

New Homes Week Strategy

New Homes Week 2022
March 21st – March 27th

PR / Social Media / Marketing / Events / Digital



THE ORACLE GROUP

Key Messages

1. Designed for modern living, new build homes meet today's lifestyle needs
2. With a new home, there are no unwelcome surprises, just shiny newness
3. There's no home like a new build
4. Help to Buy for first time buyers

Objectives

1. To showcase beautiful new homes across the UK
2. To introduce the benefits of buying a new build home to potential new audiences
3. To bring to life the lifestyle new build homes offer
4. To boost the market when home-buyers start looking again in 2022

Strategy

- Potential homebuyers are looking at their new home priorities with fresh eyes following the pandemic and increased concerns around the environment and sustainability

New Build Bliss

New Homes Week 2022 to recruit several micro influencers based around the UK to increase the event's digital visibility and tap into new audiences with relevant content that captures the ease, comfort and excitement new build homebuyers experience

New Build Sense

Strengthen activity and build on new home bliss messaging with research that amplifies the news agenda, with a focus on climate change

- Create a digital campaign incorporating these themes

Daily Themes

Day	Theme	Focus
Monday	The Benefits of a New Build Home	<ul style="list-style-type: none">• Bringing out the benefits of a new home
Tuesday	Sustainability	<ul style="list-style-type: none">• Interiors designed for comfort• Energy efficient homes• Sustainable features
Wednesday	New Spaces For Today	<ul style="list-style-type: none">• This could be space such as a garage, loft, shed, garden, open-plan living, extra bedrooms / office area. With a focus on what consumers now want from their home
Thursday	Help To Buy	<ul style="list-style-type: none">• Incentives available
Friday	Local Fun	<ul style="list-style-type: none">• What do you look for in a home in the local area? Schools, Gyms, Parks, Shops, Leisure Facilities, Restaurants & Pubs• Community
Saturday	No DIY	<ul style="list-style-type: none">• More on the benefits of not having to do DIY and how much money you can save on a property
Sunday	Easy Moving	<ul style="list-style-type: none">• All rooms are ready to go• Focus on storage available in a new home• Availability

New Build Bliss

- Partnered with a selection of lifestyle micro-influencers across the UK, targeting locations near new developments with Instagram friendly show homes
- Showcasing the range of new homes available and the potential joy they bring with show home tours (This will actually involve staged photography/films)
- One influencer posting twice a day



Heatherley Woods by Bellway Homes in Cheshire (Monday)

@Home_By_The_Cloud



Sophie

Instagram Followers: 24.7K

Credibility: 84.9%

Location: Cheshire

Niche: Interiors & Family

Age Demographic 25-34: 44%

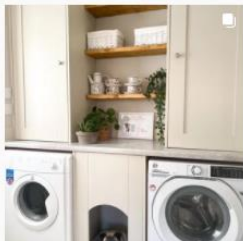
Engagement Rate: 3.5%



Sophie's sleek aesthetic is not only appealing to the eye but her interiors are the envy of any home owner. Her content focuses on home and family lifestyle with her 2 children. Presenting herself as an expert in the field of interior design, her followers are always looking to Sophie for inspiration. Living only 20 minutes away from the new build location means her audience are extremely relevant and will no doubt be interested in the beautiful show home viewing in Cheshire.

Avant Homes, Trinity Fields in Retford (Tuesday)

