****

**NEW HOMES WEEK 2019**

**CONTENT BRIEFING DOCUMENT**

**Partner/Member Company name:**

**Contact email:**

**Facebook name/handle:**

**Twitter handle:**

**Instagram handle:**

1. **Key Development Information**

**Please provide us with information and images for your top 5 developments below. \***

**\***Information needs to be for your whole company, not just region specific. Please bear in mind that if we do receive more, we will choose the best fitting developments to share on each day. We will also be interacting and sharing posts using the hashtag throughout the week, therefore your developments can also be shared via this method.

**1.1 Development One**

|  |  |
| --- | --- |
| Development name |  |
| Website link |  |
| Location |  |
| Property type to push (apartment, house) |  |
| Prices starting from |  |
| Key USPs |  |
| Local amenities |  |
| Buyer type (First Time Buyer, Downsizer, Family etc. please list any that apply) |  |
| Hashtag of development for social media (if applicable) |  |
| Show Home Interior Designer |  |
| Is Help to Buy available? Yes/No |  |
| Video Link  Or, please send video and label with company & development name |  |
| Case Study Link  Or, please send your case study in a word doc labelled: Company name - development name – case study. Attach images separately |  |

Please try to send 4 photographs for each development. These will also be used on Instagram. Photos to be saved as: Developer Name - Development Name - Image 1/2/3/4 etc.

**1.2 Development Two**

|  |  |
| --- | --- |
| Development name |  |
| Website link |  |
| Location |  |
| Property type to push (apartment, house) |  |
| Prices starting from |  |
| Key USPs |  |
| Local amenities |  |
| Buyer type (First Time Buyer, Downsizer, Family etc. please list any that apply) |  |
| Hashtag of development for social media (if applicable) |  |
| Show Home Interior Designer |  |
| Is Help to Buy available? Yes/No |  |
| Video Link  Or, please send video and label with company & development name |  |
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**1.3 Development Three**

|  |  |
| --- | --- |
| Development name |  |
| Website link |  |
| Location |  |
| Property type to push (apartment, house) |  |
| Prices starting from |  |
| Key USPs |  |
| Local amenities |  |
| Buyer type (First Time Buyer, Downsizer, Family etc. please list any that apply) |  |
| Hashtag of development for social media (if applicable) |  |
| Show Home Interior Designer |  |
| Is Help to Buy available? Yes/No |  |
| Video Link  Or, please send video and label with company & development name |  |
| Case Study Link  Or, please send your case study in a word doc labelled: Company name - development name – case study. Attach images separately |  |

Please try to send 4 photographs for each development. These will also be used on Instagram. Photos to be saved as: Developer Name - Development Name - Image 1/2/3/4 etc.

**1.4 Development Four**

|  |  |
| --- | --- |
| Development name |  |
| Website link |  |
| Location |  |
| Property type to push (apartment, house) |  |
| Prices starting from |  |
| Key USPs |  |
| Local amenities |  |
| Buyer type (First Time Buyer, Downsizer, Family etc. please list any that apply) |  |
| Hashtag of development for social media (if applicable) |  |
| Show Home Interior Designer |  |
| Is Help to Buy available? Yes/No |  |
| Video Link  Or, please send video and label with company & development name |  |
| Case Study Link  Or, please send case study in a word doc labelled: Company name - development name – case study. Attach images separately |  |

Please try to send 4 photographs for each development. These will also be used on Instagram. Photos to be saved as: Developer Name - Development Name - Image 1/2/3/4 etc.

**1.5 Development Five**

|  |  |
| --- | --- |
| Development name |  |
| Website link |  |
| Location |  |
| Property type to push (apartment, house) |  |
| Prices starting from |  |
| Key USPs |  |
| Local amenities |  |
| Buyer type (First Time Buyer, Downsizer, Family etc. please list any that apply) |  |
| Hashtag of development for social media (if applicable) |  |
| Show Home Interior Designer |  |
| Is Help to Buy available? Yes/No |  |
| Video Link  Or, please send video and label with company & development name |  |
| Case Study Link  Or, please send your case study in a word doc labelled: Company name - development name – case study. Attach images separately |  |

Please try to send 4 photographs for each development. These will also be used on Instagram. Photos to be saved as: Developer Name - Development Name - Image 1/2/3/4 etc.

1. **Retirement Specific Developments e.g. Downsizer homes or Retirement Villages**

If you have already highlighted developments above relevant to this audience, please feel free to skip this step.

