

## Shepherds Bush Housing Association - Direct Mail Campaign

These bright and witty direct mail pieces were designed to be posted along with rent demands to all Shepherds Bush Housing Associate tenants.

Promoting the virtues of outright ownership via a novel new 'Staircase' initiative. An idea developed to take advantage of the deflated property market.

### Client feedback

*These were really effective. We had many residents comment on how different they were. They obviously had the desired effect as we have also seen an increase in enquiries regarding outright ownership.*

**Natalie Duggan, Marketing Officer,  
Shepherds Bush Housing Group**



## Springfree Trampoline - Integrated Marketing Strategy

With the sole trading rights in the UK, rhc jumped at the chance to work with Rainbow Play Systems on such an unique and innovative product as the Springfree Trampoline - The Worlds Safest trampoline.

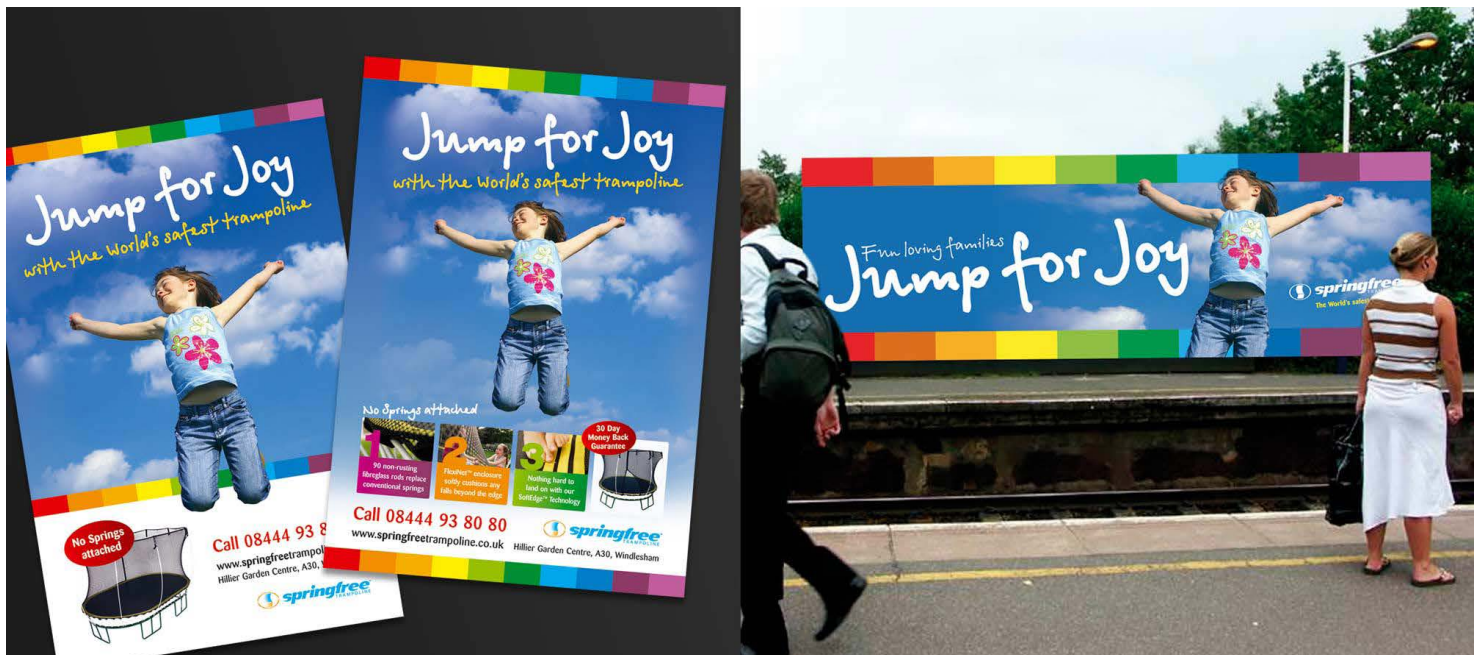
With ambitious market penetration plans and fierce competition the brief was to develop an integrated marketing strategy positioning the brand as the premier trampoline in the UK.

rhc have developed a creative campaign that promotes the unique aspects of the product design via a exciting combination of Press advertising, Direct Mail, Experiential outdoor events and on-line marketing.

### Client feedback

*Springfree sales are really busy and on Tuesday I think we had our busiest UK day with 12 sales going through. We were about 100% up for the first 3 months and I hope to be at least 50% up in April against 2009.*

**Nick Marlow, Managing Director,  
Springfree Trampolines.**



## Shepherds Bush Housing Association - Advertising Campaign

rhc were briefed to create a “sales campaign” that would generate awareness and drive sales of 129 apartments at Issigonis House W3.