@Mama_and_minimees



Hannah

Instagram Followers: 20K

Credibility: 93.8%

Location: Retford

Niche: Family & Lifestyle

Age Demographic 25-34: 51%

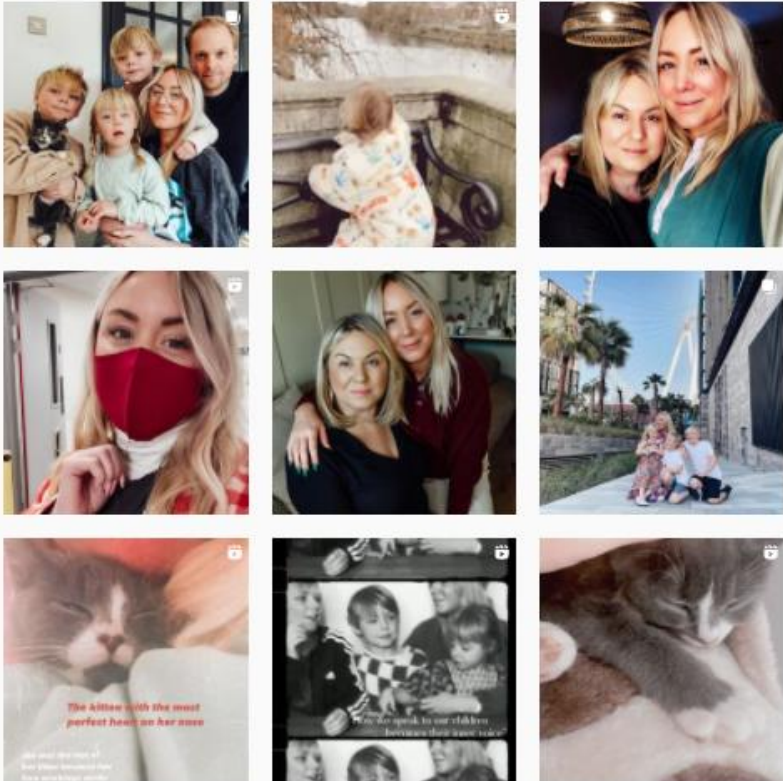
Engagement Rate: 5%



Hannah was the first Influencer that we decided to onboard to the campaign, which was exciting for obvious reasons. Located right in the middle of Retford a mere 15 minutes from the new build location, her content is bright, relatable and engaging. She regularly posts about her family life, home and even the odd fashion faux pas of a hard working mum. Looking to expand her family from 4 to 5 Hannah's home may soon need an upgrade so getting involved with New Homes Week is really relevant for her page!

Stone Studios by Telford Homes in Hackney (Wednesday)

@Sj_Strum



Katie

Instagram Followers: 36.7K

Credibility: 85.5%

Location: London NE - Romford

Niche: Family, Home & Travel

Age Demographic 25-34: 43%

Engagement Rate: 3.1%



Katie's blog has frequently been added to articles naming her one of the top 10 mum blogs to follow in London. Her family focused content follows her life with 3 kids in Romford. Katie keeps an honest and real account of her life online sharing her ups and downs, which keeps her followers super engaged. As a London NE native, her audience are in the right location to show interest in the Hackney new build apartments.

Bidwell Mews by Storey Homes in Houghton Regis (Thursday)

@Erin.Grace.B



Natalia

Instagram Followers: 46.6K

Credibility: 90.6%

Location: Houghton Regis

Niche: Family & Home

Age Demographic 25-34:46%

Engagement Rate: 3.1%



The importance of family to Natalia really emanates through her content. Her page revolves around her home life with her adorable children. Living right in the heart of Houghton Regis means the majority of her 46,000 strong audience will be close by to the new build. As another potential buyer herself, Natalia is also looking to move to a bigger space to accommodate her plans for a bigger family and desire for a blank canvas to create her dream home. The new build content will blend in seamlessly to her homely page and personal storyline.

Hendricks Green by Redrow in Goffs Oak (Friday)

@jadevanrielx



Jade

Instagram Followers: 27.2K

Credibility: 90.4%

Location: Essex

Niche: First time buyers/property tours

Age Demographic 25-34: 72%

Engagement Rate: 4.1%



Jade is all about the home. She is passionate about interiors and how to live a balanced and healthy life. She genuinely loves looking around a show home and her content is always stylish and practical. She's a property expert and often shares advice about how to secure a mortgage, what to look for in a new home and how to get onto the property ladder.

Lockside Wharf by Taylor Wimpey in Warwickshire (Saturday)

@Stacey_and_Three



Stacey

Instagram Followers: 35.2K

Credibility: 94.9%

Location: Warwickshire

Niche: Family, Food & Lifestyle

Age Demographic 25-34:49%

Engagement Rate: 3.6%



Stacey's family just received a their newest member and are looking to move out of their home soon. Being on the market herself, now is the perfect time for Stacey to be a part of the New Homes Week campaign. Her content is wholesome and features her modest life in Warwickshire and all the aspects one would expect in the family home. With a great credibility rate and engaged audience, her followers are sure to want to get involved in viewing the beautiful Warwickshire new build.

