performance.



05

AUDIOVISUAL
PRODUCTION

IMAGE, movement and
height that THRILL and
linger

Photography, video and drone footage work together to clearly showcase the architecture, its surroundings and the lifestyle it offers. We create carefully crafted pieces, adaptable to different formats, which enhance the project's appeal, spark conversations and facilitate decision-making without compromising on tone or quality.

PHOTOGRAPHY

We capture interiors, exteriors and the surrounding context using carefully controlled lighting and compositions that help the viewer to interpret the space. We create coherent series that highlight materials, views and moments of use. We deliver meticulously crafted images for a range of media.



VIDEO PRODUCTION

We bring to life the stories behind every project. With a and meticulous editing, we create elegant and accessible pieces that help you present your work more effectively, connect with your audience and drive the decision-making process forward.



DRONE OPERATOR

We are not your typical drone operator; we specialise in visual storytelling and create the content needed to bring each story to life. We don't just carry out simple drone flights; we know exactly when and from where to film each project to show it at its best.

06

STRATEGIC CONSULTANCY

VISION, methodology
and direction to ensure
alignment in implementation

Strategic consultancy turns uncertainties into decisions. We step in wherever you need us: architecture, landscaping, interior design, planning, design or communication, providing clear assessments, priorities and roadmaps to ensure you move forward in a controlled manner, without compromising on aesthetic vision or technical rigour.

ARCHITECTURE

We specialise in acting as a critical filter between the technical project and the market. Our mission is to analyse architecture from the perspective of perceived value, ensuring that the final design is the development's most powerful marketing asset.

LANDSCAPING

The exterior is a project's first promise. We shape the landscape into a genuine selling point: green settings that frame the architecture, amenities that invite people to stay, and pathways that choreograph views and moments. Vegetation, water, and shade work together as a system that brings freshness, comfort, and character — elevating the whole and producing memorable hero shots.

INTERIOR DESIGN

The interior sets the scene for the life it promises. We define an atmosphere consistent with the target market and translate this into colour palettes, textures and lighting that tell the story of who will inhabit the space. We select furniture with commercial intent and adjust the layout to enhance clarity, spaciousness and comfort. The result is an interior that is clear, desirable and ready to inspire a decision, where every detail supports the project's narrative.

DEVELOPMENT

We support projects that demand reliability and expertise. We assess the project, traffic and objectives to recommend a tech stack, hosting and architecture without overcomplicating things. We organise the UX and structure in WordPress/Elementor, optimise virtual tours for clear navigation, set up time-saving automations in n8n, and fine-tune technical and content SEO with measurable actions. Performance, scalability and attention to detail are our guiding principles.





DESIGN AND COMMUNICATION

We support brand-building through decisions that leave a lasting impression and messages that make an impact. In design, we shape the brand identity and develop a coherent visual system to ensure quality. In communications, we determine what to say, where and why, to enhance visibility, safeguard prestige and turn interest into real opportunities.

ABOUT US

Every project holds a story particular way of living, of relating to a place, of imagining the future. Our job is to uncover that story and shape it into an identity that goes beyond architecture.

For over ten years, we've worked on more than 650 developments in Spain and abroad experience that today takes shape through an 11-person team specialized in strategy, branding, architectural visualization, marketing, and digital solutions.

This path has taught us that communicating isn't just about showing it's about building the perception that defines how a proposal is understood, remembered, and made valuable.



+10

YEARS OF EXPERIENCE

11

TEAM MEMBERS

+650

PROJECTS

PROJECTS AROUND THE WORD

- SAUDI ARABIA
- DUBAI
- SPAIN
- UNITED STATES
- FINLAND
- INDONESIA
- ITALY
- IRELAND
- MOROCCO
- MEXICO
- NETHERLANDS
- POLAND
- UNITED KINGDOM
- DOMINICAN REPUBLIC
- SWITZERLAND
- URUGUAY



