

Case Example

Targeted Marketing Campaign

The Client

Windsor Quay was the first waterfront property development in Cardiff Bay. A joint project between Barratt, Beazer and Westbury homes, it offered a range of luxury property types.

The Project

To work with the on-site marketing team, helping them improve numbers of viewings and resulting sales. Key issues were:

- Public perception: A roof had recently been lifted off one of the newest properties; the resulting bad press had a lasting effect and viewing numbers and sales had fallen due to quality concerns.
- This development was built during the early development of Cardiff Bay. Properties overlooked mud flats, rather than clear blue waters at this time making properties difficult to sell.
- As a joint project between three house builders, the identity of the site was confusing and it was felt that sales suffered through lack of brand affiliation

The Output

- A brand was developed to give the project its own visual identity to help build consumer affiliation and reduce the impact of negative press
- Target markets were highlighted and profiled for each of the property types.
- Through-the-line campaigns for each market were planned (including direct mail, highly targeted press campaigns, newsletters, radio advertising and printed inserts) for each of the target markets
- All activity was implemented in a structured programme to ensure that key messages were constantly re-iterated.

The Result

- The brand designed was sufficiently separate from the three organisations to deliver its own identity — which holds strong many years later.
- Overall sales improved by 180% as a direct result of these campaigns.



Identity
Press
Radio



Inserts
Direct Mail

