

Problem =

- Bryant Homes were not selling homes in already established developments.
- There was poor generation of pipeline leads for new local developments.
- Broadcast advertising was perceived to be inefficient and untrackable.



Challenge =

Build a media plan that delivered target ROI and a measurable cost-per-lead that could be tracked through to house reservations.

Our approach =

- Research shows that 80% of people move no further than 8 miles, so
- Equi=Media ensured that activity was locally focussed through creative messages and the media planning
- Used Royal Mail door to door where availability allowed, and Mail on Sunday media inserts at wholesale level (a media first).
- Uplifted regional online activity using Fish4.co.uk, this is....co.uk and upmystreet.com
- Leverage Upmystreet database to regionalise messaging on local search.



The result =

- Enabled Bryant Homes, for the first time, to measure the marketing spend required to sell a home.
- Constructed a long-term prospect database.
- Achieved £6 per lead generating 95 house reservations.

The Mail
ON SUNDAY - 24 HOURS A DAY

