

QUARTERMILE • EDINBURGH
GO

ABOVE
AND
BEYOND



IN ASIA

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SUMM(IT)ARY

This paper demonstrates how we deployed learnings from previous events to improve strategy, execution, delivery and results and put Quatermile at the pinnacle of the Asian investors property market.

By re-evaluating our previous approach, we ensured we were able to bring to life a development that many of our target audience would never step foot in, whilst beating off the giant competitor – London as location.

To achieve this, the approach, branding and messaging needed to be reassessed in order to reach elevated success levels and ensure we made our audience feel they were receiving an exclusive opportunity.

The creative paired with robust strategic thinking helped to achieve ROI of almost 3567% – towering above both last year's results and the competition as well as being way beyond the clients' expectations.



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CLARITY AT THE TOP



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AMBITIONS AND CLARITY OF OBJECTIVES

Quartermile is a prestigious property development in Edinburgh's city centre, designed by world renowned architects Foster & Partners. Now a renowned landmark in the Capital amongst its locals, the challenge was to gain more recognition further afield.

As this was the third year Quartermile were marketing in Asia, it was imperative to use the insight captured from previous events to build an understanding of whom our purchasers were likely to be this year.

It was going to be a tough climb to beat last years results of £10 million in sales. The targets were high and one of the clients' key objectives was to increase revenue per sq. footage from the previous £444.

We were also faced with a unique position as a developer in that many of our target audience may never set foot on the premium priced development we wanted them to invest in. Therefore, we needed to convey the quality of the development through both our messaging and visual assets.

Our overall campaign was to build awareness and anticipation around Quartermile's exclusive launch happening across 2 weekends in Hong Kong and Singapore.

The brief was to develop an overall name, positioning and look and feel for Quartermile's new building, then the subsequent advertising and event material plus a brochure for the events.



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KNOW YOUR AUDIENCE

From research of the current market place and previous capturing of event data, we knew that going out with the traditional, UK focused marketing would not be appropriate in the Asian market. They needed considered and bespoke messaging in order to optimise conversion of sales.

Using our property partner Savills' previous event insight, this year's campaign would be aimed at Hong Kong and Singapore nationals not expats. This was due to their significantly higher disposable income and desire for overseas clients to acquire investment property.

There was similarity in audience profile between Hong Kong and Singapore, both showed –



Due to the price and location of Quartermile, the vast majority of investors were looking for long term investment.

International customers are now more aware of Quartermile, but there was still a job to do about brand recognition.



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MAKING IT TO THE TOP

Getting ahead of the competition

We also recognised from research that investors are looking for reassurance that they are investing in the right location and that they will get a good return.

The challenge we faced was that the majority looking to invest the UK think only of London, so we needed to overcome this.

The Hong Kong and Singapore events were made up of 99% London developers, so we knew that those in attendance would be looking to invest with London in mind.

Previously, those who were familiar with Edinburgh through either studying or living there took little convincing of the investment argument, those not so, needed to be convinced of ‘why Edinburgh?’.

We took an important decision. We shifted our strategic approach from previous years where we prioritised selling Quatermile’s benefits first and over and above Edinburgh as a location, to...

Placing emphasis on selling Edinburgh as **THE UK location**, then Quatermile as **THE Place** to invest.

Finally, when developing our copy we made sure we were speaking to them in a language they understand... luxury.



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ATTAINING NEW HEIGHTS

Every year Quatermile release new phases of apartments and in September 2015 they were looking to launch their next new building. With the objective of overseas' sales, this building would launch to market at our Hong Kong and Singapore exhibitions.

This created a golden opportunity because:

We knew that Asian property investors cherished heritage, luxury brands and iconic design.

But required reassurance and kudos to make a purchase.

Further insight confirmed that these investors were seeking something new and exclusive.

So not only did we aim to position the new development as the 'best of the best' in luxury and location, we emphasised that they were getting an exclusive and unique opportunity. They were getting the FIRST opportunity to buy brand new properties. In this way we reinforced that there was unquestionable kudos to buying at Quatermile.