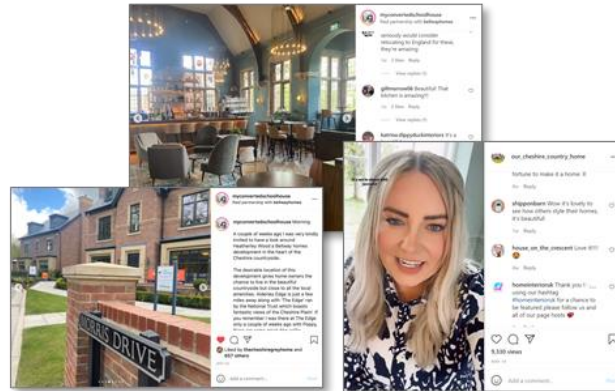
New Build Bliss cont

1. Selecting the Right Influencers



Select influencer partners based on content relevance and follower data

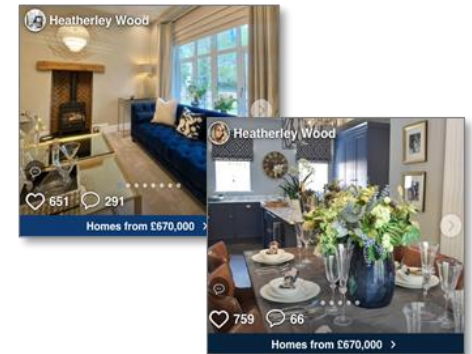
2. Creating Beautiful Content



We will work along side influencers to develop creative content ideas, promoting the **developments and key campaign messaging**

Short form video posts (Insta Stories), Images with swipe ups/links in description

3. Amplifying the Messaging

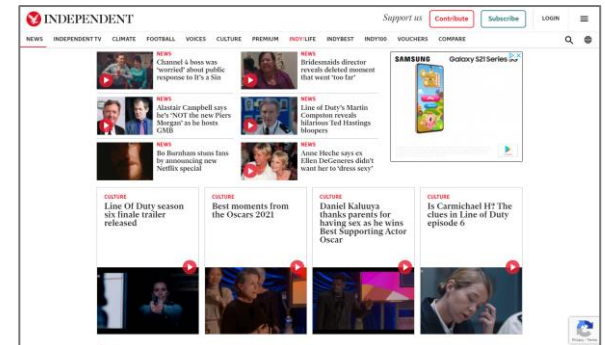
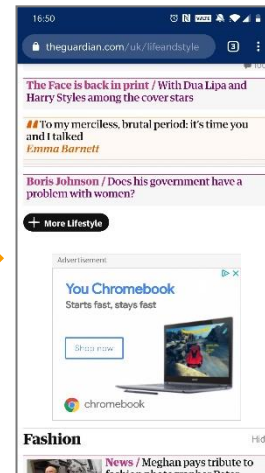
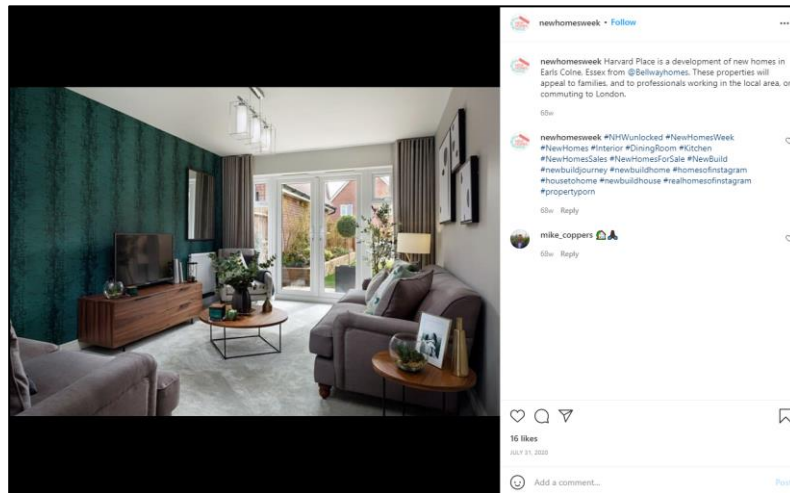


