

Challenge

Fine & Country is the UK largest network of estate agents selling premium properties within the UK. They are a relatively new player in this mature market, traditionally dominated by established brands such as Savills, Hamptons and Knight Frank. They have positioned themselves as offering a more innovative (lifestyle) approach to marketing properties, cutting time and cost required to sell properties at the premium end of the market, and have been successful in taking market share.

However, the brand remains relatively unknown and competitors are beginning to adopt their approach to marketing. Fine & Country has appointed Command D & Response to work with them to strengthen their brand and maintain their point of differentiation.

Solution

People buy properties as much for emotional as well as rational reasons, and most property marketing fails to recognise this. We recommended 'showing people living and enjoying their homes' and using the language of editorial to tell the story of the home and to give it a personality. This approach has been adopted in the national press advertising initially and is beginning to filter down into the local advertising. In addition, Command D has created a sales presenter to bring the Fine & Country story to life and help member estate agents articulate what makes Fine & Country unique from its competitors.

Results

The approach was presented at the Annual Fine & Country Conference 2010 and was extremely well-received. The sales presenter is being distributed to all agents. The network goes from strength to strength.

