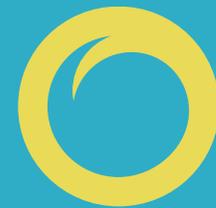


# New Homes Unlocked Digital and PR Campaign

PR / Social Media / Marketing / Events / Digital



THE ORACLE GROUP

# Considerations

- Following restrictions, many will still be eager and more motivated than ever to press ahead with their plans to move
- Right now, home is everything and this period of being confined to our living spaces has highlighted our home needs and wants
- A bright, fresh new home will feel more appealing than ever
- New focuses will be practical home layouts and comfort
- New homes come with certain guarantees and safety-nets that second hand homes can't offer
- Incentives are likely to play a major role in marketing/sales strategies
- Unfortunately, some will have to put their plans on hold

# Objectives

- To support the industry's comeback after the lockdown restrictions are eased
- To offer guidance to potential buyers following the Covid-19 crisis
- To showcase the beautiful new homes available around the UK

# Key Messages

- New homes, new interiors, new style, NEW START
- Secure your future with a brand new home
- Unlock your plans with new home incentives
- New homes = modern layouts, instant style and easy living

There's no place like a **brand new** home!

“Beautiful new homes to enjoy”

# Strategy

- During this testing time, our lives have been enriched on many levels, giving us new perspectives and fresh insights
- A new value has been given to 'home'
- Create an event that marks the re-opening of show homes and capitalises on the Nation's new appetite to re-evaluate

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# New Homes Unlocked

- Sophie Robinson features exclusive previews of the UK's new homes and essential information on the support and guidance developers are offering purchasers
- Position new homes as aspirational by using the event to showcase a stream of stunning dream properties
- Create further digital engagement with competitions
- Partner with Sophie Robinson to highlight the fresh style opportunities that come with purchasing a new home and the easy living factor that only a brand-new homes enjoy
- Position Sophie Robinson as a voice of authority, releasing press friendly research about new trends

# Interiors Unlocked

## PR Activity

- Partner with high profile interior designer Sophie Robinson and create a newsworthy media angle to generate engaging content and PR coverage for New Homes Unlocked
- Create a New Homes Unlocked film which sees Sophie nosing around a selection of fabulous new homes (3 homes) and providing details about developer incentives

## Digital Activity

- Create 2-3 minute films that showcase the fabulous interiors and layouts
- Daily themes that complement this activity, focusing on different rooms
- Films to capture the exciting creative interior opportunities and practical advantages that buyers experience with a new home and be themed for first-time buyer homes, family homes and down-sizer properties
- Short 10 second snippets will be created to share on the NHW social media channels
- Sophie to release Instagram stories and tweet about the partnership at the start of the week
- Sophie to create exclusive blog for NHW



# Interiors Unlocked Cont.

## Maximising Activity

- Invite journalist to accompany us on part of the filming, where they will get an exclusive look in a new home and interview with Sophie
- Support activity with newsworthy consumer research about how Instagram has changed the way we style our homes and how lockdown has given us new insight into how we value our home
- Pre-Insta, the only way you'd see someone's house was by visiting them in person (how old fashioned?), whereas now people are posting about their personal lives with status updates and photos which is why it is so important for us to ensure we are fully equipped with the right knowledge on how to get the 'Show Home' look.
  - To bring this narrative to life, research to identify the impact social media has had on their living habits and what they feel they have changed because of the 'social media effect'. Off the back of the research, Sophie will be able to give her top tips on how best to decorate your home to ensure you are getting the 'Show Home Look' whilst incorporating our key messaging of why moving into a brand new home is so fresh and exciting.
  - Research will also look at how the restrictions placed on the country during Covid-19 impacted the way we value our homes
- Announce campaign to the media with a press release revealing research findings and photography of Sophie
- Secure a series of broadcast interviews with Sophie, discussing the research, her interior advice for new homes and the seasons style trends
  - This would generate radio coverage and possibly involve Sophie spending ½ a day in a studio
  - You'd receive recordings of all the interviews that take place plus a qualitative and quantitative summary report and reach figures

# Daily Themes

| DAY       | THEME / DAILY FOCUS                                 | Other Suggested Themes:   |
|-----------|---|---|
| Monday    | Interior Design – Intro to Sophie & Q&A with Sophie | Unlocked Content Focus – How to buy a new home. If processes have changed and sites are still only by appointment, what has changed. What is available. |
| Tuesday   | Kitchen   | Interior Design Focus with Sophie   |
| Wednesday | Bathroom  | Incentives and how they work  |
| Thursday  | Living Room   | Local Communities – Stories about established local areas   |
| Friday    | Bedroom   | Amenities you might enjoy – connecting with local shops and community   |
| Saturday  | Outside Space                                       | Outside Space   |
| Sunday    | Dining Rooms  | Inspirational homes – more focus on design  |

# Content

| Infographics  | Blogs  | Competitions |
|---|--|--------------|
| Survey Stat Focus   | Unlocked Blogs? Make some new topics available based on new Daily Themes | Facebook     |
| Sophie Content Tips Focus   |  | Twitter      |
| How to buy a new home – process following COVID with incentives / schemes |  | Instagram    |

# Timeline

| Dec                             | Jan | Feb   | Mar                      | Apr  | May   | Month of Campaign – When Dates Available   | Month of Campaign – In Lead Up  | During Week  |
|---------------------------------|-----|---|--------------------------|--|---|--|---|--|
| Secure Sophie Robinson          |     | Infographic content creatives design to be agreed | Partner content deadline | Content collation<br>Mini-graphics<br>Infographics on Survey Results<br>Blogs to be added to the website<br>Re-negotiate Sophie's contract<br>Renegotiate Filming Days | Instagram Social Media Promotion<br>Sophie blog<br>Sophie Infographic Made<br>Press Release Written – ready for dates to be added | Research findings released<br>Radio day<br>Filming to go ahead<br>Filming to be completed and loaded onto website<br>Social Advertising<br>Pitching to press<br>New Partner Content Deadline Set – 2 week window | Social Media Promotion & Engagement of Partner Content & Previous Years Content<br>Social Advertising<br>Scheduling of new content provided | Social Media Promotion & Engagement<br>Competitions<br>Social Advertising<br>Promotion of Sophie Content |
| Brief consumer research company |     |   |                          |  |   |  |   |  |
| Ask for partner content         |     |   |                          |  |   |  |   |  |