

Harnessing the media:

Intelligent insight to capture investors & buyers



First, an apology



The economic landscape

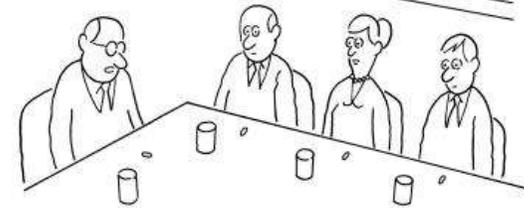
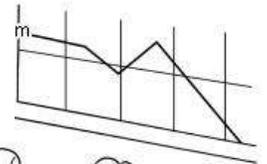
Property recovery slow –
some movement in
commercial, but Brits
especially ‘put-off’ buying
(NAEA, May 2011)

Asset erosion

Category lacks value

Money supply is short

But, people are
buying...somewhere, for
some reason...



g. di Chiarro

"Legal advises we each take one of these pills."

search ID: jdlm379

The issue

So how do we get investors and buyers to part with their hard earned cash?

By offering something different:

Value

Need

Desire

Create a brand...



What is a brand?

A set of emotional and rational benefits that helps buyers understand added value and price premium

Margin protection

Loyalty (high Net Promoter Score)

A destination

Relevant (aspiration & lifestyle)

Consistently meets needs and desires



But its property, not soft drinks!!

If you can understand what drives investors and buyers, you can demonstrate your benefits (added value) and deliver it in the way it is most desired (communications) at the time when it is most sought (media)