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THE PROPOSITION

Edinburgh – an unparalleled city location,
Quartermile – an unparalleled
luxury development



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THE POSITIONING ABOVE AND BEYOND

as a location

There's nowhere like Edinburgh on earth. It's one of the world's great cities, at once ancient, historic and utterly contemporary and cosmopolitan. Its vibrant culture and iconic buildings are celebrated all over the world.

as a design masterpiece

Foster+Partners have truly lived up to their global reputation for innovation, pioneering architecture, striking spec and unparalleled level of finish.

as a development

It's situated right in the heart of the capital, and on the edge of acres of green parkland. A buzzing, lively lifestyle amongst shops, cafes and in a one of a kind luxury apartment.

as an investment

You stand to get more back than you would elsewhere. Edinburgh's property market remains a buoyant, consistent, rewarding investment opportunity.



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STRATEGY – A staged approach

We planned our communications to maximise anticipation and excitement...

Pre-event

- Press ads and postal and email invites sent out.
- Website prominence on Savills site
- Online banners driving to event information
- VIP events for warm leads

At event

- General event
- Giveaways
- Brochure to takeaway
- Apartment finder

Post-event

- Follow-up email



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AN ELEVATED APPROACH...



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ORIGINALITY

The campaign needed to feel different from previous Quatermile marketing in Asia AND from its London competitors, whilst ensuring we conveyed a structured story to the consumer through Edinburgh – the location, then introduce Quatermile highlighting its Foster & Partners credentials, and finally the development.

This hierarchy of messaging needed to be enforced across all our collateral in order to work with our redefined insights.

How could we do it?

- Our positioning needed to be confident and reinforce our USPs in a succinct way to a complex audience.
- Our collateral needed to be fresh and bold.
- Carrying out a photoshoot allowed us to capture elevated views across the full scale of the development, placing it in situ of the city centre and the proximity to the Meadows.
- Bold, patterned, premium finishes made the connection with luxury designers such as Gucci and Louis Vuitton.
- Copy creating urgency, exclusivity and aspirational tone to the campaign.
- Personal invites to VIP event and giveaways at the event made the customers feel special and gifted.



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ABOVE AND BEYOND

Above what you've
ever experienced
and beyond what
you could ever
imagine...



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CREATING THE LANDSCAPE

Now that we had identified a staged approach strategy, we identified the best channels of communication to execute our tailored messaging. We only had a limited opportunity to ensure we drove demand. Therefore, these touch points were key to ensure we maximised our data lists and reach to gain the best turnout at our events.

Event Collateral:

- Giveaway bags
- Notebooks
- Umbrellas
- Event panels
- Reception desk
- Plinths

Press:

A mixture of ¼ page, ½ page and full page ads were taken out in some of the key Hong Kong and Singapore publications.

Online:

Banners were built for Apple Daily App.
Landing pages on Savills website.

EDM:

An exclusive email invite was sent out to a pre-established Savills database of warm leads inviting them to attend.
Postal invites and door drops

Brochure:

A bespoke brochure was developed to show all the development had to offer.

The Events:

Events were tiered to allow VIP invites to warm leads and an open general event

Singapore VIP Event - Thurs 10th September

Singapore General Event - 12th & 13th September

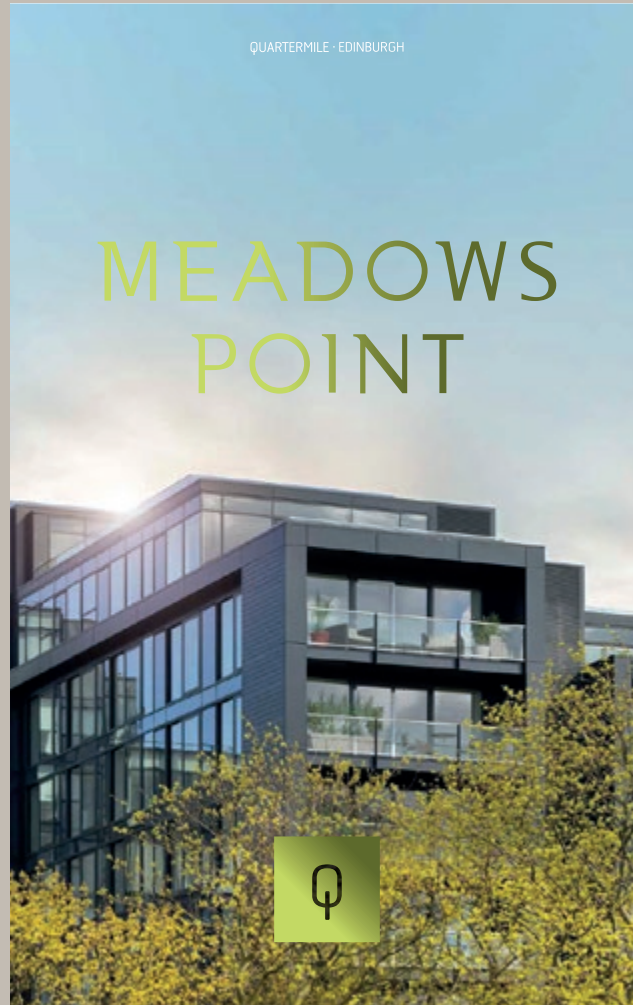
Hong Kong VIP Event - Fri 18th September