The brief specifically requested increased traffic to a new, cleaner web site and increased foot fall to the building. The subsequent creative campaign included a revised web site, tube posters, escalator panels, bus backs, ad-walkers, Pedicabs and promotional leaflets.

On the day of launch, 250 people physically viewed the property.

The result of an integrated advertising campaign, consisting of:

- targeting consumers at the newly opened Westfield shopping centre
- ad-walkers were deployed at local tube stations to generate awareness
- pedicabs were used to take prospects directly to Issigonis House

After just one month 47 apartments were reserved.

### Client feedback

*We find rhc very professional, flexible and they respond very quickly to our project briefs. Thanks for all your hard work regarding this project so far!*

Natalie Duggan, Marketing Officer,  
Shepherds Bush Housing Group



## Arancina - Traditional Sicilian Pizzeria- Brand Identity and Marketing

This privately owned chain of 7 rostellaras, first founded in 1996, was brought to London by Edoardo and Michele Mortari – brothers, both pizzaiolo and successful entrepreneurs with a passion for real Italian food.

Rustic yet modern, the interiors of the Notting Hill and Westbourne Grove branches blend earthy wood, aluminium and exposed bricks. Both are filled with quirky details including one half shell of their family owned Fiat Cinquecento that sits in the windows of each of the two London branches.

The brothers brief was to create a brand personality to reflect the unique Sicilian nature of the family business. Fabulous authentic flavours served up in a fun, friendly and relaxed atmosphere. The brand logo and a run out identity were designed to reflect all these qualities, incorporating the sun-kissed citrus colours synonymous with their beautiful Mediterranean home, the island of Sicily.

### Client feedback

*Every customer should leave Arancina feeling they have experienced the essence of Sicily, its culture and cuisine and want to come back with friends for more. With your help it seems to be happening!*

**Michele Mortari – pizzaiolo and successful entrepreneur with a passion for real Italian food.**



## LifeCare Residences - Integrated Launch Campaign

Battersea Place has been designed to meet the needs of older people living in their own homes in London who want to downsize and plan for their future, but wish to continue living in the city. Located close to Albert Bridge and opposite Battersea Park, It offers people aged over 60 independent living in stylish, spacious apartments and penthouses, supported by facilities comparable to those of a five-star hotel, including a bar, restaurant, pool and spa.

To help launch the development, rhc created a integrated campaign that included brochures, direct marketing, site hoarding and national press advertising.

### Client feedback

*Battersea Place is a unique concept which needs extremely careful positioning. We were looking for an agency who understood today's complex and sophisticated ageing population and who also had the marketing and creative skills to plan, create and deliver an exceptional campaign. We are delighted with the insight and creativity that rhc has brought to Battersea Place.*

**Amy Baker, Marketing Manager, LifeCare Residences.**



## L&Q London Housing Association - Sales Literature

L&Q are one of the UK's leading housing associations and one of London's largest residential developers, building high quality homes to meet a range of needs and incomes. They currently own or manage over 90,000 homes in London and the South East.

rhc were asked to design and produce the sales literature for a selection of one, two and three bedroom apartments in the centre of Greenwich, offered through L&Q's part buy, part rent scheme.

The new material has proved to be a powerful promotional tool aiding awareness and sales.

### Client feedback

*We are really pleased with the new sales material. The brochure in particular does a great job of showcasing the new development and the surrounding area.*

**Natalie Duggan, Marketing Manager, L&Q**



## Collyer Construction - Brand ID, website and marketing materials

rhc were commissioned to rebrand this very successful construction company that offers a foundation to finish service to both private and commercial developers in the home counties.

With an established business and a reputation for excellent work our client was very anxious to retain the existing brand equity but wanted to find their voice to elevate their position in the market and boost sales. A fresh visual identity and an engaging website full of exciting projects and relevant case studies was needed.

Once the branding was completed it set the tone of the new website and rollout marketing collateral. In a push for new business the branded folder and case study inserts sent to prospects has proved to be a powerful persuader in a very competitive market.

### Client feedback

*We love the new logo, the fresh colours and more contemporary feel you have created for us. We are so proud of the new website and the way you have applied the new look to the rest of our marketing material is a triumph. It's really created a buzz around the place and more importantly it has proved very effective, taking us to another level.*

**Chris Collyer – Owner, Collyer Construction Ltd.**



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Call: 01256 70 40 70

Email: [richard@rhc.uk.com](mailto:richard@rhc.uk.com)