To harness media you need to know your target

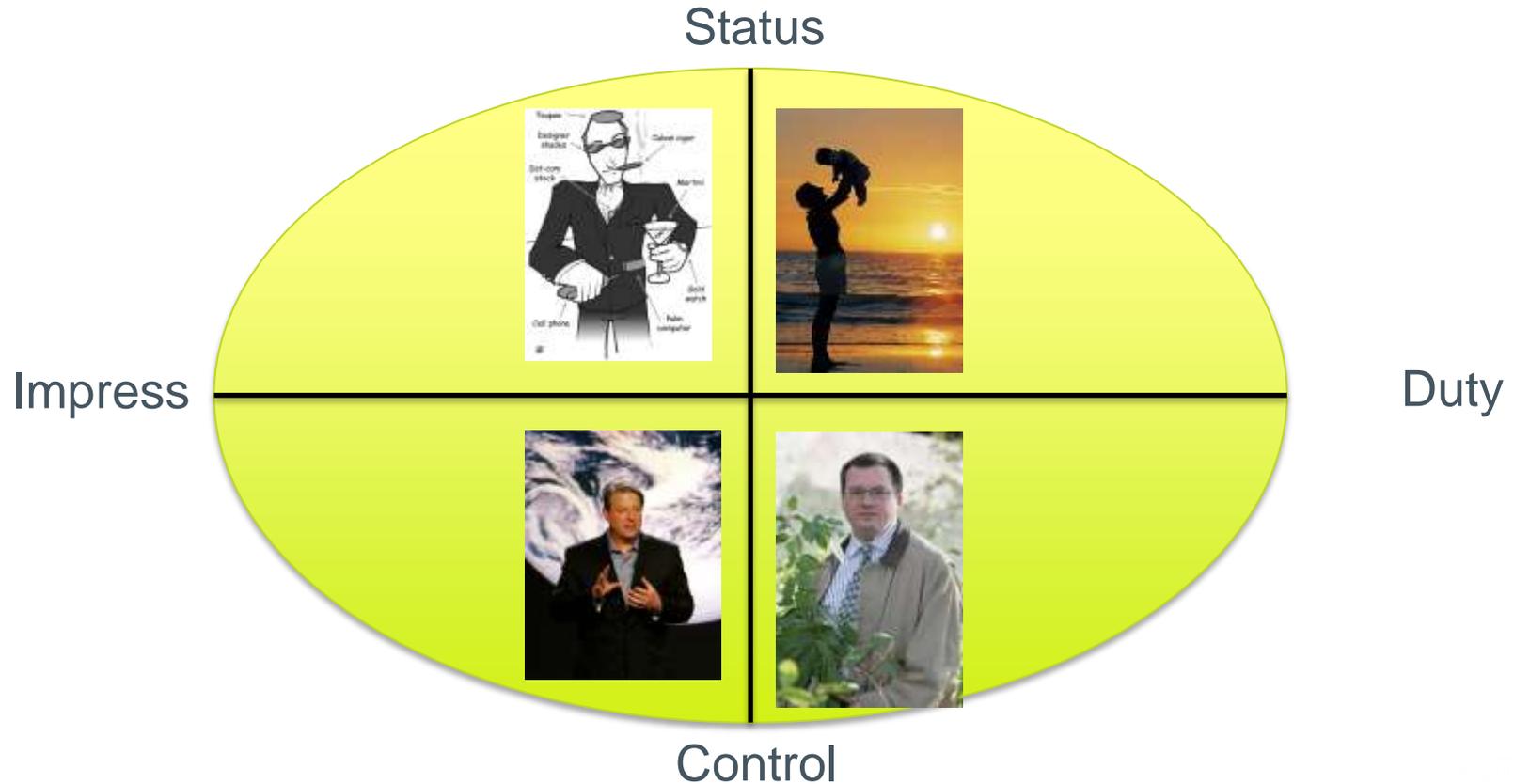


It all starts with insight: What drives your target...

Rational and emotional needs segmentation

A house is a home, a place to live: **Rational**

An environmentally sustainable home is a statement: **Emotional**



Why not just rely on demographics?

ABC1

C2 D E

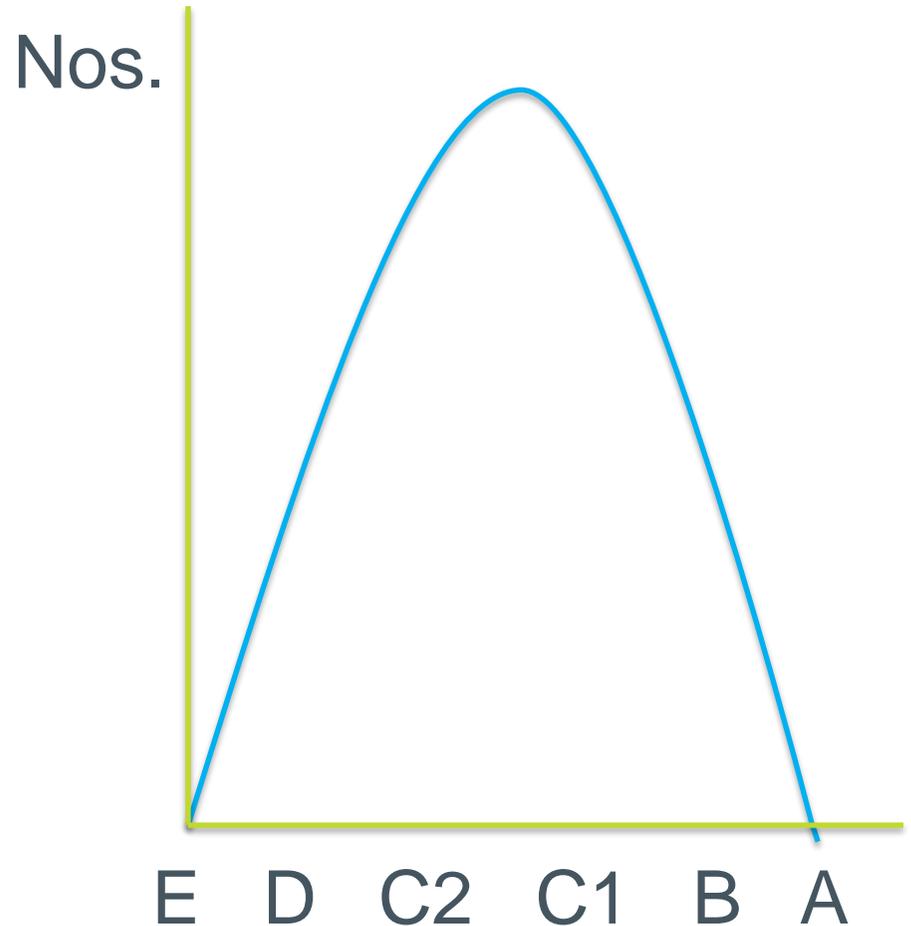
What do they want?

Why do they want it?

How do they want it?

**How much are they
prepared to pay?**

**Benefits, benefits,
benefits...**



Once you know who and why, you can build a brand around the insight....positioning

What are our features and attributes?

Why are we different?

What is our pricing structure?



How do we prove it?