**2.1 Retirement/Downsizer Home One**

|  |  |
| --- | --- |
| Development name |  |
| Website link |  |
| Location |  |
| Property type to push (apartment, house) |  |
| Prices starting from |  |
| Key USPs |  |
| Local amenities |  |
| Hashtag of development for social media (if applicable) |  |
| Show Home Interior Designer |  |
| Video Link  Or, please send video and label with company & development name |  |
| Case Study Link  Or, please send your case study in a word doc labelled: Company name - development name – case study. Attach images separately |  |

**2.2 Retirement/Downsizer Home Two**

|  |  |
| --- | --- |
| Development name |  |
| Website link |  |
| Location |  |
| Property type to push (Apartment, house) |  |
| Prices starting from |  |
| Key USPs |  |
| Local amenities |  |
| Hashtag of development for social media (if applicable) |  |
| Show Home Interior Designer |  |
| Video Link  Or, please send video and label with company & development name |  |
| Case Study Link  Or, please send your case study in a word doc labelled: Company name - development name – case study. Attach images separately |  |

Please try to send 4 photographs for each development. These will also be used on Instagram. Photos to be saved as: Developer Name - Development Name - Image 1/2/3/4 etc.

1. **New Homes Week 2019 Daily Themes**

Below are our daily themes. If you have any specific blogs / content that you think would be useful, please provide the information below.

|  |  |
| --- | --- |
| **DAY** | **THEME / DAILY FOCUS** |
| Monday | Interior Design for a new home |
| Tuesday | Homes with Help to Buy |
| Wednesday | Retirement/Downsizer Homes |
| Thursday | Family Homes |
| Friday | First Time Buyer Homes |

**3.1 Videos**

Please provide YouTube or Vimeo Links to any other videos you think would be useful regarding the above topics:

|  |  |
| --- | --- |
| Video 1 |  |
| Video 2 |  |
| Video 3 |  |

**3.2 Case Studies**

Please provide us with URLs for any other case studies already uploaded to your website relevant to the above topics:

|  |  |
| --- | --- |
| Case study 1 |  |
| Case study 2 |  |
| Case study 3 |  |

**3.3 Exclusive Case Studies**

We are looking to leverage press coverage and need **exclusive** case studies that can be pitched out to the target media as part of New Homes Week. If you have any available, please highlight them and send them to us with accompanying photography. Please name these files:

Company Name – Development - Exclusive Case Study for PR use

**3.4 Blog posts**

We have opportunities available for Members to write new blog posts that are uploaded to the New Homes Week website. Please reach out to the New Homes Week team [NHW@oraclepr.co.uk](mailto:NHW@oraclepr.co.uk) for more information on available topics.

If you have any existing blog posts already written that cover any of the above topics that you would like us to share for New Homes Week, please provide us links below.

|  |  |
| --- | --- |
| Blog Post 1 |  |
| Blog Post 2 |  |
| Blog Post 3 |  |

**3.5 Other Events**

Let Oracle know if you have any events happening during or around New Homes Week

|  |  |
| --- | --- |
| DATE | EVENT |
|  |  |

**PLEASE FILL OUT THIS FORM & WETRANSFER WITH ALL YOUR FILES IN ONE BATCH BY 26TH APRIL 2019 to NHW@oraclepr.co.uk.**

[**http://wetransfer.com/**](http://wetransfer.com/)

**4. Information for Partners**

**How can you interact with New Homes Week?**

1. Include the hashtag #NewHomesWeek and #NHW19 within your social media posts
2. Retweet, Share and Like the New Homes Week posts (we will do the same from the New Homes Week accounts on posts where you have shared the hashtag)
3. Please try and include the New Homes Week @ handles when posting during the week – details below for accounts
4. Comment on your developments New Homes Week posts and respond/develop conversations
5. Share the competitions running on New Homes Week
6. Share the infographics and videos created for New Homes Week

**New Homes Week Accounts:**

1. <https://www.facebook.com/NewdashHomes>

@newdashhomes

1. <https://twitter.com/newdashhomes>

@newdashhomes

1. <https://www.instagram.com/newhomesweek/>

@newhomesweek

**New Homes Week Hashtags:**

**#NewHomesWeek & #NHW19**

**If you have any further enquiries about New Homes Week, please email:** [**NHW@oraclepr.co.uk**](mailto:NHW@oraclepr.co.uk)