



La Vida

BRAND STRATEGY PRESENTATION

QUOTE:

"You're either remarkable or invisible. Make a choice."

- SETH GODIN

Who we are

What makes us different?

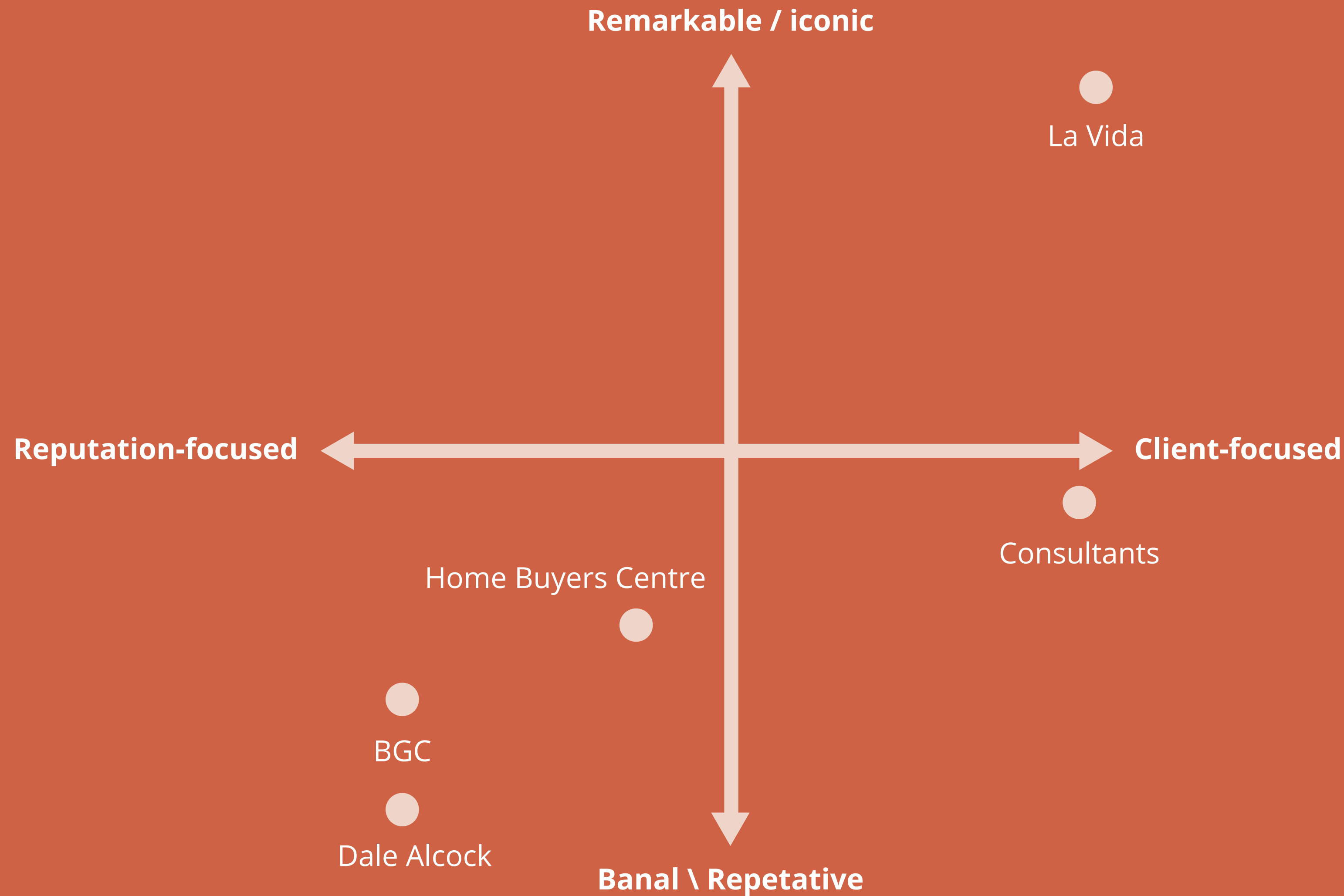
- Change makers. "We would rather try something new and it not work than become one of the many."
- Passionate. "Our work has to be fun and it's all about serving the end user and the story they tell their friends."
- Family. "I trust my staff. We have built this company on shared values and we all want to see the same version of success."
- Transparent. "We show this value rather than speak it with empty sentiment. FB groups, personal phone numbers given out, supervisor access."
- Experience driven. "We're focused on curating the building experience our clients want. 'My builder covered my white card so I could go onsite.' or 'My builder even built me a dog wash station inside.'"



