

Project Marketing



By Simon Hayman

"A successful campaign positions a well designed project above the competition in the market segment."

haven



In today's competitive, residential property market it takes more than a few lifestyle photos and snapshots of latte-sipping couples to take buyers over the line. Leading marketing specialists are engaging a number of strategies to position their project as the most desirable on the market.

According to John Meagher, 360 Property Group director and sales agent for the ROTHELOWMAN-designed staged development for Hamton in Abbotsford, 'strong design separates projects from the competition.'

"The most successful campaigns we've experienced focus on quality and introduce the concept of superior design very early in the marketing process," John says.

As the creators of the campaign for the Abbotsford project, at Hayman, we believe the secret to a successful property project marketing campaign is to simultaneously create curiosity and an aspirational product; buyers want a property purchase to say something positive about their position in life. To draw their attention to one project over another, the initial campaign launch should create cut-through in a memorable way that generates enquiries while appearing to take people where they want to go.





A successful campaign positions a well designed project above the competition in the market segment. Importantly, the campaign should evolve as repeated campaigns will alienate audiences. Treat the campaign like a poker hand. The power of suggestion goes a long way.

The Abbotsford project is an example of this approach in action. Located on the Yarra River, the photography, art direction, brand development, collateral and display suite were all designed to capture the essence of riverside living, on the cusp of the CBD.

Rather than commencing the campaign with artist impressions of the development – like so many other campaigns - Hayman's approach was to capture a lifestyle dominated by leisure. Advertising photography and art direction were dominated by a lone female figure, in a row boat or relaxing by the riverbank, surrounded by flowers, wine and good food - and not a building in sight.

By piquing the curiosity of the target audience, potential buyers are more likely to make their own investigations and discover the tangible attributes of the project, including exceptional architecture, interiors, location and investment potential.

"To successfully sell a project, the sales collateral and display suite must provide evidence of intelligent and appealing design. Without it, the project just won't sell," John says.

ROTHELOWMAN
153 STURT STREET
SOUTHBANK
VIC 3006 AUSTRALIA
T 03 9268 6800
www.rothelowman.com.au

Stage 1 – Eden - of the Abbotsford project is almost 100 percent sold. Stage 2 of the project – Haven – is selling now.

HAYMAN DESIGN
STUDIO 3 LEVEL 2
132 GWYNNE STREET
CREMORNE VIC 3121 AUSTRALIA
T 03 9429 8955
www.haymandesign.com.au/

