

a little bit of marketing



Lindrick Homes

We worked with Lindrick to create a launch programme for their prestigious Chadwick Park development near Harrogate. The concept centred around creating an aspirational coffee table style hard back book instead of a brochure, which was launched along side a detailed scale model at an exclusive evening reception. We also designed a bespoke marketing suite to house the company's on site presence which was equipped with illustrations, samples of finish and a hospitality area. The site itself benefited from with fully branded signage, and we worked with the appointed estate agent to develop point of sale and a series of press adverts. Out of the twenty homes for sale, fifteen were sold off plan.