Who we're not

- Boring. "There are enough builders out there who sound the same, build the same, and reproduce the same experiences for their clients. We have no interest in being one of the many."
- Laborious. "The process has to be fun and simple for the client. Layers of management/process make it very hard to make individual clients happy."
- Scared of risk. "There are huge gains to be made by embracing what other builders fear."
- Focused on growth. "We are not looking to be the biggest builder - or to be sold offshore - as we see this as a hinderance to maintaining our values."







Audiences

A VOICE THAT CONNECTS. A PRODUCT THEY WANT

We need to understand who we're targeting and what motivates them. The whole experience needs to feel like 'this is for me'.



Primary Audience

The pleasure seekers

Millennial home buyers, currently aged 24 - 39 years old, are looking to buy and COVID is prompting that decision.

"A third of Millennials and a quarter of all Australians expect to buy a property in the next two years, with many having used the lockdown to accelerate their home ownership journey, according to ING research." - The Advisor

As the pleasure-seeking generation, they are collecting experiences and this agenda is rarely budget prohibitive. They know that everything costs and, if the experience is worth it, they will find a way to pay for it.

They are curious and keen to share their findings - social causes, new places to dine, thought leaders, new work hacks, and travel. When they discover something new, they feel ownership over it.



Secondary Audience

"For Australian millennials, the number one priority is to travel, whereas Gen Zs (up to 24) would prefer to buy a home first" - Deloitte

The True Generation:

- "The four core Gen Z behaviors are all anchored in one element: this generation's search for truth.
- Gen Zers value individual expression and avoid labels.
- They mobilize themselves for a variety of causes.
- They believe profoundly in the efficacy of dialogue to solve conflicts and improve the world.
- Finally, they make decisions and relate to institutions in a highly analytical and pragmatic way.
- Gen Z is "True Gen." In contrast, the previous generation—the millennials, sometimes called the "me generation"

- McKinsey

Response

"This is a builder I can brag about. I can't wait to tell my friends what my builder is doing for me."

"Every builder is same same. This is where I can get the house I want and be part of something bigger than me."

"They have a social conscience and care about the impact their business has on the world."

"I love going to see my people at La Vida. It's a really fun experience."

"I got to put my house together. See that brick, I laid that."

"They're not trying to hide anything. I've got direct access to their other customers and the people working on my house."

Benefits

Experience driven - We create the building experience that you want to have. Site visits, slab parties, just the essentials?

Inspired - We see (and act on) a better way of doing business.

Socially responsible - We know that our work has an impact on the health of the world and it's our job to contribute to positive change.

Fun - Visiting La Vida is like visiting a close friend. You will leave feeling a buzz of energy.

Pride - This home is yours and you made it happen.

Transparency - Sure, we could spin testimonials and ratings to suit us, but we would rather open the door and let you see it for yourself.



How we speak

TONE, KEY MESSAGES, AND BRAND STORY

Now that we know our position in the market, our two key audiences, and who we are; now let's deliver the messages that speak to the consumer.



Tone

Magnetic and memorable - It's gotta be fun

Bold - We step out of our comfort zone when no one else is willing

Tactile - The world should be felt and experienced. Collect them like gold

Energising - Even the mundane processes can be made joyful

Curious - Get curious about your biggest purchase. What's behind the big building promises and how can you make the better choice?

Driven - We're not afraid to go against the grain to deliver a better version of what already exists. "The person I compete with is myself." - Beyonce



Key messages

PRIMARY

- Creating something remarkable - experience driven, tactile, supportive, curious, passionate, motivational
- Experiences are the currency of life - fun, experience driven, energising, memorable
- Socially conscious where it counts - change-makers, bold, curious, passionate

SECONDARY

- You made it happen - proud, driven, inspired, legacy
- Change makers - disruptive, change-makers, bold, curious, hack the industry
- Your access to our reputation - transparent, bold, disruptive, agile, passionate



Leading brand proposition

IT'S TIME.
MAKE YOUR MARK.



La Vida

It's time. Make your mark

Life is remarkable. And every day is an opportunity to make your mark on the world. To say that you were here. You made moves that mattered; experienced it all. And, one of the biggest (okay, top three), most story-worthy experiences of the lot? This. What you're doing right here - building your new home! So, let's make sure this experience has your mark all over it.

But, what about going bigger than that? Like, global. La Vida is all about making sure that your impact is a positive one. And we don't just preach it, we practice it. Everything from the coffee pods we use in the office to the 7* energy rating of each home we build. Without the heavy layers of big-builder bureaucracy, we champion real change. And then give ourselves the mandate to act on it.

So, when you make life's biggest purchase, what kind of mark do you want to leave?

Thank you