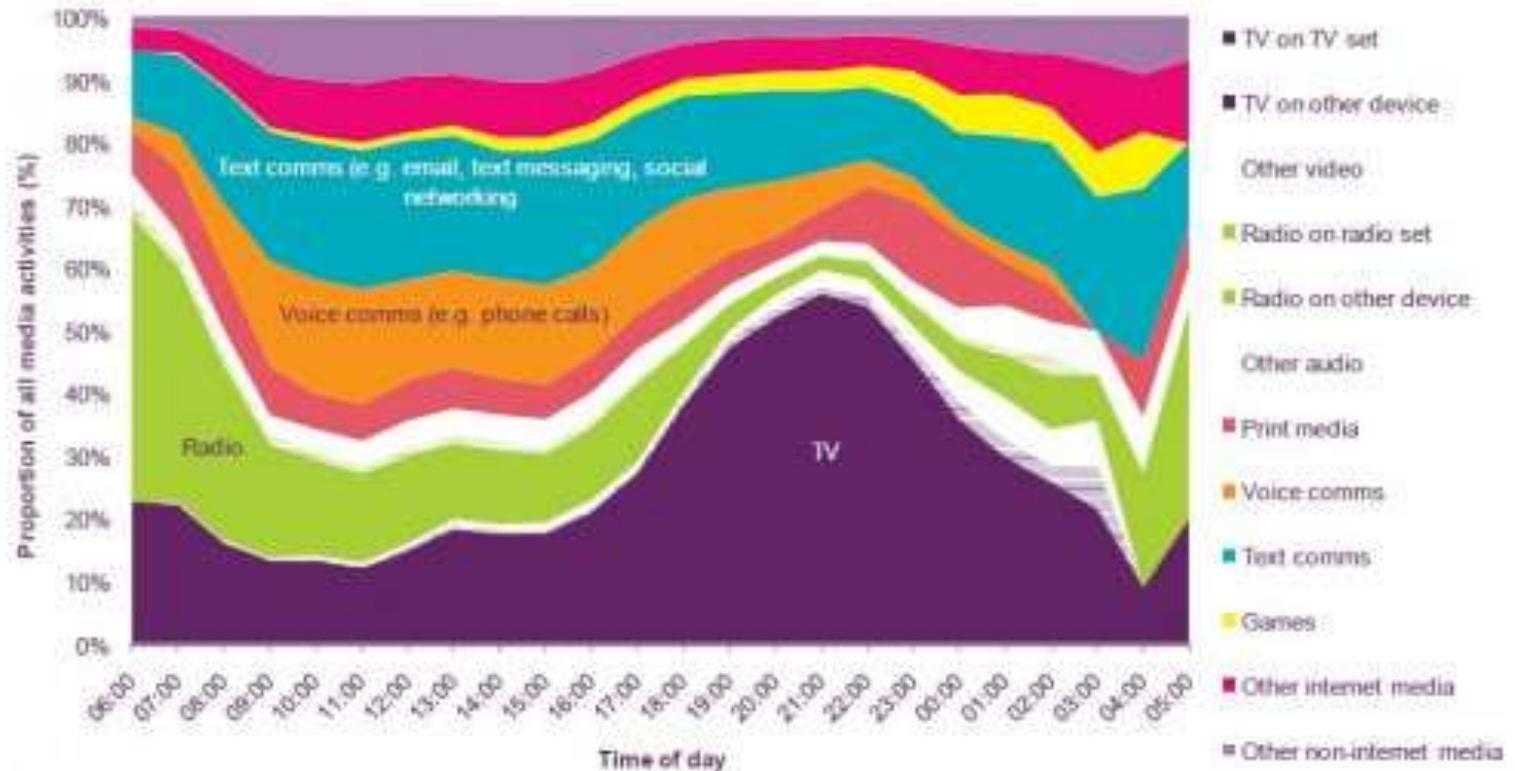
What is our core proposition?

How do we talk about it?

Bearing in mind all your segments are looking for, needing and wanting different answers...

And then start to build a communications strategy

Figure 1.14 Proportion of all media activity throughout the day



Macro data – readily available

And understand the most beneficial media tools



Intelligent targeting benefits...

Using insight should mean:



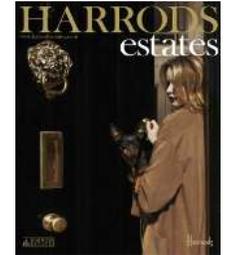
Tighter targeting

Better RoE

Better RoI

A better demand curve

**Sustainable future
business**



What reassurances do you offer?

Sustainability is not a trend, its a part of life and is only going to be more so in the future...



But for some, its still a mystery, or at least a tree-hugging load of nutters. Prove otherwise.

thank you

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