Hong Kong General Event - Sat 19th & 20th September



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THE BUILDING NAME



All reinforced our elevated status as the place to be.

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RAISING THE EXCITEMENT

OUR CAMPAIGN WAS TO BUILD AWARENESS AND ANTICIPATION AROUND QUARTERMILE'S EXCLUSIVE LAUNCH IN THE RESPECTED MARKETS BY SPEAKING TO THEM IN A LANGUAGE THEY UNDERSTAND... LUXURY.



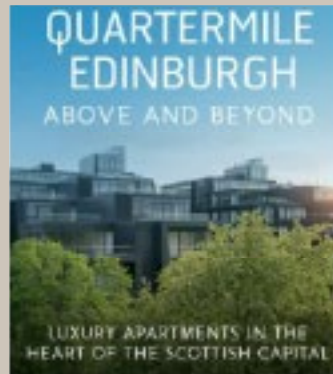
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PRESS AND ONLINE



Press ads were developed to answer all the likely questions identified in previous campaign analysis, whilst enhancing the status of Quatermile and its product offering. It showed the development as at the heart of Edinburgh and all it has to offer.

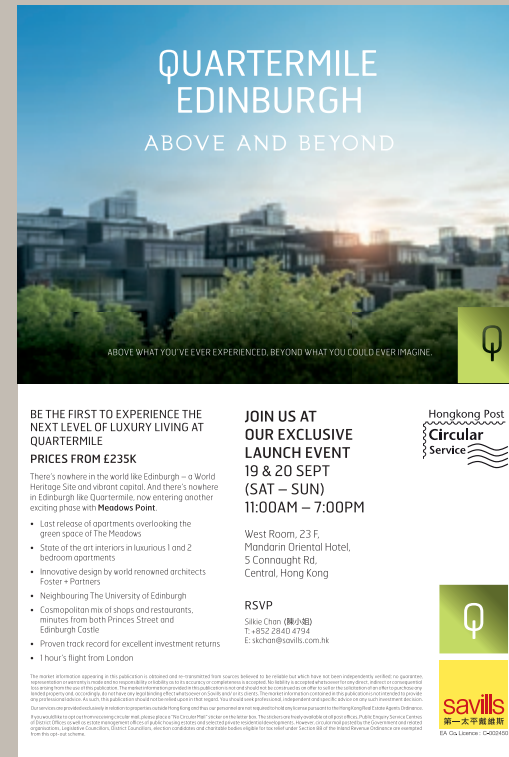
Online banners were selected to be shown in specific, targeted areas to appeal to our core affluent audience.



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INVITE AND DOOR DROP

Bespoke invites were made using rich stocks and foils. The content was tailored depending on VIP or General event.



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EDMs

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ABOVE AND BEYOND



LUXURY APARTMENTS AT THE HEART OF THE SCOTTISH CAPITAL

MEADOWS POINT: THE LATEST COLLECTION OF 1 AND 2 BEDROOM APARTMENTS AT QUARTERMILE EDINBURGH

PRICES FROM £235K

There's nowhere in the world like Edinburgh – a World Heritage Site and vibrant capital. And there's nowhere in Edinburgh like Quatermile, now entering another exciting phase with Meadows Point.