Influencer content and messaging will be amplified outside of social media platforms utilising social posts to create HTML5 rich media display creatives to maximise reach and engagement

New Build Bliss cont

When posting on behalf of New Homes Week, influencers will agree to allow us full rights to reproduce, publish, distribute, display, repost, share and edit all content prepared on our behalf

Social posts will be utilised to created Display ads via Behavioural Influencers Amplification (interactive HTML5 display creatives, made automatically using social media posts and distributed using a targeting platform)



1.5x
Increase in
conversions

25%
Increase
in CTR

2.4x
Increase in
ROAS



Ads link through to client website as well as linking to original post for users to like or comment. Activity will be optimised to increase reach, engagement and ultimately conversions to maximise ROI

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More Bliss

There is now a huge number of consumers who have established themselves as micro influencers by sharing their new build journey on a dedicated Instagram account.

With your support we've approached buyers at developments by Keepmoat Homes, Bellway Homes, Miller Homes, Telford Homes, Linden Homes and Bovis Homes and invited them to post on their Instagram accounts about their new home, highlighting the delights and practical benefits they have experienced through choosing a new build

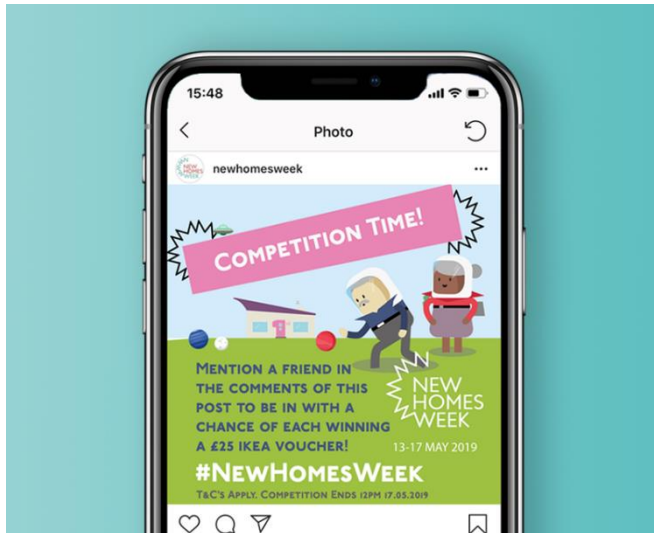


Social Content

1. Blog Posts – topics to be distributed inline with the daily themes
2. Case Studies – from Partners
3. Infographics:
 1. Survey Results
 2. Benefits of a new home
 3. Space – what a new home brings
4. Partner content – introductions to digital team to acquire needed information
5. Content produced by micro influencers & previous case studies

Competitions

To gain more followers, engagement and website users, we will look to do a series of competitions.



The competition is boosted to our target audiences such as those who have interest in buying a new home.

Competition on Instagram to WIN Dunelm vouchers.

Enter via @ Mentioning a Friend

Prize: £100 for you and £75 for a friend

New Build Sense Survey

- Strengthened activity and built on messaging with newsworthy research about sustainability and new homes
- Explore what the barriers are to being more green within the home and what people want to see more of in the way of sustainable features in new homes
- 2000 respondents and 10 questions
- Results demonstrate a change in consumer behaviour when it comes to choosing a new home
- Topics include: Electric cars, eco-friendly priorities and energy efficiency concerns
- Results to be distributed to the national and property press March 19th

Getting involved

- Share posts from the New Homes Week Instagram and Facebook pages and add the hashtags: #NewHomesWeek #NHW2022
- Share the pre-made content we will provide you with, again using the hashtags
- You can also get involved by sharing any original content you may have – whether that's web articles you have already written about new homes and posting using the hashtags
- Engage with our influencers
- Blogs
- Instagram buyers

ANY QUESTIONS?

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