- Last release of apartments overlooking the green space of The Meadows
- State of the art interiors in luxurious 1 and 2 bedroom apartments
- Innovative design by world renowned architects Foster + Partners
- Neighbouring The University of Edinburgh
- Cosmopolitan mix of shops and restaurants, minutes from both Princes Street and Edinburgh Castle
- Proven track record for excellent investment returns
- 1 hour's flight from London

JOIN US AT OUR EXCLUSIVE LAUNCH EVENT
 West Room, 23 F.
 Mandarin Oriental Hong Kong,
 5 Connaught Rd,
 Central, Hong Kong

19TH & 20TH SEPTEMBER 2015
11AM – 7PM

REGISTER YOUR INTEREST NOW
 Thomas McAlister (麥亞斯先生)
 T: +852 2842 4472
 E: irs@savills.com.hk




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- 1 hour's flight from London

JOIN US AT OUR EXCLUSIVE LAUNCH EVENT
 Windows East, 20F,
 Four Seasons Hotel,
 190 Orchard Boulevard,
 Singapore

12TH & 13TH SEPTEMBER 2015
11AM – 7PM

REGISTER YOUR INTEREST NOW
 Cherrin Loo (CEA Reg. No. R021955C)
 T: +65 9657 0072
 E: International.res@savills.com.sg




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Using a preselected mailing list, emails were sent out to high end investors to notify them of the upcoming event and their opportunity to be THE FIRST to invest.

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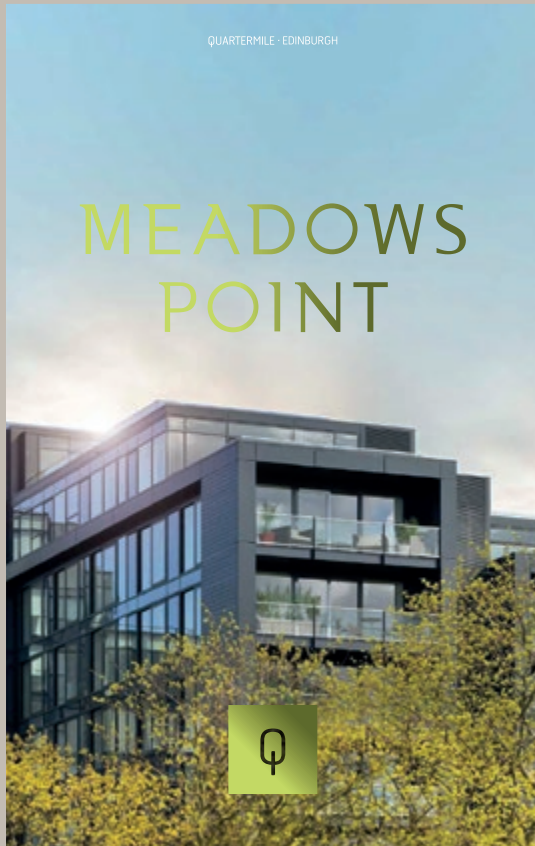


THE EVENT



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BROCHURE

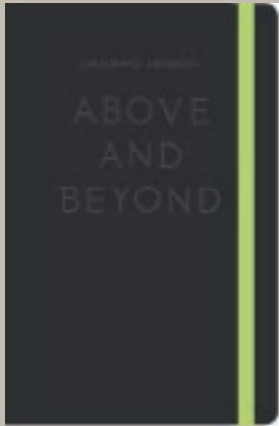


We stepped up on all the finishes – Foiled, French fold, 42pp with 8pp cover allowed us to maximise the imagery and allow the product to stand out. The confident use of fold out spreads and succinct copy allowed us to exude the core messages around Edinburgh as THE location and Quartermile as THE luxury place.

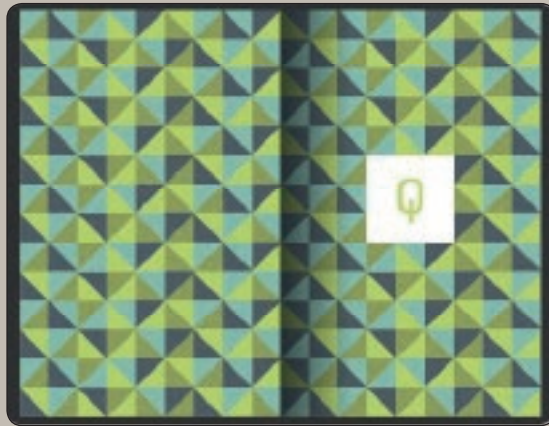
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EVENT COLLATERAL

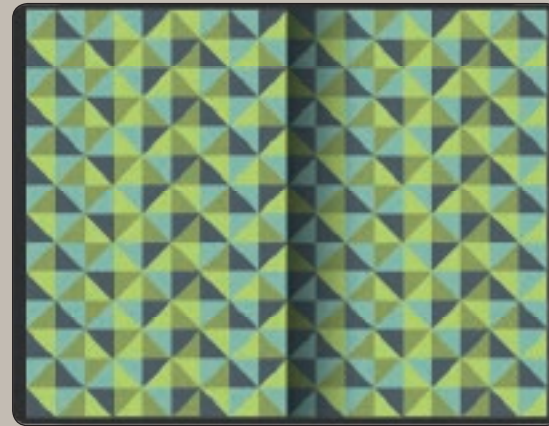
Premium moleskin notebooks



Front
Black gloss foil on matt black stock



Front end paper
Uncoated stock with full colour print



Reverse end paper
Uncoated stock with full colour print



Back
Black gloss foil on matt black stock

Designer styled bags

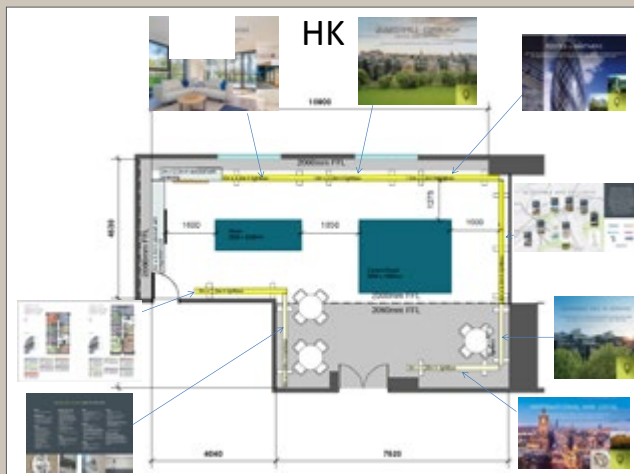


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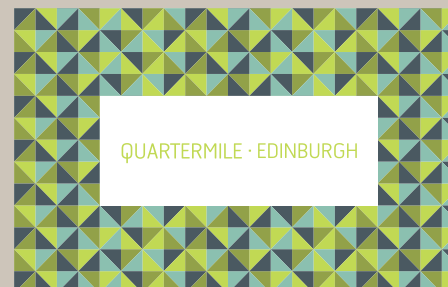
EVENT PANELS

4m x 3m lightboxes were installed for the event.

Hong Kong



Singapore



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EVENT PHOTOGRAPHY



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**THE RESULTS—
Beyond what you
could imagine...**



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RESULTS

We knew we were reaching for the sky improving on last years campaign success of £10 million in sales. However, we did it!

2015's Asian campaign delivered...

Over 50% of the 91 apartment building sold over 4 days!

Secured 54 reservations totalling a value of approx. £16,500,000 vrs £10,000,000 in 2014.

Sold 19 parking spaces.

£2.1 million over budgeted projections for the client.

£517 per square foot vs target set of £444 which was an 16.44% increase in profit per sqft (to source from client).

ROI approx. 3567%. Probably need to unpack this where we can with actual figures (remembering that papers can be confidential and not published if it helps to put better figures in)

Quartermile now class 2015 as their "best trading year to date".

And THAT is the Point!

"Quartermile has always attracted a broad range of purchasers, both from overseas and from the UK, bringing a great deal of revenue into Edinburgh from all over the world. In previous visits to the Far East we have seen the demand for properties in Edinburgh from these regions, but the level of interest this year is unprecedented and reflects Quartermile's position as Scotland's only true mixed-use development.

The marketing campaign for this exhibition was bold with focus on Quartermile as a brand rather than relying on our relationship with Savills as was the case in previous exhibitions. This confidence was reflected in the remarkable number of sales achieved and the significant increase in revenue.

The result was outstanding and we were particularly delighted that we had a high level of repeat purchases from existing clients which demonstrates the confidence in Quartermile and the investment."

**Jan Welsh – Sale and Marketing Director
at Quartermile**



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